

The Whole Story on Whole Foods Market

WHOLE FOODS MARKET ON POPLAR AVENUE IS BY NO MEANS JUST A VEGETARIAN GROCERY STORE. ON THE CONTRARY, IT HAS A WIDE SELECTION OF MEATS AND DAIRY PRODUCTS IN ADDITION TO VEGETABLES, FRUITS AND WHOLE GRAINS. FOR THOSE WISHING TO LIVE A HEALTHY LIFESTYLE WITH FRESH FOODS UNTOUCHED BY MAN AND SCIENCE, WHOLE FOODS IS THE MARKET TO PATRONIZE.

Through its metamorphosis from Squash Blossom to Wild Oats and its eventual buyout by the international market chain Whole Foods, one thing has remained consistent: a commitment to natural and organic foods as well as providing a wide array of environmentally-friendly, homeopathic drugs. Indeed, if one so chooses, all their needs can be met by visiting the full-service natural food store.

Its unique produce area could be called a southern farmer's market, since the store prides itself on supporting local and regional growers, producers and harvesters who farm organically in the South.

Whole Foods bakery is gluten-free and breads are made using cage-free eggs, natural butters and unbleached, unbromated flour. The cheese section is mostly organic and free of rBST (recombinant bovine growth hormone) while the

meat and seafood department not only carries prepackaged meats but also fresh meats cut to your specifications. Moreover, Whole Foods' meats contain no animal byproducts, antibiotics, added hormones or carbon monoxide.

Whole Foods also offers prepared foods



in the frozen food section, deli, sushi, pizza and sandwich stations, hot and salad bars. There is also a juice and java bar that specializes in fresh juices and coffee drinks. Fair trade coffees and teas, beer and wine are also available.

Overall Whole Foods' products are all

natural and organic. Staples like cereals, rice, pasta and other seasonings and spices are made without artificial flavors, colors, sweeteners, preservatives or trans fats.

All-natural and organic applies to non-food items, too. Paper products, cleaning agents and hair and body products at Whole Foods don't contain starch, extra gelatin, artificial colors, sweeteners and preservatives, lactose, unnecessary fillers or hydrogenated fats. The company uses vendors who use plant-based and naturally-derived ingredients, pure essential oil fragrances, gentle preservatives, non-petroleum ingredients and avoid animal testing.

Those on special diets-diabetic, gluten-intolerant, vegetarians or vegans – will also find everything that they need at Whole Foods.

In an effort to help patrons lead healthier lives, Whole Foods offers monthly classes on healthy cooking and ethnic dishes, as well as classes for people on special diets, stress management, healthy shopping, shopping on a budget and a community room for other groups such as the Memphis Raw Foods Group and Celiac Support Group to hold their own classes and meetings.

To find out more about the Whole Foods Market in Memphis, visit their website at www.wholefoodsmarket.com/stores/poplar/

