



# THE WHEATSVILLE BREEZE

A PUBLICATION OF WHEATSVILLE FOOD CO-OP • 3101 GUADALUPE, AUSTIN, TEXAS 78705



WINTER 2021

STATE  
of the  
CO-OP

HOLIDAY  
TREATS

BEER  
for  
WINTER

Guide to  
SEASONAL  
WELLNESS



*Message from the*  
**GENERAL MANAGER**  
**BILL BICKFORD**

**TO OUR CO-OP OWNERS AND FAMILY,**

I am beyond thrilled to address you as Wheatsville's new General Manager. I am honored that your Board of Directors saw fit to grant me this role and opportunity, and I look forward to the next chapter of this co-op's growth and success in serving this community.

While I am new to this specific job, I am by no means new to this co-op. If you have shopped at Wheatsville long enough, there's a very good chance I have been your cashier—the first role I held with this organization more than 20 years ago. Since then, I have had the incredible good fortune to help nurture—and be nurtured by—this wonderful co-op and community.

It is an exciting time to be in this role! Your co-op is fresh off two years of hard-fought profitability, coming during times of immense change and challenges for both the organization and our community. With discipline, a focus on the owner and customer experience, and a bit of good fortune, there is every reason to believe that we can get Wheatsville back onto a growth path within the years ahead.

The road ahead will not be without its bumps. Your co-op faces increasing competitive pressures, supply chain issues and rising occupancy costs. We have had substantial turnover in management over the past few years and will need to rebuild that knowledge as well as systems that eroded during the massive wave of change brought by the pandemic. And we know that we will need to increase our investment in staff in 2022 as part of our ongoing livable wage commitment.

Each of these challenges will require us to strengthen our operations and improve the shopping experience in order to overcome. This is precisely the work I am excited to get started! While I am still squarely in the assessment phase of developing a strategic plan for Wheatsville moving forward, there are a few things I can share that I already know we will need to focus on:

**REINVIGORATING FOOD SERVICE OPERATIONS**

If the pandemic was hardest on any one department, it was—and still is—undoubtedly the deli. Many of our operations were shut down for extended periods of time and relaunching them came with myriad challenges that we are still working through. But when I think back on my two decades with the co-op, one thing is clear: When Wheatsville has been strong, our deli has been strong. And when our delis have struggled, Wheatsville has struggled.

I believe that the path to improving both margin and customer count runs directly through our delis. In the coming months, we will be assessing all of our deli programs to determine what is working and where there are opportunities to create customer excitement while building both sales and margin. While I anticipate some trade-offs may need to be made in this process—and those are always tough for all involved—I also believe this work is critical to building a sustainable and thriving future for Wheatsville in Austin.

**IMPROVING OUR STORE ENVIRONMENTS**

Both of our stores are beginning to show wear and tear, and our Guadalupe location in particular has deferred maintenance items that must be addressed if we are going to offer the shopping experience our owners and community deserve. While we need to be cautious in where and how we invest in our physical plant, it is critical to making our stores welcoming and pleasant for both shoppers and staff alike.

**MAKING THE WORK EASIER**

Because retail finance is in many ways an unavoidably zero-sum game, our commitment to paying strong staff wages will always be in tension with the number of positions and hours we can afford to operate with. This forces us to run our stores as efficiently as possible. In order to make this a reality, we will need to invest in equipment and systems to make the work itself easier for our staff. Many of these investments may not be particularly noticeable or relevant to shoppers—things such as beverage slot dividers, pushers and top-stock shelving—but grocery nerds will understand just how much easier these things can make it for staff to maintain excellent store conditions.

**INVESTING IN STAFF**

Even beyond the scheduled wage review coming due in 2022, your co-op will need to invest in our most valuable asset—our staff. In order to thrive in the current job market, Wheatsville must position itself as an employer of choice in the Austin retail and service industry. This means increasing wages, yes, but it also means investing in training and development for current staff and continually working to create a fulfilling and positive work environment that both current staff and future applicants genuinely want to work in.

Achieving these goals will require significant time, money, and energy—each of which is in finite supply. But I am excited to tackle the challenges ahead and work with our staff, partners and co-op owners to make each a reality. Wheatsville is a truly an Austin institution, and one that I have accepted a duty to deliver to future generations better than it was left to me. I hope that you will join us in working to make Wheatsville a premier grocery destination that has the support and strength to give back to this community in concrete and meaningful ways for decades to come!

# Beer for WINTER

by *Sal Mendivil*  
South Lamar Store Manager

It's 70 degrees outside, the local jack-o-lope is wearing his Santa hat, must be winter in Austin! I'm gonna keep it really simple this holiday season...beer, beer, and more beer for your Holiday cheer.



## BROUWERIJ HUYGHE DELIRIUM NOËL

Take a jump over the pond to Belgium. Melle, Belgium to be exact. There at Brouwerij Huyghe, we will find their strong dark Belgian holiday ale Delirium Noél. This ale has an amazing red/copper color. You'll find this holiday ale to be spicy and malty with a smooth mild bitterness at the end. This beautiful ale starts with hints of pear, clove, and grape and towards the end you'll get hints of toffee and brown sugar with a smooth finish. This well balanced ale is a must for any holiday celebration, or just to enjoy by a warm cozy fire.



## ANCHOR BREWING COMPANY CHRISTMAS ALE

A traditional winter ale. The past 47 years this subtly spiced and warm winter ale has provided comfort and joy to many. This is a one of a kind Christmas ale that is only available from early November to mid-January. When you pour this unique ale you'll see an elegant dark mahogany color with a beautiful beige head. You'll get the taste and smell of warm spices and molasses, dark fruits and nutmeg. It's said that good ole Kris Kringle takes a six pack with him on his around the world journey every Christmas Eve.



## BUFFALO BAYOU BREWING COMPANY GINGERBREAD STOUT

A uniquely holiday ale crafted by the Buffalo Bayou Brewing Company in Houston, Texas! Their Gingerbread Stout is AMAZING! This smooth, easy-going ale has notes of cinnamon, nutmeg, cloves, and ginger. It's sweet, creamy, and slightly roasty. As you drink this wonderful ale you'll have memories of gingerbread cookies fresh out of the oven! This truly is a sweet and spicy robust holiday ale. It's a little naughty, yet nice!

I hope you have an opportunity to enjoy one or all of these fabulous holiday ales. You'll find all of these in our beer and wine department at South Lamar. So stop "Buy" and say "Hi!" Best holiday wishes to all...and to all...a good beer! Cheers!



# Vegan CHUCHUTERIE BOARD

by *Julia Barron*

Marketing Assistant +  
Board Administrator

Since going vegan I thought I had lost the culinary joy that is charcuterie boards forever, but I've been pleasantly surprised with the options available to me, and at my own workplace nonetheless! You absolutely CAN build an amazing looking and tasting ALL VEGAN charcuterie board for that upcoming holiday party that is sure to please even the most dedicated dairy and meat aficionado.

The great thing about these snack boards is that there is plenty of room to get creative. There's no right or wrong way to build your masterpiece, and staging all the spreads, snacks, fruits and cheeses is so simple, with a very professional looking pay off. Do yourself a favor and make yourself one of these bad boys ASAP. Or slap one together and wow your friends and family with your sophisticated taste (they don't have to know it only took a few minutes to assemble).

...1...  
**DIVINA**  
Chili Fig Spread

...2...  
**MIYOKO'S CREAMERY**  
Classic Chive  
Cashew Milk Cheese

...3...  
**THE SOURDOUGH PROJECT**  
Everything  
Sourdough Crackers

...4...  
**FIELD ROAST**  
Plant-Based  
Pepperoni Slices

...5...  
**FABRIQUE DELICES**  
French Syle Cornichons

...6...  
**ORGANIC**  
Oranges

...7...  
**ORGANIC**  
Bartlett Pears

...8...  
**WHEATSVILLE BULK**  
Organic Turkish Apricots

...9...  
**SJAAK'S**  
Simply Dark Chocolate

...10...  
**ORGANIC**  
Red Seedless Grapes

...11...  
**WHEATSVILLE**  
Bagel Chips

...12...  
**DIVINA**  
Organic Greek Olive Mix

...13...  
**VIOLIE**  
Vegan Parmesan

...14...  
**MITICA**  
Marcona Almonds  
Fried and Salted

...15...  
**TREELINE**  
Vegan French-Style  
Cheese

# TONIGHT'S GOING TO BE A GOOD NIGHT!

by *Lisa Weems*

Deli Coordinator and Bakehouse Manager



It is a long-standing Southern custom to eat black-eyed peas and greens on New Year's Day to bring fortune in the coming year. The black-eyed peas are sometimes said to represent coins and the leafy greens folding money. Two common theories on the origin of this tradition stem from the American Civil War. Some claim that Union soldiers left behind the peas and greens when pillaging the food supplies of their Confederate opponents, considering them food only fit for livestock, so Southerners considered themselves lucky to have these supplies. Another theory posits that black-eyed peas were eaten by African-Americans on January 1, 1863, the day that Lincoln declared that all slaves would be freed.

Black-eyed peas and greens are traditionally made using some kind of cured pork. Pigs represent prosperity in numerous cultures around the world, and during the winter months, cured meat would have been the only available option in the American South. The smoky flavor of such meats is a great complement to the earthy peas and slightly bitter greens, but if you want to keep your dish vegan, omit the meat and add a teaspoon of smoked paprika or a drop or two of liquid smoke to your dish!

The **WHEATSVILLE DELI** will be cooking up several dishes featuring these traditional ingredients to help you get your good luck on for 2022:

**LUCKY BLACK-EYED PEA SOUP**—tender peas and a whole array of fresh vegetables and herbs simmered in a tasty tomato-based broth. This soup goes wonderfully with our own Bakehouse-made cornbread (in spicy Southwestern or vegan varieties), yet another traditional New Year's dish in the South.

**TEXAS CAVIAR**—a black-eyed pea salad with crisp colorful peppers and a tangy vinaigrette dressing.

**PLAIN JANE BLACK-EYED PEAS**—simply cooked and recipe-ready! Try them in this super-easy and very adaptable recipe for your first meal of the new year:

## Southern Black-eyed Peas and Greens

YIELDS 4 servings

### INGREDIENTS

- 2 Tablespoons olive oil or bacon fat
- 1 yellow onion, finely diced
- 4 cloves garlic, minced
- 1 jalapeno, finely diced (or ½ tsp. red pepper flakes)
- 2 bunches collard greens (or mustard greens, turnip greens, or kale), washed well, stemmed and cut or torn into 1 inch pieces
- 1 cup diced ham (or 1 meaty ham hock or 6 slices bacon, cooked and chopped)
- 2 cups water (or chicken or vegetable stock)
- 2 cups cooked black-eyed peas (or 2 cans, drained and rinsed)
- ½ teaspoon salt (plus more to taste)
- ½ teaspoon black pepper (plus more to taste)
- 2 Tablespoons cider vinegar

### PREPARATION

Heat olive oil or bacon fat in a large pot with a lid over medium-high heat. Add onion and saute until softened, about 5 minutes. Add garlic and jalapeno and saute until garlic is fragrant, just a minute or two. (If you are using smoked paprika to replace the meat, add it here!). Add greens to pot, stir well, and cover pot for about 5 minutes. The greens will wilt quite a bit. Add ham, water or stock, peas, salt, and pepper, stir well, and cover. Cook for about 30 minutes. Stir in vinegar and taste for seasoning. If you use a ham hock, remove it, pull the meat from the bone with a fork and stir it into the pot. Enjoy!

# THE NIGHT THE LIGHTS WERE LIT

DECEMBER 21



Pioneer Cookies

\*while supplies last



On the winter solstice, December 21st, 1844 the Rochdale Society of Equitable Pioneers opened a grocery store at 31 Toad Lane in England and ushered in the modern co-op movement. On the almost bare counter were arranged the co-op's first items for sale: flour, oatmeal, sugar, butter and candles.

With just 28 members and open only two nights per week, the Rochdale Pioneers were Driven by idealism and vision of a better social order. The Pioneers became champions of pure food, honest weight, fair dealings, education, community and cooperation. Their founding principles became the framework for co-ops today.

This December 21<sup>st</sup> enjoy a complimentary Pioneer Cookie to honor the enduring spirit and vision of the first cooperators! Grab yours at the Hospitality Desk.

ORDER FOR PICK-UP OR DELIVERY



DOORDASH



# 44

# FARMS

SINCE 1909

Located in  
**CAMERON,**  
**TEXAS**



*by Kyle Rotta* - MEAT CUTTER

At Wheatsville we are always looking for ways to bring local products into our store and this applies in the meat department as well. From chicken to pork, goat to lamb we provide a wide variety of proteins born, raised, and harvested in Texas. But today we are focusing on an iconic part of Texas cuisine, beef, specifically beef from 44 Farms.

In 1909 S.W. McClaren founded 44 Farms in Cameron, TX (72 miles to Austin) and, five generations later, remains family-owned to this day. Starting at just forty acres, 44 Farms has grown to over three thousand acres and stands as the largest producer of Black Angus beef in all of Texas. Processing of 44 Farms beef occurs in Hereford, TX (481 miles to Austin) and distribution is overseen by a Houston, TX based family-owned business. One could safely say that 44 Farms' roots run deep in the Lone Star state.

Now a local and family-owned business is well and good but if the product isn't of a high quality there's no need to take note. Thankfully, 44 Farms raises some of the finest Black Angus beef available on the market. Featured in over seven hundred restaurants around the world and at such Austin mainstays as Franklin Barbecue, Jack Allen's Kitchen, Moonshine Patio Bar and Grill, and Black Star Co-op. Take one bite of 44 Farms ribeye, New York strip, chuck roast, Delmonico, Denver, sirloin flap, ground beef, uncured frank, tamale, or standing rib roast (all currently offered at Wheatsville) and you'll see what you've been missing out on.

As you may be aware, Wheatsville won't carry any old piece of meat. All Wheatsville meat must meet minimum standards of sustainability as well as being humanely raised and additive-free. 44 Farms ensures that all their beef is entirely

Black Angus, fed to strict vegetarian guidelines (specifically grass, hay, sorghum silage, corn silage and flaked corn), have constant access to fresh water, never receive facial branding, live in low-stress and safe environments, are protected from temperature extremes, and receive immediate medical care when necessary. All Wheatsville standards for beef are easily upheld are exceed.

When you add all up all the parts: a family-owned and local business, a commitment to raising highly marbled and sought-after cattle, and a tradition of treating their animals with respect – you get a business of the highest quality that you can feel good about supporting and enjoy eating too. We look forward to helping you pick out the centerpiece of your family's next get together or a midweek treat for yourself.





## LET'S FEED AUSTIN GIFTS OVER 200 TURKEYS!

by *Nick Conn* - MARKETING DIRECTOR

This year Wheatsville's community giving program lived up to its name! Quietly launched in November of 2020, Let's Feed Austin was designed to quickly help smaller food banks and food pantries throughout Austin by providing healthy groceries directly from our store. Where as many of the larger organizations that we help support have marketing budgets that help give them visibility, Let's Feed Austin supports equally amazing charities that may often go unnoticed.

Created in part not only to feed those in the greatest need, but this program was conceptualized with aspects of our Diversity & Inclusion incentives in mind. Wheatsville's Community Action team reaches out to various communities that might not know our coop exists and the protocols to follow when requesting donations. Once contact is made to these organizations, we can find out what they need, use our supply chain to order it and deliver quickly. Best of all, the groceries are the same quality that our customers and owners expect from us.

Because of the generosity of our customers, 200 Austin families will have a high-quality meal for the holidays. This donation was spread out among five spectacular organizations doing great work here in the community. They included Meals on Wheels, El Buen Samaritano Food Pantry, Caritas, Micah 6 Food Pantry and Keep Austin Fed.

Since its inception customers have donated over \$7,000 to the program. Customers have a variety of ways to donate. Currently at the register, shoppers can tell their cashier that they would like to buy a \$10 or \$20 bag of groceries and they can add it to your total. As we move into 2022, we are working to add \$1 and \$5 donation options. Curbside shoppers can also get in on donating by selecting the deals tab on the home page and selecting donations in the drop down. This March customers can round up at the register as Let's Feed Austin becomes our newest addition to the Community Action program.





# Shopping BULK

NEW YEAR'S RESOLUTION:  
Reduce Waste



by *Reilly Campbell* - Ownership & Outreach Coordinator

This New Year, we hope to support you in your resolution to create less waste by making it easy to shop low-waste at Wheatsville! You can find tips below for keeping your grocery trip low-waste in different departments of our store.

## PRODUCE

Most of our produce has minimal packaging already, so making this section the bulk of your grocery list, including snacks, is the way to do it. We also sell reusable produce bags that can be used to put your loose apples, tomatoes, avocados, or greens in to bring home! We offer bulk spinach, mushrooms, brussels sprouts, and more which are usually hard to find without packaging. Just bring your own bag and fill it up with as much or as little as you'd like and use- in order to reduce food waste.

## DRY GOODS

Dry goods are what most people think of when they think of bulk shopping, but we have more than just rice and beans. You can find granola, seasoned nut mixes, nut butters, oats, and even chocolate chips in our bulk section. We also have bulk spices, teas, coffee, seeds, and pet food so you can nourish your whole self and family. An easy way to keep this low-waste is to use those same reusable produce bags but fill them up with delicious dry goods. You can also make it easy for yourself and bring your own clean jars, so you don't have to do any transferring when you get home. We have scales at the front of our store and in the bulk section to remove the tare weight. It is easy to find breakfast, lunch, dinner, and snacks in between all from just our bulk and produce section.

## REFRIGERATED

Although more difficult to find un-packaged products in this department than others, it is not impossible to keep the waste minimal. When looking for products in this section, it is best to find items that are in glass jars, like yogurt or sauerkraut. Those glass jars can then be reused for your items from the bulk dry goods section. We also have bulk eggs, so you can keep bringing back the same egg carton and only get the amount that you will need, making it easy to minimize your food waste.

## DELI

My favorite way to shop low-waste is by utilizing our flexible deli. Planning ahead, I usually know there will be at least one night a week where I don't want to cook, so I bring my own clean containers and fill them up with our delicious pre-made deli items! It is like having leftovers or a frozen meal, but there is no waste and it is restaurant-quality. We also have pastries, sandwiches, tacos, smoothies, fresh coffee, and more where we offer compostable packaging or the option for you to provide your own. Keeping it low-waste, doesn't mean you have to sacrifice convenience.

We hope you enjoyed reading just some of the many creative ways to cut down on waste while shopping with us. We thank you for making an effort to take better care of our home and are working every day to help make this easy for you. Happy shopping!

# ANNUAL OWNER ELECTION!



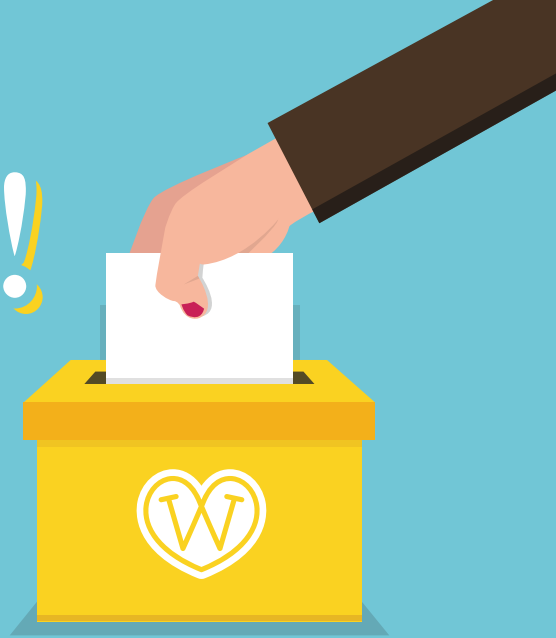
Sara



Megan



Rose Marie



## RECORD TURNOUT AT THE POLLS!

by *Nick Conn* - MARKETING DIRECTOR

This year we had an incredible voter turnout in our annual owner election. The polls closed with a record 2008 total votes, beating last year's turnout of 1038 votes! Thank you to everybody who made this happen, owner engagement is a great sign for Wheatsville's success.

This year we welcome back two incumbents and one first term addition to our Board of Directors. Rose Marie Klee has served as board president here at Wheatsville for many years and Megan McDonald will continue serving for her next three-year term. We also welcome Sara Vara who is serving her first term.

In addition to voting on our board of directors, co-op owners vote on the coming year's Community Action partners. These are local non-profit organizations that Wheatsville shoppers round up their shops for at the register. Now at over 1 million dollars in total donations since its inception, the Community Action program has made a huge difference in the lives of Austinites. Without further ado, here is your 2022 Community Action partners.

## Community ACTION 2022

- January: **PEOPLES COMMUNITY CLINIC**
- February: **THE SAFE ALLIANCE**
- March: **LET'S FEED AUSTIN**
- April: **MULTICULTURAL REFUGEE COALITION**
- May: **CASA MARIANELLA**
- June: **MEALS ON WHEELS**
- July: **SUSTAINABLE FOOD CENTER**
- August: **CASA OF TRAVIS COUNTY**
- September: **HOSPICE AUSTIN**
- October: **COOPERATIVE COMMUNITY FUND**
- November: **CENTRAL TEXAS FOOD BANK**
- December: **CARITAS**

TOTAL NUMBER OF OWNERS INVESTED

26,061 as of December 14

# WHEATSVILLE OWNER PERKS!



by *Reilly Campbell*  
Ownership & Outreach Coordinator

## THE GIFTS OF OWNERSHIP

We are owned and operated by people just like you – members of the community willing to work together to provide for themselves. Becoming an owner of Wheatsville is not only a gift to yourself, but also to the community! Here we outline the gifts that Co-op ownership provides, and we hope that you consider becoming an owner to support your local food community during this giving season.

### FINANCIAL GIFTS TO OWNERS

- Co-op Owner Deals: extra savings for co-op owners
- Refundable \$55 equity fee
- Owner Coupons
- Owner Perks
- Patronage Rebates: a share of the co-op's profits during sufficiently profitable years
- Eligibility to join University Federal Credit Union

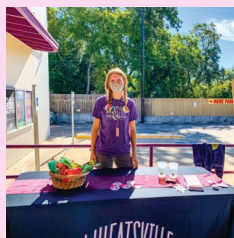
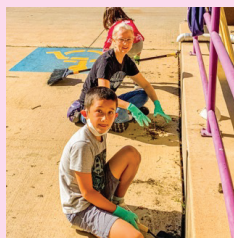
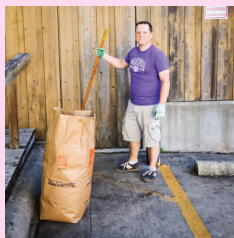
### DEMOCRATIC GIFTS TO OWNERS

- Vote for the Board of Directors
- Run for the Board of Directors
- Vote for the Community Action recipients
- Vote on bylaws revisions and owner petitions

### OWNERSHIP GIFTS TO THE COMMUNITY

- Supporting fair and ethical labor
- Keeping money within the local economy
- Healthy and honest nourishment for the community
- Care to our neighbors in-need
- Environmental and sustainable care to our planet
- Much more!

Next time you visit Wheatsville, stop by the Hospitality Desk and let us know you would like to become a co-op owner!



# CO-OP PRINCIPLES & VALUES

1. Voluntary and open membership
2. Democratic member control
3. Member economic participation
4. Autonomy and independence
5. Education, training, and information
6. Cooperation among cooperatives
7. Concern for community

## DEFINITION

A cooperative is an autonomous association of persons united voluntarily to meet their common economic, social, and cultural needs and aspirations through a jointly owned and democratically controlled enterprise.

## VALUES

Cooperatives are based on the values of self-help, self-responsibility, democracy, equality, equity, and solidarity.

In the tradition of their founders, cooperative members believe in the ethical values of honesty, openness, social responsibility, and caring for others.



Christmas Eve: 7:30 am - 6 pm  
 Christmas Day: CLOSED  
 December 26: 10 am - 8 pm  
 New Year's Eve: 7:30 am - 9 pm  
 New Year's Day: 7:30 am - 11 pm



# TOP 10 FAVORITES

by *Julia Barron*  
Marketing Assistant +  
Board Administrator



### GUAYAKI LEMON ELATION ORGANIC YERBA MATE

"You won't like me when I'm angry insufficiently caffeinated" - the Hulk said that right? Cool and refreshing. Highly recommend.



### MAJESTIC GARLIC CILANTRO JALAPENO SPROUTED HUMMUS

My go-to, favorite hummus of all time!



### FAIRWEATHER CIDER CO. SMELL THE VAN

I'm allergic to beer, so I've always wanted to have a cider I can rely on when I'm cracking open some cold ones with the homies. Fairweather has been the greatest canned adult beverage discovery for me so far. Semi-dry, with gin botanicals. I'm hooked!



### REBBL ORGANIC REISHI CHOCOLATE ELIXIR

When I need a chocolaty fix, I grab the huge 32oz bottle! Truly heavenly and satisfies my sweet tooth.



### PAESANA SPICY PLANT-BASED BOLOGNESE SAUCE

This is a rather recent addiction of mine. Perfect for when you don't want to cook after a long day at the office. Vegan Bolognese is indeed a thing and it can taste just as good as an authentic meat sauce. The spicy beyond beef crumbles are a great touch.



### WHEATSVILLE DELI GINGER TEMPEH PASTA

I always say I am going to pack my lunch, but alas, it rarely happens. The Wheatsville deli's ginger tempeh pasta saves me time and time again. Lucky to work where the vegan options are in abundance <3



### SHOYEIDO JOHN PERMANENCE NATURAL INCENSE COILS WITH FLOATING INCENSE COIL HOLDER

Incense > Candles. Just sayin'. Not only does the set-up look cool these coils burn for 8 hours and leave your house smelling amazing for days. I can't help lighting one every time I relax, clean or read.



### RICHARD'S RAINWATER SPARKLING WATER BUBBLY, LOCAL AND REFRESHING! Need I say more?



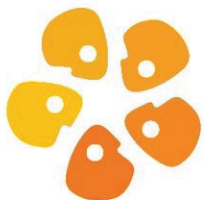
### WHEATSVILLE DELI VEGGIE AVOCADO DELUXE

I seriously get this sandwich at least 3-4 times per week. The Lamar deli knows my order by heart and that seriously brings a tear to my eye. Simple. Fresh. DELICIOUS!



### PARRA FAMILY ORGANIC GULP HABLO VERDEJO

I'm usually a red wine kinda gal, but this white varietal from Spain has changed my world, no joke. I just recently bought an entire large shopping cart's worth to bring home to my family in Baltimore for the holidays, and had to explain to everyone I passed in the store so they wouldn't judge me!



Greater Austin Hispanic Chamber of Commerce Foundation

For more information visit: [gahcc.org](http://gahcc.org)

## WE ARE HAPPY TO ANNOUNCE THAT WHEATSVILLE HAS JOINED THE GREATER AUSTIN HISPANIC CHAMBER OF COMMERCE!

The Greater Austin Hispanic Chamber of Commerce (GAHCC) has been the leading resource and advocate for the Hispanic and Latinx business community since 1990. The GAHCC specializes in advocacy and economic development; workforce and education; diversity, equity and inclusion; health and wellness initiatives; and exposure and connections to Hispanic and Latinx owned businesses both large and small. They also offer several initiatives to their members that are designed to uplift the community as a whole.

Our membership with the GAHCC will increase access to a broader scope of local vendors and contractors, support our continued focus on ensuring diverse applicant slates, provide the opportunity to make significant improvements to our staff benefits package that also reduce cost and administration time, as well as growth and development opportunities for our staff.

We look forward to working with the GAHCC and are excited to bring our cooperative principles to more of Austin!

# KWANZAA

December 26 – January 1

by *Julia Barron* - Marketing Assistant + Board Administrator

Kwanzaa is an African American and Pan African celebration of family, community, culture and history. Many words and phrases used during this holiday are from the Swahili language. Kwanzaa comes from “ya kwanza,” meaning “first.”

Kwanzaa was created in 1966 by Dr. Maulana Karenga, professor of African Studies at California State University Long Beach, out of the desire to teach his people about their history. Dr. Karenga wrote the Nguzo Saba, or Seven Principles, (featured below with their corresponding symbols) which act as guideposts, much like our cooperative principles. Kwanzaa is a recommitment to these grounding ideas and principles and reaffirmation of a shared identity. As a co-op, we believe there is community in a shared belief and power in trying to achieve it together. Co-ops are built on the idea of inclusivity and empowerment. Together, we wish you a very happy Kwanzaa.

## NGUZO SABA (The Seven Principles)

by Dr. Maulana Karenga



**UMOJA** (Unity) - To strive for and maintain unity in the family, community, nation, and race.



**KUJICHAGULIA** (Self-Determination) - To define ourselves, name ourselves, create for ourselves, and speak for ourselves, instead of being defined, named, created for, and spoken for by others.



**UJIMA** (Collective Work and Responsibility) - To build and maintain our community together, and make our sisters' and brothers' problems our problems; and to solve our problems together.



**UJAMAA** (Cooperative Economics) - To build and maintain our own stores, shops, and other businesses, and to profit from them together.



**NIA** (Purpose) - To make our collective vocation the building and developing of our community, in order to restore our people to their traditional greatness.



**KUUMBA** (Creativity) - To do always as much as we can, in the way we can, in order to leave our community more beautiful and beneficial than we inherited it.



**IMANI** (Faith) - To believe with all our hearts in our people, our parents, our teachers, our leaders, do and the righteousness and victory of our struggle.

## CELEBRATING KWANZAA IN AUSTIN

### KWANZAA CELEBRATION & UJAMAA MARKETPLACE

Date: **December 29, 2021**

Location: **George Washington Carver Museum, Cultural & Genealogy Center**

Time: **4 pm – 8:30 pm**

All Ages + Free Event!

## KWANZAA READING

### BOOKS FOR THE WHOLE FAMILY

by local author, **Angela Shelf Medearis**



- Seven Spools of Thread: A Kwanzaa Story
- The Seven Days of Kwanzaa
- The African-American Kitchen: Cooking From Our Heritage
- Too Many Holidays?
- A Kwanzaa Celebration: Festive Recipes and Homemade Gifts from an African-American Kitchen
- Kyle's First Kwanzaa



# WINE & CHEESE *for the* HOLIDAYS

by Anne Claire Brewer  
- Grocery Clerk



## Southold, Basics of Life & Treeline Cracked Pepper Cashew Cheese

A plant-based pairing! Basics of Life is a beautiful expression of Texas-grown grapes by Fredericksburg vineyard & winery, Southold Farm + Cellar. Concrete-fermented Touriga Nacional and Mataro (also known as Mourvedre) are blended with Dolcetto aged in neutral oak. The result is a brilliant, fruit-forward wine with notes of cherry & violet. A juicy wine like this will pair wonderfully with a creamy, nutty, plant-based cheese. Treeline makes a great option, a cashew-based, aged cheese wheel dusted with crushed black peppercorns. Tangy spice paired with bright red fruit suitable for any wine & cheese lover, vegan or not!



## Les Athlètes du Vin, Touraine Sauvignon & Full Quiver Farms Chive Cream Cheese

Les Athlètes du Vin is a project focused on typical, value-driven wines from the Loire Valley of France. A group of wine professionals (makers, buyers, and blenders) were enjoying a meal near a gym and were inspired to make a line called "the athletes of wine." This wine is heavily aromatic, the nose bursts with white flowers & citrus rind. These floral notes will pair perfectly with the flavorful yet delicate artisanally-made cream cheese spreads from Full Quiver Farm in Kemp, TX. The chive flavor is an especially great pairing due to the soft savory notes from the green onion that will complement the delicate floral notes from the wine.



## Siete Rioja Wine & Don Juan Queso Iberico

If it grows together, it goes together! This wine and cheese are both Spanish, both smooth & savory, with a hint of smoke. Siete Rioja is a blend of Tempranillo, Garnacha, and Mazuelo sourced from organic-certified vineyards in the Mediterranean. The bold yet silky tannins of the tempranillo blend pairs lovely with the soft acidity of Queso Iberico! Queso Iberico combines the best qualities of cow, sheep, and goat milk. It has a creamy, buttery taste paired well with a dry, highly-textured wine.

# STAFF SPOTLIGHT



## MEET JONA SOUTH LAMAR RECEIVER

*by Julia Barron*

Marketing Assistant + Board Administrator

### **JONA!** What's your history with Wheatsville?

I started at Wheatsville S. Lamar in early May of 2021 as the store steward— which consisted mostly of cleaning the store and all of its' little nooks and crannies, the staff break room and the community room. Whenever I wasn't tidying up the store, or helping the Front End or Grocery departments, I got to do fun projects, like climbing on top of the freezers or coolers to take down displays, putting away bulky objects with the forklift, or decorating the store for a holiday. I enjoyed it thoroughly because I got to float amongst the different departments, learning how we operate, and helping anyone in need of an extra set of hands. In August, I took on the role of receiver, which I have a lot of prior experience with. So far, it's been wonderful being a part of the grocery team and I hope to continue my work as receiver for Wheatsville long term.

### Where are you from and when did you get to Austin?

I'm from the Gulf Coast of Mississippi— Long Beach/Gulfport/Biloxi. I lived there for the majority of my life so far. I moved out to Los Angeles in 2016 to live and work on the West Coast for a while. I moved out to Austin in July of 2020 to focus more on my music and generally taking better care of myself.



### What is your favorite product at Wheatsville?

Guayaki Yerba Mate Orange Exuberance is easily my most frequent purchase— they are a staple of my work-day. I probably drink one of these every day, and Wheatsville carries them cheaper than anywhere else that I've found. However, as far as a favorite product goes, I think I'd have to go with Bobo's Lemon Oat Bars. They are a delicious, filling and convenient snack for a work-day, hike or picnic.

### What's your favorite place to go in Austin?

I go to Zilker park a lot to hang out, sunbathe or make/play beats on my SP-404. It's kind of my "go-to" when I need to get out of the house and get some fresh air, or when the moon is out and I want to watch it rise over the Austin cityscape. I also enjoy hanging around the High-Ball connected to the Alamo Draft House on S. Lamar. It's usually pretty chill and dimly-lit there; a space to enjoy a fancy cocktail and write in my journal.

### What is something most people don't know about you?

I'm kind of an open book! I feel like there's not a whole lot I don't share about myself to anyone. That being said, people probably don't know that I've been described as "a pit demon" at DIY-punk shows. I do enjoy slamming around with folks to some fun punk music, as too and far between as they come these days. I also run very small DIY-cassette-label as a platform to release physical copies of mine and my friends' music.

### Why Wheatsville?

I genuinely love working and shopping at Wheatsville! Not only do we help support local businesses, but we also make efforts to help the community of Austin. We have a more friendly, hands-on approach to helping customers; an exceptional patience and dedication to make each and every customer happy that I think sticks out to me versus our bigger competitors. Any question you might have, whether it be grocery-related, produce-related or health-related, there is someone here who has the answer and can elaborate. I've learned so much! Ever since I walked into Wheatsville on S. Lamar for the first time, I knew I wanted to be a part of the Co-op. I've come to find that we really go the extra mile to create a safe, supportive, inclusive and relatively fun work environment for staff. You can feel the sense of comradery and teamwork in the atmosphere right when you walk in the door. This alone makes Wheatsville my favorite job I've ever had.

# Full Service MEAT DEPARTMENT

SOUTH LAMAR 9am-6pm

Hand Cut Steaks • Fresh Cut Fish • Spatchcock Poultry • Sliced Deli Meats & Cheeses

Need a Special Order? Speak with one of our butchers!  
Outside of holidays, special cuts are usually brought in  
by the case. For a 10% fee we can bring on a case of any  
specialty meat available through our vendors.  
Speak with a Butcher to get further details.



## Community ACTION



MULTICULTURAL  
REFUGEE  
COALITION

by *Reilly Campbell*

Ownership & Outreach Coordinator

During our Fall Election, you voted for Multicultural Refugee Coalition (MRC) to be one of our 2022 Community Action partners! Multicultural Refugee Coalition started in 2009 as a volunteer-run community center that offered refugees support ranging from sewing lessons to job-seeking assistance. In 2017, MRC refocused its mission on creating livelihood opportunities. Since then, MRC has been connecting refugees to dignified, fair-wage work through two different enterprises: a sewing studio and commercial farm.

Their sewing studio is called Open Arms Studio and is all-female and women-led, creating a supportive work environment. They work with businesses to provide high-quality textile manufacturing for their need and are also sustainable and low-waste, making sure to use scrap fabric and natural dye. Their commercial, certified-organic farm is called New Leaf Agriculture and is located in East Austin, employing and training refugee farmers. The farm offers CSA shares and also has a stand at the Texas Farmer's Market on the weekends. The farm isn't just organic, they mimic the cycles of nature in order to work with it, rather than against it. You can find this permaculture mindset in their practices of composting, cover-cropping, and crop-rotation, which all foster biodiversity to produce nutrient-dense vegetables in a thriving ecosystem. You can go to MRC's website to learn more about how you can support the livelihoods of refugees in Texas!

We are so honored to work with and support MRC in 2022. Keep a look out for them as you are checking out at the registers and maybe even order a CSA from them or join them on their fun volunteer days and get to see their incredible work first-hand!







# GUIDE TO SEASONAL Wellness

by *Hannah Cassana*  
Wellness Merchandiser



Here are some of my FAVORITE PICKS to start the new year off on the right foot; these items can all be found in your Wheatsville Vitamins & Supplements Department:

## WINGED WOMEN'S WELLNESS:

### RISE UP – Energy & Focus Gummies

Winged is an Austin-based company that formulates products specifically to support women's wellness. These delicious vegan pineapple-flavored gummies really help me to get up and going in the morning, with each serving providing a blast of B12 for energy support, green coffee bean extract for a bit of caffeine, ashwaganda for adrenal support, lion's mane mushroom for brain support, and a handful of other ingredients which help to sustain a calm yet energized state of being throughout the day. Tip: these can also be taken for an afternoon pick-me-up.

## WINGED WOMEN'S WELLNESS

### SLEEPYHEAD – Sleep & Stress Gummies

This is one of my favorite products from local company Winged. One serving of these delicious vegan blueberry-lavender gummies provides a powerful dose of herbs and amino acids formulated for nervous system support, plus 3mg of melatonin for sleep support. This formula works very well for me to help me fall asleep and get a solid 8 hours of sleep. Tip: even though it's formulated specifically to support women's wellness, this is a good option for adults seeking stress & sleep support.

## SOURCE NATURALS

### WELLNESS FORMULA – Advanced Daily Immune Support

Wellness Formula is my top pick, number one go-to for seasonal wellness support. Any time I'm feeling intense allergies or the onset of a cold, I immediately start taking the recommended "intensive use" dosage, and I am usually able to stop a cold in its tracks. This formula contains vitamins, minerals, and herbs from both Western Herbalism and Chinese Herbalism, to provide a powerful immune boost in an easy-to-take format. It's available in both capsules and tablets; personally I prefer the tablets.

## DR. OHIRRA'S PROBIOTICS

I'm a fan of probiotics in general and one of the things I like about the Dr. Ohirra's probiotics is that they are shelf-stable so I can carry them with me (so I actually remember to take them). They were formulated by Japanese microbiologist Dr. Ichiroh Ohira over 30 years ago from a nourishing prebiotic culture medium, which is fermented with live cultures comprised of exclusively pure spring water, fruits, wild vegetables, mushrooms, and seaweed. This carefully balanced and perfectly blended composition goes through a three-year fermentation process based on ancient Japanese traditions. Fermentation maximizes the natural health-promoting properties of each ingredient. TL;DR: My gut feels happy when I take these!

## GARDEN OF LIFE

### RAW ORGANIC MEAL – Organic Shake & Meal Replacement

This plant-based meal replacement protein powder sources protein from a blend of organic sprouted seeds and grains. It includes a basic multivitamin complex as well as a fiber blend, probiotic & enzyme blend, and a fruit & vegetable blend to deliver broad spectrum nutrition in an efficient and tasty powder which can be added to smoothies, juices, milks, or even just water. I often skip breakfast on my way out the door to commute by bike, and one serving of this product keeps me feeling full and energized all the way until lunch time. Tip: I like to mix mine with chocolate almond milk and put it in a Blender Bottle (also available at Wheatsville) so that the texture remains consistent without having to use an actual blender.

## RAINBOW LIGHT

### ADVANCE ENZYME SYSTEM

This enzyme formula is a comprehensive combination of plant-sourced enzymes. It's formulated to help the body break down fat, fiber, protein and carbs, as well as to help reduce occasional gas, bloating, and indigestion. When taken with each meal, this product can help to support optimal digestion by helping the body absorb nutrients and convert food into energy.