- Conceptualized and created layout designs
- Art directed photoshoot
- Conceptualized and created layout design + package design

Serina Sulentic  Food Avenue packaging  Super Target, 2004
- Page layouts for quarterly flyer
- Seasonal produce signs to complement flyer
- Sourced stock photography
- Assisted in providing feedback to the creative team for the custom illustrations
- Conceptualized and created a limited edition series of four bags
- Communicated directly with vendors to ensure tight quality control
- Best selling item, with another purchase order 1 month after launch
- Created the red beverage cup and deli packaging to complement the other colors
- Communicated directly with vendors to ensure tight quality control
- Hired photographers and sourced stock photography
- Created a series of cards to complement original design (top left)
- Communicated directly with vendors to ensure tight quality control
NCGA offers a variety of programs and services to help co-ops manage and promote fresh departments.

More information

- Series of templated sell sheets (18x) for store members
- Large-scale banners

Introduction to Retail Deli Management Workshop

Department survey; quarterly CoCoFiSt performance

Op Deals flyer, recommendations

Fresh Programs

Greens and Beans

Soba Noodles with Spinach

Soba Noodles with Spinach

Ingredients

8 ounces fresh spinach, washed
2-3 leeks, washed well and sliced
8 ounces soba (buckwheat) rinsed and drained
2 tablespoons sesame oil
1 tablespoon sambal chile paste
3/4 cup cooked black beans,
2 tablespoons tamari
1 tablespoon ginger
1 tablespoon garlic

Nutritional information per serving

Approximately $1.30

6 g. protein

Vegetables 1/4 to 1/3 pound 2 1/2 pounds

Gravies and sauces 1/4 cup 2-3 cups

Potatoes 1/3 to 1/2 pound 4 pounds

Cookies/bars 2 each 20 total

Ice cream 1/2 cup 1/2 gallon

Pie 1 slice 2 9-inch pies

Cookies/bars 2 each 20 total

Visit www.yeson522.com to learn more.

Vote yes on ballot initiative 522

Number of nations

The United States does not. Together, we can change that.

Want GMO foods labeled?
- Sourced Illustrator for custom artwork
- Designed interactive collateral (left to right): member card, table tent, sticker, tattoo + shelftalker
- Worked with vendors to ensure high quality products for our store members

Kids ages [12 and under] are invited to become a Co+op Explorer and be eligible to receive [one free banana] per visit to [co-op name]!

To become a card-carrying Co+op Explorer, kids simply need to sign up with a parent or guardian [at the customer service desk]. Each child will be issued their very own super official Co+op Explorers card!
- Produced bi-monthly 20-page coupon book, single coupon sheets, shelftalkers + posters
- Art directed food photographers, sourced stock photography + prepped/styled and photographed food
- Created auto-merge templates to significantly decrease production time

**Welcome, New Co-op Member-Owners!**

We're happy to have you on board! Enjoy great savings on these fine natural products, courtesy of your co-op.

**Present one coupon per item purchased.**
Limit of one coupon per shopping trip.

**Kiss My Face**
Any Moisturizing Hand Soap

**COUPON EXPIRES**
FEBRUARY 28, 2014

Customer:
Redeem this coupon when purchasing in accordance with the terms of this offer. Coupon subject to the limitations printed on the face of this coupon, and can only be redeemed for specified products and sizes. One coupon per item must be presented at time of purchase. Coupons may not be doubled. Any other use constitutes fraud. Void if transferred or reproduced or where prohibited or restricted. Consumer pays any sales tax.

Coupon only good at participating Co-op Deals program stores.

Products may not be available at all stores.
Art directed major holiday shoot
- Created poster templates and print collateral

Thanksgiving gatherings don't need to be elaborate or stressful. Whether you're serving a couple or a crowd, your co-op can help you plan with planning and ingredients, or ready-to-eat holiday meals, pies and sides. Here are a few ideas to get you started:

**Great beginnings:**
- Set out a tray or two of snacks before the main meal; it's a great way to welcome guests.
- Fresh dates served with a spiced, roasted nut mix
- Artisanal cheese tray of local cheeses, with fine flatbread crackers and crostini
- Crispy raw vegetables and a selection of dips, like soft chevre blended with herbs, hummus with a swirl of fresh or prepared pesto, or garlicky aioli
- Meat or veggie paté, sausage bites, cooked shrimp and smoked fish with spicy mustard sauce and baguette slices

**Delicious desserts:**
An alternative (or addition) to the traditional pie makes for a memorable ending.
- Homemade brownies topped with mint or vanilla ice cream and chocolate sauce
- A selection of chocolate truffles served with freshly-baked cookies
- Warm brie glazed with apricot preserves and sprinkled with toasted pecans or walnuts

**How much food will you need?**
These general guidelines will help you plan the correct amount of food to make or purchase.

<table>
<thead>
<tr>
<th>Item</th>
<th>Per Person</th>
<th>Group of Ten</th>
</tr>
</thead>
<tbody>
<tr>
<td>Entrées</td>
<td>1⁄2 to 3⁄4 lb</td>
<td>5-7 lbs</td>
</tr>
<tr>
<td>Potatoes</td>
<td>1⁄3 to 1⁄2 lb</td>
<td>4 lbs</td>
</tr>
<tr>
<td>Vegetables</td>
<td>1⁄4 to 1⁄3 lb</td>
<td>2 1⁄2 lbs</td>
</tr>
<tr>
<td>Stuffing</td>
<td>1⁄3 to 1⁄2 lb</td>
<td>4 lbs</td>
</tr>
<tr>
<td>Gravies and sauces</td>
<td>1⁄4 cup</td>
<td>2-3 cups</td>
</tr>
<tr>
<td>Turkey (whole)</td>
<td>1 to 1 1⁄2 lbs</td>
<td>10-15 lbs</td>
</tr>
<tr>
<td>Cranberry relish</td>
<td>2 oz or 1⁄8 cup</td>
<td>1 1⁄2 lbs or 2 cups</td>
</tr>
<tr>
<td>Snacks/appetizers</td>
<td>2-4 oz</td>
<td>2-3 lbs</td>
</tr>
<tr>
<td>Pie</td>
<td>1 slice</td>
<td>2 9-inch pies</td>
</tr>
<tr>
<td>Ice cream</td>
<td>1⁄2 cup</td>
<td>1⁄2 gal</td>
</tr>
<tr>
<td>Cookies/bars</td>
<td>2 each</td>
<td>20 total</td>
</tr>
</tbody>
</table>

**Turkey Roasting Tips**

- Remove the giblets from turkey cavities after thawing. Cook separately.
- Set oven temperature no lower than 325° F.
- Place turkey or turkey breast on lower rack in a shallow roasting pan.
- For even cooking, bake stuffing in a separate casserole dish, versus in the bird. Use a food thermometer to check the internal temperature of the stuffing. The center should reach 165° F.
- If you choose to stuff your turkey, the ingredients can be prepared ahead of time. Separate wet and dry ingredients, and chill wet ingredients (butter/margarine, cooked celery and onions, broth, etc.) until ready to prepare. Mix wet and dry ingredients together just before filling the turkey cavities. Fill the cavities loosely. Cook the turkey immediately. Use a food thermometer to make sure the center of the stuffing reaches 165° F.
- Whole turkeys should be cooked to 180° F. To check for doneness, insert a food thermometer in the thickest part of the inner thigh without touching the bone.
- Turkey breasts should be cooked to 170° F. Insert a food thermometer in the thickest part of the breast to check for doneness.
- Let the turkey stand for 20 minutes before carving to allow juices to set. The turkey will carve more easily.

See reverse side for turkey roasting timetable and turkey thawing instructions.
Naturally Dyed Eggs

Egg dyeing is a fun way to celebrate the start of your—oh my goodness, egg dyeing!—or need to ESLG, too! When the Persian emperors dyed eggs with egg plants and plant-based dyes. Plant dyes can be just as beautiful and colorful as these varieties of eggs in your backyard or local store. Here are some great plant-based dyes—fruits, vegetables, spices and flowers.

<table>
<thead>
<tr>
<th>COLOR</th>
<th>MATERIALS</th>
<th>AMOUNTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>pink</td>
<td>beets *</td>
<td>1 bunch, washed and sliced</td>
</tr>
<tr>
<td>pink</td>
<td>beet juice</td>
<td>bottled juice, enough to cover eggs in pan</td>
</tr>
<tr>
<td>lavender</td>
<td>blackberries or cranberries</td>
<td>1 container fresh or frozen berries or bottled juice, enough to cover eggs in pan</td>
</tr>
<tr>
<td>deep purple</td>
<td>grape juice</td>
<td>1-2 frozen containers</td>
</tr>
<tr>
<td>lavender/rust yellow</td>
<td>apples</td>
<td>4 apples, peels only</td>
</tr>
<tr>
<td>rust</td>
<td>onion skins</td>
<td>6 red or yellow onions, skins only</td>
</tr>
<tr>
<td>pale green</td>
<td>spinach or carrot tops *</td>
<td>1 fresh bunch, chopped</td>
</tr>
<tr>
<td>bright yellow</td>
<td>turmeric</td>
<td>2-3 tablespoons powdered spice</td>
</tr>
<tr>
<td>yellow green</td>
<td>tea</td>
<td>strong tea; 2 tea bags per 1 cup of water</td>
</tr>
<tr>
<td>olive green</td>
<td>marigolds</td>
<td>petals from 6 gold flowers</td>
</tr>
<tr>
<td>blue-gray</td>
<td>blueberries</td>
<td>2 fresh or frozen containers</td>
</tr>
<tr>
<td>light blue</td>
<td>petunias *</td>
<td>petals from 6 purple flowers</td>
</tr>
<tr>
<td>turquoise</td>
<td>red cabbage *</td>
<td>1 large cabbage, grated and sliced</td>
</tr>
<tr>
<td>pale orange</td>
<td>curry powder</td>
<td>2 tablespoons powdered spice</td>
</tr>
<tr>
<td>violet</td>
<td>hibiscus tea</td>
<td>strong tea; 2 tea bags per 1 cup of water</td>
</tr>
<tr>
<td>brown</td>
<td>coffee</td>
<td>2 cups strong coffee</td>
</tr>
<tr>
<td>brown</td>
<td>black tea</td>
<td>strong tea; 2 tea bags per 1 cup of water</td>
</tr>
<tr>
<td>red-orange</td>
<td>paprika</td>
<td>2 tablespoons powdered spice</td>
</tr>
</tbody>
</table>

* After dying with these natural dyes, refrigerate eggs overnight to deepen color.
- Art directed food photographers
- Prepared and photographed food photography (all food photos here are custom)
- Attended press checks and proofed printer proofs
- Created bi-monthly flyer files, table tents, special promotions, shelf signs + recipe cards

JOIN US IN CELEBRATING INTERNATIONAL YEAR OF COOPERATIVES!

Cooperation tastes sweet

The UN has declared 2012 International Year of Cooperatives and to celebrate, we've partnered with Theo Chocolate to create two decadent, limited-edition chocolate bars: a smooth and rich 85% ultimate dark chocolate and a rich and creamy 45% milk chocolate. These scrumptious confections are organic, fair trade certified, and make delicious gifts—for yourself or others. Your purchase helps support cocoa farmers by ensuring living wages, promotes the health of our planet through organic growing practices, and creates artisan food manufacturing jobs in the U.S. And 50¢ of your purchase goes directly to support the cooperatives that provide the cacao for our bars: Fortaleza del Valle in Ecuador, and Cepicafe in Peru. It's just another way that food co-ops and our shoppers and owners are helping to build a better world!

Hurry in before they're gone. Available while supplies last.

Happy International Year of Cooperatives!