

Down to Earth[™] Organic & Natural

Super Saver Deals!

Sale prices good from: 01/14/16 - 02/10/16

Grocery

C20 Pure Coconut Water
selected varieties
17.5 oz.



\$1.69
reg. \$2.29 ea.
1 ltr., **\$3.79** reg. \$5.79

Kind Fruit & Nut Bar
selected varieties- 1.4-1.6 oz.



\$1.79
reg. \$2.29 ea.
5 pk., **\$3.99** reg. \$5.49

Nature's Path Organic Cereal
selected varieties
25-32 oz.



\$6.99
reg. \$9.99 ea.
Cereal or Granola 10.6-14 oz., **\$3.49** reg. \$5.29

Pacific Foods Organic Almond, Coconut or Hazelnut Beverage
selected varieties- 32 oz.



\$2.49
reg. \$3.19 ea.

KETTLE BAKED
selected varieties
4 oz.



\$2.39
reg. \$3.29 ea.

Barbara's Bakery Cereal
selected varieties
8-16 oz.



\$3.29
reg. \$5.59 ea.

Muir Glen Organic Tomatoes
selected varieties
14.5 oz.



\$1.69
reg. \$2.59 ea.

Westbrae Naturals Organic Beans
selected varieties- 25 oz.



\$3.19
reg. \$3.99 ea.

Look for HowGood Ratings to Shop Sustainably

(For details see HowGood Insert)



(Better than 75%)
Of all food produced in the U.S.



(Better than 85%)
Of all food produced in the U.S.



(Better than 95%)
Of all food produced in the U.S.

essentia Water
1.5 ltr.



\$1.99
reg. \$2.69 ea.

R.W. Knudsen Just Juice
selected varieties
32 oz.



\$6.79
reg. \$9.49 ea.
Black Cherry, **\$4.99** reg. \$6.99

Ancient Harvest Organic Quinoa Pasta
selected varieties- 8 oz.



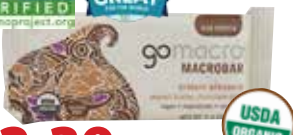
\$2.69
reg. \$3.59 ea.
12 oz., **\$5.99** reg. \$8.09

Angie's Popcorn
selected varieties
5 oz.



\$2.79
reg. \$4.19 ea.

gomacro MACROBAR
selected varieties- 1.9-2.5 oz.



\$2.39
reg. \$2.89 ea.

Orgain Organic Nutritional Shake
selected varieties
11 oz.



\$2.69
reg. \$3.29 ea.

Amy's Organic Refried Beans
selected varieties
15.4 oz.



\$2.69
reg. \$3.59 ea.
Chili, selected varieties, 14.7 oz., **\$3.29** reg. \$4.19

ginger people Ginger Soother
selected varieties- 32 oz.



\$3.59
reg. \$5.09 ea.
16 oz., **\$1.79** reg. \$2.09

Grocery

Choice Organic Tea
selected varieties
16 bg.



\$2.99
reg. \$5.19 ea.

Blue Sky Zero Soda
selected varieties
12 oz.



\$.79
reg. \$1.09 ea.

Food Should Taste Good Tortilla Chips
selected varieties
5.5-6 oz.



\$2.79
reg. \$3.29 ea.

Boulder Canyon Potato Chips
selected varieties
5.25 oz.



\$2.69
reg. \$3.89 ea.

Mamma Chia Organic Bar or Snack
selected varieties
1.4 or 3.5 oz.



\$1.69
reg. \$2.39 ea.

Honest T Organic Tea
selected varieties
16 oz.



\$1.29
reg. \$2.09 ea.

Clif Energy Bar
selected varieties
2.4 oz.



\$1.19
reg. \$1.69 ea.
5 pk., **\$3.49** reg. \$4.79

Cabo Chips Tortilla Chips
selected varieties
5.5 oz.



\$2.99
reg. \$4.09 ea.

NEW YORK SELTZER
selected varieties
10 oz.



\$1.59
reg. \$2.29 ea.

Coombs Organic Grade B Maple Syrup
8 oz.



\$8.59
reg. \$11.59 ea.
Grade A, 12 oz., **\$11.99** reg. \$16.69

skout Organic Pumpkin Seeds
selected varieties
2.5 oz.



\$2.99
reg. \$5.29 ea.
Trailbar, selected varieties, 1.8 oz.,
\$1.79 reg. \$2.59

Snikiddy Baked Fries
selected varieties
4.5 oz.



\$2.29
reg. \$3.69 ea.

Food Merchant Organic Polenta
selected varieties- 18 oz.



\$2.89
reg. \$4.19 ea.

ecover Fabric Softener or Non Chlorine Bleach
32-64 oz.



\$5.59
reg. \$7.59 ea.

Earth Friendly ECOS Liquid Detergent
selected varieties
100 oz.



\$11.99
reg. \$18.69 ea.

seventh generation Dish Liquid
selected varieties
25 oz.



\$2.99
reg. \$4.59 ea.
Select 7th generation Products on Sale

Chill & Frozen

daiya
Dairy Free Pizza
selected varieties
12-19.4 oz.



\$6.99
reg. \$12.29 ea.

LIVE SODA
Organic Kombucha Soda
selected varieties
12 oz.



\$2.59
reg. \$3.39 ea.

Califa Farms
Citrus Juice
selected varieties
10.5 oz.



\$1.89
reg. \$2.79 ea.

Dr. Praeger's
Veggie Burgers
selected varieties- 11 oz.



\$3.69
reg. \$5.29 ea.

daiya
Dairy Free Shredded or Cream Cheese
selected varieties- 8 oz.



\$3.99
reg. \$6.89 ea.
Cheezecake, 14.1 oz., **\$6.59** reg. \$8.69

House Foods
Tofu or Shirataki Miracle Noodles
selected varieties- 8-14 oz.



\$1.49
reg. \$2.29 ea.
DHA Omega Tofu, 12-14 oz., **\$1.69** reg. \$2.69

DAHLICIOUS
Smoothie
selected varieties
32 oz.



\$5.99
reg. \$9.59 ea.

Lifeway
Kefir
selected varieties
32 oz.



\$3.99
reg. \$5.99 ea.
Plain or Wildberry, 32 oz., **\$4.59** reg. \$6.89

Turtle Island Foods
Tofurky Sausage
selected varieties- 14 oz.



\$3.99
reg. \$5.99 ea.
Artisan Sausage, **\$4.99** reg. \$8.29

SO Delicious
Coconut Milk
selected varieties
64 oz.



\$3.59
reg. \$5.69 ea.
Coconut Milk Creamer, selected varieties,
16 oz., **\$2.49** reg. \$3.99

Califa Farms
Pure Almondmilk
selected varieties- 48 oz.



\$4.59
reg. \$6.19 ea.
Almond Barista, 32 oz., **\$2.99** reg. \$4.19

KeVita
Organic Sparkling Probiotic
selected varieties- 15.2 oz.



\$2.79
reg. \$3.69 ea.

Food for Life
Ezekiel 4:9 Bread
selected varieties- 24 oz.



\$3.99
reg. \$5.39 ea.
English Muffin, selected varieties,
16 oz., **\$3.79** reg. \$4.79

Follow Your Heart
Vegan Cheese
selected varieties- 7 oz.



\$3.99
reg. \$6.79 ea.
Sour Cream, 16 oz., **\$3.59** reg. \$6.39

van's
Waffles
selected varieties- 7.5-9.5 oz.



\$2.69
reg. \$3.99 ea.
Power Grains, 9 oz., **\$2.69** reg. \$4.59

Earthbound Farm
Organic Fruits
selected varieties- 10 oz.



\$4.29
reg. \$5.99 ea.
Veggies, 8-10 oz., **\$2.69** reg. \$3.79

LOCAL Favorites

Royal Hawaiian Orchards
Hawaiian Macadamia
selected varieties
5 oz.



\$5.99
reg. \$8.59 ea.
Mac Crunch, 4 oz., **\$4.99** reg. \$7.09

Big Island Booch
Kombucha
selected varieties
12 oz.



\$3.99
reg. \$4.69 ea.

Nutrex
BioAstin 12Mg
50 vcap.



\$30.49
reg. \$47.79 ea.
OmegaAstin on Sale

BioAstin 12mg 50 Vegan Caps: Naturally Grown in Kona, Big Island. Pure Vegan Formula contains 12mg of the Super Anti-Oxidant Astaxanthin, strongest capsule on the market. Start the year off healthy and strong by taking a full 12mg of Hawaiian Astaxanthin, proven to fight oxidation and inflammation throughout your entire body. Research shows improvement in Skin Protection as an internal sunscreen, improved mobility associated with Joint inflammation, and a quicker recovery from intense workouts. See what BioAstin can do for you!

Hawaiian Bee Company
Tropical Blossom Honey
3 oz.



\$5.49
reg. \$6.89 ea.
13 oz. **\$7.99** reg. \$10.39

Kaiulani Spices
selected varieties
3 oz.



\$6.59
reg. \$9.59 ea.
exotic curry **\$7.49** reg. \$11.09

Anahola Granola
selected varieties
12 oz.



\$5.99
reg. \$7.69 ea.

PUNA NONI
naturals Lotion
selected varieties
8 oz.



\$8.29
reg. \$12.29 ea.

Wellness

Master Supplements
TherLac Probiotic
30 vcap.



\$35.69
reg. \$47.99 ea.
10 ct. and Children's On Sale

Paradise ORAC-Energy
Earth's Blend Multi Vitamin
selected varieties
30 vcap.



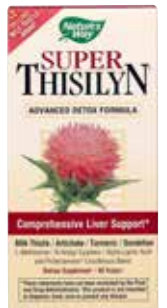
\$9.59
reg. \$20.89 ea.
60 vcap., **\$16.99** reg. \$37.39

vega one
Nutritional Shake
selected varieties
29.2 oz.



\$49.99
reg. \$81.99 ea.
Select ONE and Whole Food Line on Sale

Nature's Way
Super Thisilyn
selected varieties
60 vcap.



\$21.59
reg. \$34.89 ea.
Select Thisilyn Capsules and Kits on Sale

Amazing Grass
Alkalize & Detox
8.5 oz.



\$25.49
reg. \$35.49 ea.
Line on Sale

Boiron
Coldcalm or Chestal HONEY
60 tab. or 6.7 oz.



\$9.29
reg. \$14.09 ea.

Quality of Life
Oligonol 100Mg
30 vcap.



\$26.59
reg. \$35.39 ea.
Line on Sale

As we age, it is important to support blood circulation, protect against cell oxidation, and minimize inflammation. Since blood carries oxygen and nutrients to every cell of the body, when it doesn't circulate properly, it can affect your skin, your energy levels, and your heart.

Wellness

New Chapter
Zyflamend Whole Body
selected varieties- 60 vcap.



\$31.99
reg. \$50.19 ea.
30-180 vcap. on Sale

Flora
Udo's Choice Super 8 Probiotic
60 vcap.



\$38.99
reg. \$43.79 ea.
Probiotic Line on Sale

Andalou Naturals
1000 Roses Cleansing Foam
5.5 oz.



\$9.89
reg. \$12.79 ea.
Select Facial Line on Sale

Gabriel
Lipstick
selected varieties- 0.12 oz.



\$11.99
reg. \$15.99 ea.
Gabriel and ZuzuLuxe Line on Sale

Host Defense
MyCommunity
60 vcap.



\$28.99
reg. \$35.99 ea.
Line on Sale

Source Naturals
Wellness Formula
90 tab.



\$19.99
reg. \$29.89 ea.
2 oz., 45 tab. and 180 tab. on Sale

Desert Essence
Toothpaste
selected varieties
6.25-7 oz.



\$4.99
reg. \$5.99 ea.

Dr. Bronner's
Unscented Mild Liquid Soap
16 oz.



\$8.59
reg. \$10.99 ea.
Unscented 2-24 oz. On Sale

SunWarrior
Classic Plus Raw Protein
selected varieties
17.6 oz.



\$24.99
reg. \$32.19 ea.
SunWarrior Line on Sale

inner-eco
Probiotic Kefir
selected varieties- 15 oz.



\$17.59
reg. \$23.49 ea.
1 oz., ~~\$2.59~~ reg. \$3.39

giovanni
2Chic Ultra Sleek Shampoo or Conditioner
8.5 oz.



\$7.19
reg. \$7.99 ea.

Avalon Organics
Vitamin C Facial Toner or Gel
8.5 oz.



\$9.99
reg. \$12.59 ea.

natural Factors
Lung, Bronchial & Sinus
45 tab.



\$10.99
reg. \$17.59 ea.
90 tab., ~~\$19.59~~ reg. \$28.89

Crystal Star
Tummy Control
60 vcap.



\$22.99
reg. \$29.09 ea.
Select Diet Aids on Sale

Crystal
Roll-On Deodorant
2.25 oz.



\$3.19
reg. \$3.79 ea.

Clean Well
Foaming Hand Soap
selected varieties- 9.5 oz.



\$4.69
reg. \$5.89 ea.

Grocery

Justin's
Natural Peanut Butter
selected varieties
16 oz.



\$4.99

reg. \$6.89 ea.
Squeeze, 1.15 oz., **.49¢** reg. .69¢

La Croix
Sparkling Water
selected varieties
16 pk.



\$2.99

reg. \$4.49 ea.
12 oz., **.39¢** reg. .59¢

Bob's Red Mill
Organic Flaxseed Meal
selected varieties- 16 oz.



\$3.59

reg. \$5.49 ea.
Chia Seeds, 16 oz., **\$7.99** reg. \$12.99

Navitas
Organic Goji Berries
8 oz.



\$12.99

reg. \$20.79 ea.
Cacao Powder, 8 oz., **\$6.99** reg. \$15.59

Lundberg
Organic Rice Cake
selected varieties
8.5 oz.



\$3.29

reg. \$4.29 ea.
Sweet Dreams, 3.17 oz., **\$2.99** reg. \$3.89

Big Island Organics
Organic Gingerade or Lemonade
selected varieties
16 oz.



\$2.29

reg. \$2.79 ea.
32 oz., **\$4.39** reg. \$5.49

Blue Diamond
Almond Breeze
selected varieties
64 oz.



\$4.59

reg. \$5.29 ea.

BAKERY ON MAIN
Gluten Free Granola
selected varieties
12 oz.



\$5.49

reg. \$7.59 ea.
Nut Crunch, 4 oz., **\$5.49** reg. \$7.29

Barbara's Bakery
Cheese Puffs
selected varieties
5.5-7 oz.



\$2.69

reg. \$3.19 ea.

Annie's Natural
Dressing
selected varieties
8 oz.



\$2.99

reg. \$3.99 ea.
16 oz., **\$4.99** reg. \$7.79

Annie's Homegrown
Mac & Cheese
selected varieties
6-7 oz.



\$1.49

reg. \$2.69 ea.
Ched Rice Pasta, 6 oz., **\$2.49** reg. \$4.29

banana
Organic Banana Bites
selected varieties
3.5 oz.



\$3.89

reg. \$5.49 ea.

alive & radiant Foods
Kale Krunch
selected varieties- 2.2 oz.



\$4.59

reg. \$6.49 ea.

Maya Kaimal
Chickpea or Naan Chips
selected varieties
4.5-6 oz.



\$2.99

reg. \$3.89 ea.

1907 New Zealand
Water Artesian
33.8 oz.



\$1.39

reg. \$2.29 ea.

Green Mountain Gringo
Salsa
selected varieties
16 oz.



\$4.39

reg. \$6.09 ea.
Tortilla Strips, 7 oz., **\$2.29** reg. \$2.79

visit us at downtoearth.org and also on



HONOLULU

2525 South King Street
Honolulu, Hawaii 96826
(808) 947-7678

KAILUA

201 Hamakua Drive
Kailua, Hawaii 96734
(808) 262-3838

PEARLRIDGE

98-129 Kaonohi Street
Aiea, Hawaii 96701
(808) 488-1375

KAPOLEI

4460 Kapolei Parkway
Kapolei, Hawaii 96707
(808) 675-2300

KAHULUI

305 Dairy Road
Kahului, Hawaii 96732
(808) 877-2661

Some products may not be available. Quantities on some items may be limited. We reserve the right to correct pricing errors and to limit quantities. Available while supplies last.



Better than 75%
Of all food produced in the U.S.



Better than 85%
Of all food produced in the U.S.



Better than 95%
Of all food produced in the U.S.

Shop “Sustainability” with HowGood Price Tags

Our new “HowGood” product price tag system provides an easy way for you to see whether a product is environmentally friendly and socially responsible.

How does it work? The HowGood system condenses extensive research into a simple rating that is part of the information on the product shelf tag.

It will show “how good” the product rates for the environment, society, and the world: **Good** (better than 75% of all food produced in the U.S.), **Great** (better than 85%), and **Best** (Better than 95%)!

The new shelf tags will show the price, the HowGood rating, and other product attributes such as Organic, Local, Non-GMO, Gluten Free, etc.:

How is the rating determined?

Over 60 indicators are used to cover ingredients and practices, including the origin and production of ingredients, corporate governance, and issues such as carbon emissions, hazardous waste, and the treatment of workers. Over 100,000 products have been rated to date.

What if an item doesn’t have a HowGood logo on the shelf tag?

If an item hasn’t been rated or if its rating is below average, the How Good logo will not appear.

Is there an app?

Yes! The free HowGood app (from the App Store or Google Play) can be used to scan barcodes for ratings and access to the database of over 100,000 products.

Where can customers get more information?

Customers can learn more from our HowGood brochure, which will be available from cashiers later this month, and by visiting www.howgood.com

About HowGood

Founded in 2007, HowGood is an established research organization based in New York, which has developed its own rating system to identify the leaders in the food industry. It licenses that data to smaller grocers in 21 states across the U.S., as well as other food and tech companies.

That system today includes over 60 benchmark indicators of a company’s behavior, ranging from the ingredients to the manufacturing process to the way workers are treated. HowGood looks at nearly every factor that goes into a food’s production, even things most consumers don’t think about when dropping items into their shopping cart – like carbon emissions or concerns around hazardous waste.

We hope you’ll find HowGood to be a useful tool that helps you buy smarter every day!



Grocery

ONE DEGREE Veganic Cereal

selected varieties
8-12 oz.



\$3.99

reg. \$5.79 ea.
Bread, selected varieties, 19-22 oz.,
\$3.99 reg. \$6.79

BEANITOS Bean Chips

selected varieties
6 oz.



\$2.49

reg. \$3.49 ea.

nature's bakery Fig Bar

selected varieties- 2 oz.



.69¢

reg. .89¢ ea.

Tasty Bite Entrée

selected varieties
10 oz.



\$2.69

reg. \$4.39 ea.

KOYO Ramen

selected varieties- 2-2.1 oz.



\$1.19

reg. \$1.39 ea.

SO Delicious Coconut Milk Yogurt

selected varieties- 6 oz.



\$1.99

reg. \$2.89 ea.
Greek, **\$1.99** reg. \$2.89

Amy's Organic Pizza

selected varieties- 12-15 oz.



\$6.99

reg. \$10.59 ea.
Rice Crust, 12-14 oz., **\$8.99** reg. \$14.39

Manitoba Harvest Organic Hemp Hearts

12 oz.



\$10.99

reg. \$18.79 ea.
Hemp Hearts, 8 oz., **\$6.59** reg. \$10.29

Mary's Gone Crackers Organic Crackers

selected varieties- 5.5-6.5 oz.



\$3.99

reg. \$5.89 ea.
Cookies, 4.5 oz., **\$3.49** reg. \$5.29

Field Roast Sausage

selected varieties- 12.95 oz.



\$5.49

reg. \$7.39 ea.
Frankfurters, 16 oz., **\$5.99** reg. \$9.69

Rudi's Organic Bakery Organic Bread

selected varieties
22 oz.



\$3.99

reg. \$6.19 ea.
Spelt, 20 oz., **\$3.99** reg. \$7.29

Hubert's Lemonade

selected varieties
16 oz.



\$1.79

reg. \$2.29 ea.

Happy Baby Organic Baby Food

selected varieties
3.5-4.2 oz.



\$1.59

reg. \$2.19 ea.

Plum Organics Organic Baby Food

selected varieties
3-4.2 oz.



\$1.79

reg. \$2.29 ea.
Puffs, 1.5-1.75 oz., **\$3.29** reg. \$4.09

Traditional Medicinals Organic Tea

selected varieties- 16 bg.



\$3.99

reg. \$6.19 ea.

Lily's Stevia Chocolate Bar

selected varieties
3 oz.



\$3.59

reg. \$5.49 ea.