

# GOOD THYMES

# JAN 24'



**DNF CO-OP'S MONTHLY NEWSLETTER**

**JANUARY IS WELLNESS MONTH**

# SHOP BODYCARE + WELLNESS 20% OFF



**PLUS, WE'RE GIVING AWAY LOTS OF WELLNESS GOODIES... READ ON!**



# cup O' JOE



January was never my favorite month as a kid. After the colored lights and gaiety of December faded; after the long winter school break; after the joy of romping on New Year's Eve, January spreads forth as a dark, cold, dreary month with little to look forward to except... February (groan - at least it's short. Oh no - there's an added day this year).

The sugar rush of December is over. The toys are broken (yes -already). I'm sitting at a desk organized into rows with bunches of other kids who also didn't want to be there. The teacher goes, "wah, wah, wah-wah-wah". I've no idea what she's talking about. I want to go back to bed.

Both my Mom and Sister had birthdays in January. So now I have to agonize over what to get them again after just doing that in December for the holidays. Whatever I would get my Mom would be greeted with words of appreciation accompanied by a sarcastic sneer. And I was assured that my older Sister would ridicule whatever I got her as per the code as to how older sisters treat younger brothers.

And so cold. On average, January is the coldest month of the year in the northern hemisphere. As an infant through to age 24, I went from cold, sleeting, slush-filled NYC, to ridiculous amounts of snow and cold in Albany NY, to "are you frickin' kidding me??" in Oswego NY where a high of minus 5 and a windchill of -65 was not uncommon in January. After 6 years, I go fed up with that and went to Buffalo NY.....

It is the Roman god Janus for which January is named after. He was the god of new beginnings and transitions (or maybe still is, I don't believe it has been definitively established one way or another). So in January we make resolutions. We will change. New energy. We will become better. We will do the things we have avoided doing before because we just don't like doing them. Sure, I'll be a better person but I could really use a little godly boost here, Janus!

Starting just before Halloween, the energy picks up and people flood the markets for all kind of goods culminating in the December frenzy. In January, people are tired, bloated, have unappealing resolutions to fulfill, are cold and are faced with more of the same in the weeks to come. After coming home from work/school, people just want to sit. Sit and stare. After that - maybe sit some more. Perhaps sigh some too. And finally, go to bed.

The retail world has long faced this dilemma: "How do we get people out of their homes when all they want to do is sit and go to bed." It is no surprise then that, traditionally, January has the White Sales: Beddings and linens. "Oooo, comfy sheets! Comfy towels! I must have! I must get up. I will save money. I will be comfy! It's for the bed! I will be happy then!"

Accordingly, it is no surprise that Valentine's Day falls in February. After everyone is encouraged to update their boudoir amenities in January, they are then encouraged to exploit their newly acquired comfy items via chocolate and love: certainly soiling those...

JANUARY AT DNF IS...



# WELLNESS MONTH



**SAVE 20% ON ALL BODY CARE + SUPPLEMENTS!**



# NEW PRODUCTS ON OUR SHELVES NOW!



## THE PATCH BRAND

A skincare and wellness brand “patching up” the problem of unnecessary additives in daily supplements, supporting our bodies + our planet.

Sacramento, CA

## CONSCIOUS STEP

Sustainably, ethically made apparel and goods from a company giving back + supporting our Earth with every purchase.

Brooklyn, NY



## BOTTLE ROCKET

Bringing a little southern heat straight from TX, Bottle Rocket offers a mix of spicy products from traditional hot sauces to hot agave.

Austin, TX





**MEET  
TY!**

---

**SAY HELLO  
TO OUR  
BELOVED  
ASSISTANT  
DELI  
MANAGER**

---

**LET'S  
CHAT**



**Check in every month for a  
DNF feature celebrating the  
people who make our Co-op run**

1. So, where are you from?
  - a. Tuba City, AZ
2. And how did you get here?
  - a. I came for school at the Fort and I stayed because of the community!
3. When you're not at DNF, what are you getting up to?
  - a. Playing with my cat, spending time with her, and playing video games.
4. Anything that might surprise shoppers about you?
  - a. My last name is Peaches, like the fruit, so that fits.
5. Favorite things about working at the co-op?
  - a. The people, and the local-based products we get to work with.
6. What is something you are excited to bring to the store?
  - a. Bringing my cooking and baking skills to the DNF Deli -- making people happy with food!
7. In preparation for an outdoor adventure, which three DNF products would you bring?
  - a. Deli Grab n Go Sandwiches, Deli Juices, fresh fruit from produce.
8. In ten words or less, how would you describe our Co-op to an out of town visitor?
  - a. A small little cute healthy grocery store with local products

# A FEW DNF BODYCARE FAVORITES

While we can't write up ALL of our staff + communities favorite products, we've rounded up a few we can't get enough of. Pop in to the store and see more staff picks + SALES!



## BADGER TATTOO BALM

Meet Badger -- a family-owned skincare + wellness company on a mission to heal and protect. This tattoo balm will naturally keep your ink looking stunning, and it's also coming from a cruelty-free, certified B-Corp, and USDA organic producer! 🐇💚 So you can pamper your skin and feel good about it too.



## SHIKAI HAIR CARE

With over half a century of experience blending beauty and responsibility, ShiKai is crafting personal care goods that better ourselves and our planet. Indulge in the beauty of a perfect balance between chemistry and nature. 🧴🌸

**MORE PICKS IN-STORE!**

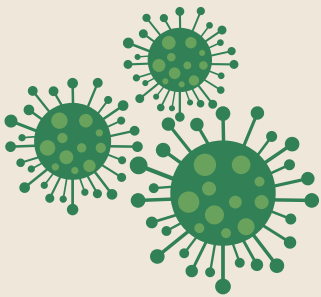


# Winter Wellness Essentials

As winter settles over our community, many of us start to feel the **common effects** of shorter days and cooler weather:

- Low Energy
- Blue Moods
- Weakened Immunity
- Impaired Motivation

Durango Natural Foods Co-op is here to help members combat the winter blahs and support whole-body wellness. With a nourishing array of products to uplift your spirits and strengthen your body's resilience this season, DNF is here to support all Winter long



## FENDING OFF COLDS AND VIRUSES

With exposure to winter elements, virus protection becomes paramount. DNF offers a variety of fresh produce like fruits and root vegetables that are overflowing with immune-uplifting antioxidants and key micronutrients. Plus, our selection of supplements like [Futurekind Products](#) have Vitamins D3, Zinc, and Elderberry further reinforce your body's defenses. Plus, warm up from the inside out with DNF's hot soups and herbal teas.

## DON'T UNDERESTIMATE THE COMFORT OF A HOT DRINK!

Ease your stress and low mood. Sipping steaming mugs of broth, apple cider, chocolate, mint infusion, or chai latte can melt worries away. Tart cherry juice has natural soothing properties, while snacks like trail mix nourish both body and soul. Plus, try practices like setting aside time each day to write in a journal while enjoying a hot drink!

## THE COLD DOES NOT MEAN WE STOP PLAYING OUTSIDE!

IT'S SKI SEASON! Fuel wintertime workouts with protein-packed quinoa salads from the deli or grab-and-go pouches of superfood bites. Discover new flows and use an eco-friendly materials and snacks along the way. Challenge friends to afternoon board game tournaments over mugs of cinnamon vanilla nut milk with a double shot of espresso topped with cacao powder!

However you tackle wellness this winter, DNF is here as your natural foods community, ready to nourish and ignite those cozy self-care vibes.

Come explore winter wellbeing the nourishing way!



# BIG NEWS

(AND WE'RE SERIOUS...)

OUR DELI  
WILL NOW  
BE OPEN  
UNTIL 7PM  
MON-SAT!!  
SUN: 8A-3P



PLUS, CHECK OUT OUR NEW  
PASTRY CASE IN AISLE ONE!



# WIN THESE GIFT BASKETS!



Celebrate + welcome the new year with a chance to win some NEW, FREE Body Care Products + Supplements from the Co-op!



## HOW TO ENTER?

- 1 HEAD OVER TO OUR BODY CARE ENDCAP
- 2 FILL OUT A SLIP WITH YOUR DETAILS
- 3 DROP IT INTO OUR SUBMISSION BOX

THAT'S  
IT! 



# Cup O' JOE



sheets and thus setting the stage for next January's sales. No - it's not all chance or happenstance. Retail knows what it's doing (and knows what you're doing too).

Here at our Co-op, our fiscal year is the same as the calendar year so January also brings us the financial close of the year, inventory as well as preparing for our taxes and such. How many ways can we spell "fun"?

Now there are good things about January too. There's... um....well, we have Martin Luther King day... that's good and there is... ummm .... Well, there are a lot of people who like cold and snow and they strap skis (or boards) to their feet and hurtle down hills trying to avoid trees and other hurtlers. I used to do that. I was good at missing trees but not necessarily those other hurtlers. I was tagged with the label "Menace". Switched to x-country skiing where I could explore the backcountry where hardly anyone went (but trees became more problematic).

Now, while one never needs an excuse to drink beer, January is really a pretty good excuse for it (and hot chocolate - January is really fine for hot chocolate). So that's good.

For me, to get through January, I have to set my visions long. Focus on the future. With our Co-op, that's easy since there is always something that needs doing and endless possibilities. Our old and quirky building always needs attention as well as internal systems that can be revamped.

We can move all the products around again -- -- okay - we won't do that (well, maybe a few things).

I wanted to write a column about all the fantastic energy that our Co-op will generate through 2024. But January brings out my grumbly side and this column came out differently. My New Year's resolution is to not be so ornery about January. Looks like I'm off to a good start...

Really though, our Co-op is a bright little spot in the tableau of January. We don't have a white sale going but it's always a fun place to visit! And we do have our Wellness Sale all month. Want to get going on those resolutions? The Wellness Sale features a 20% discount in Supplements and Body Care plus various specials! How cool is that (pun intended)? It's a great way to start 2024!

Oh - and 2024 is our 50th Anniversary! So you'll be seeing some great celebrations throughout the store all through the year!

I just looked at the thermometer. It's 28 degrees outside. It's 5:30. It's dark. I am sipping a hot chocolate. While I'm sitting and staring. Sigh. Think it's time for a beer. Then I'm going to bed....

## JOE 2.

# coop deals

JAN 3 - JAN 16, 2024

## cheers to you

It's 2024, so raise a glass filled with your favorite Kevita sparkling probiotic drink — on sale at the co-op — and enjoy a fresh start as you head into the new year.



**2/\$5**

**Kevita**  
Organic Probiotic Drink  
15.2 fl. oz., selected varieties



**2/\$5**

**Perfect Bar**  
Protein Bars  
1.94-2.5 oz., selected varieties



**2/\$9** **Nixie**  
Organic Sparkling Water  
8 pk.-12 fl. oz. cans, selected varieties



**5.99**

**Bach**  
Rescue Remedy  
Pastilles  
35 ct., selected varieties

### INCLUSIVE TRADE BRAND

Caulipower was started by a mom of two children with celiac disease, inspired by the desire for delicious and gluten-free options.



**6.99**

**Caulipower**  
Cauliflower Crust Pizza  
10.9-11.85 oz., selected varieties

### COOPERATIVELY OWNED



**7.49**

**Aura Cacia**  
Lavender  
Essential Oil  
.5 fl. oz.



Start your year with wellness essentials from the co-op.

**Happy New Year!**

# MEMBER SALES

(15% OFF THESE PRODUCTS/BRANDS)

## MRS. MEYER'S CANDLES

7.2 oz, all scents

**ALL scents** are on sale  
right now!



**Catalina Crunch**  
9 oz., all flavors



**Bear Fruit Rolls**  
3.5 oz, all flavors



**Patagonia Crackers**  
4.4 oz, all flavors

## GOODLES Noodles

6 oz., all flavors

