



FOR IMMEDIATE RELEASE

**Media**

**Contact:**

Ashley Bernard  
Koopman Ostbo  
[Ashley@koopmanostbo.com](mailto:Ashley@koopmanostbo.com)  
503.223.2168

**Council Contact:**

Clint Landis  
Frontier Natural Products Co-Op  
[Clint.Landis@frontiercoop.com](mailto:Clint.Landis@frontiercoop.com)  
319.227.7996

## National Bulk Foods Day is October 23

*Shoppers across the nation join to celebrate the eco-friendly  
and money-saving benefits of buying in bulk*

**Portland, Ore. – September 15, 2010** – National Bulk Foods Day is Saturday, October 23, and the [Bulk is Green Council](#) (BIG) invites people around the country to celebrate by buying everything from spices to chocolate almonds to rice in bulk at their nearest grocery store or co-op. To commemorate the day, BIG recently launched a YouTube [video series](#) that explores the benefits of buying in bulk from the shopper's perspective.

“Savvy shoppers have been buying food in bulk since the early 1900s because they recognize the eco-friendly, affordable and convenient nature of the ‘practice,’ said Clint Landis, Chief Marketing Officer for Frontier Natural Products Co-Op and a founding member of the Bulk is Green Council. “We’re hoping to encourage current bulk food fans to return to the bulk aisle in celebration of National Bulk Foods Day, as well as to get those who have never shopped in bulk to experience the fun and savings.”

The Bulk is Green Council is joining with retailers across the country to declare October 23 National Bulk Foods Day in order to educate people about the environmental and economic benefits of shopping in bulk.

BIG has partnered with various retailers with in-store point of purchase material to bring attention to National Bulk Foods Day, and offers the following tips for celebrating the holiday:

- **Create a homemade trail mix with your kids:** Combine your family’s favorite nuts, dried fruit and natural candies from the bulk foods aisle to make a unique healthy treat, minus artificial ingredients.
- **Cook a meal made mostly from bulk foods and compare the cost savings:** Get creative in the kitchen by preparing a recipe such as [Ming’s Tea Rubbed Salmon](#) or [Martha Stewart’s Homemade Granola](#), and enjoy a cost savings of 30 to 96 percent.
- **Revamp your kitchen cabinets:** Rid your cabinets of consumer packaged goods, refilling them with better-for-you bulk foods such as spices, nut butters, yogurt pretzels and oils. Bulk foods can be easily transferred into eco-friendly reusable containers and you’ll encourage your family to eat healthier.
- **Bake from scratch:** Invite your friends or family over to bake your favorite cookies or muffins from scratch, purchasing only the exact amount of bulk ingredients needed.

BIG invites retailers to take part in National Bulk Foods Day. Those who would like to get involved and receive free in-store promotional materials are asked to contact Clint Landis at [Clint.Landis@frontiercoop.com](mailto:Clint.Landis@frontiercoop.com) or 319.227.7996.

**ABOUT BULK IS GREEN COUNCIL**

Bulk is Green Council is an organization dedicated to increasing consumer, retailer and grocer awareness of the environmental and economic benefits of buying natural and organic in bulk. Founded in 2008, the council serves as a research and advocacy group, conducting and publishing studies on industry trends and offering educational tools and resources online. The board includes industry leaders Hain Celestial, SunRidge Farms, Frontier Natural Products Co-Op, Trade Fixtures, and Lundberg Family Farms. Additional information is available at [BulkisGreen.org](http://BulkisGreen.org).