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## ***Outpost's summer GRAZE hits the stands***

[Milwaukee, WI] After great response to its inaugural issue published in spring, Outpost Natural Foods' magazine, *GRAZE*, is ready to bring it on with the Summer 2011 issue.

*GRAZE* is metro Milwaukee's *ONLY* locally produced, locally published and locally owned magazine devoted to food. All content, graphics and photography comes from Outpost staff. No outside advertisements!

The summer spotlight is on *food sustainability* and what's HOT in the land of local

- Chef Michael Engel of Pastiche cooks up apricots for the Chef's Challenge
- Table Talk takes a closer look at what sustainability means to local area farmers and family farm advocates
- Load your picnic basket with local food and head to the lakefront with Splendor in the Grass
- Take the BBQ sauce taste test
- Uncover the truth about hunger in our community during the summer
- Swoon over Outpost staff picks for hot weather food favorites
- All this and more – plus Outpost store coupons

[www.outpost.coop/connect/graze/](http://www.outpost.coop/connect/graze/)

### **How often**

*GRAZE* is published quarterly with the seasons.

### **Cover price of \$1.99**

Outpost owners pay 99 cents. Subscriptions are currently not available.

### **Where to buy *GRAZE***

*GRAZE* is sold exclusively at Outpost's three store locations.

### **Editorial focus**

*GRAZE* focuses on people and organizations making a positive impact in our local communities regarding food: growing, cooking, eating and community awareness. *GRAZE* will also showcase some of the signature products that Outpost produces and sells.

### **Art direction**

Content, photographs and graphic images are generated internally by Outpost staff.

### **Advertising**

*GRAZE* contains no advertising other than shout-outs for Outpost programs and departments.

### **Magazine specs**

*GRAZE* is printed at J.B. Kenchan in Beaver Dam, WI, on Nature Web Matte, a Forest Stewardship Council (FSC) certified paper, using soy inks.



*Serving the greater Milwaukee area since 1970, Outpost Natural Foods Cooperative operates three successful retail grocery stores at 100 East Capitol Drive, Milwaukee, 7000 West State Street, Wauwatosa, and 2826 South Kinnickinnic Avenue, Milwaukee. Co-owned by over 15,500 individuals from Southeastern Wisconsin, it employs nearly 300 people, as well as publishes a quarterly food magazine (GRAZE). Outpost is the fourth largest cooperatively owned natural foods grocer in the country by sales volume. (www.outpost.coop)*

*Graphics and magazine samples are available upon request.*

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