



ARTISAN + VEGAN  
 ORIGINAL  
**FIELD ROAST**  
 GRAIN MEAT Co.  
 est. 1997 - SEATTLE, WA  
 A BLEND OF EUROPEAN AND ASIAN HERITAGE

GRILLED VEGAN BURGERS!  
 RECIPE ON OUR BLOG

**VEGAN GRILLING**



FIELD ROAST  
 Vegan Grain Meat  
 Hand Formed Burger  
 13oz  
**\$5.99**



Annie's Naturals  
 Organic Ketchup  
 24 oz  
**\$2.99**



Annie's Naturals  
 Organic Dijon Mustard  
 9 oz  
**\$3.19**



Earth Balance  
 Mindful Mayo  
 16 oz  
**\$2.99**

**LASSENS**  
 NATURAL FOODS & VITAMINS



**JULY 2017**



# 100% ORGANIC PRODUCE



ORGANIC  
Cantaloupe **99¢** lb



ORGANIC  
Black Plums **\$1.69** lb



ORGANIC  
Nectarines **\$2.49** lb



ORGANIC  
Zucchini **\$1.49** lb

## LASSEN'S FRESH KITCHEN



VEGAN



GLUTEN-FREE

### TURMERIC CAULIFLOWER SALAD

Organic cauliflower, organic spinach, organic cherry tomatoes, organic quinoa, organic turmeric, organic spices, organic lemon juice, organic olive oil, organic pepper, sea salt

**\$7.99**  
lb.



VEGAN



GLUTEN-FREE

### DILL POTATO SALAD

Organic potatoes, organic celery, organic green onion, organic vegenaïse, organic dill, organic pepper, sea salt.

**\$6.99**  
lb.



VEGAN



GLUTEN-FREE

### GREEN MONSTER JUICE

Organic kale, organic spinach, organic cucumber, organic celery, organic parsley

**\$4.49** 16 oz **\$6.49** 24 oz





# YOUR NEIGHBORHOOD BUTCHER



McLean Natural Meats  
**Applewood Smoked Bacon**  
8 oz. pkg.

**\$4.99**



McLean Natural Meats  
**Farmers Kielbasa Sausage**  
10 oz. pkg.

**\$4.99**



**Organic Sausages, Assorted Varieties**  
12 oz. pkg.

**\$6.99**



**Organic 90/10 Ground Beef Brick**  
12 oz. pkg.

**\$8.99**

**Natural Fresh Ground Beef Brick**  
12 oz. pkg.

**\$7.49**



McLean Natural Meats  
**Pepperoni Sticks**  
8.5 oz. pkg.

**\$4.99**



McLean Natural Meats  
**Sliced Roast Beef, Smoked Turkey, Tuscany Turkey or Black Forest Ham**  
5 oz. pkg.

**\$3.99**



Fresh/Frozen  
**Wild Caught Ahi Tuna**

**\$7.99** lb.



Fresh/Frozen  
**Wild Caught Sockeye Salmon Fillet**

**\$9.99** lb.



# LASSENS BRAND

Vitamins, Herbs, Aloe, Oils, Tinctures & Stevia

ALL PRODUCTS  
**20% OFF**



# LIFE EXTENSION

Stay Healthy, Live Better

ALL PRODUCTS  
**25% OFF**



# NEW CHAPTER

Inspired By Nature Validated By Science

ALL PRODUCTS  
**40% OFF**



# BIO-K+: PROBIOTICS

DAIRY & NON-DAIRY

Organic Rice Blueberry 6 pk

**SAVE \$4.50**



**\$26<sup>49</sup>**

Also on sale, Organic Rice Blueberry, 12 pk, \$44.99  
Strawberry, 6 pk, \$24.49  
Strawberry, 12 pk, \$41.99

# BIOSIL

Biosil Capsules 60 ct

**SAVE \$9**

All Other Items On Sale!



**\$26<sup>99</sup>**

Also on sale, Biosil Capsules, 120 ct, \$47.49,  
Biosil Liquid 0.5 oz, \$16.49,  
Biosil Liquid 1 oz, \$23.99

# GARDEN OF LIFE

Raw Organic Meal Chocolate Cacao 1017 gm

**SAVE \$18**



**\$41<sup>99</sup>**

Also on sale,  
Raw Organic Meal, 1038 gm, \$41.99,  
Raw Organic Meal Vanilla, 969 gm, \$41.99,

# DYNAMIC HEALTH

Organic Raw Apple Cider Vinegar With Mother 16 oz

**SAVE \$1.50**



**\$3<sup>49</sup>**

Also on sale,  
Tart Cherry Concentrate Ultra 5x,  
16 oz, \$17.99

# BURIED TREASURE

Coconut MCT Oil 16 oz

**SAVE \$4.50**

All Other Items On Sale!



**\$13<sup>49</sup>**

Also on sale,  
Herbal Iron, 16 oz, \$22.49

# PLANT FUSION

Lean Vanilla 14.8 oz

**SAVE \$8.50**

All Other Items On Sale!



**\$26<sup>49</sup>**

Also on sale,  
Lean Chocolate, 14.8 oz, \$26.49

# JARROW FORMULAS

7-Keto DHEA 30 ct

**SAVE \$5.50**



**\$16<sup>49</sup>**

Also on sale,  
HCAActive Garcinia Cambogia Extract, 90 ct, \$22.49



# SUN WARRIOR

Unleash Your Inner Warrior

ALL PRODUCTS  
20% OFF



# OXYLENT

Drink Oxylent Breathe Life

ALL PRODUCTS  
30% OFF



## NUTRASUMMA

Vitamin D3 Spray  
1 oz

SAVE \$2.50

All Other Items On Sale!



\$8<sup>49</sup>

Also on sale,  
Fermented Pea Protein Vanilla, 2.06 lb, \$32.49

## LEWIS LABS

Brewers Yeast  
350 gm

SAVE \$3

Not Fortified!



\$16<sup>99</sup>

## NEOCELL

Joint Bursts Chews  
Tropical Tang  
30 ct

SAVE \$5

All Other Items On Sale!



\$14<sup>99</sup>

Also on sale, Hyaluronic Acid Double Strength, 30 ct, \$18.49  
Hyaluronic Acid Double Strength, 60 ct, \$27.99  
Move Matrix, 150 ct, \$22.49

## DR. KING'S NATURAL MEDICINNE

Acute Pain Relief  
3 oz

SAVE \$6



\$13<sup>99</sup>

Also on sale,  
Advanced Arnica, 3 oz, \$13.99

## AURORA NUTRASCIENCE

Micro-Liposomal D3 3000 IU  
5.4 oz

SAVE \$3



\$14<sup>99</sup>

Also on sale,  
ExoFlex, 10 oz, \$44.99

## SURYA BRASIL

Dark Brown Henna Cream  
2.37 oz

SAVE \$4.50



\$12<sup>99</sup>

Also on sale,  
Golden Brown Henna Cream, 2.37 oz, \$12.99

## GIOVANNI

Cherry Blossom & Rose Petals Shampoo  
8.5 oz

SAVE \$2



\$6<sup>99</sup>

Also on sale,  
Cherry Blossom & Rose Petals Conditioner, 8.5 oz, \$6.99

# GET MOVING & SOAK UP THE VALUE

WITH NEOCELL'S NEW & ADVANCED HYDRATION & JOINT HEALTH PRODUCTS

NEOCELL  
the true science of collagen

NON-GMO + GLUTEN FREE

AMERICA'S #1 COLLAGEN BRAND  
NEOCELL.COM

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, cure, treat, or prevent any disease.

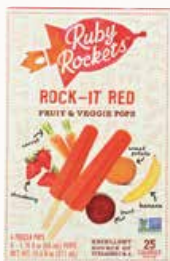


# BEVERAGES & SNACKS

## RUBY ROCKETS

Rock-It Red Veggie and Fruit Frozen Pops  
10.5 oz

\$3.79



## CIAO BELLA

Lemon Sortetto  
1 pt

\$3.79



## THREE TWINS

Organic Chocolate Chip Cookie Dough Ice Cream  
16 oz

\$3.59



## COOLHAUS

Double Chocolate + Cookies & Cream Ice Cream Sandwich  
5.8 oz

\$2.99



## ALDEN'S

Organic Frozen Salted Caramel Bar  
4 pk

\$2.99



## ORGANIC PRAIRE

Teriyaki Beef Jerky  
2 oz

\$4.79



## LACROIX

Grapefruit Sparkling Water  
8 pk

\$3.49  
+CRV



## POPCHIPS

Sour Cream & Onion Potato Chips  
3.5 oz

\$1.99



## SWEET LEAF TEA

Organic Citrus Green Tea  
16 oz

99¢  
+CRV



## INKOS

White Iced Tea  
16 oz

\$1.89  
+CRV



# MEATLESS GRILLING

## QUE PASA

Ancient Grains Tortilla Chips  
5.5 oz

\$2.39



## TOFURKEY

Vegan Sweet Italian Sausage  
14 oz

\$3.59



## DR. PRAEGER'S

Kale Veggie Burger  
10 oz

\$3.29



## UDI'S

Gluten Free Classic Hamburger Buns  
10.4 oz

\$3.49



## FIELD ROAST

Vegan Grain Meat Hand-Formed Burger  
13 oz

\$5.99



## FOOD SHOULD TASTE GOOD

Sweet Potato Tortilla Chips  
6.5 oz

\$1.99



## KETTLE

Sea Salt & Vinegar Potato Chips  
5 oz

\$2.19



## LATE JULY ORGANICS

Organic Sea Salt & Lime Tortilla Chips  
11 oz

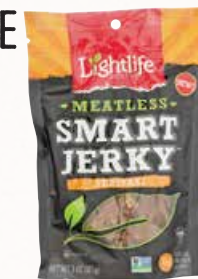
\$2.89



## LIGHTLIFE

Smart Vegan Teriyaki Jerky  
3 oz

\$2.49



## JACKSON'S HONEST CHIPS

Sea Salt Tortilla Chips  
10 oz

\$3.99



## BENITOS

Black Bean Sea Salt Chips  
6 oz

\$2.29





## RXBAR

Peanut Butter Protein Bar  
1.83 oz

\$1.89



## ROYAL HAWAIIAN

Original Macadamia Milk  
32 oz

\$2.89



## PLUM ORGANICS

Stage 2 Hearty Veggie Organic Baby Food- Butternut Squash, Carrot & Chickpea  
3.5 oz

\$1.29



## HAPPY BABY

Stage 4 Organic Superfood Pouch-Banana Mango Peach  
4.22 oz

\$1.39



## TASTY BITE

Madras Lentils  
10 oz

\$2.49



## C20

Baked Coconut Chips  
1.4 oz

\$1.39



## KIND

Dark Chocolate Nuts & Sea Salt Bar 1.4 oz

\$1.49



## LARABAR

Peanut Butter Chocolate Chip Bar  
1.6 oz

10 for \$10



## SO DELICIOUS

Unsweetened Coconut Milk  
64 oz

\$3.19



## SUJA

Green Delight Juice  
12 oz

\$2.99



## ORGANIC VALLEY

Whole Grassmilk  
64 oz

\$5.89



## GT'S KOMBUCHA

Liberty Kombucha-Limited Edition  
16.2 oz

\$2.69 +CRV



# GREAT GROCERIES

## SWEET LEAF WISDOM OF ANCIENT

Organic Stevia Sweetener 70 pk

\$5.19



## LIFEWAY

Mango Frozen Kefir  
1 pt.

\$3.49



## NOOSA

Coconut Yoghurt  
8 oz

\$1.99



## TASTE NIRVANA

Coconut Water  
16.2 oz

\$1.79 +CRV



## DEROX WATER

Mangaloe Detox Water  
16 oz

\$2.49 +CRV



## LUCINI

Estate Select Extra Virgin Olive Oil  
500 ml

\$7.99



## PACIFIC FOODS

Organic Unsweetened Low-Fat Almond Beverage 32 oz

\$2.59



## MARY'S GONE CRACKERS

Garlic & Onion Thins  
4.5 oz

\$3.29



## NEW PRIMAL

Original Stick Jerky 1 oz

\$1.49



## ORGANIC VALLEY

Organic Large Brown Eggs  
1 dz

\$4.89



## R.W. KNUDSEN

Just Black Cherry Juice 32 oz

\$4.89 +CRV







**FIELD ROAST BELIEVES THAT  
"REAL" IS BETTER THAN  
FAKE.**

That's why they combine the old-world  
asian heritage of creating grain  
"meats" and use english spices to  
create not just a meat substitute but a  
new class of vegan meat alternatives.

**EVERYTHING IS MADE USING  
THE SIMPLE TENANTS OF GOOD  
COOKING- REAL  
INGREDIENTS AND  
UNCOMPLICATED  
TECHNIQUES.**

**READ MORE ON  
WWW.LASSENS.COM/BLOG**

# 46<sup>th</sup> ANNIVERSARY CELEBRATION

**FRIDAY, JULY 21<sup>ST</sup> &  
SATURDAY, JULY 22<sup>ND</sup>**

**AMAZING  
2-DAY** *Sales!*

**RAFFLE PRIZES • DEMONSTRATIONS  
TASTE TESTS & MORE!**

**FREE REUSABLE  
CANVAS BAG!**

**RECEIVE A FREE LIMITED EDITION  
ANNIVERSARY CANVAS BAG  
WITH \$50 PURCHASE!\***

\*LIMIT ONE PER CUSTOMER. OFFER IS  
VALID FRIDAY, JULY 21 & 22 ONLY.  
WHILE SUPPLIES LAST

**LASSENS**  
NATURAL FOODS & VITAMINS

FOLLOW US ON   

CLOSED ON SUNDAYS



LOCATIONS  
FEATURING  
DELIS AND  
JUICE BARS

FRESNO   
559-434-6990

SANTA BARBARA  
805-683-7696

SIMI VALLEY  
805-522-6990

BAKERSFIELD   
661-324-6990

VENTURA   
805-644-6990

LOS FELIZ (LA)   
323-660-0052

SAN LUIS OBISPO   
805-250-2805

OXNARD  
805-486-8266

ECHO PARK (LA)   
213-542-6535

SANTA MARIA   
805-925-3432

THOUSAND OAKS   
805-495-2609

MIRACLE MILE (LA)   
323-648-7980