

# YIN YANG NATURALS

July 2022 Newsletter

## YYN NEWSLETTER INDEPENDENT RETAILER MONTH



### Supporting Local Business

July is Independent Retailer Month which encourages consumers to shop local and celebrate these small businesses, creating more sustainable cities, towns and communities.

A fundamental part of our work at Yin Yang Naturals is our relationships with and support of natural independent markets across the country. These relationships are near and dear to our heart and we've have built incredibly close ties and even long-time friendships with so many of these retailers.

There's no better time to support local, independent businesses that keep our communities close and thriving. We are very proud of our connection to the independent grocery retailers across the country and are happy to recognize just a few of them in this newsletter.

*"A study in New Orleans found that if residents and visitors were to shift 10 percent of their spending from chains to local businesses, it would generate an additional \$235 million a year in local economic activity, creating many new opportunities and jobs."*

[\\*Source Link](#)

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#### YYN "OFF THE CLOCK"

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AND MORE!



# YYN Independent Retailer Feature:



## BERKELEY BOWL WEST







Founder Marlene Beadle (June 8, 1934 – June 16, 2019) was a pioneer in the Natural Products Industry.

On April 1, 1976, Marlene Beadle bought the 2,000 sq. ft. health food store in Federal Way, Wa, where she had been working for several years. She immediately doubled the product inventory and added a deli counter that offered homemade soups and sandwiches. Marlene continued to expand with moves to larger locations in Federal Way over the next 20 years and opened a second store in Tacoma in 1995. We now are in a 22,000 sq.ft. location in Federal Way and in a 15,000 sq. ft. location in Tacoma. Both stores have have continued with Marlene's vision for her stores based on our mission statement.

**Mission Statement:**

**At Marlene's Market & Deli we work to inspire healthy and positive lifestyles for each generation by creating a welcoming environment with the best selection of natural and organic products, a commitment to education, and a knowledgeable staff dedicated to outstanding customer service.**

Marlene was passionate about customer service, high quality products, and education, and based her business and her mission statement on those passions. Her stores became known as warm and inviting places to shop and eat. Our connections and engagement with our customers and our community has always been just a natural way of doing business at Marlene's.

We have a close knit work environment with many employees staying with us for 10, 20 and even 30 years.

We enjoy having employees of all backgrounds and beliefs. The natural foods community draws in customers who are creative, diverse and interesting. That is what we look for in our employees as well.

We have always had close ties with the South Puget Sound communities that we serve. We like to support them just as they support us. We work with numerous organizations in our communities, including Boys and Girls Club, Safe Streets, environmental organizations, local schools etc. Our customers see us as a fixture in the community. It has been very fun and rewarding to get to know generations of families over the years.

**Top selling product these days?**

Body care: plastic free packaging for body care products, essential oils

Perishable: Meats and milks in all varieties: alternative milks and meat, but also fresh organic grass fed meat and raw cow and goat milk.

Grocery: plastic free packaging for beverages, especially water.

Supplements: immune products continue to be strong, collagen products, and fiber

Deli: Grab and go continues to be very popular, even as people are getting back to eating in as well.