

Currents

OCEAN BEACH PEOPLE'S FOOD CO-OP
FEBRUARY 2026 OWNER NEWSLETTER



OWNER APPRECIATION DAYS | VALENTINE'S SPECIALS | NEW PRODUCTS

WELCOME TO THE CO-OP!



WHY SHOP HERE?

Support the local food economy by keeping dollars invested in a community-owned cooperative business that prioritizes people and planet over profit. Find 100% certified organic produce, wellness and vitamins, sustainable bulk & refill sections & a delicious in-house vegan Deli & Bakery located upstairs!

OCEAN BEACH
**PEOPLE'S
FOOD CO-OP**
COMMUNITY OWNED SINCE 1971



**OPEN DAILY
8AM – 9PM**



4765 Voltaire St.
San Diego, CA 92107



(619) 224-1387



www.obpeoplesfood.coop



[@obpeoplesfoodcoop](https://www.facebook.com/obpeoplesfoodcoop)





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These products just landed! Including local mead, crackers, snacks and more

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A part of our newsletter just for fun + Operations Report & Board Corner

On the cover: Fresh, organic, local flowers available for Valentine's Day and always!

Currents

Currents is a free monthly publication delivering news about upcoming community events & sales throughout the store + recipes, and ways to live a healthy lifestyle.

Currents is designed and published by the co-op's Marketing Director with content contribution from our operations team. It is printed locally in Ocean Beach at BK Printing using FSC certified paper made from responsibly sourced wood fiber.



When you're done reading, **Currents** is FULLY RECYCLABLE!

You can also read *Currents* online:
obpeoplesfood.coop/newsletter



Let us know how we can improve!

What do you like about **Currents**?
What do you want to see more of?
Please take a moment to fill out the survey!



FROM THE DESK OF THE GENERAL MANAGER

Sarela Bonilla, General Manager

Love, mutual support and care is in the air this month, and the co-op remains deeply rooted in and here for our community. People's celebrates 54 years of cooperation this year because of your continued support!

Our purpose as a cooperative is to listen to and reflect on what the community wants and needs. Last month we announced several exciting store improvement projects set to break ground in 2026, including a major remodel of our Deli & Bakery which will span through 2027.


The last five years have been quite challenging in our beloved Deli & Bakery. Like much of the restaurant industry, the pandemic caused high turnover and made it difficult to maintain consistency in our offerings. We've worked hard to stabilize the department, and are pleased to share that turnover in the Deli has dropped from 145% in 2022-2023 to 72% in 2025 (about average in the restaurant industry).

Damian, an O.B. local who grew up eating in the Deli, joined People's as the Deli Manager in 2024 and was a key part of this stabilization effort. During his time in the role, he helped reintroduce several foundational recipes and assisted in navigating a difficult era for the kitchen. We appreciate all of his hard work over the last 2 years as we move toward this next phase.

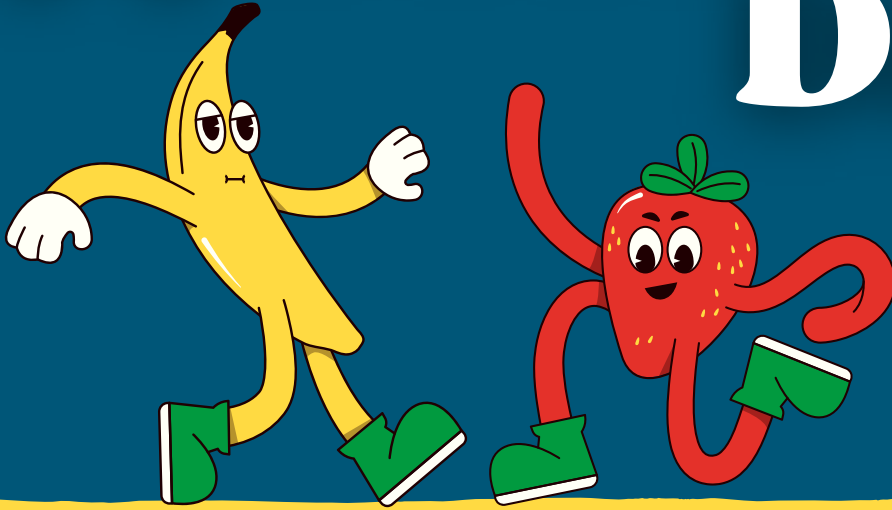
While things have improved in the Deli, we still have a lot of work to do to ensure the hot bar, salad bar, and grab & go cases remain consistently stocked with the high-quality, healthy options you expect. So as we embark on developing a new kitchen, we are actively seeking and hiring a new Deli Manager. Someone who is committed to maintaining our beloved recipes and who has the project-management experience required to guide us through remodeling and expanding our offerings, all while remaining aligned with our roots. Damian will remain part of the Deli team to provide continuity and training.

Thank you to our staff, owners, and customers for supporting the co-op through thick and thin. We want to show our appreciation to this wonderful community! Please join us this month for:

- **Owner Appreciation Days:** Co-op owners enjoy **10% OFF** the entire store in one transaction of your choice from Feb 11-15!
- **Live Jazz w/ The Cookin' Quintet:** Swing by for dinner & music upstairs in the Deli on Friday, Feb 13th from 5-7pm.
- **Valentine's Day Raffle:** Shop at People's on Saturday Feb 14th to be entered to win a Valentine's Gift Basket. Winners drawn all day!
- **Deli Specials:** Vegan chocolate-dipped strawberries and Linzer heart cookies made in-house and available for you and your sweetheart from Feb 9-14.
- **Valentine's Sales:** Enjoy **15% OFF** select wines, rosé and Hiyo Social Tonics from Feb 9-14. Plus, enjoy sales on chocolate from Lily's, Honey Mama's, Endangered Species, Chocolive, Hu Organic, Justin's and more! See in-store for sale details.
- Keep reading this month's issue of **Currents** to be sure you don't miss additional sales, events and giveaways.

We'll see you at the Co-op! ❤️ 

Owner Appreciation Days



February 11-15

Co-op Owners choose one transaction to save

**10% off
the entire store!**

**excludes NFD items*



Valentine's at the Co-op

CHOCOLATE-DIPPED STRAWBERRIES & LINZER HEART COOKIES

Made in-house in our Vegan Deli & Bakery! Available in our grab & go cases upstairs and downstairs all week.

Monday Feb 9th through Saturday Feb 14th!



FLASH SALE

ROSÉ & WINE SALE!

Save 15% off select Rosé and Champagne + Non Alcoholic Hiyo Social Tonics!

On SALE from February 9th through 14th



CHOCOLATE GALORE! SALES THROUGHOUT THE STORE

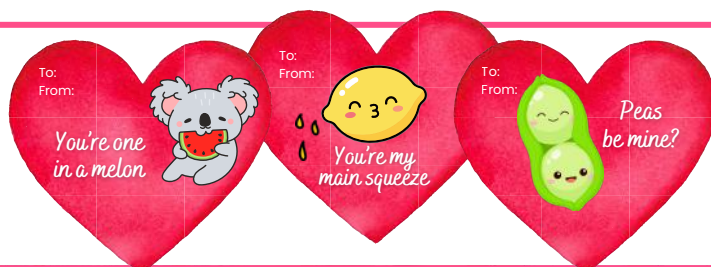
Save on Lily's, Honey Mama's, Endangered Species, Chocolove, Hu Organic, Justin's & more. See in store for sale details.



CARD MAKING IN THE COMMUNITY ROOM

All materials provided by People's. Everyone is welcome!

Tuesday, Feb 10th from 4-8pm



JAZZ MUSIC IN THE DELI

Grab some dinner in the deli & listen to the smooth jazz stylings of Cookin' Quintet. The perfect casual evening at the co-op!

Friday, February 13th: 5-7pm



Win a Valentine's Day Gift Basket!

Shop at People's on **Saturday Feb 14th** to be entered to win a Valentine's Gift Basket. **Winners drawn all day!**



UPCOMING EVENTS & ACTIVITIES

SATURDAY
FEB 14
9AM-1PM

KNIFE SHARPENING POP-UP

Get your knives & tools sharpened by Tio of @tiomobileknife in front of the co-op.

- Pricing ranges from \$6-\$19 depending on item
- Cash or contactless payment accepted

Second Saturday of every month!



SUNDAY
FEB 22
10:30AM

INTERACTIVE PERFORMANCE FOR KIDS

Join music duo and puppet theatre team Trees of Dreams for a morning full of music, laughter, learning & fun that the whole family will enjoy in the co-op's community room!

Last Sunday of every month!

FREE!



WEDNESDAY
FEB 25
6:30PM

DIY CRAFT ACTIVITY

Join the Ocean Beach Library in People's community room located upstairs inside the co-op for a different DIY craft activity each month. All ages welcome!

4th Wednesday of every month!

FREE!



**FEB 4, 11,
18 & 24**
5-6PM

EVENING MEDITATION CIRCLE

This weekly meditation circle includes both guided and silent meditation. It's a chance to slow down, breathe, and reset. All levels are welcome to join.

Meets weekly/biweekly each month

FREE!



TUESDAY
MAR 3
6-7PM

BOOK CLUB IN THE COMMUNITY ROOM

Everyone is welcome! Discuss **What if We Get it Right?** by Ayana Elizabeth Johnson. Save 20% on the selected Book Club book at local bookshop, La Playa Books.

1st Tuesday of every other month

FREE!



Hosting events in the community room is a Co-op Ownership Perk!

SCAN HERE to book the Co-op's Community Room for a workshop, class, or meeting! Or visit: www.obpeoplesfood.coop/communityroom

OWNER SALES

February 1-28



BULK:

February
1-15

February
16-28

ORGANIC BLACK BEANS \$2.99 REG 3.45 SAVE 46¢	ORGANIC MULTI-COLORED POPCORN \$1.69 REG 2.85 SAVE 1.16	ORGANIC QUICK OATS \$1.69 REG 2.15 SAVE 46¢	ORGANIC WHOLE RAW CASHEWS \$6.99 REG 8.99 SAVE 2.00
ORGANIC GREEN LENTILS \$2.99 REG 3.75 SAVE 76¢	ORGANIC TURKISH APRICOTS \$6.49 REG 7.49 SAVE 1.00	ORGANIC CANNELLINI BEANS \$3.49 REG 3.99 SAVE 50¢	ORGANIC FARRO \$3.49 REG 4.55 SAVE 1.06

GROCERY & PERISHABLES:

Theo CHOCOLATE BARS All varieties (3 oz) \$4.75 REG 6.25 SAVE 1.50		Vermints ORGANIC MINTS All varieties (1.41 oz) \$2.69 REG 3.25 SAVE 56¢		Citrus Magic ORGANIC VEGGIE WASH (16 oz) \$5.29 REG 6.99 SAVE 1.70	
Siete TORTILLA CHIPS All varieties (5 oz) \$4.49 REG 5.89 SAVE 1.40		Nuttzo POWER FUEL Both varieties (12 oz) \$10.99 REG 13.75 SAVE 2.76		KETO NUT & SEED BUTTERS Both varieties (12 oz) \$9.99 REG 12.49 SAVE 2.50	
Mary's Gone Crackers ORGANIC CRACKERS All varieties (4 oz) \$3.45 REG 4.65 SAVE 1.20		ORGANIC SUPERSEED CRACKERS All varieties (4 oz) \$3.75 REG 5.15 SAVE 1.40		Annie's ORGANIC CHEESY SMILES (4 oz) \$4.29 REG 5.59 SAVE 1.30	
Barbecue PULLED BVQ (10 oz) \$7.99 REG 8.89 SAVE 90¢		Deluxe MAC & CHEESES All varieties (11-11.3 oz) \$4.69-\$5.39 REG 6.19-6.89 SAVE 1.50		Barbecue PULLED BVQ (10 oz) \$7.99 REG 8.89 SAVE 90¢	
Ruby Jewel ICE CREAM SANDWICHES All varieties (5.25 oz) \$3.79 REG 4.99 SAVE 1.20		Tofurky PLANT BASED SAVORY GRAVY (14 oz) \$6.29 REG 7.89 SAVE 1.60		Ruby Jewel ICE CREAM SANDWICHES All varieties (5.25 oz) \$3.79 REG 4.99 SAVE 1.20	

WELLNESS:

25% off ALL (NFD)

Enzymedica

Solgar

20% off ALL (NFD)

Aloe Life

Honey Girl Organics

Pranarôm

15% off ALL (NFD)

Diso

Paradise Herbs

DELI:

Feb 6-8

Souper Bowl Weekend!

15% off

Chili and Agave-Sweetened Cornbread

Feb 15-28

10% off

Magic Chocolate Ho-Hos

WAYS TO **SAVE** AT THE CO-OP

Shopping at People's means supporting a small business *and* the local food economy, eating organic high quality food, purchasing ethical and sustainable products that limit harmful impacts on people and the planet, all while still finding affordable options to nourish your household. Take a look at some ways to save while shopping co-op!



Everyone saves with co-op deals, you do not have to be a co-op owner! People's is an independent grocery store, but we are a member of a national cooperative of food co-ops, called NCG. This allows us greater buying power so we can compete with larger corporate stores. Look for the **GREEN Co-op Deals Signs** or check the biweekly sales flyer (available by the registers and on our website) for rotating discounts and BOGO sales!



Owner Perks sales are rotating discounts on products throughout the store, just for owners! **Find savings on Bulk, Perishables, Wellness & Deli.** Look for the **BLUE & ORANGE Owner Perks signs**, or check the biweekly sales flyer (posted in store, in this newsletter and on our website) each month.



Co-op owners enjoy one of our most popular perks 4x a year: **Owner Appreciation Days! Owners get 10% off the entire store**, + months without OADs have a **10-20% off an entire department or section** – like Wellness Weekend in January, Produce Discount Days in March, or Bulk Discount Days in April. Owners enjoy a savings event every month at the co-op!

➔ **Don't miss this month's Owner Appreciation Days: Feb 11-15!**



Our Wellness department features clean beauty and body care, bulk herbs, supplements, aromatherapy, and so much more. Co-op owners enjoy **5% off the entire Wellness department on the first Wednesday of every month!**

➔ **Don't miss upcoming Wellness Wednesdays: Feb 4 & March 4**



FLOWER: Fresh Local Organic Within Everyone's Reach is People's food access program. Reduced owner equity payment of \$5 a year + 5% off every transaction. Recipients of SNAP/EBT, TANF Cash Assistance, WIC, SSI/SSDI, Medicaid, Free School Lunch or anyone experiencing acute financial hardship qualifies. Talk to a cashier or sign up online: obpeoplesfood.coop/flower



One of the best ways to **save money while reducing waste** is buying in bulk. Did you know you can find all of these things in bulk at People's? Organic grains, beans, pasta, flours, seeds & nuts, nut butters, maple syrup, honey, olive oil, fair trade coffee, tea, spices, snacks, chocolate, granola + refillable detergents, lotions, shampoos, soaps and SO much more!



Field Day Organics is co-op and independent grocery stores' value-focused alternative to corporate brands. They offer affordable, organic, non-GMO food and household products. Find all your pantry basics like canned beans, pasta, condiments, snacks, juice + trash bags, laundry detergent, napkins and toilet paper. **A great option for all budgets!**

HEALTH & WELLNESS

Give them Flowers



From our Wellness Manager, Tressa

February holds a special place for matters of the heart. It invites us to pause and reflect on love in all forms – romantic, platonic, and importantly, the love we have for ourselves. This Valentine's season, create a space for presence, nourishment, and care that is thoughtfully given. Introduce a new meaning of "giving flowers" beyond a bouquet. Give a gift of flowers with the use of herbs and natural remedies. Find everything in People's Wellness Department!



There is something deeply comforting about a cup of tea held in both hands. Warm and soothing, it has a way of slowing your breath, settling your mind, and drawing you into stillness. Its benefits are even greater when shared with others. Make your loved one a concoction made with your sweetest intentions. In a world that moves so quickly, take a moment to slow down, converse and connect. You will feel your hearts beating in unison when you take the time to create quiet moments of understanding and togetherness. *Give them floral teas to nourish meaningful connection.*



Hibiscus

This heart-supportive infusion has traditionally been used to increase circulation and cardiovascular wellness. Its deep crimson color symbolizes love & connection. Enjoy its delightful tart flavor.



Rose

Feel your hearts become one as you sip this petal water. Rose uplifts the spirit with its aroma & evokes softness with its quiet beauty. Offering natural antioxidants that protect the heart.



Chamomile

Known for its calming and soothing qualities, Chamomile supports relaxation and emotional balance, helping the heart feel lighter. It's so yummy too!



Passionflower

Unload the stress of the day together. This flower has mild tranquilizing effects that boost Gaba (the brain's primary calming neurotransmitter). It's also an excellent sleepy-time tea.



Our heart holds a lot of information about ourselves, carrying more than just the physical. Some say it's where our soul lives. All our emotions, memories and connections are stored within this space. We all have experienced how our emotions influence the way we carry ourselves and how we react and respond to situations. Flower essences can be a useful tool when dealing with your emotions no matter what issue arises. Each and every flower has its own emotional signature. *Give them heart-felt essences for emotional support.*

Wild Rose

Often associated with love, compassion, and emotional healing, reminding us to soften and reopen when we have become guarded or closed off

Pink Monkey Flower

Gives you courage to open your heart and be vulnerable to emotional connection

Forget Me Not

Promotes loyalty and deep connections, reminding us of enduring bonds

Centaury

Helps balance serving others with self-care, allowing love to flow from a place of strength

Chicory

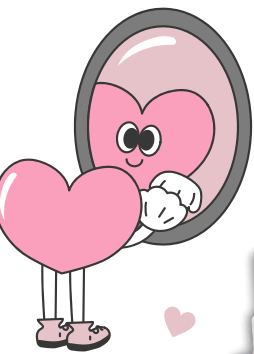
Teaches us to love unconditionally and without expectations

Water Violet

Become more open with others. This is the remedy that supports communication and sharing

Pamper & Nurture

Looking to give thoughtful gifts that encourage relaxation, with a twist of luxury? Our wellness department offers a variety of goods that will let your dearest know you care about their well-being as well!



Rosewater Mist

Vortexed & magnetized rosewater for a truly transcending experience. Refreshes, hydrates & uplifts.



Rose Body Butter

Radiant rosiness! Use this luscious butter whenever needed. Rosewater, shea butter, rosehip seed oil & other botanicals soften even the roughest of skin. Wellness Manager Favorite!

Bulgarian Rose Body Cream

Provides deep lasting moisture anytime you wish to be pampered. Never heavy or greasy. Made with 100% pure ingredients.



Neroli Frankincense Body Oil

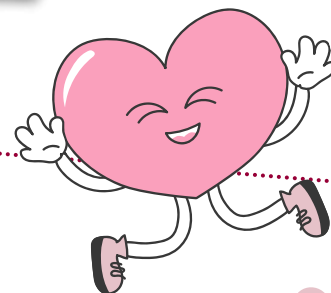
Silky & luxurious blend of botanical oils. Add 1-2 oz directly to bath water for a fragrant, hydrating body soak.



CBD Bath Salts

Harness the healing powers of hemp paired with high grade salts and organic essential oils.

Ramp Up the Passion



Aphrodisian Fire Massage & Body Oil

Give a bewitchingly sensual massage with this oil. It evokes Aphrodite, the Greek goddess of love and beauty.



Tongkat Ali

Promotes overall male wellness and vitality. Tongkat ali offers powerful support for your best performance.

Passion Gummies

Mood boosting gummies for sensual vitality. Made with mushrooms and adaptogenic botanicals.



Black Maca Powder

Boosts energy, improving mood and enhancing performance while supporting fertility.

Gifts for Him

Pinyon Pine Balm

Supports skin exposed to the elements. This all purpose balm is made with Pinyon Pine and soothing aloe butter.



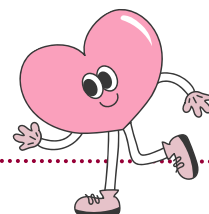
Mustache Wax

Style his 'stache. Get medium hold and high, glossy shine with this nourishing mustache wax. Certified organic.



Cowboy Dusk Cologne

Earthy, fresh and unmistakably masculine with notes of sandalwood and rich patchouli.



NEW TO OUR SHELVES

Beverages & pantry staples

LIXIR Sparkling Hard Honey

LIXIR's Hard Honey stands as a USDA organic, sustainable, gluten-free beverage with a 5% ABV. LIXIR ferments honey to craft a clean mead base, infusing it with organic juices and spices. Made in San Diego!



Scrumpy Hard Cider

JK's Organic Scrumpy is slowly fermented from organic apples and natural yeast. The apples are 100% grown in their Michigan orchards - the same orchards that have been in their family for over 150 years. 6% ABV.

Kimino (Made in Japan)

Everyone say こんにちは (Konnichiwa) to Kimino, these new minimally packaged but delicious drinks from Japan! Kimino hand-picks their fruits at their peak and carefully select water for its softness and mineral balance.



Tessemae's Dressings

Tessemae's products are thoughtfully crafted using only the freshest ingredients, including cage-free eggs, aromatic spices, and farm-fresh vegetables and herbs. Each bottle reflects their commitment to quality and flavor.



Kooshy

Kooshy is the first and only Non-GMO Project Verified crouton and breadcrumb. They've baked the tastiest crouton with the perfect texture! Not too crunchy, not too light, just right!



Sfoglini pasta - Bucatini Zoup!

The hole in these pasta noodles makes Bucatini particularly delightful and fun to eat because the sauce coats both the inside and outside!



This broth features a "non-chicken chicken" flavor profile that brings deep layers of richness to plant-based dishes and soups. Kettle cooked in small batches for a slow-simmered, roasted flavor that's been perfected over hours and decades.





NEW!

**LOOK FOR THIS TAG
AROUND THE CO-OP!**

Snacks & sweets

Torie & Howard Hard Candies

Nostalgic for a once-popular hard candy in a metal tin? Look no further than these! Torie & Howard offers a deliciously guilt-free snacking experience with their range of organic, non-GMO, and gluten-free candies.



Wholesome Bakery Cookie Sandos

You read that right. Cookie sandwiches. The best part? EVERYTHING they make is gluten free, plant based, soy free, refined sugar free, peanut free, artificial-, chemical-, additive and preservative-free and made with organic & sustainable ingredients!



Cult Crackers

Highly coveted and loved by tons, this woman-owned brand mixes, bakes and packages each batch of artisanal crackers by hand in Northern California using real ingredients.

Lesser Evil

We're stepping up our love for Lesser Evil products by bringing in some of their most popular, snackable offerings. Experience guilt-free goodness with these USDA organic crunchy snacks.



KIDS AT THE CO-OP!

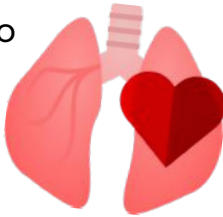
A part of our newsletter just for FUN!



GET TO KNOW YOUR HEART:



The right side of your heart receives blood from the body and pumps it to the lungs. The left side of the heart receives blood from the lungs and pumps it out to the body.



Movement of blood through the heart and around the body is called *circulation*, and your heart is really good at it! It takes less than 60 seconds to pump blood to every cell in your body.

Remember that your heart is a muscle. Keep it strong by being active in a way that gets you huffing and puffing, like jumping rope, dancing, or playing basketball. Try to be active every day for at least 30 minutes to an hour!

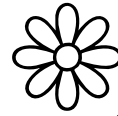
Information from kidshealth.org/en/kids/heart



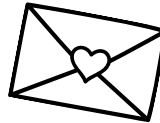
A BLUE WHALE'S HEART CAN WEIGH BETWEEN 400-440 LBS!



COMPLETE THESE WORDS BY FILLING IN THE BLANKS!



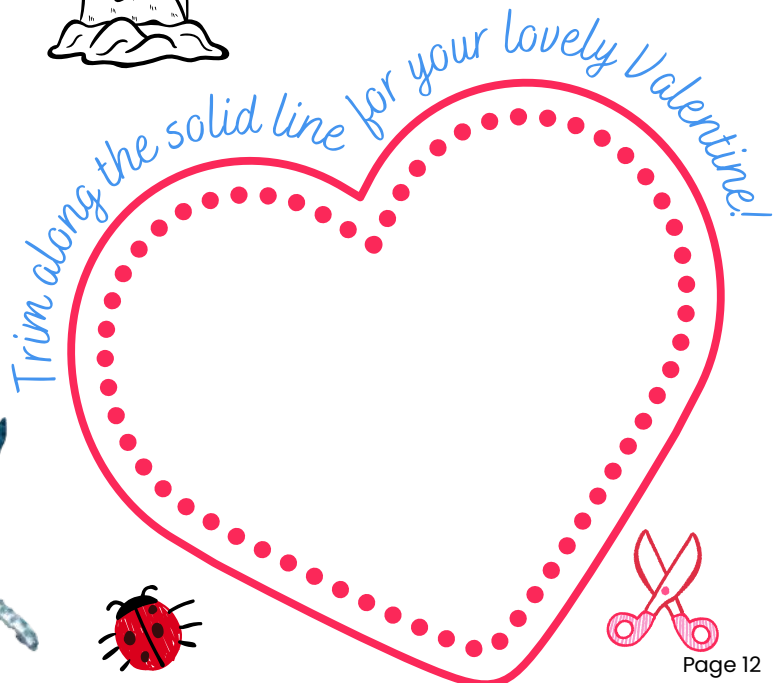
FLOW_R
CHO_OLATE
_ETTER



STRA_BE__Y



GROU_DHOG D_Y



OPERATIONAL REPORT

BOARD CORNER

Nov & Dec Board Meetings were combined due to the Holidays. Meeting minutes will be published next month.

Announcements:
Board of Directors Election begins in March! + Save the Date for People's Annual Meeting: Sat, April 18th

February 2026, reporting November 2025 Financials:

November	2025	2024	% Change
Total Revenue:	\$970,700	\$968,666	0.2%
Basket Size:	\$35.21	\$34.33	3.7%
Transaction (customer) Count:	27,667	29,229	-2%
New Owner Count:	208	92	126%
Renewing Owner Count:	408	416	-1.2%

- November total revenue (sales after discounts) was \$970,700 compared to our November 2025 budget of \$1,007,274 for achieved sales below budget of \$36,574, or 3.6%
- YTD (January – November) 2025 total revenue (sales after discounts) was \$10,654,106 compared to our YTD 2025 budget of \$10,696,264 for achieved sales below budget for the year of \$42,158 or 0.4%.
- November 2025 cost of sales (product purchases) was \$581,320 compared to November 2025 budgeted cost of goods at \$616,300 for an increase to purchases against budget of \$34,980 or 5.7%.
- YTD 2025 cost of sales (product purchases) was \$6,510,194 compared to YTD 2025 budgeted cost of goods at \$6,517,613, for an increase to purchases against budget of \$7,419 or 0.1%.
- Total personnel expenses for November came in at \$274,608 compared to our November budget at \$282,534 for a decrease to personnel expenses against budget of \$7926 or 2.8%.
- YTD total personnel expenses came in at \$3,064,174 compared to budget at \$3,020,227 for an increase to personnel costs against budget of \$43,948 or 1.5%.
- Labor as a % of net revenue for November 2025 was 28.3% compared to budget of 28% of net revenue.
- Labor as a % of net revenue YTD 2025 was 28.8% compared to budget of 28.2% of net revenue.
- People's closed November at a net loss of \$17,728 compared to our planned loss of \$11,985.

ROUND UP! AT THE REGISTER



Tell your cashier that YES! you'd like to Round Up for San Diego Humane Society! In February and March, 100% of Round Up donations go directly to providing stray pets, victims of cruelty or neglect, and animals with nowhere else to go with safe shelter, exceptional medical care, and a second chance.

Our community raised \$5,000 for local organizations in 2025! People's will match all donations up to \$1,000 for each Round Up recipient.

**Together we can make a real impact,
because change adds up!**



Ocean Beach People's Food Co-op
4765 Voltaire Street
San Diego, CA 92107

PRESORTED STD
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OCEAN BEACH
PEOPLE'S
FOOD CO-OP
COMMUNITY OWNED SINCE 1971

OPEN DAILY 8AM-9PM

(619) 224-1387

www.obpeoplesfood.coop

  @obpeoplesfoodcoop