

no name®

tabloid for grocery gossip

irregular apples step out publicly, taste unchanged

A coalition of irregularly shaped produce has formed no name® Naturally Imperfect™, rejecting cosmetic perfection and focusing on good taste, dependable quality, and noticeably lower prices.

Apples, early adopters of the movement, confirmed expected apple crunch despite visual differences. All agree unrealistic produce standards are largely imposed by packaging photography.

Reached for comment, symmetrical apples deny tension but admit 'competitive energy'.

More produce is joining Naturally Imperfect™ because people continue to like lower prices and good taste.

Insert dramatic gossip exit: Your fridge is informed.

Clarification: no name® Naturally Imperfect™ apples are popular for obvious reasons (so get some while you can).



eggs say they are being gaslit after protein lattes claim to 'invent protein'

protein lattes continue to announce they are the source of protein.

To clarify, no name® tuna, no name® eggs and no name® cottage cheese have been here the whole time, quietly containing high protein at low prices.

"13g of protein per serving" from \$1.25 tuna? That's crazy", said one shopper taking a more ambitious approach to protein goals.

Cottage cheese, eggs and tuna all report greater feelings of self-worth as they re-enter spotlight. Experts confirm the situation is ongoing as the protein craze continues.

Insert dramatic gossip exit: That is the tea



conscious uncoupling: no name® chips split from 10 unwelcome ingredients



A variety of no name® chips have ended their relationship with 10 unwelcome ingredients, making them no name® Simple Check™ approved. They join a long lineup of other no name® chips in displaying a check mark symbol.

Check marks are good. It means they are made without ingredients like synthetic colours¹, artificial flavours, and MSG². On the rebound, MSG and synthetic colours have both been spotted dining with pricier triangle chips. Reached for comment, MSG said it is still a little salty about the breakup: "a lot to process".

Insert dramatic gossip exit: Your snack drawer is updated.

trash talk: household products spill the dirt

no name® household products, who have been doing all the dirty work at very low prices, are finally speaking out.

no name® garbage bags say they have been carrying weight of family's secrets, being taken advantage of for their dependability. They admit to quietly judging every crumpled takeout receipt and unopened food item forgotten at the back of the fridge.

In a twist, no name® compostable bags say they are fine with scraps, confirming they will carry secrets of binned leftovers a family member said they would "definitely finish".

A pack of no name® disinfectant wipes requested a moment of silence following kitchen cleanup after 7-year-old "helped" with dinner. Wipes claim they typically leave no trace of mess, despite branded wipes getting all the attention.

At time of printing, no name® dish soap was under investigation for alleged grease cutting and was not available for comment.

Sources close to the situation add that despite emotional burden, the entire group continues to show up affordably.

Insert dramatic gossip exit: The matter has been contained



i need more gossip

sus snack behaviour should not go unreported. if you observe your no name® groceries being dramatic, i want to know.



scan this square and dish your gossip



tag me on social media @nonamebrands

get to know them store owners answer my questions

Q: you are forming a band, which no name® product is the lead singer?
A: no name® Naturally Imperfect™ apples, as my band would be just that...naturally imperfect.
editor note: no notes

Dylan D. Springfield, NS

Q: the family dinner is getting heated, which no name® dish are you bringing in to ease tension?
A: If family dinner is getting heated, I'm bringing in no name® garlic bread. Simple, warm and makes everyone feel like home.
editor note: plus it is hard to argue with garlic bread in your mouth

Robert W. Cold Lake, AB

Q: one no name® product must run your personal finances for the week, which one do you trust with the budget?
A: I'd trust no name® rice - Practical, stretches further than expected, and always good value.
editor note: rice is quoted as "unsung hero" in stretching limited food over multiple meals

Evan & Lisa M. Sydney, NS

Q: you can only invite five no name® products to your dinner party, which ones make the guest list?
A: no name® ketchup chips — keeping it Canadian and a little cheeky.
no name® tortilla chips and salsa — a reliable play that always scores.
no name® pasta and pasta sauce — easy to make, easy to enjoy, no overthinking required.
no name® frozen pizza — simple, classic, and everyone's happy it showed up.
no name® chocolate chip cookies — something smooth and sweet to finish the night.
editor note: snacks and dessert are often eaten by people who previously declined snacks and dessert

Jason R. Esbica, ON

Q: you can only put one no name® product as your emergency contact, which do you choose?
A: no name® hot sauce — emergency and hot sauce just seem to go hand in hand.
editor note: hot sauce has been spotted rescuing multiple meals while quietly blending in with the salt and pepper shakers

Chris P. Warming, MB

recipes made from groceries

no name®

chocolatey banana protein pudding (for two)

- 1 cup no name® cottage cheese
- 1 banana
- 2 tbsp no name® honey
- 2 tbsp no name® cocoa powder
- ½ tsp no name® vanilla extract

blend for a creamy high-protein pudding that tastes like dessert (but is healthy)

three ingredient apple dip (that is healthy)

- 2 tbsp no name® peanut butter
- ½ cup no name® yogurt
- 1 tbsp no name® honey

stir together, dip apples. the internet loves complicated snack ideas. this is not one of them.

high protein tuna melt (will get heated)

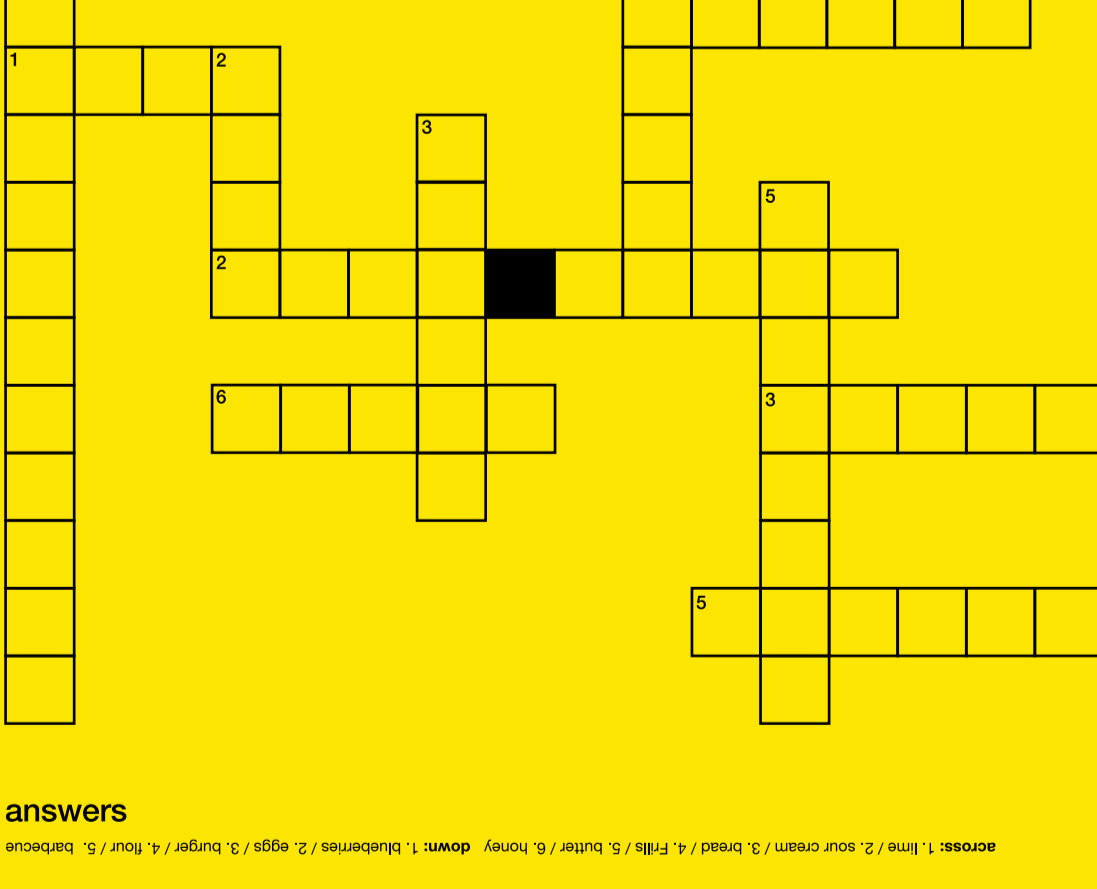
- 2-3 tbsp no name® mayo
- 1 can no name® tuna
- lemon squeeze
- chopped onion
- chopped no name® pickles
- 1 tsp mustard

spread tuna mix on bread. melt cheese on top. melt, eat while watching favourite spicy hockey show.

pickle dip (for chips)

trendy dip with 1 cup diced no name® pickles, ½ cup no name® sour cream, 1 cup no name® cream cheese, no name® hot sauce to taste, garlic powder, cheddar cheese, bacon bits, splash of pickle juice. alternatively just eat pickle.

crossword



answers

across: 1. rice 2. sour cream 3. bread 4. fiber 5. butter 6. honey 7. lemon 8. tuna 9. mayo 10. onion 11. pickles 12. eggs 13. burger 14. flour 15. tortilla

- across**
- no name® Naturally Imperfect™ fruit for perfect margaritas and mojitos
 - no name® _____ and onion flavour potato chips
 - "the best thing since no name® sliced white _____"
 - yellow store in Canada containing abundance of no name® products: No _____
 - no name® dairy staple with its own shelf in fridge
 - sweet all Canadian collab featuring bees and no name® _____
- down**
- no name® Naturally Imperfect™ frozen fruit named after a colour
 - high in protein, there are 12 in each carton of no name® _____
 - no name® beef product often photographed out with buns
 - not just single purpose, but no name® all purpose baking _____
 - no name® potato chip flavour with roots in both sauce and grill

horoscopes

aries
mar 21 - april 19
You are bold, impulsive and competitive. Heat reveals your inner no name® bacon: sizzling, curling in odd ways and occasionally landing off the pan without warning.

leo
july 23 - aug 22
You are confident, attention-seeking and expressive. Like no name® dish soap you respond to triggers by foaming, cutting through grease and occasionally spilling over in dramatic fashion.

sagittarius
nov 22 - dec 21
You are blunt, adventurous and positive. Like no name® peanut butter you occasionally make a mess of things but people are still drawn to you.

taurus
april 20 - may 20
You are stubborn, dependable and comfort-loving. Like no name® ripple cut potato chips you support dips of any kind and hold your crunch under pressure.

virgo
aug 23 - sept 22
You are practical, hardworking and detail-oriented. Like no name® Naturally Imperfect™ potatoes you are comfortable doing most of the work despite a higher profile main taking all the credit.

capricorn
dec 22 - jan 19
You are disciplined, ambitious and responsible. Like no name® compostable bags you quietly take on everybody's unwanted baggage.

gemini
may 21 - june 20
You are intelligent, adaptable and talkative. Like no name® Naturally Imperfect™ oranges you will sometimes roll or bounce away without warning but often return with the juiciest gossip.

libra
sept 24 - oct 23
You value balance and harmony. Like no name® nacho cheese tortilla chips you are a known people pleaser who is secretly holding the social circle together.

aquarius
jan 20 - feb 18
You are unconventional, independent and a visionary. In style of no name® Naturally Imperfect™ avocados you insist on being different and becoming perfectly ripe without warning.

cancer
june 21 - july 22
You are emotional, nurturing and protective. Like no name® mini marshmallows you are a little soft under pressure, occasionally stick in clusters but usually bounce back to shape.

scorpio
oct 24 - nov 21
You are intense and mysterious. Like no name® buffalo hot sauce people approach with caution but usually end up using you for everything.

pisces
feb 19 - march 20
You are imaginative, empathetic and flexible. Like no name® cottage cheese you quietly adapt to many situations, occasionally appearing in places no one expected containing surprisingly high protein.

scan this square

possible savings may contain dollars off or PC Optimum™ points

Optimum™

Express™

get 5,000 PC Optimum™ points when you spend \$15 or more on select no name® products* with PC Express™, online only.

use code PCXNN

Mandatory legal footnotes: *55g serving. †As defined in Canadian regulations. ‡Except those naturally occurring.