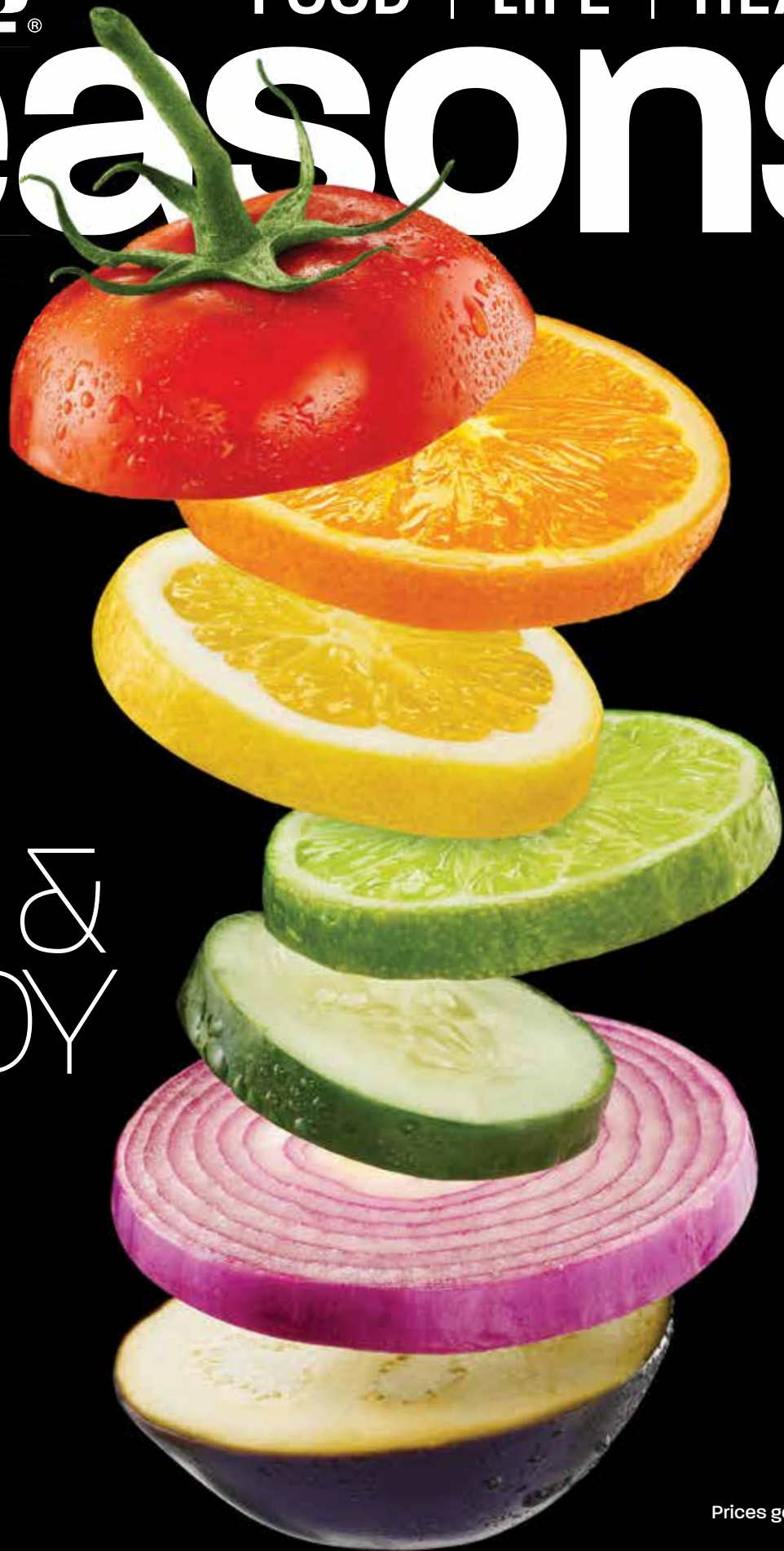


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FOOD | LIFE | HEALTH

seasons[®]



RIPE &
READY

april
Prices good April 1-30, 2020

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apparel & accessories at Hy-Vee.



JOE FRESH
AT **HyVee**

More styles available at:

IOWA Ankeny North | Des Moines Fleur Dr.

MINNESOTA Brooklyn Park | Cottage Grove | Eagan | Lakeville | Rochester West Circle Dr. | Savage | Shakopee

NEBRASKA Grand Island | Lincoln Northern Lights | Omaha 180th & Pacific | Omaha Stony Brook

MISSOURI (Baby and child only) Kansas City NW 64th St. | Liberty

Styles and products vary by store.

APRIL 2020

food



10 BEST IN FRESH

Hy-Vee has the largest and freshest selection of produce.

20 EASTER EASE

Add your own twists to Hy-Vee's convenient meal packs.

28 SPRING CHILL

Put spring's top wines to work in easy pitcher cocktails.

33 101: CARROTS

Nutritional stars that are also a hit at the dinner table.

36 FAST & FAMILY-FRIENDLY TILAPIA 5 WAYS

This flaky, mild-tasting fish adapts well to simple recipes.

44 GRILL UP THE FLAVOR: SIMPLE STEAK DINNERS

Hy-Vee's top-shelf beef delivers steakhouse-quality flavor.

52 HY-VEE CHEESE: BEST IN CLASS

A cheese monger shares her expertise on selecting cheeses.

58 WASTE NOT

Cut down on food waste. These easy tips show how.

life



68 20 FOR 2020

This month marks the 50th anniversary of Earth Day. See 20 ways Hy-Vee honors Earth Day every day.

76 GRAD PARTY

Check out our step-by-step guide on planning a party.

82 GROW

Bring on the beauty! Hy-Vee has the garden tools, supplies and plants to make it happen.

90 APRIL SHOWERS

Hy-Vee has what you need to help your hair and skin stand up to sunshine and the great outdoors.

health



96 WALK YOUR WAY TO A FULL BODY WORKOUT

Yes, it's true! Walking can lead to a well-toned body.

102 FOODS THAT SPRING CLEAN THE BODY

Counter winter's heavy fare with fruits, vegetables and other nourishing foods. It's spring cleaning for the body.

106 BETTER NATURE

Natural beauty products are on the rise. See why.

112 DIETITIAN Q&A: TOP QUESTIONS PEOPLE ASK DIETITIANS

A Hy-Vee dietitian answers the most common questions.

115 \$4 GENERICS

Keep your medical costs low with \$4 generic options.

117 SHINGRIX

Prevent shingles. Get vaccinated at the Hy-Vee Pharmacy.



DONNA TWEETEN
EXECUTIVE VICE PRESIDENT,
CHIEF MARKETING OFFICER,
CHIEF CUSTOMER OFFICER

April showers lead to May flowers, but they also bring delicious produce. Learn about Hy-Vee's efforts to offer the freshest, locally sourced produce, *page 10*, or how to grow your own, *page 82*.

Just as you receive, give back to the planet we call "home" this month, as we celebrate the 50th anniversary of Earth Day, a worldwide movement to promote environmental protection. See what Hy-Vee along with local communities are doing to be helpful environmental stewards, *page 68*.

Additionally, find recipes to help you perform a dietary spring cleaning, *page 102*, body-toning walking routines, *page 96*, and more ways to help you spring forward into a healthier life.

FOLLOW US...



CONNECT WITH **HyVee**
@ **Hy-Vee.com**

DISCOVER ALL THE DELIGHTFUL DUOS



Aha
select varieties
8 pk. 12 fl. oz.
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NO SWEETENERS ○ NO SODIUM ○ NO CALORIES

aisles

WHAT'S NEW AND NOTEWORTHY IN YOUR WORLD AND AT HY-VEE

CREAM OF THE CROP

Picking a favorite Hy-Vee Bakery Fresh pie can be hard. And our bakers don't make it any easier with this fine selection of tempting cream pies. Take your pick from chocolate cream, banana cream, lemon meringue, coconut meringue and French silk. All of these culinary creations boast the creamy texture and out-of-this-world taste you'd expect from a Hy-Vee Bakery Fresh pie!



now trending

DREAMWORKS TROLLS WORLD TOUR
Find special Trolls themed items at Hy-Vee to mark the release of the new movie—in theaters April 10.



LAY'S POPPABLES
Available flavors: Sea Salt, Sea Salt Vinegar, White Cheddar, Jalapeño and Honey BBQ.



TRIX TROLLS CEREAL
Fruit-flavored corn puffs with marshmallows and color swirls.



OREO
Trolls Oreos feature green- or pink-colored creme and glitter.



LAFFY TAFFY
A range of fruity flavors, edible glitter and a joke on every wrapper.

DreamWorks Trolls World Tour © 2020 DreamWorks Animation LLC. All Rights Reserved.



donut of the month

STRAWBERRY LEMONADE

Try something different—like a Hy-Vee Bakery Fresh Strawberry Lemonade old-fashioned donut. It's a tasty triumph indeed!



brand highlight

IT'S YOUR CHURN ICE CREAM

Like choices? This premium ice cream from Hy-Vee features dozens of tempting flavors, including a brand new one launching this month: Chocolate Banana Peanut Butter Swirl!



4 ON THE FLOOR

STOP IN AT HY-VEE TO CHECK OUT THE LATEST AND GREATEST PRODUCTS FROM VARIOUS DEPARTMENTS.

WINE & SPIRITS

Captain Morgan Rum



Ahoy, Captain! Prepare to set sail through a range of flavors, including Original Spiced Rum, Pineapple Rum and the newly released Orange Vanilla Twist Rum.

PRODUCE

Bushel Boy Tomatoes on the Vine



Discover the look and smell of summer tomatoes—in tomatoes grown in Minnesota greenhouses and ripened on the vine for best taste.

MEAT & SEAFOOD

Shrimp Skewers



Break out the barbecue and break away from the routine. These shrimp skewers will make a seafood lover out of anyone!

BAKERY

Mini Gourmet Cupcakes



Available in these flavors: Wedding Cake, Raspberry Lace, Mocha Espresso, Red Velvet, Chocolate, Confetti, Caramel Sea Salt and Peanut Butter Cup.

now trending

EASTER PARADE

BRIGHTEN UP A CHILD'S EASTER MORNING WITH A BASKET FULL OF GOODIES BEYOND CANDY.



1



2



3



4



5



6



7



9



10



11

1. EASTER POPPIN' PALS pop a ball from their mouths when squeezed.
2. THOMAS THE TRAIN is back—and ready to connect with other trains.
3. BARBIE RAINBOW COVE DOLL offers

glamour and fun.
4. EASTER EMOJI EGGS put some emotion into traditional plastic eggs.
5. ANIMAL ADVENTURE PUDDLE JUMPERS are snuggle buddies: rabbit, raccoon, chick or lamb.

6. TOY BUCKETS spotlight Star Wars, Frozen, Toy Story and other Disney motion pictures.
7. EASTER NECKLACE BUNNY KIT is a crafty necklace project to satisfy the creative urge in kids.

8. RAINBOW WEAVE BASKETS feature the brightest colors of the Easter season.
9. EASTER JUMP ROPE ensures bunnies aren't the only ones doing the hop.

10. HOT WHEELS are raring to take a spin around the vroom!
11. EASTER PLUSH BASKETS double as a basket and stuffed animal. Choice of lamb or sloth.

takes
the
cake

EASTER FEATURE

Serve up a delightful dessert this Easter with a custom cake from the Hy-Vee Bakery. Whatever the occasion, Hy-Vee's talented cake designers can bring your vision to life. Simply walk in or call to schedule a time to discuss what you'd like. Whether it's a cake to highlight a birthday, hobby, or more, Hy-Vee has you covered!



Two round chocolate cake layers are frosted before a tube is inserted through the center.



Portions of white cake rounds are split, wrapped around the tube, then layered with frosting.




Carrot top and daffodils are cut from edible wafer paper and sprayed with food coloring.



Additional portions of cake are covered with decorated fondant and trimmed in frosting.

Hoppin' Around
See how this charming cake is made. Hy-Vee cake designer Sara Vanderheyden walks you through the steps in our video at [HSTV.com](https://www.hstv.com).

CAKE this! 

Watch and learn at [HSTV.com](https://www.hstv.com) today!



Treat 'em to a SWEET spring



BETTER OLIVES, BETTER OIL.



NEW Taste Range

Bertolli Olive Oil
select varieties
16.9 or 25.5 fl. oz.
7.99

Out of more than 600 olive varieties, we have chosen
11 of the best to delight your taste buds.

The Recipe is Simple.

food

Hy-Vee's
fresh produce
is unmatched.
Plus, whip up
a tilapia or
steak dinner
in a snap.

- 10** BEST IN FRESH
- 20** EASTER EASE
- 28** SPRING CHILL
- 33** 101: CARROTS
- 36** FAST & FAMILY-FRIENDLY TILAPIA 5 WAYS
- 44** GRILL UP THE FLAVOR: SIMPLE STEAK DINNERS
- 52** HY-VEE CHEESE: BEST IN CLASS
- 58** WASTE NOT



BEST IN FRESH

Luscious berries. Vibrant asparagus. Fragrant herbs.
Your Hy-Vee Produce Department strives to offer the widest
variety and the highest quality year round!

HY-VEE KNOWS FRESH PRODUCE

COLOR, VARIETY AND FRESHNESS! THAT'S WHAT YOU'LL FIND EVERY TIME YOU VISIT THE HY-VEE PRODUCE DEPARTMENT. HY-VEE PARTNERS WITH EXCEPTIONAL GROWERS TO BRING YOU THE BEST IN FRESH, WHETHER IT'S FRUITS, VEGETABLES OR HERBS. HERE ARE 10 REASONS TO SHOP PRODUCE AT HY-VEE.

1. BEST IN FRESH because Hy-Vee sets high standards for growers and suppliers. Only the freshest best produce gets stocked.

2. SEASONAL PROMOTIONS announce spring, summer, fall or winter. Think sweet berries, juicy peaches, crisp apples and cute clementines.

3. HY-VEE HOMEGROWN produce, at peak flavor when it arrives, is highlighted for being grown within 200 miles of the store.

4. GET-TO-KNOW SIGNS offer tips, such as how to grill peaches or store tomatoes, and introduce the farmers who produce your food.

5. PRODUCE EXPERTS are on site continually,

making sure produce is stocked and beautifully displayed. They also help customers find items or will share hints, such as how to shuck ears of fresh sweet corn.

6. WELL-ESTABLISHED BRANDS such as Dole bananas or Driscoll's berries reassure customers of consistent quality.

7. WIDE VARIETY OF CHOICES, especially with herbs, carrots, salad greens, apples and pears, when in season—options to suit taste preferences.

8. ON-SITE DIETARY ADVICE from Hy-Vee dietitians who can explain the health benefits of produce, provide recipes and assist you as needed.

9. ORGANIC OPTIONS grown without chemical pesticides are available.

10. CONVENIENCE with Hy-Vee's complete line of Short Cuts fruits and vegetables—all washed and precut.

OUR PEOPLE KNOW PRODUCE

IN THE STORE

ROMAN TEIG,
PERISHABLES MANAGER AT
HY-VEE IN OMAHA, NEBRASKA,
was named a Retail Produce
Manager of the Year by the United
Fresh Produce Association. The
award honors 25 of the industry's
top retailers for their commitment
to fresh produce, innovative
merchandising, community
service and customer satisfaction.
Just as growers diligently tend
to fields to bring Hy-Vee their
tastiest crops, Roman most enjoys
bringing a wide selection of the
freshest best produce to his
customers. "We hand-touch every
piece of produce that comes in
multiple times to make sure it
meets our standards of quality
and freshness," says Roman.



IN THE FIELDS



INEICHEN'S TOMATOES
BLUE GRASS, IOWA, AND
MILAN, ILLINOIS
Freshly plucked off the vine
from inside a greenhouse,
Ineichen's tomatoes—
yellow, grape, cherry and
heirloom—are harvested
from late March through
October. Tomatoes are
grown in ideal conditions,
giving Hy-Vee customers
the opportunity to enjoy
tomatoes year round.

“OUR MISSION IS TO
PRODUCE HEALTHY, FRESH
QUALITY PRODUCE FOR
THE LOCAL COMMUNITY.”
—BEAVER CREEK PRODUCE



**BEAVER CREEK
PRODUCE**
PERRY, IOWA
A visit to a hydroponic
greenhouse during a
Disney World vacation
inspired Mike and Tim
Phelan to bring the idea to
their Century Family Farm.
Some fresh pickings they
supply to Hy-Vee include
a variety of lettuces and
greens, fragrant herbs,
crunchy cucumbers and
vine-ripened tomatoes.



SCHWEIZER ORCHARDS
ST. JOSEPH, MISSOURI
A host of garden-fresh
veggies, including
peppers—from sweet
bells to spicy jalapeños—are
hand-picked daily
throughout the season on
this family farm. "We pick
and pack our produce to
transport to stores within
24 hours so the freshest
produce is available," says
owner Cory Schweizer.

WE HAVE THE BRANDS



**STEMILT
GROWERS**
This family-
owned company
supplies Hy-Vee
with Washington
cherries and
apples, among
other fruit.



BUSHEL BOY
Red, ripe, juicy
tomatoes are
available at
Hy-Vee year
round from
Bushel Boy Farms
in Owatonna,
Minnesota.



DOLE
As the world's
largest producer
of fruits and
vegetables, Dole
provides ready-
to-go salad kits
and greens as
well as coleslaw,
bananas and
cauliflower.



**CANTAGOLD
CANTALOUPE**
Super sweet
and incredibly
fresh! CantaGold
cantaloupe takes
on tropical flavor.
Available at
Hy-Vee during
winter months.



RIPE 'N READY
This partnership
of family farming
operations
supplies Hy-Vee
with peaches,
plums and
nectarines—all
bursting with
sweet, juicy
goodness.



DRISCOLL'S
This California-
based company
sells exceptionally
sweet fresh
strawberries,
blackberries,
blueberries and
raspberries.

SPRING TO EARLY SUMMER

FRUITS

[**APRICOTS**] **Choose** fragrant fruit that gives slightly to palm pressure. **Store** in airtight container in refrigerator up to 5 days.

[**BANANAS**] **Choose** full, plump, bright yellow bananas with stems intact. **Store** at room temperature away from direct heat and sunlight.

[**BLUEBERRIES**] **Choose** plump, dry, deep blue berries with whitish bloom on skins. **Store** unwashed in refrigerator up to 5 days.

[**CHERRIES**] **Choose** bright-color cherries that are shiny and plump. **Store** unwashed in coldest part of refrigerator up to 5 days.

[**MANGOES**] **Choose** fragrant fruit that yields a bit when pressed gently. **Store** in the refrigerator up to 1 week.

[**RHUBARB**] **Choose** long, crisp stalks with shiny skins. **Store** stalks, leaves removed, in the refrigerator up to 2 weeks.

[**STRAWBERRIES**] **Choose** firm, bright, uniform-color berries with hulls attached. **Store** unwashed in refrigerator for 2 to 3 days.

[**GRAPES**] **Choose** firm, plump fruit with pliable stems. **Store** unwashed in a plastic bag in the refrigerator up to 1 week.

VEGETABLES

[**ASPARAGUS**] **Choose** firm, bright green stalks with fresh, tightly closed tips. **Store** upright in 1 in. water in fridge for 3 to 4 days.

[**BROCCOLI**] **Choose** rich green stalks with tightly closed buds and crisp leaves. **Store** unwashed in airtight container in fridge for 5 days.

[**CAULIFLOWER**] **Choose** firm head with compact florets and no signs of browning. **Store** in airtight container in fridge for 3 to 5 days.

[**GARLIC**] **Choose** firm, plump bulbs with dry papery skins and mild aroma. **Store** in an open container in a cool, dark place up to 8 weeks.

[**RADISHES**] **Choose** radishes that feel firm and have crisp leaves. **Store** without leaves in airtight container in the fridge up to 1 month.

[**SALAD GREENS/LETTUCES**] **Choose** crisp, dry greens. **Store** washed/dried in an airtight container in the fridge 3 to 5 days.

[**SNAP PEAS**] **Choose** crisp pea pods that are plump and bright green. **Store** in airtight container in the refrigerator up to 3 days.

[**SPINACH**] **Choose** crisp, dark green leaves with no yellowing. **Store** unwashed in a loose plastic bag in the fridge for 3 to 4 days.

AUTUMN

FRUITS

[**APPLES**] **Choose** firm, bright-color fruit free from bruising or blemishes. **Store** in perforated bag in refrigerator up to 4 months.

[**AVOCADOS**] **Choose** fruit that yields to firm, gentle pressure in the palm of your hand. **Store** uncut fruit in the refrigerator for 2 to 3 days.

[**CRANBERRIES**] **Choose** deep red, shiny and plump fruit. **Store** in a tightly sealed plastic bag in the fridge up to 2 months.

[**EGGPLANT**] **Choose** eggplant heavy for its size, with firm, glossy skin. **Store** in the refrigerator; use within 1 week of purchase.

[**PEARS**] **Choose** fragrant pears that are free from bruises. **Store** unripe pears at room temperature until ripe, then refrigerate.

[**PERSIMMONS**] **Choose** plump fruit with smooth, shiny orange skin. **Store** ripe fruit in the refrigerator; eat within a day or two.

[**PLANTAINS**] **Choose** firm plantains with peels free of tears or breaks. **Store** ripe fruit at room temperature several days.

[**QUINCES**] **Choose** fragrant, solid, smooth fruit free of bruises. **Store** in an unsealed plastic bag in refrigerator up to 3 weeks.

VEGETABLES

[**BEEETS**] **Choose** firm, smooth beets with crisp, bright greens. **Store** in an airtight container in the refrigerator up to 3 weeks.

[**BELGIAN ENDIVE**] **Choose** spears that are tightly closed and shiny. **Store** in damp paper towel in plastic bag in refrigerator up to 5 days.

[**BRUSSELS SPROUTS**] **Choose** bright green sprouts with compact heads. **Store** unwashed in airtight container in fridge up to 3 days.

[**CABBAGE**] **Choose** firmly packed, heavy heads with crisp leaves. **Store** in an airtight container or bag in refrigerator up to 2 weeks.

[**CARROTS**] **Choose** firm carrots with fresh-looking greenery. **Store** without greenery in airtight container in fridge up to 10 days.

[**CELERY**] **Choose** firm, crisp stalks with green leaves. **Store** in its original packaging in the refrigerator for 1 to 2 weeks.

[**JICAMA**] **Choose** firm jicama with smooth, uncracked skin. **Store** whole jicama, uncovered, in a cool, dry place up to 3 weeks.

[**PARSNIPS**] **Choose** parsnips that are firm and 5- to 10-in. long. **Store** unwashed in paper towel in plastic bag in fridge up to 2 weeks.

[**RUSSET POTATOES**] **Choose** firm potatoes with no green or soft spots or sprouts. **Store** in a cool, dry, dark place up to 1 month.

MID TO LATE SUMMER

FRUITS

[**BLACKBERRIES/RASPBERRIES**] **Choose** bright, clean, uniform-color fruit. **Store** unwashed berries in the refrigerator 2 to 3 days.

[**CANTALOUPE**] **Choose** fragrant melons, heavy for their size and free from bruises. **Store** whole melons in the refrigerator up to 5 days.

[**PEACHES**] **Choose** fragrant peaches that give slightly to pressure. **Store** ripe fruit in airtight container in refrigerator for up to 5 days.

[**NECTARINES**] **Choose** fragrant fruit that gives slightly to pressure. **Store** ripe fruit in airtight container in refrigerator up to 5 days.

[**PLUMS**] **Choose** fragrant plums that give slightly to pressure. **Store** ripe fruit in airtight container in refrigerator up to 5 days.

[**TOMATILLOS**] **Choose** firm, smooth tomatillos with husks intact. **Store** with husks in a paper bag in a crisper drawer of the fridge.

[**TOMATOES**] **Choose** firm, fragrant tomatoes that are heavy for their size. **Store** ripe tomatoes in single layers at room temperature.

[**WATERMELON**] **Choose** melons that are blemish-free and sound hollow when tapped. **Store** whole in fridge for 1 week.

VEGETABLES

[**CORN**] **Choose** bright green ears with tight-fitting husks and golden-brown silk. **Store** in the husk in the refrigerator up to 1 day.

[**CUCUMBERS**] **Choose** firm, bright-color cucumbers in small to medium size. **Store** unwashed in crisper drawer in fridge for 10 days.

[**FENNEL**] **Choose** crisp bulbs with fresh greenery that has no signs of wilting. **Store** bulb, wrapped in plastic, in the fridge up to 5 days.

[**GREEN BEANS**] **Choose** crisp, bright-color, slender beans. **Store** in an airtight container in the refrigerator up to 5 days.

[**LEEKs**] **Choose** leeks with long white section and fresh roots. **Store** unwashed and untrimmed in the refrigerator up to 2 weeks.

[**ONIONS/SHALLOTS**] **Choose** produce that's heavy for its size. **Store** in cool, dry, dark place with good air circulation up to 2 months.

[**PEPPERS**] **Choose** firm, bright-color peppers with shiny skin. **Store** in an airtight container in the refrigerator up to 1 week.

[**SUMMER SQUASH**] **Choose** small, bright-color squash with no blemishes. **Store** unwashed in refrigerator up to 5 days.

WINTER

FRUITS

[**GRAPEFRUIT**] **Choose** fruit with fairly smooth, thin skin that feels heavy for its size. **Store** at room temperature up to 10 days.

[**KIWI**] **Choose** firm, unblemished fruit that gives to slight pressure. **Store** at room temperature or up to 1 month in the fridge.

[**LEMONS/LIMES**] **Choose** firm, deep-color fruit with thin, fine-texture peel. **Store** in sealed plastic bag in the fridge up to 1 month.

[**PAPAYAS**] **Choose** fragrant fruit that yields a bit when pressed gently. **Store** ripe fruit in the refrigerator 1 to 2 days.

[**ORANGES/MANDARINS**] **Choose** firm, thin-skinned fruit that's heavy for its size. **Store** in sealed plastic bag in fridge up to 1 month.

[**PINEAPPLE**] **Choose** fragrant fruit with green leaves and firm shell. **Store** in perforated plastic bag in fridge up to 4 days.

[**POMEGRANATES**] **Choose** smooth, firm fruit with flattened sides. **Store** at room temperature 1 week or in refrigerator up to 2 months.

[**TANGERINES**] **Choose** deep orange fruit that's firm to semisoft and heavy for its size. **Store** in the refrigerator 2 to 3 weeks.

VEGETABLES

[**COLLARD GREENS**] **Choose** collards with dark green leaves. **Store** unwashed in a plastic bag in the refrigerator up to 5 days.

[**GINGER**] **Choose** tubers with smooth skin and spicy fragrance. **Store** wrapped in paper towels in plastic bag in fridge up to 3 weeks.

[**KALE**] **Choose** dark bunches that have small to medium leaves. **Store** in a plastic bag in coldest part of refrigerator up to 5 days.

[**PUMPKINS**] **Choose** small pumpkins that are heavy for their size. **Store** at room temperature up to 1 month or refrigerate for 3 months.

[**SWEET POTATOES**] **Choose** small to medium with unbruised skins. **Store** in cool, dry, dark place; use within 1 month of purchase.

[**SWISS CHARD**] **Choose** bunches with bright stems and dark green leaves. **Store** unwashed in plastic bag in refrigerator up to 5 days.

[**TURNIPS**] **Choose** small, firm turnips that are heavy for their size. **Store** unwashed in a cool, dark place up to 1 month.

[**WINTER SQUASH**] **Choose** squash with hard rind, heavy for its size. **Store** in a cool, dark place for 1 month or more.

[**RUTABAGAS**] **Choose** firm rutabagas that are heavy for their size. **Store** unwashed in unsealed plastic bag in refrigerator up to 2 weeks.

GARDEN-FRESH FLAVORS



Roasted Carrot Hummus

Hands On 20 minutes
Total Time 50 minutes plus cooling time
Serves 14 (2 Tbsp. each)
3 medium carrots, cut into 1½-in. pieces
4 Tbsp. Gustare Vita extra-virgin olive oil, divided; plus additional for garnish
¾ tsp. za'atar seasoning blend, divided; plus additional for garnish
½ tsp. kosher salt

1 (15-oz.) can Hy-Vee no-salt-added garbanzo beans
1 Tbsp. fresh lemon juice
1 large clove garlic
Italian parsley sprigs, for garnish
1. PREHEAT oven to 400°F. Line a rimmed baking pan with parchment paper. Cut thick carrots lengthwise in half; place in a bowl. Toss with 1 Tbsp. oil, ½ tsp. za'atar

seasoning and salt until coated. Arrange carrots on prepared pan. Roast for 30 to 35 minutes or until caramelized. Remove from oven; cool to room temperature.
2. DRAIN beans; reserve liquid. Rinse beans; drain well. Place beans and 2 Tbsp. reserved liquid, carrots, remaining 3 Tbsp. oil, lemon juice, garlic and remaining ¼ tsp. za'atar seasoning in a food

processor. Cover and process until smooth. Add additional bean liquid, if needed, for desired consistency. Serve dip topped with additional olive oil. Garnish with additional za'atar seasoning and parsley, if desired.
Per serving: 70 calories, 4.5 g fat, 0.5 g saturated fat, 0 g trans fat, 0 mg cholesterol, 80 mg sodium, 6 g carbohydrates, 2 g fiber, 1 g sugar (0 g added sugar), 2 g protein.
Daily Values: Vitamin D 0%, Calcium 0%, Iron 0%, Potassium 2%

Roasting fresh carrots adds subtle sweet notes to the hummus. Serve with veggies and toasted pita bread wedges.

20
minutes
or less

Mint Mojito Fruit Salad

Total Time 15 minutes
Serves 6

3 Tbsp. Hy-Vee honey
3 Tbsp. fresh lime juice
2 Tbsp. finely chopped mint, plus additional for garnish
1 Tbsp. silver-spiced rum, optional
2 cups Hy-Vee Short Cuts triple-berry blend
1 cup sliced Hy-Vee Short Cuts kiwi
1 cup quartered Hy-Vee Short Cuts strawberries
2 Hy-Vee Short Cuts mandarin oranges, sliced and halved

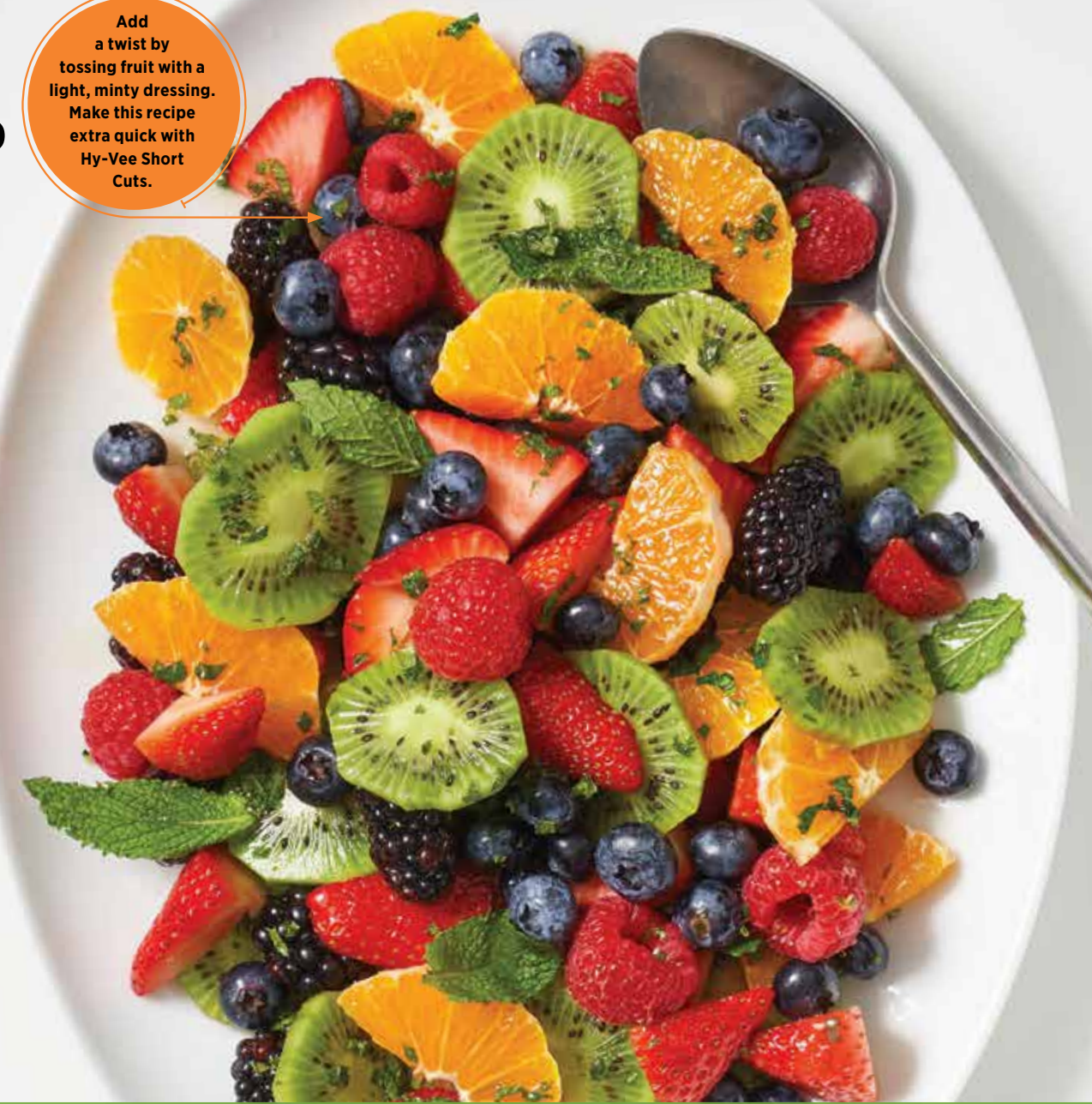
1. WHISK together honey, lime juice, mint and, if desired, spiced rum in a small bowl; set aside.

2. TOSS together triple-berry blend, kiwi, strawberries and oranges in a medium bowl. Drizzle with honey mixture; toss to coat.

3. ARRANGE fruit on a large serving platter. Serve immediately or cover and refrigerate up to 4 hours. Garnish with additional mint, if desired.

Per serving: 100 calories, 0.5 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 0 mg sodium, 25 g carbohydrates, 4 g fiber, 19 g sugar (9 g added sugar), 1 g protein.
Daily Values: Vitamin D 0%, Calcium 2%, Iron 0%, Potassium 6%

Add a twist by tossing fruit with a light, minty dressing. Make this recipe extra quick with Hy-Vee Short Cuts.



CALL ON CONVENIENCE: HY-VEE SHORT CUTS

Cut prep time with fruits and veggies that are washed, chopped and ready to eat—straight from the container.



FRUITS

- Apple Slices
- Cantaloupe
- Elegant Berry Blend (strawberries, blackberries, raspberries)
- Favorite Fruit Trio (pineapple, kiwi, strawberries)
- Grapes

- Honeydew
- Kiwi
- Mandarins
- Pineapple
- Six Mix (strawberries, grapes, watermelon, cantaloupe, honeydew, pineapple)
- Strawberries

- Triple-Berry Blend (blueberries, blackberries, raspberries)
- Watermelon

VEGETABLES

- Bell Peppers (red/green/tricolor)
- Bell Pepper Strips

- Broccoli (florets/riced)
- Brussels Sprouts
- Butternut Squash (chopped/spiralized)
- California Medley (carrots, broccoli, cauliflower)
- Cauliflower (florets/riced)
- Celery

- Fajita Vegetables
- Favorite Veggie Blend (zucchini, onions, yellow squash, asparagus)
- Jicama
- Onions, Celery & Carrots (chopped)

- Onions (red/white)
- Sweet Potatoes (spiralized)
- Zucchini & Summer Squash (sliced)
- Zucchini (spiralized)
- Yellow Squash (spiralized)





DISCOVER PLANTS MADE MEATIER

50% PLANT PROTEIN
50% ANGUS BEEF



DISCOVER PLANTS MADE MEATIER

Learn more at raisedandrooted.com



Naturally
blended like
springtime
and sunshine.

The protein power of dairy blended
with the nutty goodness of almonds.
A purely perfect blend.

Live Real Farms
Milk Blends
select varieties
64 fl. oz.
2/7.00

Enjoy the great
taste of all our
Dairy + Almond
flavors.

Learn more by visiting
www.liverealfarms.com



Lactose Free

Easter Ease

PICK UP A DELICIOUS HEAT-AND-EAT EASTER MEAL FROM HY-VEE AND MAKE IT YOUR OWN WITH SIMPLE FIX-UPS: GLAZE FOR THE MEAT, MASHED POTATO ADD-INS AND SAVORY ROLL TOPPINGS.

THE MAIN EVENT!

Order your premade holiday meal in-store, by phone or online at hy-vee.com at least 48 hours before pick-up time.

HONEY-GLAZED SPIRAL HAM FEAST

- Serves 12
- Hy-Vee honey-glazed spiral ham (18-20 lb.)
- Three large sides of mashed potatoes
- Four large sides of your choice
- 32 oz. of beef or turkey gravy
- 24 dinner rolls

Price: \$169.99 (only \$14.17 per person)

MORE MEAL PACK OPTIONS

Turkey, prime rib and ham star in delicious heat-and-eat spreads to feed a crowd.



APPLEWOOD PIT HAM MEAL

- **Serves 8**
- CarveMaster® Applewood pit ham (4–6 lb.)
- Two large sides of mashed potatoes
- Two large sides of your choice
- 16 oz. of beef or turkey gravy
- 12 dinner rolls

Price: \$89.99
(only \$11.25 per person)



BROWN SUGAR SPIRAL HAM MEAL

- **Serves 8**
- Savory brown sugar spiral ham (8–10 lb.)
- Two large sides of mashed potatoes
- Two large sides of your choice
- 16 oz. of beef or turkey gravy
- 12 dinner rolls

Price: \$89.99
(only \$11.25 per person)



PRIME RIB PARTY PICK

- **Serves 8**
- Hormel® USDA Select prime rib (5–6 lb.)
- Two large sides of mashed potatoes
- Two large sides of your choice
- 16 oz. of beef or turkey gravy
- 12 dinner rolls

Price: \$149.99
(only \$18.75 per person)



TURKEY PARTY PLEASER

- **Serves 8**
- Butterball® turkey (10–12 lb.)
- Two large sides of mashed potatoes
- Two large sides of your choice
- 16 oz. of beef or turkey gravy
- 12 dinner rolls

Price: \$89.99
(only \$11.25 per person)



CROWD'S CHOICE GOURMET HAM & TURKEY

- **Serves 12**
- Butterball® turkey (10–12 lb.)
- Hy-Vee honey-glazed spiral ham (18–20 lb.)
- Three large sides of mashed potatoes
- Four large sides of your choice
- 32 oz. of beef or turkey gravy
- 24 dinner rolls
- One Cheesecake Factory Bakery® dessert
- One gourmet pie

Price: \$269.99
(only \$22.50 per person)



TURKEY BREAST BUNDLE

- **Serves 6**
- Jennie-O® boneless turkey breast (3–4 lb.)
- Two large sides of mashed potatoes
- Two large sides of your choice
- 16 oz. of beef or turkey gravy
- 12 dinner rolls

Price: \$79.99
(only \$13.33 per person)

DELICIOUS SIDES AT HY-VEE



Au Gratin Potatoes



Brussels Sprouts with Spicy Honey Butter



White Cheddar Macaroni



Sweet Potato Casserole



Broccoli Supreme Salad



Cheesy Corn Bake with Cheddar



Holiday Potatoes with Cheddar



Creamed Spinach



Sage Bread Dressing



Green Bean Casserole



Honey Citrus Waldorf Salad



Caesar Salad



French Silk Pie

DESSERT? YES!

Choose a scrumptious pie or other dessert to end the meal on a sweet note.



Apple Pie



Banana Cream Pie

GIVE IT A SPIN

Personalize the meal pack with quick, easy fix-ups to rolls, potatoes and ham. These flourishes will have guests asking, “What’s your recipe?”

HY-VEE ROLL FIX-UPS



PARMESAN-HERB ROLLS

Preheat oven to 350°F. Open two slits in each of 12 Hy-Vee Bakery jumbo honey butterflake dinner rolls; place in muffin cups. Combine 6 Tbsp. melted Hy-Vee salted butter, 2 minced garlic cloves and 2 tsp. chopped rosemary; drizzle in roll slits. Sprinkle with ¼ cup grated Parmesan cheese. Bake for 8 minutes or until warm. Serves 12.



HONEY-ORANGE BUTTER SPREAD

Beat together ½ cup softened Hy-Vee salted butter, 2 Tbsp. Hy-Vee honey, 1 tsp. orange zest and 1 Tbsp. fresh orange juice with an electric mixer until combined. Transfer to a serving dish. Serve as a spread with 12 Hy-Vee Bakery jumbo honey butterflake dinner rolls. Serves 12 (1 Tbsp. each).



PECAN STICKY ROLLS

Melt 3 Tbsp. Hy-Vee salted butter in saucepan; add ¼ cup packed Hy-Vee brown sugar and 3 Tbsp. Hy-Vee light corn syrup. Bring to gentle boil; remove from heat. Stir in ½ cup chopped toasted Hy-Vee pecans and ½ tsp. Hy-Vee vanilla extract. Spoon over 12 baked Hy-Vee Bakery jumbo honey butterflake dinner rolls. Serves 12.

POTATO MASH-UPS



SMOKED CHEDDAR & BACON MASHED POTATOES

Stir ½ (8-oz.) pkg. apple-smoked Cheddar cheese, shredded, and 6 slices Hy-Vee fully cooked hickory-smoked bacon, chopped, into 1 large (36-oz.) container Hy-Vee Kitchen mashed potatoes. Heat in microwave on HIGH until hot, stirring once a minute. Makes about 4½ cups.



HERB BUTTER MASHED POTATOES

Melt ½ cup Hy-Vee salted butter in a saucepan. Cook over medium heat 3 minutes. Skim and discard milk solids. Stir in 1½ Tbsp. fresh thyme leaves. Remove from heat; stir into 1 large (36-oz.) container Hy-Vee Kitchen mashed potatoes. Heat in microwave on HIGH until hot, stirring once a minute. Makes about 4½ cups.



WASABI-CHIVE MASHED POTATOES

Stir ⅔ cup Hy-Vee sour cream, 2 tsp. wasabi powder and 3 Tbsp. finely chopped chives into 1 large (36-oz.) container Hy-Vee Kitchens mashed potatoes. Heat in microwave on HIGH until hot, stirring once a minute. Makes about 5 cups.

EASY HAM GLAZES



SWEET RED CHILI-GINGER GLAZE

Combine ½ cup Culinary Tours sweet Thai-style chili sauce, ½ cup Hy-Vee orange marmalade, 1 Tbsp. seasoned rice vinegar and 2 tsp. grated fresh ginger in saucepan. Cook and stir until bubbly. Brush half of glaze on a 10-lb. ham during last 20 minutes of baking; brush on remainder before serving. Makes 1 cup.



APPLE-BOURBON GLAZE

Whisk together 1 (12-oz.) jar Hy-Vee apple jelly, 4 Tbsp. bourbon, 1 tsp. Hy-Vee vanilla and ½ tsp. Hy-Vee ground cinnamon in saucepan. Bring to simmer. Simmer, uncovered, 5 to 8 minutes or until reduced to ¾ cup, whisking occasionally. Brush half of glaze on a 10-lb. ham during last 20 minutes of baking; brush remaining glaze on ham before serving. Makes ¾ cup.



ROOT BEER GLAZE

Combine 1 (12-oz.) can root beer, ½ cup packed Hy-Vee brown sugar, ½ cup Hy-Vee light corn syrup, 2 Tbsp. Hy-Vee Dijon mustard, ¼ tsp. white pepper and ¼ tsp. ground allspice in saucepan. Bring to boiling; reduce heat. Gently boil 20 minutes or until reduced to 1 cup. Brush glaze on a 10-lb. ham during the last 20 minutes of baking and before serving. Makes 1 cup.

Easter Made Easy
Find videos on how to make these simple Easter fix-ups at HSTV.com

Watch and learn at HSTV.com today!

CENTERPIECES

3 fresh ways to fill a vase



Jelly beans

SPRING FRESH

Cut the stem ends of a tulip bouquet from Hy-Vee Floral, then place flowers in a vase of water. Set that vase in a larger clear glass vase, then line up colorful fresh produce to signal a burst of spring, such as trimmed asparagus spears or carrots (cut tops off). Or fill the space between the vases with rainbow-hue jelly beans.



Fresh peeled carrots



Fresh asparagus



EASTER CUPCAKES WITH CHOCOLATE FROSTING

SERVINGS : 2 dozen Cupcakes • **TIME :** 15-18 mins bake time

INGREDIENTS :

Cupcakes :

2 cups all-purpose flour
1½ tsp baking powder
¾ tsp baking soda
¾ tsp salt
3 eggs

1 1/3 cups granulated sugar
1 tablespoon vanilla extract
¾ cup vegetable oil
¾ cup buttermilk

Chocolate Frosting :

1 bag (10 oz) Ghirardelli 60% Cacao Bittersweet Chocolate Baking Chips
3 tablespoons Ghirardelli 100% Unsweetened Cocoa
¼ cup boiling water
¾ cup unsalted butter, softened
¼ cup confectioner's sugar
Pinch of salt

DIRECTIONS :

Cupcakes:

1. Preheat oven to 350°F.
2. Line two muffin pans with paper liners; set aside.
3. Into a medium bowl, sift together flour, baking powder, baking soda and salt; set aside.
4. In the bowl of an electric mixer fitted with the paddle attachment, beat the eggs and sugar on medium speed for one minute.
5. In a separate bowl, mix together the vanilla, oil and buttermilk.

Chocolate Frosting :

1. Melt chocolate in a double boiler; stir occasionally until smooth.
2. In a separate bowl, stir together the cocoa and boiling water. Let both the chocolate and the cocoa mixture cool to room temperature.

To Assemble :

1. Pipe frosting onto cupcakes. Let frosting set for five minutes.
2. Decorate the cupcakes by placing a Ghirardelli Chocolate Caramel Bunny on top of the frosting.



For more tempting recipes, visit www.ghirardelli.com

STOCK UP & SAVE

ON THESE SPRING FAVORITES



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SPRING CHILL

LIGHTEN UP— IT'S SPRING! PUT THE HEAVY STUFF BACK ON THE SHELF AND ENJOY A CRISP, REFRESHING PITCHER DRINK INVIGORATED WITH YOUR CHOICE OF WHITE WINE FROM HY-VEE.

EASY PITCHER COCKTAILS TO PLEASE ANY CROWD

10
minutes
or less

Tropical Mango Sangrias

Total Time 5 minutes, plus chilling

Serves 10 (8 oz. each)

1 (750-ml.) bottle sweet white wine

1 cup coconut rum

1 (16-oz.) bag Hy-Vee frozen mango chunks

1 cup fresh raspberries

¼ cup fresh mint leaves

Ice

2 (12-oz.) cans Hy-Vee lime-flavored sparkling water

1. COMBINE wine and rum in a large pitcher. Add mango, raspberries and mint. Cover and refrigerate for 4 hours or overnight. Before serving, add ice and top with sparkling water. Stir gently to combine.

Per serving: 150 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 10 mg sodium, 10 g carbohydrates, 2 g fiber, 7 g sugar (0 g added sugar), 1 g protein. **Daily Values:** Vitamin D 0%, Calcium 2%, Iron 0%, Potassium 4%



LESS THAN
5 MINUTES
TO PREP!

PALATE PLEASERS

POPULAR WHITE WINE VARIETIES

ENJOY THESE WINES BY THE GLASS OR MAKE ONE OF THE PITCHER DRINKS IN THIS STORY. THERE'S ONE TO SUIT EVERY TASTE.

PROSECCO

Profile: Light, easy-drinking sparkling wine with aromas of pear and apple blossom

Pairings: Fries, chips, sushi, poultry, fish and shellfish

Shown: Ruffino Prosecco

CHARDONNAY

Profile: Medium to full-bodied wine with aromas ranging from green apples to pineapple

Pairings: Quiche, lasagna, seafood, chicken, cream-based soups and pasta dishes

Shown: Butter Chardonnay

MOSCATO

Profile: Lightly sweet, fresh, fruity, often a bit fizzy with light palate-cleansing quality

Pairings: Oily fish, chicken, desserts, Indian, Thai and Chinese dishes

Shown: Risata Moscato d'Asti

SAUVIGNON BLANC

Profile: Tends to be citrusy, fresh, crisp and sometimes tart

Pairings: Salads, fish, chicken, sautéed or roasted vegetables, light cheeses

Shown: Kim Crawford Sauvignon Blanc

PINOT GRIGIO

Profile: Full-bodied with notes of apricot, melon and yellow apple; Italian style has light body with notes of lemon and acidity.

Pairings: Seafood, chicken, pasta dishes, fried food

Shown: Seaglass Pinot Grigio



wine talk

WITH HY-VEE SOMMELIER BLAIR ZACHARIASEN

“

White wine is a broad category that ranges from light and crisp to round and luscious and even sweet and succulent. Plus, we can't forget my favorite, sparkling!

It is difficult to generalize about white wine because it is a wide topic. Some of my top-pick wines are whites, because they are often easy to enjoy without food and to start a meal without numbing taste buds, like heavier drinks might. They can also be quite refreshing, as most whites are served lightly chilled.

It helps to have a friendly sommelier or wine expert to guide you, although the best way to learn is to try them and taste test something unfamiliar. Take your taste buds on an adventure!

”

—Blair Zachariasen
Wine & Spirits Manager
Hy-Vee, Des Moines, Iowa



3 WHITE WINE COCKTAILS

YOU CAN MAKE IN MINUTES

Pom-Orange Spritzer

Combine 4 oz. Kendall-Jackson Vintner's Reserve Chardonnay, 1 oz. orangecello and ½ oz. Pama pomegranate liqueur in an ice-filled 10-oz. cocktail glass. Top with 1 oz. chilled Hy-Vee club soda. Garnish with orange slices and fresh blackberries, if desired. Serves 1.



French 75

Combine 2 oz. Bombay Sapphire gin, 1 oz. fresh lemon juice and 1 oz. simple syrup in an ice-filled cocktail shaker. Cover and shake well. Strain mixture into a tall glass or an 8-oz. champagne flute and top with 4 oz. La Marca Prosecco. Garnish with a lemon twist and fresh rosemary sprig, if desired. Serves 1.



Strawberry Pinot Grigio Mojito

Muddle ¼ cup sliced strawberries, 2 oz. simple syrup, and 2 Tbsp. fresh mint in a cocktail shaker. Add 2 oz. fresh lime juice, 1½ oz. vodka and ice. Cover and shake well. Strain mixture into an ice-filled 12-oz. cocktail glass. Top with ¼ cup Santa Margherita Pinot Grigio. Garnish with additional fresh mint and sliced strawberries, if desired. Serves 1.





BRING ON THE BOLD

101 CARROTS

This root vegetable isn't just for wily rabbits. It has a sweet, earthy taste that complements many dishes and provides plenty of health benefits.

Brimming with nutrients, carrots are especially rich in beta carotene, a type of antioxidant. When ingested, beta-carotene converts to vitamin A, which is essential for skin and eye health, as well as a strong immune system.

BUY Shop for bunches with green tops attached. Ideal tops are bright green and lively, while the carrot should be firm, bright orange and smooth—no deep cracks or splits. If buying packaged carrots, check that they are plump, firm and fresh.

STORE Snip the greens 1 to 2 inches from the top of the carrot before storing. Place carrots in a plastic bag in the refrigerator up to two weeks.

PREP Peel off a thin layer of skin on mature carrots. For older carrots with a hard, fibrous core, remove it by cutting the carrot lengthwise, then cut along each side of the core.

KEEP AN EYE ON THE COLOR. CARROTS WITH A DEEP ORANGE PIGMENT CONTAIN MORE BETA CAROTENE.



HOW TO EAT

Raw

Cut carrots into julienne strips for a quick salad topper, or cut lengthwise to serve with hummus for a simple, healthful snack.

Sautéed

For a tasty side dish, cut carrots into coins and place in a medium saucepan with butter and olive oil. Cook on medium heat for 12 to 15 minutes, stirring occasionally.

Roasted

Place 3 medium carrots, peeled, halved lengthwise and cut into thirds, on a baking sheet; drizzle with olive oil. Roast for 45 minutes, stirring halfway through.



pro tip: GO GREEN

“My favorite thing to do with cut carrot tops is to make a chimichurri sauce. Simply blend the carrot tops with extra virgin olive oil, red wine vinegar, garlic and fresh oregano.”

—Alex Strauss

Chef, Hy-Vee,
West Des Moines, Iowa

Carrot Cake Snack Bars

Hands On 20 minutes
Total Time 1 hour plus cooling
Serves 20

Hy-Vee nonstick cooking spray
1 cup golden raisins
¼ cup Hy-Vee 100% orange juice
2 cups Hy-Vee all-purpose flour
1 Tbsp. pumpkin pie spice
2 tsp. Hy-Vee baking soda
1 tsp. Hy-Vee salt
3 cups shredded fresh carrots or
1 (10-oz.) bag shredded carrots
¾ cup Hy-Vee granulated sugar
¾ cup Hy-Vee packed light brown sugar
½ cup Hy-Vee vegetable oil
4 tsp. Hy-Vee vanilla extract, divided
4 Hy-Vee large eggs
2 (8-oz.) pkg. Hy-Vee cream cheese,
softened
1½ cups Hy-Vee powdered sugar
½ cup Hy-Vee chopped pecans
Fresh orange zest, for garnish

1. PREHEAT oven to 350°F. Line a 9×13-in. baking pan with foil; extend foil over edges of pan. Spray foil with nonstick spray; set aside. Combine raisins and orange juice in a small bowl. Microwave on HIGH 1 minute. Let stand until raisins are soft; do not drain.

2. COMBINE flour, pumpkin pie spice, baking soda and salt in a medium bowl; set aside. Beat carrots, granulated sugar, brown sugar, oil and 2 tsp. vanilla in a large mixing bowl. Beat in eggs one at a time. Stir in flour and raisin mixtures. Pour batter into prepared pan. Bake 30 to 35 minutes or until toothpick inserted near center comes out clean. Cool cake in pan on a wire rack.

3. FOR FROSTING, place cream cheese and remaining 2 tsp. vanilla in a medium mixing bowl. Beat with an electric mixer on medium until light and fluffy. Gradually beat in powdered sugar until well combined.

4. SPREAD bars with cream cheese frosting. Sprinkle with pecans and orange zest. To serve, use foil to lift uncut bars out of pan. Place on a cutting board; cut into bars. Store, covered, in refrigerator up to 5 days.

Per serving: 310 calories, 15 g fat, 6 g saturated fat, 0 g trans fat, 60 mg cholesterol, 340 mg sodium, 43 g carbohydrates, 1 g fiber, 31 g sugar (24 g added sugar), 4 g protein. Daily Values: Vitamin D 0%, Calcium 4%, Iron 6%, Potassium 4%



Slash prep time by shredding carrots in a food processor instead of with a hand grater.



NEW Simply almond™

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Simply Almond Milk select varieties 46 fl. oz. 2/7.00

Honestly Simple®

FAST & FAMILY-FRIENDLY

TILAPIA 5 WAYS

This flaky, mild fish stands up well to a variety of flavors and simple cooking preparations.



1 BBQ Tilapia Sandwiches

30 minutes or less

Total Time 30 minutes
Serves 4

Hy-Vee nonstick cooking spray
4 (6-oz.) tilapia fillets, halved lengthwise
2 Tbsp. Hy-Vee tartar sauce
½ tsp. Hy-Vee salt
1 cup crushed oven-baked plain potato chips
1 Tbsp. finely chopped fresh dill
4 Hy-Vee Bakery sesame seed buns, split
4 slices Hy-Vee Deli sharp Cheddar cheese
1½ cups Hy-Vee shredded lettuce
½ cup sliced red onion
¼ cup Hy-Vee dill pickle slices
¼ cup bottled honey-barbecue sauce

1. PREHEAT broiler. Spray a rimmed baking pan with nonstick spray; set aside.

2. PAT fish dry; arrange on prepared baking sheet. Brush fish with tartar sauce; sprinkle with salt. Combine chips and dill. Gently press mixture evenly on top of each fillet. Broil on high 4 in. from heat for 6 to 8 minutes or until fish flakes easily when tested with a fork (145°F).

3. REMOVE fish from oven; keep warm. Place buns, cut sides up, on a baking sheet. Broil for 30 seconds or until golden brown. Remove bun tops from baking sheet. Place cheese slices on bun bottoms. Return to oven and broil for 30 seconds or until cheese begins to melt.

4. TO ASSEMBLE, top cheese with shredded lettuce, fish fillets, red onion slices, dill pickle slices and honey barbecue sauce. Add bun tops.

Per serving: 420 calories, 15 g fat, 6 g saturated fat, 0 g trans fat, 75 mg cholesterol, 1,050 mg sodium, 42 g carbohydrates, 0 g fiber, 13 g sugar (0 g added sugar), 33 g protein. **Daily Values:** Vitamin D 20%, Calcium 15%, Iron 15%, Potassium 10%

Italian Tilapia Sandwiches

Prepare tilapia as directed above, except for crumb coating. Combine 2 Tbsp. melted Hy-Vee salted butter, ½ cup Hy-Vee Italian-seasoned panko bread crumbs and ½ cup Hy-Vee grated Parmesan cheese. For brush-on and serving sauce, combine 1 cup Hy-Vee mayonnaise, 2 Tbsp. fresh lemon juice, 1 tsp. finely chopped fresh Italian parsley and 1 minced garlic clove. Season to taste with salt and pepper. Use 2 Tbsp. sauce to brush on fish then coat with crumb mixture. Assemble sandwiches with serving sauce, cherry tomato slices and chiffonade basil.

2

smart swap

Instead of tartar sauce, combine desired amounts of mayonnaise, wasabi paste and lime juice to add bright, spicy flavor to fish sandwiches.





Responsibly farmed tilapia come from clean, nutrient-rich ponds of Costa Rica.

RAISED WELL

Pristine natural ponds, combined with cutting-edge aquaculture technology, contribute to producing high-quality RainForest tilapia, offered at your local Hy-Vee. Ponds are solar dried and maintain a proper mineral balance to help fish stay healthy. Tilapia are fed a plant-based diet with a precise slow-feeding schedule that allows them to thrive in a stress-free environment with recommended levels of oxygen.



A GOOD CATCH

Tilapia is now the fourth-most-consumed seafood in the country—after shrimp, tuna and salmon. Prized for its mild flavor and versatility, RainForest tilapia meets Hy-Vee's strict quality control standards. What makes it so special? Aside from being grown in pristine waters, it's raised in a manner that promotes long-term sustainability and minimizes damage to the environment—all good reasons to reel it in for your next meal.

TILAPIA

A variety of flavor pairings and cooking methods make this versatile, mild-tasting fish an excellent way to add more seafood to your diet.

FRESH TILAPIA TASTES BEST WHEN COOKED WITHIN TWO DAYS OF PURCHASE. OR FREEZE TILAPIA UP TO 1 YEAR, ACCORDING TO THE USDA.

TASTES GREAT

Tilapia once had a poor reputation for its muddy flavor, but new farming techniques have improved the quality of this inexpensive freshwater fish and now prized for its clean, mild taste and moist, firm flesh.

NUTRITIOUS

Tilapia fillets are low in fat and high in protein—23 grams in a 4-ounce serving. It has no saturated fat, but take note of the breading or sauce that often accompanies tilapia, as well as the cooking technique. Tilapia contains various vitamins and minerals, including selenium, which helps with metabolism and thyroid function.

SIMPLE TO FIX

Butter, lemon juice and simple seasonings are all that's needed to bring out the natural sweetness of firm, flaky tilapia. Options include spices, such as garlic powder, lemon pepper seasoning or chili powder, as well as fresh herbs such as chopped fresh parsley.

15 MINUTES TO TABLE: 4 WAYS TO COOK

BAKE

Preheat oven to 400°F. Combine 2 Hy-Vee large eggs, 2 Tbsp. Hy-Vee 2% reduced-fat milk and 4 tsp. Hy-Vee Dijon mustard in a dish. Combine $\frac{3}{4}$ cup Hy-Vee panko crumbs, 1 cup finely crushed That's Smart! cornflakes and $\frac{1}{2}$ tsp. each Hy-Vee salt and black pepper in second dish. Dip 6 (5-oz.) tilapia fillets into egg mixture, then crumb mixture. Bake 10 to 12 minutes or until fish reaches 145°F.



PAN-FRY

Cut fillets in half, separating thin and thick portions. Sprinkle both sides with kosher salt; let stand at room temperature 5 minutes. Pat fish dry. Heat 2 Tbsp. Hy-Vee canola oil in a nonstick skillet over medium-high heat. Cook fish in hot oil for 2 to 3 minutes or until golden brown and fish reaches 145°F. Season as desired and serve with lemon wedges.



GRILL

Preheat a charcoal or gas grill with well-greased grill grate for direct cooking over medium-high heat. Pat fish dry. Brush with Gustare Vita olive oil and season with Hy-Vee salt and black pepper. Place fillets on preheated grill. Grill for 6 to 8 minutes or until fish reaches 145°F and easily releases from the grill, turning once halfway through. Serve topped with mango and tomato salsa or chopped herbs, such as thyme or dill.



AIR-FRY

Preheat air fryer to 350°F. Coat tilapia fillets with a seasoning blend or breading according to pkg. directions. Lightly grease air fryer basket. Air-fry fish, in batches, 10 to 15 minutes or until fish reaches 145°F, turning once halfway through. When turning fish, spray fillets with Hy-Vee nonstick cooking spray to increase crispiness. (Do not overcrowd air fryer basket.) Drizzle fish with hot sauce before serving.



Photo courtesy of RainForest Tilapia (RainForest Tilapia ponds)

3 Sweet & Sour Tilapia

Hands On 25 minutes
Total Time 45 minutes
Serves 4

2 Hy-Vee large eggs
1 Tbsp. plus $\frac{3}{4}$ cup Hy-Vee all-purpose flour, divided
 $\frac{1}{2}$ tsp. Hy-Vee salt

12 oz. tilapia fillets, cut into 1-in. pieces
 $\frac{1}{4}$ cup Hy-Vee cornstarch
3 Tbsp. Hy-Vee vegetable oil
1 Tbsp. Gustare Vita olive oil
4 cloves garlic, crushed
1 each green and red bell pepper, seeded and cut into bite-size pieces
 $1\frac{1}{2}$ cups Hy-Vee Short Cuts pineapple, cut into bite-size pieces
1 (12.5-oz.) bottle Hy-Vee sweet & sour sauce
2 cups hot cooked white rice

Sliced green onions, for garnish
Sesame seeds, for garnish

1. WHISK together eggs, 1 Tbsp. flour and salt. Stir in tilapia. Cover and refrigerate for 20 minutes. Combine remaining $\frac{3}{4}$ cup flour and cornstarch in a shallow dish; set aside.

2. HEAT vegetable oil in a large skillet over medium-high heat. Drain tilapia; toss with flour and cornstarch mixture to coat. Cook fish in batches for 3 to 4 minutes or until done (145°F). Drain on paper towels.

3. HEAT olive oil in a large skillet over medium heat. Add garlic; cook until fragrant. Add peppers; cook until crisp-tender. Stir in pineapple, sweet and sour sauce and fish; heat through. Serve on rice. Garnish with green onions and sesame seeds, if desired.

Per serving: 560 calories, 17 g fat, 3 g saturated fat, 0 g trans fat, 90 mg cholesterol, 1,000 mg sodium, 78 g carbohydrates, 3 g fiber, 39 g sugar (27 g added sugar), 25 g protein. **Daily Values:** Vitamin D 15%, Calcium 4%, Iron 15%, Potassium 15%

FRESH PINEAPPLE AND BOTTLED SWEET & SOUR SAUCE PUNCH UP THE FLAVOR OF TILAPIA OR EVEN MILD WHITE COD.



Fish & Chips

See how to make this savory beer battered fish & chips recipe, along with the Mole Tilapia Tostadas, *page 41*, at [HSTV.com](https://www.hstv.com)



Watch and learn at [HSTV.com](https://www.hstv.com) today!

4

Beer-Battered Fish 'n' Chips

Hands On 30 minutes
Total Time 50 minutes
Serves 20 (2 Tbsp. each)

½ (28-oz.) bag Hy-Vee frozen thick-cut steak potato fries
Hy-Vee vegetable oil for deep-fat frying

1 lb. tilapia fillets, cut into 3×2-in. pieces
1½ tsp. fine-ground Hy-Vee Mediterranean sea salt, divided
1½ cups Hy-Vee all-purpose flour, divided
¼ tsp. Hy-Vee black pepper
1½ tsp. Hy-Vee baking powder
½ cup Hy-Vee 2% reduced-fat milk
2 tsp. Hy-Vee canola oil
½ cup lager beer
Coarse-ground Hy-Vee Mediterranean sea salt, for serving

Malt vinegar, for serving
Chopped fresh parsley, for garnish

1. DEEP-FRY or bake potato fries according to pkg. directions. Spread on a wire rack set in a rimmed baking pan; keep warm in a 200°F oven.

2. PREHEAT vegetable oil in deep-fat fryer to 375°F. Pat fish dry; season with ½ tsp. salt. Let stand at room temperature 15 minutes. Meanwhile, combine ½ cup flour, ½ tsp. salt and pepper in a shallow dish.

For batter, whisk together remaining 1 cup flour, baking powder and remaining ½ tsp. salt in a bowl. Add milk and canola oil. Whisk in beer until smooth.

3. COAT fish with flour mixture, then dip into batter, turning to coat and letting excess batter drip off. Fry fish, 3 pieces at a time, in hot oil until golden brown and fish reaches internal temperature of 145°F; drain on paper towels. Transfer fish to a rimmed baking pan; keep warm in oven with fries. Before serving, season with coarse salt and malt

vinegar. Garnish with parsley, if desired.

Nutrition information not available on fried foods.



FISH FRY MAGIC
SEASON TILAPIA AND LET IT STAND BEFORE FRYING TO BRING OUT ITS SWEET, MILD FLAVOR. THEN **DREDGE THE FISH IN FLOUR** TO ENSURE THE BATTER COATS THE FISH.

5

Mole Tilapia Tostadas

Total Time 50 minutes
Serves 4 (2 tostadas each)

1½ lb. tilapia fillets
¼ cup Hy-Vee canola oil, divided
2 Tbsp. plus ¼ tsp. lime juice, divided
1½ tsp. Hy-Vee baking cocoa
1½ tsp. ancho chile powder
1 tsp. Hy-Vee ground cinnamon
¼ tsp. each Hy-Vee salt and black pepper plus additional to taste
¼ cup Hy-Vee sour cream
1 clove garlic, minced
2 cups shredded red cabbage
1 cup Hy-Vee frozen corn, thawed
2 Tbsp. finely chopped fresh cilantro, plus additional for garnish
1 Tbsp. finely chopped jalapeño pepper plus slices for garnish*
8 (6-in.) white corn tortillas, warmed
1 avocado, seeded, peeled and chopped
Lime wedges, for serving

1. PAT fish dry; place in a large resealable plastic bag. Whisk together 3 Tbsp. canola oil, 2 Tbsp. lime juice, cocoa, ancho chile powder, cinnamon and ¼ tsp. each salt and black pepper. Add to bag. Seal bag; turn to distribute marinade. Let stand at room temperature for 15 minutes.

2. FOR SLAW, combine sour cream, garlic and remaining ¼ tsp. lime juice. Stir in cabbage, corn, finely chopped cilantro and jalapeño. Season to taste with salt and black pepper.

3. HEAT remaining 1 Tbsp. oil in a grill pan over medium-high. Remove tilapia from marinade. Cook 4 to 6 minutes or until fish flakes easily with a fork (145°F), turning once. Grill tortillas in a clean grill pan for 30 seconds or until slightly charred. Serve fish on tortillas with slaw and avocado. Garnish with cilantro and jalapeño slices, if desired. Serve with lime wedges.

***NOTE:** Chile peppers contain volatile oils that can burn skin and eyes. When working with chile peppers, wear protective gloves.

Per serving: 580 calories, 29 g fat, 5 g saturated fat, 0 g trans fat, 95 mg cholesterol, 320 mg sodium, 41 g carbohydrates, 9 g fiber, 6 g sugar (0 g added sugar), 40 g protein. Daily Values: Vitamin D 25%, Calcium 10%, Iron 10%, Potassium 20%



15-MINUTE MARINADE!
MILD-FLAVOR TILAPIA SOAKS UP MARINADE VERY QUICKLY **FOR SUPERIOR TASTE** AND A MOIST, FLAKY TEXTURE. KEEP TO THE RECOMMENDED MARINADE TIME TO PREVENT OVERTENDERIZING.



For less chopping, serve with packaged coleslaw and purchased salsa.



THROW A CINCO-WORTHY CELEBRATION!



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What hosts need most

Pick up all of your entertaining needs





RIBEYE WARM-UP
Let thick steaks sit at room temperature up to 30 minutes before grilling to promote even doneness and reduce the risk of drying out.

GRILL UP THE FLAVOR: SIMPLE STEAK DINNERS

The best beef in the Midwest is at your local Hy-Vee. Our mighty selection of meaty cuts bring steakhouse quality flavor right to your kitchen. Sirloin, flat iron, cowboy ribeye—you name it, Hy-Vee has it. And our expert butchers have the experience to help you master any meal.

Grilled Garlic-Herb Ribeye Steaks

- Hands On** 30 minutes
Total Time 54 minutes
Serves 4
- 3 Tbsp. Hy-Vee salted butter, cut up; divided**
4 large cloves garlic, peeled and thinly sliced
3 cloves garlic, crushed and minced
2 Tbsp. finely chopped fresh rosemary
1 Tbsp. finely chopped thyme, plus additional for garnish
1 Tbsp. Gustare Vita olive oil
2 tsp. finely chopped fresh oregano
1 tsp. kosher salt
½ tsp. coarse-ground black pepper
2 (1¼- to 1½-lb.) Hy-Vee Choice Reserve beef cowboy ribeye steaks, 1¼ to 1½ in. thick
- 1. MELT** 1 Tbsp. butter in small skillet over medium heat. Add sliced garlic; cook and stir 30 seconds to 1 minute or until butter begins to brown and garlic is golden. Remove from heat. Add remaining 2 Tbsp. butter and stir until melted. Immediately transfer butter mixture to a bowl and set aside.
- 2. COMBINE** crushed garlic, rosemary,
- 1 Tbsp. thyme, olive oil, oregano, salt and pepper in a bowl.
- 3. PAT** steaks dry with paper towels. If necessary, trim fat from steaks to ¼ in. Rub both sides of steaks with garlic-herb mixture; let steaks stand at room temperature for 20 minutes.
- 4. PREHEAT** a gas or charcoal grill with two grilling zones: direct grilling over high heat (450°F) and indirect grilling over medium-high heat (375°F).
- 5. GRILL** steaks over direct heat for 3 to 4 minutes or until seared on both sides, turning once. Move steaks to indirect heat. Grill for 8 to 10 minutes for medium-rare doneness (130°F).
- 6. TRANSFER** steaks to a clean cutting board or platter. Loosely cover with foil; let rest 5 minutes. Slice steaks across the grain; transfer to platter. Spoon warm garlic butter on top. Garnish with additional thyme, if desired.
- Per serving:** 820 calories, 62 g fat, 26 g saturated fat, 0 g trans fat, 210 mg cholesterol, 690 mg sodium, 2 g carbohydrates, 0 g fiber, 0g sugar (0 g added sugar), 56 g protein.
Daily Values: Vitamin D 0%, Calcium 6%, Iron 20%, Potassium 0%

KNOW YOUR STEAK

Selecting the right cut, size and USDA Prime or Choice beef ensures a delicious steak. Hy-Vee's knowledgeable butchers can help you choose the steak that's right for you. A good guide for how much to buy: Eight ounces uncooked steak yields six ounces cooked steak.



T-BONE/PORTERHOUSE STEAK
This well-marbled cut consists of two lean, tender steaks—the New York strip and tenderloin filet—connected by a T-shape bone. It's usually cut ¾ to 1 in. thick.

BEST METHOD: Sear thick steaks over direct heat and finish cooking over indirect heat to desired doneness.



NEW YORK STRIP STEAK
This meaty, well-marbled steak is cut from the small end of the short loin and goes by other names such as Kansas City steak or strip steak.

BEST METHOD: Grill over direct heat. Benefits from marinades, rubs or minimal seasoning.



SKIRT STEAK This long, thin cut is from the area below the ribs—the plate. A steak runs from 12 to 24 oz. Order ahead at your Hy-Vee store.

BEST METHOD: Grill over direct heat. It takes well to marinades. Thinly slice against the grain.



TENDERLOIN (FILET MIGNON)
This most tender steak is lean and succulent with buttery texture. Cuts range in thickness from 1 in. to 2½ in.

BEST METHOD: Sear over direct heat and finish cooking over indirect heat to desired doneness.



TOP SIRLOIN STEAK This tender, juicy cut from the sirloin area has very beefy flavor and is similar to tri-tip steak. An economical cut and 1 to 2 in. thick.

BEST METHOD: Grill over direct or indirect heat. This lean cut absorbs marinades and dry rubs well. Use for kabobs or sandwiches.



FLANK STEAK This lean, boneless cut has exceptional flavor. It's an ideal choice to marinate before grilling.

BEST USES: Grill over direct heat. It takes to marinades well. Thinly slice against the grain.



RIBEYE STEAK Generously marbled, this steak is cut from the center of the prime rib. Juicy and flavorful, it ranges in thickness from ½ in. for boneless cuts to 2 in. for cowboy (bone-in) steaks.

BEST METHOD: Sear thick steaks over direct heat and finish cooking over indirect heat to desired doneness.



SIRLOIN STEAK Boneless sirloin is a lean, flavorful cut, about 1 in. thick and from the longer area of the loin.

BEST METHOD: Grill over direct heat. Cut for kabobs. Benefits from a tenderizing marinade or rub before cooking.

MARBLING 101: WHITE STREAKS OF FAT WITHIN THE CUT THAT PROVIDE BUTTERY TEXTURE AND REMARKABLE FLAVOR.

CHOOSE A GRADE

HY-VEE'S RESERVE BEEF PROGRAM SHOWCASES WHY OUR BEEF IS THE BEST IN THE MIDWEST.

Hy-Vee
PRIME
RESERVE



Prime Reserve steaks boast superior marbling for exceptionally good flavor. Only the top 8% of beef earn the Prime label.

Hy-Vee
CHOICE
RESERVE



A well-marbled steak that is tender, juicy and incredibly flavorful. Less than 10% of USDA Choice beef meets Hy-Vee's requirements.

Hy-Vee
ANGUS
RESERVE



Leaner, with less marbling overall, our Angus beef has ample flavor and offers everyday value for any meal or occasion.

Steak Sandwiches with Balsamic Onions and Mushrooms

Hands On 20 minutes
Total Time 1 hour 10 minutes
Serves 13 (1 sandwich each)

3½ Tbsp. Hy-Vee unsalted butter, divided
2 medium yellow onions, sliced ½ in. thick
2 tsp. Hy-Vee packed dark brown sugar
½ plus ½ tsp. kosher salt, divided
½ plus ½ tsp. Hy-Vee black pepper
½ tsp. Gustare Vita balsamic glaze, plus additional for serving
1 (8-oz.) pkg. baby bella mushrooms, thinly sliced

2 (12-oz.) Hy-Vee Choice Reserve beef New York strip steaks, 1¼ in. thick
1 tsp. Gustare Vita olive oil
8 (½-in.) slices Hy-Vee Bakery Pane Toscano bread, toasted
1½ (4-oz.) pkg. fresh herb-and-garlic goat cheese (Chèvre)
½ cup bottled roasted red peppers, drained and cut into strips
¾ cup lightly packed arugula

1. MELT 2 Tbsp. butter in a large nonstick skillet over medium heat. Add onions; sprinkle with brown sugar and ½ tsp. each of salt and black pepper. Cook over medium-low heat for 25 to 30 minutes or until golden and starting to caramelize, stirring occasionally. Toss with ½ tsp. balsamic glaze. Set onions aside.

2. MEANWHILE melt remaining 1½ Tbsp. butter in a medium nonstick skillet over medium heat. Add mushrooms. Cook over medium-low heat for 10 to 12 minutes or until golden, stirring occasionally. Set mushrooms aside.

3. PAT steaks dry with paper towels. Rub both sides of steaks with olive oil. Sprinkle and rub with remaining ½ tsp. each of salt and black pepper. Let steaks stand at room temperature for 20 minutes. Meanwhile, preheat a charcoal or gas grill for direct cooking over medium heat.

4. GRILL steaks for 8 to 12 minutes or until medium-rare doneness (130°F), turning halfway through. Transfer steaks to a clean

cutting board. Loosely cover with foil; let rest for 5 minutes.

5. TO ASSEMBLE sandwiches, divide goat cheese among 4 bread slices. Thinly slice steaks across the grain. Place steak slices on goat cheese; top with onions, mushrooms, roasted red peppers and arugula. Drizzle with balsamic glaze. Place remaining 4 bread slices on top.

Per serving: 760 calories, 42 g fat, 23 g saturated fat, 0 g trans fat, 150 mg cholesterol, 1,530 mg sodium, 48 g carbohydrates, 1 g fiber, 7 g sugar (2 g added sugar), 50 g protein.
Daily Values: Vitamin D 0%, Calcium 10%, Iron 20%, Potassium 8%

High Steaks

Check out our how-to on this delicious, multi-flavored steak sandwich to impress anyone.

Hy-Vee
seasons



Watch and learn
at **HSTV.com** today!

Sesame-Orange Beef Kabobs

Hands On 20 minutes
Total Time 20 minutes plus marinating time
Serves 4

1 (1-lb.) Hy-Vee Choice Reserve boneless beef top sirloin steak, 1 to 1¼ in. thick
¾ cup bottled Asian toasted sesame salad dressing
¼ tsp. orange zest
¾ cup fresh orange juice
2 Tbsp. chopped fresh cilantro
1½ tsp. Hy-Vee crushed red pepper
1 (1-lb.) container Hy-Vee Short Cuts summer squash coins
1 small red onion, cut into 1½-in. pieces
Green onions slices, for garnish
Toasted sesame seeds
Grilled orange wedges, for serving

1. PAT steak dry. Cut steak into 1- to 1¼-in. cubes. Place beef cubes in a large resealable plastic bag.

2. COMBINE salad dressing, orange zest and juice, cilantro and crushed red pepper in a small bowl. Set aside ½ cup of mixture; cover and refrigerate until grilling time. Pour remaining mixture over beef. Seal bag; turn to coat beef with marinade. Refrigerate for 2 to 8 hours, turning bag occasionally.

3. PREHEAT a charcoal or gas grill for direct cooking over medium heat. Meanwhile, drain beef; discard marinade. Thread beef, squash coins and red onion onto 4 (12-in.) skewers.

4. GRILL kabobs for 8 to 10 minutes or until beef is medium-rare (130°F), turning and brushing with reserved marinade halfway through.

5. TRANSFER kabobs to a platter. Brush with remaining reserved marinade. Sprinkle with green onion slices and sesame seeds. Serve with orange wedges.

Per serving: 280 calories, 12 g fat, 2.5 g saturated fat, 0 g trans fat, 60 mg cholesterol, 470 mg sodium, 19 g carbohydrates, 2 g fiber, 15 g sugar (0 g added sugar), 27 g protein.
Daily Values: Vitamin D 0%, Calcium 2%, Iron 6%, Potassium 15%



pro tip: EVEN CUTS

“Sirloin is an ideal kabob choice because it is lean, has juicy flavor and stays together on the skewer. Cutting meat in uniform 1- to 1½-inch square chunks ensures even cooking.”

—Zach Stadler
Meat Market Manager
Hy-Vee, Kansas City, Missouri

NEW YORK STRIP

Thin slices of steak are more tender than thick slices and easier to chew—perfect for sandwiches.

SKEWERS

Metal skewers are reusable and sturdy. If opting for wood, soak skewers for 30 minutes before grilling to prevent burning.

HOW TO GRILL THE PERFECT STEAK

Thick steaks can be intimidating to grill. Get it right on the first try (and every try after that) by following this easy grilling guide. The steak *below* is a thick cowboy ribeye, the same cut used for the Grilled Garlic-Herb Ribeye Steaks, *page 45*.

PREP



CHOOSE a well-marbled steak that's at least 1½ in. thick. Good marbling means the steak has well-distributed fat throughout, which adds lots of flavor and makes it tender and juicy.



TRIM exterior fat to ¼ in. to prevent flare-ups. Pat steak dry, then season as desired and let stand at room temperature for 20 minutes to ensure that it cooks evenly.

TIP When applying seasoning, such as kosher salt, black pepper or seasoning rub, coat both sides of the steak for crusty, seared exterior.

HOW IT'S DONE
FOLLOW THIS GUIDE FOR PERFECT DONENESS. FOR THE MOST ACCURATE TEST, USE AN INSTANT-READ THERMOMETER.

RARE (125°F)
Bright red center. Pinkish toward the outer portion

MEDIUM-RARE (130°F)
Very pink center. Slightly brown outer portion

MEDIUM (140°F)
Light pink center. Brown outer portion

MEDIUM-WELL (150°F)
Slightly pink center. Gray-brown outer-portion

WELL (160°F)
Little or no pink center. Uniformly brown or gray throughout

TIP If grilling other items at the same time as steak, leave a section of the grate clear with enough room to cook steak using indirect heat.

GRILL



PREPARE grill for two grilling zones: direct grilling over high heat and indirect grilling over medium-high heat. Sear steaks over direct heat.



MOVE steaks to indirect heat and grill to desired doneness. Use tongs to move steak to prevent piercing and losing juices.

FINISH



INSERT an instant-read thermometer into the thickest part of the steak, away from bone and fat. Follow the temperature guide, *above right*, to determine desired doneness.



REMOVE steaks from grill; loosely cover with foil. Let rest for 5 minutes to allow juices to redistribute in the steak, resulting in more flavorful meat.

TIP Cut the steak across the grain before eating. Cutting across the grain yields more tender meat that isn't chewy.



Grilled Beef Fajitas

Hands On 35 minutes

Total Time 35 minutes plus standing time
Serves 4

1 lb. Hy-Vee Angus Reserved beef chuck flat iron steaks
1 tsp. plus 3 Tbsp. Gustare Vita extra virgin olive oil, divided
2 Tbsp no-salt fajita seasoning spice blend
1¼ tsp. kosher salt, divided
¼ cup fresh lime juice
1 Tbsp. Hy-Vee honey
1 clove garlic, minced
¼ tsp. Hy-Vee ground cumin
½ tsp. Hy-Vee black pepper

½ (1-lb.) pkg. Hy-Vee Short Cuts julienne bell pepper strips
1 medium red onion, cut into ½-in. slices
¾ cup Hy-Vee Sweet grape tomatoes
1 (9-oz.) bag mixed salad greens
1 avocado, seeded, peeled and sliced
8 Hy-Vee fajita-size flour tortillas, grilled; for serving
1 Tbsp. crumbled Cotija cheese
Lime wedges, for serving

1. PAT steaks dry. Rub with 1 tsp. oil; sprinkle with fajita seasoning and 1 tsp. kosher salt. Let stand at room temperature for 20 minutes.

2. PREHEAT charcoal or gas grill for direct cooking over medium heat. For dressing, whisk together lime juice, 2 Tbsp. oil, honey, garlic, remaining ¼ tsp. salt, cumin and black pepper in a small bowl; set aside.

3. TOSS pepper strips and onion with remaining 1 Tbsp. oil. Transfer to a wire-mesh grill pan.

4. GRILL steak for 8 to 12 minutes or until 130°F for medium-rare doneness, turning halfway through. Grill vegetables for 4 to 6 minutes or until crisp-tender, turning occasionally. Add

tomatoes to grill pan during the last 2 minutes. Remove from grill.

5. TRANSFER steak to a cutting board; loosely cover with foil and let rest for 5 minutes. Thinly slice steak across the grain. Arrange steak, vegetable mixture, greens, avocado and tortillas on a platter. Sprinkle with Cotija cheese. Serve fajitas with dressing and lime wedges.

Per serving: 660 calories, 36 g fat, 10 g saturated fat, 0 g trans fat, 75 mg cholesterol, 1,500 mg sodium, 57 g carbohydrates, 9 g fiber, 9 g sugar (40 g added sugar), 28 g protein. Daily Values: Vitamin D 0%, Calcium 10%, Iron 45%, Potassium 102%

TIPS FROM OUR PROS

LEARN HOW TO RAISE THE STEAKS AT YOUR NEXT DINNER.

“For grill lines like you see in fine restaurants, place the steak on the grill at a 45-degree angle. Cook for a quarter of the time, then rotate the steak 90 degrees. Repeat on the other side after flipping.”

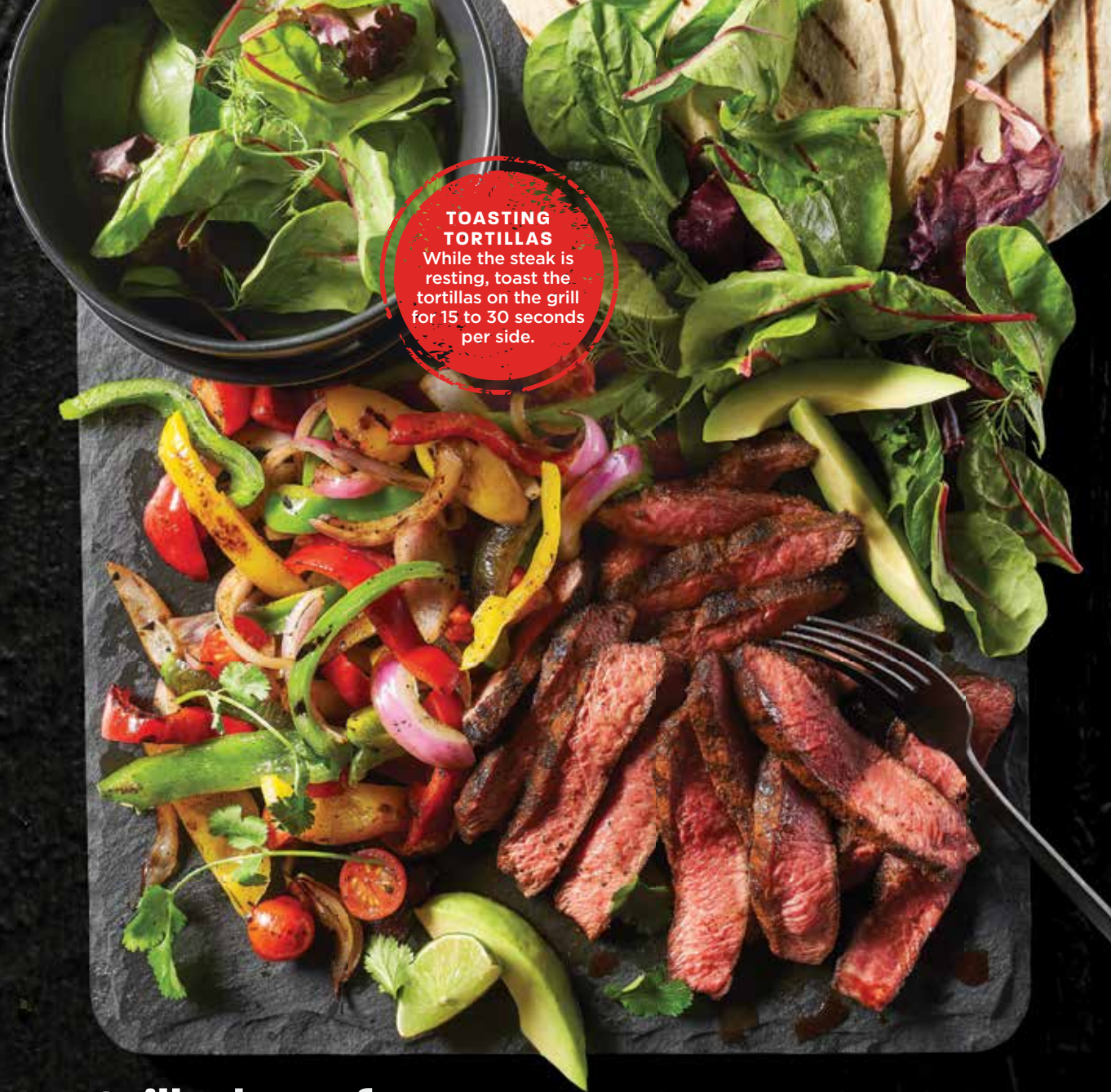
—Justin Tesene
Meat Manager
Hy-Vee, West
Des Moines, Iowa

“I prefer to use my charcoal grill for steaks. While the coals get hot, I prepare a pan of cut-up spring veggies— yellow squash, zucchini, onions and a red bell pepper. I put them in a grill pan and place on the grill about 4 minutes before the steaks.”

—Kevin Solma
Meat Manager
Hy-Vee, Sioux Falls,
South Dakota

“The cowboy ribeye is my favorite cut. The bone really gives it extra flavor. For a side that will complement the meat and enhance your meal, go with our stuffed crab mushrooms or bacon-wrapped asparagus.”

—Kevin Stickler
Meat Manager
Hy-Vee, Omaha,
Nebraska



TOASTING TORTILLAS
While the steak is resting, toast the tortillas on the grill for 15 to 30 seconds per side.



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MASTERS OF PASTA

HY-VEE CHEESE: BEST IN CLASS

Look no further than the Hy-Vee cheese counter for a diverse selection of artisan cheeses and passionate experts like Kathy Scheer, a Certified Cheese Sensory Evaluator—a highly respected title held by only 45 specialists in the world. Learn more about Kathy's expertise and what makes Hy-Vee's cheese counter stand out.

Kathy Scheer holds some of the award-winning artisan cheeses available at Hy-Vee, *top to bottom*: Redhead Creamery Topsy Tilsiter cheese, Shepherd's Way Farms Sogn, Jeffs' Select Gouda. *Background*: St. James Tomme-style cheese, Felix cave-aged Blue, Redhead Creamery Garlic Cheddar farmstead, Redhead Creamery St. Anthony cheese.

F

our years ago, Kathy Scheer made a career switch that landed her at the Hy-Vee cheese counter in New Hope, Minnesota. She immediately immersed herself into training classes that Hy-Vee offered while working with artisan cheeses. "The more I learned, the more fascinated I became about the traditions, the history, the stories and the processes of cheesemaking," says Kathy. Just one year after passing a comprehensive exam to become an American Cheese Society CCP, Kathy earned the title of Certified Cheese Sensory Evaluator, currently held by only 45 cheese specialists worldwide. This is what she says about cheese.

Q: WHAT TRENDS HAVE YOU NOTICED WITH CHEESE?

A: Specialty cheeses, especially when produced locally, are popular. Smoky flavors, herbs and all kinds of peppers are used by cheesemakers.

Q: DO YOU HAVE A SENTIMENTAL ATTACHMENT TO ANY CHEESE?

A: The first time I tasted Deer Creek's Robin, a traditionally made Colby, it reminded me

of the Colby I enjoyed as a child—firm, curdy texture with sweet buttery taste and slightly salty finish.

Q: WHAT DO YOU RECOMMEND TO A CHEESE NEWBIE?

A: Try a different cheese every time you shop; sample from each family, then zero in on a couple families to really explore. If you're not a fan at first taste, taste again! The first taste primes your palate, the second and even third taste will differ in texture, aroma and flavor.

Q: WHAT'S MOST SURPRISING ABOUT CHEESE?

A: People who are lactose intolerant may think they have to give up all cheese. Not the case! Naturally aged cheese is lactose-free.

Q: WHAT ARE CUSTOMERS MOST INTERESTED IN?

A: Everyone loves a good story and every cheese has a good story. I tell customers how a cheese is made, then they want to try it. It's my way to help customers learn and appreciate cheese.

WHITE WINE & CHEESE

Kathy Scheer shares a few fantastic pairings.

● JARLSBERG

Buttery, nutty Jarlsberg pairs well with sparkling wines, such as Prosecco.

● GOUDA

Gouda's nutty, fruity notes come out with an unoaked Chardonnay.

● GOAT CHEESE

Tangy goat cheese goes well with bright acidity of Sauvignon Blanc.

● BLUE CHEESE

Salty blues are amazing with semi-sweet, bubbly Moscato d'Asti.

● AGED CHEDDAR

Soft, semi-firm Cheddar matches up well with dry, semi-sweet Chenin Blanc.

● HAVARTI

Buttery Havarti stands up to an herbaceous Sauvignon blanc.

● MUENSTER

Smooth, mellow-tasting Muenster pairs nicely with dry Riesling.

200⁺

Your Hy-Vee cheese counter carries that many artisan cheeses from more than 10 countries.

GIVING YOU MORE THAN CHEESE

In addition to carrying imported and American artisan cheeses, your Hy-Vee Deli offers jams, honeys and charcuterie—including local foods. For the freshest cuts of cheeses, our experts cut the portion you want

when you want it, cutting from loaves and wheels that range from 4 to 85 pounds. As a bonus, you can taste samples as they cut. The cheese pros are there to answer questions and offer suggestions.

The freshness of white wine, its perfumed notes and the combination of sweetness and acidity suit many cheeses. For more wine and cheese pairings, visit hy-vee.com



Cheese of the Month
Buttery Point Reyes Toma, an award-winning artisanal cheese, now comes flavored with herbes de Provence, Italian black truffles or Shichimi Togarashi (a Japanese spice blend). Melted in grilled cheese or an omelet, it's heavenly.

Charcuterie of the Month
Columbus Italian dry salami, made with select cuts of pork, cracked black pepper, burgundy wine and a signature blend of spices, adds distinctive richness and aroma.

Boska Cheese Knives
Stainless-steel knives to cut cheese precisely. Find these, along with boards, trays and more at Hy-Vee.

ENTERTAIN LIKE A PRO

Seasonal cheese boards are trending for snacking, meals or spring gatherings. Cheese expert Kathy Scheer advises customers to choose cheeses with varying textures and flavors, then build the board as follows:

FIRST, THE CHEESE
Kathy recommends wedges of Brie as well as blue cheese, mozzarella and Cheddar. Leave a couple wedges whole for guests to cut portions.

NEXT, CHARCUTERIE
Serve a mix of aged dried meats—prosciutto, salami, speck and coppa. Allow about 2 ounces charcuterie per person.

SEASONAL PRODUCE
Fruits and veggies—grapes, berries, peppers, tomatoes, cucumber, radishes, asparagus, carrots and melons—add pops of color.

SOMETHING CRUNCHY
Breadsticks, assorted crackers, and crostini add crunch, as do nuts, such as almonds, pecans and pistachios.

CONDIMENTS & MORE
Take it over the top with small pots of honey, jam or chutney; olives; Peppadew peppers; and dried apricots or cranberries.

SERVING TOOLS
Set out cheese knives plus small serving spoons for jams and spreads. For a smart finish, label cheeses with tags, or write in chalk on a slate.

CALIFORNIA CHEESES

The Golden State is second in the nation in cheese production. This month, look for these impressive California cheeses at your Hy-Vee.

● **COWGIRL CREAMERY RED HAWK CHEESE**

A triple-cream, washed-rind cheese—good for cheese boards.

● **SIERRA NEVADA ORGANIC JACK**

An ultra-creamy cheese that's ideal for snacking or mac and cheese.

● **RIZO BROS. COTIJA, QUESO FRESCO OR OAXACA CHEESE**

Add a salty bite to tacos and burritos with Cotija. Crumble creamy, mild Fresco into a salsa or salad. Melt Oaxaca in quesadillas.

● **VALLEY FORD ESTERO GOLD**

Melt this creamy, buttery cheese in pasta or polenta or shred it on a salad.

● **POINT REYES ORIGINAL BLUE**

Crumble this creamy-texture blue on a salad or serve alongside a steak.

● **BELLWETHER CARMODY CHEESE**

Indulge in this sweet, buttery cheese with caramel notes on hearty raisin bread with a drizzle of honey.

● **FISCALINI BANDAGE-WRAPPED CHEESE**

Serve this firm, crumbly, sweet cheese with fresh or dried fruits and nuts.

● **MARIN FRENCH PETITE CAMEMBERT**

Pair this melty, tangy cheese with asparagus in an omelet.

● **FISCALINI PURPLE MOON**

Savor this Cabernet-soaked Cheddar in an omelet.

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Waste Not

RINDS, SEEDS, CRUSTS AND PEELS! USE THESE COMMON THROWAWAYS FOR DELICIOUS EATING!

Imagine buying a week's worth of groceries and throwing a little more than a third of it away. It's what the average American is doing, as the U.S. Department of Agriculture (USDA) found that 40 percent of all food produced never makes it to anyone's plate. And at the same time, one in eight Americans struggles to put enough food on the table. Help make

a difference when it comes to food waste and improve your food experience along the way. Get the most out of the food you buy, then get creative. Turn crusts into croutons, veggie trimmings into stocks, rinds or peels into tasty snacks—the possibilities are endless. Here are a few of our favorite ways to take advantage of the leftovers.

Source: fao.org/save-food/resources/keyfindings/en/

apricot-almond bread pudding



FIRST USE: SLICES



margherita toasts

Top Hy-Vee Bakery Pane Toscano bread slices with mozzarella cheese and tomatoes. Broil until cheese melts. Drizzle with Gustare Vita balsamic glaze; add fresh basil.

SECOND USE: ENDS



Combine 4 cups $\frac{3}{4}$ -in. cubes dried Hy-Vee Bakery bread, $\frac{1}{2}$ cup chopped Hy-Vee dried apricots and 5 Tbsp. Hy-Vee sliced almonds in a greased $1\frac{1}{2}$ -qt. soufflé dish. Whisk together 3 Hy-Vee large eggs, 2 cups Hy-Vee whole milk, $\frac{1}{2}$ cup Hy-Vee granulated sugar, 3 Tbsp. melted Hy-Vee salted butter and 2 Tbsp. brandy; pour over bread mixture. Bake, uncovered, at 350°F for 45 to 55 minutes or until knife inserted comes out clean. Cool. Serve with whipped cream. Serves 8.

5 WAYS TO REDUCE FOOD WASTE

1 PLAN AHEAD

Before you head to the store, consider what meals you'd like to prepare and when, so you know the quantities to buy.

2 STORE SMARTLY

Add days to the shelf life of your produce by using airtight bags or containers.

3 USE YOUR FREEZER

Extend shelf life of fruits, vegetables and seafood as well as Bakery Fresh bread.

4 GET CREATIVE

Repurpose commonly discarded food items like bread crusts, rinds, peels and more.

5 COOK ONCE, SERVE TWICE

Reserve Monday night's roasted chicken leftovers for quesadillas or pizza later in the week.



FIRST USE: SLICES



honey-orange parfaits

Layer Hy-Vee vanilla nonfat Greek yogurt with orange sections and Hy-Vee granola.



SECOND USE: PEELS



Spray a wire rack with Hy-Vee nonstick cooking spray; place in a rimmed pan. Cut the peels of 3 large oranges into ¼-in.-wide strips. Boil in water 10 minutes; drain. Heat 1½ cups Hy-Vee granulated sugar, 1 cup water and 1 (6-in.) vanilla bean until sugar is dissolved. Add peels. Bring to boil; reduce heat. Gently simmer, uncovered, 25 to 30 minutes or until very soft and slightly translucent. Transfer peels to prepared rack; cool 10 minutes. Toss with ¼ cup sugar. Let dry at room temperature for 6 to 24 hours. If desired, partially dip in melted dark chocolate melting wafers; let stand until chocolate is set. Store in single layer in an airtight container in the refrigerator for up to 1 week. Makes 1 cup.

candied orange peels



15.6

 MILLION TONS OF CITRUS PEELS ARE WASTED EACH YEAR.

Source: insidescience.org/news/squeezing-oranges-reduce-waste



watermelon

FIRST USE: SLICES



watermelon wedge salad

Top 13 watermelon wedges with ½ cup arugula, ¼ cup crumbled Soirée feta cheese and 2 Tbsp. pistachios. Drizzle with 3 Tbsp. Hy-Vee poppy seed salad dressing. Serves 3.



SECOND USE: RIND



ADD TO A BED OF MIXED GREENS OR EAT ON THEIR OWN.

watermelon rind pickles

Heat ½ cup water, ½ cup Hy-Vee apple cider vinegar, ½ cup Hy-Vee granulated sugar, 1 tsp. kosher salt, 1 (3-in.) cinnamon stick, ¼ tsp. whole cloves and ¼ tsp. whole black peppercorns in a saucepan until salt and sugar are dissolved. Discard cinnamon stick. Peel watermelon skin; cut pulp from rind, leaving a thin layer of pink. Pack 2 cups (2-in.) rind sticks and ½ cup red onion slices into a pint jar. Pour brine on top. Cover and refrigerate 4 hours or overnight. Store in refrigerator up to 1 month. Makes 1 pint.



squash

FIRST USE: SLICES



roasted butternut squash

Preheat oven to 400°F. Cut 1 (2-lb.) peeled butternut squash into ½-in. slices. Toss with 2 Tbsp. Gustare Vita olive oil. Place in large rimmed baking pan. Top with 2 sprigs fresh rosemary and 4 halved garlic cloves. Roast 40 minutes or until tender; turn once. Drizzle with 2 Tbsp. melted Hy-Vee salted butter. Serves 6.



SECOND USE: SEEDS



DELICIOUS ALTERNATIVE TO SUNFLOWER SEEDS

roasted squash seeds

Preheat oven to 300°F. Line a rimmed baking pan with parchment paper. Clean pulp from ½ cup winter squash seeds in a large bowl of water. Rinse and drain seeds in a colander. Spread on paper towels; pat dry. Toss seeds with ¼ tsp. Gustare Vita olive oil, 1 tsp. salt-free Southwest-lime seasoning blend and ¼ tsp. fine sea salt. Spread on prepared pan. Roast 15 minutes or until lightly golden and slightly crisp, stirring once. Cool before serving. Serves 4 (2 Tbsp. each).



rotisserie
chicken

FIRST USE: SLICES



chicken cobb salad

Line individual plate with chopped romaine lettuce. Top with 3 oz. sliced Hy-Vee rotisserie chicken; 2 slices chopped crisp-cooked Hy-Vee bacon, 1 sliced Hy-Vee Short Cuts hard-boiled egg, ½ cup halved Hy-Vee sweet grape tomatoes, 3 avocado slices and 3 Tbsp. crumbled blue cheese. Drizzle with 2 Tbsp. bottled champagne vinaigrette. Serves 1.



SECOND USE: CARCASS



chicken stock

Place carcass and trimmings in 5-qt. stockpot. Add 2 stalks celery with leaves; 2 carrots; 1 yellow onion, chopped; 1 halved, unpeeled garlic head; 4 sprigs each parsley and thyme; 3 sprigs sage; 2 Hy-Vee dried bay leaves; 1 tsp. kosher salt; and 10 black peppercorns. Cover with 7 cups cold water. Slowly bring to boil; reduce heat. Simmer, covered, 1 to 1½ hours. Strain; discard solids. Refrigerate up to 3 days or freeze for up to 6 months. Makes 7½ cups.



FIRST USE: **PIECES**



bacon broccoli

Cook florets from 3 lb. fresh broccoli stalks in boiling salted water 3 to 5 minutes. Drain. Toss with 2 Tbsp. Gustare Vita garlic-flavored olive oil, 6 slices crisp-cooked and crumbled bacon, ¼ cup shredded Parmesan cheese and ½ tsp. Hy-Vee crushed red pepper. Serves 8.

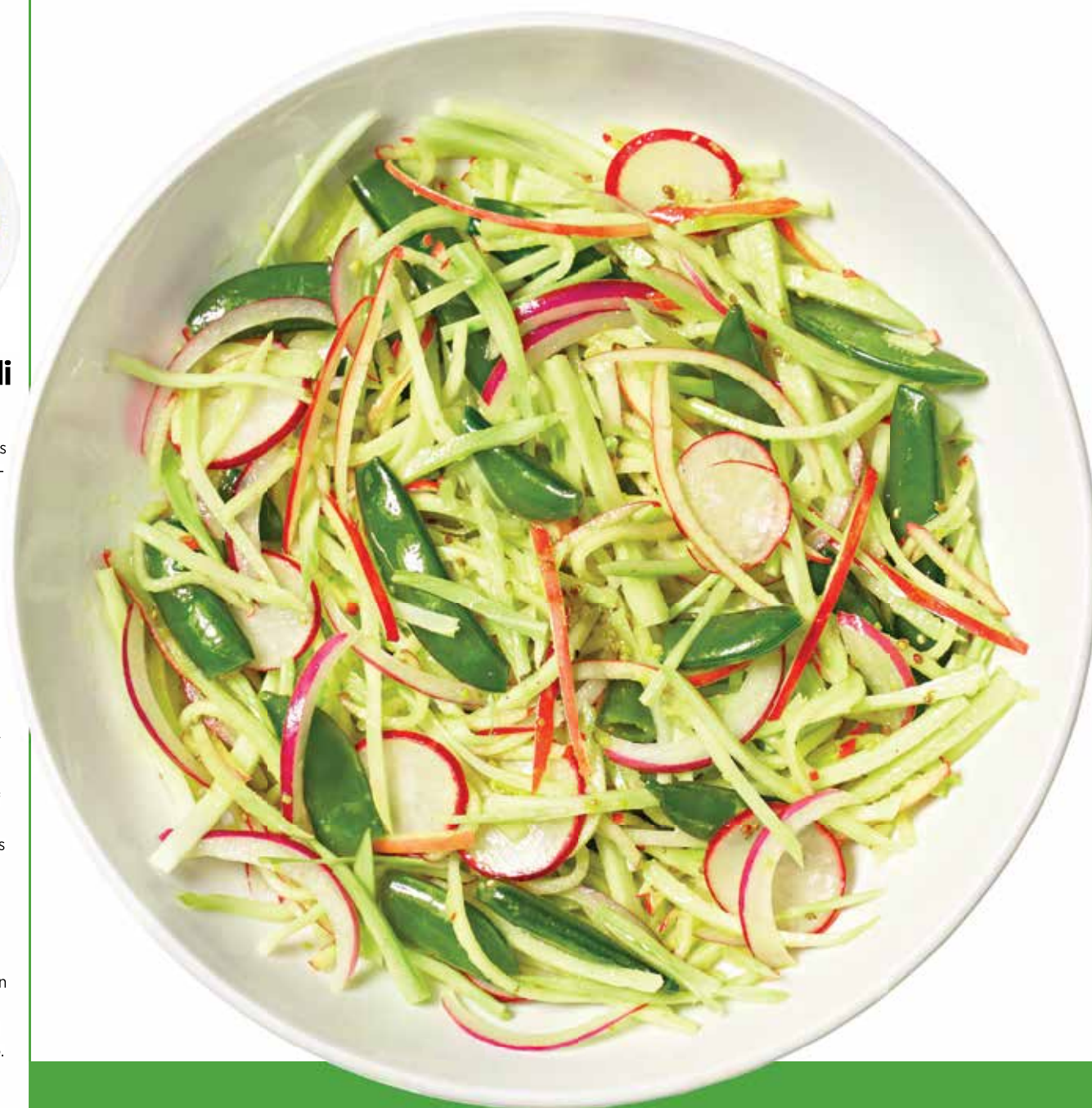
SECOND USE: **STEMS**



From leftover 3 lb. broccoli stalks, peel tough outer layer of stalks with a vegetable peeler; discard peels. Cut julienne strips of broccoli from interior of stalks; transfer to a large bowl. Add 1 Honeycrisp apple, cored and cut into julienne strips; 1 cup sugar snap peas and ¼ cup each radish and red onion slices. For vinaigrette, whisk together 2 Tbsp. Hy-Vee honey, 1 Tbsp. fresh lemon juice, 1 Tbsp. Hy-Vee white wine vinegar, 2 tsp. Hy-Vee stone-ground Dijon mustard and 1 minced garlic clove. Whisk in 6 Tbsp. Gustare Vita extra virgin olive oil. Add vinaigrette to salad; toss to coat. Serves 6.

broccoli-

apple salad with dijon vinaigrette



2in1 STALKS AND FLORETS—THE TWO TASTE ENTIRELY DIFFERENT, YET BOTH CONTAIN THE SAME NUTRIENTS.

ham

bone-boiled bean soup



FIRST USE: **SLICES**



ham, mozzarella & basil sandwich

Spread 2 tsp. Hy-Vee Dijon mustard on a slice of Hy-Vee Bakery Italian bread. Layer 1 oz. mozzarella cheese, 3 oz. smoked fully cooked ham, 2 roasted red bell pepper slices and fresh basil leaves on top. Top with a second bread slice. Serves 1.

SECOND USE: **BONE**



Place ham bone in stockpot; cover with 7 cups water. Bring to boiling; reduce heat. Simmer 1 hour. Remove bone and liquid from pot. When cool, cut meat off bone; coarsely chop. Discard bone. Heat 1 Tbsp. olive oil in same pot. Add 1 chopped white onion, 5 chopped medium, red-skinned potatoes, 4 sliced carrots and 3 garlic cloves, minced. Cook 2 to 3 minutes. Stir in ham stock, 2 (15-oz.) cans drained and rinsed Hy-Vee great Northern beans, 1 tsp. Hy-Vee dried thyme leaves and 2 Hy-Vee dried bay leaves. Bring to boiling; reduce heat. Simmer 10 minutes. Place 2 cups mixture in blender. Cover and blend until pureed. Add to pot. Stir in ham; heat through. Garnish with fresh thyme, if desired. Serves 10.

FOOD TURNS MOMENTS INTO *Real* MEMORIES

FILL YOUR TABLE WITH SMITHFIELD®



Smithfield. | LET'S GET *Real*.

BROWN SUGAR & BACON GREEN BEANS

TIME: 20 MINUTES | SERVINGS: 2

INGREDIENTS

6 slices **Smithfield®** Thick Cut Bacon, cut into small pieces
½ tsp. each salt, pepper, garlic powder
1 lb. fresh green beans, ends trimmed
¼ cup butter
¼ cup brown sugar
¼ cup sliced almonds, lightly toasted



DIRECTIONS

1. Bring a pot of water to boil and boil green beans for 8-10 minutes.
2. Drain pot and rinse beans in cold water. Place green beans on a paper towel to dry completely.
3. In a large skillet over medium heat, cook bacon pieces until they are fully cooked but not very crispy.
4. With a spoon, take off half of the bacon grease.
5. Bring the skillet with the bacon back to the heat and add butter, brown sugar, garlic powder, salt and pepper and stir until the sauce is bubbly, about 2 minutes.
6. Add green beans to the skillet and toss until green beans are evenly coated with the bacon mixture.
7. Sprinkle with sliced almonds, serve warm.

HAM AND CHEESE MASHED POTATO PUFFS

TIME: 50 MINUTES | SERVINGS: 2

INGREDIENTS

1 cup (8 oz.) **Smithfield® Anytime Favorites™** Hickory Smoked Boneless Ham Steak, cut into small pieces
2 cups cooked mashed potatoes
1 large egg, beaten
¾ cup Cheddar cheese, shredded
¼ cup Gruyère cheese
½ cup Parmesan cheese, shredded
1 tablespoon flour
¼ cup chives, sliced thin
Salt and black pepper to taste
Sour cream



DIRECTIONS

1. Preheat oven at 400°F. Generously grease a mini muffin pan.
2. In a large bowl, combine mashed potatoes, eggs, ham, Cheddar, Gruyère cheese, flour and chives. Season with salt and pepper. Mix and combine well.
3. Put a spoonful of the potato mixture in each cup. Sprinkle tops with Parmesan cheese.
4. Bake 25-35 minutes until golden brown, and cups are set.
5. Remove from the oven, let stand for 5 minutes.
6. Serve with sour cream.

©2019 Smithfield Foods

Mealtime Favorites Made with Cauliflower! *NEW FROM GREEN GIANT®*



Green Giant® Cauliflower Gnocchi: Bursting with Italian flavor and made with cauliflower - you'll savor this classic dish without sacrificing taste. Available in Cauliflower & Spinach.

Green Giant® Cauliflower Hash Browns: Bringing you the same flavor and crunch you love, but with one full serving of cauliflower. Available in Cauliflower & Broccoli.

GREEN GIANT® MARGHERITA PIZZA: It's just like the pizza you've always had, but made with real cauliflower baked into the crust. Certified gluten-free and so delicious-you'll never be able to tell the difference. Available in Four Cheese.

FOR MORE VEGGIE CREATIONS AND NEW WAYS TO ADD MORE VEGGIES INTO MEALTIME
VISIT GREENGIANT.COM

CHOOSE



TO HELP GIVE RECYCLED PLASTIC A NEW LIFE

EVERY DAY  DOES GOOD

**POWERFUL
CLEAN
POWERED
BY PLANTS.**



**BELIEVE
IN A**

**seventh
generation.**

©2020 Unilever HVV20003

life

**Read up on
Hy-Vee's
sustainability
efforts, prep for
a grad party and
patio season.**

- 68** 20 FOR 2020
- 76** GRAD PARTY
- 82** GROW
- 90** APRIL SHOWERS



20 FOR 2020

Happy 50th Birthday, Earth Day! You've grown from an ambitious environmental movement into the planet's largest civic event.

50

Earth Day comes once a year, yet its message is timeless. Every day Hy-Vee strives to help the planet. Here are 20 ways in 2020.

Since its inception in 1970, Earth Day has held to a simple premise: Each person has the power to change the world. Small efforts add up, and together we can make our planet a healthier place to live. Hy-Vee takes that message seriously for the entire year—making stores more efficient, recycling and reducing waste, and finding innovative solutions to save water and energy. Hy-Vee is intent on being a good environmental steward, and we want you to join our efforts.

HOW HY-VEE MAKES A DIFFERENCE

Earth is our home. What can we do to protect it? Small everyday efforts add up. **AT HY-VEE, SUSTAINABILITY IS A MISSION** that includes reducing waste, saving energy and offering earth-friendly items like One Step products. See how we're making a difference day in, day out.

1. GREEN BUILDINGS

"We believe in building stores that conserve energy and respect our natural resources," says Randy Edeker, Hy-Vee Chairman, President and CEO. New and remodeled Hy-Vee stores are built with these improvements:

- **Concrete floors** that eliminate the need for floor coverings and that reduce the use of cleaning and finishing chemicals.
- **Water-wise and drought-tolerant landscaping.**
- **Low-E windows and reflective roof** to boost energy efficiency and reduce energy load in summer.
- **Motion-activated toilets and faucets** to conserve water.



AS AN INDUSTRY LEADER, WE BELIEVE WE ARE IN A UNIQUE POSITION TO PAVE THE WAY AND LEAD PROACTIVE EFFORTS IN SUSTAINABILITY. BY HELPING THE ENVIRONMENT, WE CAN BETTER HELP OUR CUSTOMERS AND COMMUNITY. WE LOOK FORWARD TO FINDING NEW WAYS TO CARE FOR OUR PLANET AS WE WORK TO MAKE OUR CUSTOMERS' LIVES EASIER, HEALTHIER AND HAPPIER.

—Dan Strait, who leads Hy-Vee's sustainability efforts and serves as category director, supplies, non-retail



HyVee ONE STEP

One Step takes the first step toward improving the lives of others. Purchases of One Step products go toward planting trees in the Midwest and building wells in parts of the world where clean drinking water is unavailable.



86 WELLS

2 BUILDING WELLS

In 2019, One Step bottled water sales helped fund 32 wells in villages without clean drinking water. A total of 86 wells have now been constructed.



3 PLANTING TREES

Sales of One Step Paper Products and Seventh Generation cleaning products have funded the planting of more than 420,000 trees in cooperation with the Arbor Day Foundation.

420,000 TREES



"WE'RE JUST GETTING STARTED. WE WANT TO MAKE AN EVEN BIGGER IMPACT IN 2020 WITH OUR ONE STEP EFFORTS, WHICH IS WHY WE'RE EXPANDING THE NUMBER OF PRODUCTS UNDER THE ONE STEP BRAND."

—BRAD WALLER,
ASSISTANT VICE
PRESIDENT,
COMMUNITY RELATIONS



4. ALWAYS RESPONSIBLE

Hy-Vee seafood is harvested in environmentally sound ways that maintain a plentiful supply. Fresh and frozen seafood labeled **Responsible Choice** are caught or farmed sustainably. In 2018, Greenpeace ranked Hy-Vee #2 among the 22 largest supermarket chains in the U.S. for sustainability efforts in its annual Carting Away the Oceans (CATO) report.

5

Hy-Vee also partners with the following conservation initiatives to work with fishers and their communities to improve working conditions and environment:

FAIR TRADE CERTIFIED

BUSINESSES FOR BRISTOL BAY

LEGISLATION TO ADDRESS ILLEGAL FISHING AND HUMAN TRAFFICKING

PLEDGE FOR GE-FREE SEAFOOD

FISHERY IMPROVEMENT PRODUCTS

U.N. SUSTAINABLE DEVELOPMENT GOALS

INDUSTRY STAKEHOLDER COMMITTEES

PHOTO: Dan McClanahan (tree planting)

6

SHOPPING BAGS

Hy-Vee works with employees to reduce use of paper and plastic shopping bags. In addition, all stores offer recycling bins for plastic bags used for shopping, newspaper delivery and dry cleaning.

7

REUSABLE BAGS

Under a new initiative to promote use of reusable shopping bags, customers can buy a reusable bag at Hy-Vee for \$2.50, then designate a local charity to receive a \$1 donation from the proceeds. Each Hy-Vee store will select a nonprofit organization to receive funds when customers do not designate.

8

RECYCLING

In 2019, Hy-Vee recycled 2.7 million pounds of cardboard and 2.1 million pounds of single-use plastics, such as shipping wrap and plastic shopping bags. Plastic was collected throughout the 8-state region by Trex, then used to make composite decks and outdoor furniture.

PICK UP
REUSABLE BAGS AT
HY-VEE.
RECYCLE PLASTIC BAGS RIGHT
IN THE STORE.



SHOP GREEN AT HY-VEE

LESS PACKAGING, MORE EFFICIENCY

9

PACKAGING

Hy-Vee is pursuing more efficient packaging on private label products and is working with retailers to reduce the amount of packaging on branded products. In addition, Hy-Vee is looking at sourcing products that can either be reused or disposed of other than in a landfill.

10

PRODUCTION

Hy-Vee Homegrown program features fresh produce grown within 200 miles of the store. That means fresher tasting fruits and vegetables in season, and a smaller environmental footprint from transportation.

11

TRUCKING

Hy-Vee's trucking fleet increases efficiency through use of fuel additives, alternate vehicle routing, new engine and tire designs, and new trailer designs that minimize wind resistance and maximize fuel efficiency.

12 A SAMPLE OF WHAT'S AVAILABLE

Get your green on! Hy-Vee makes it easy with products made with environmental kindness in mind. From recycled paper products to biodegradable cleaning products, Hy-Vee helps you honor Earth Day every day.



RECYCLED PAPER
Paper towels, tissues and toilet paper made from recycled fiber.



ECO-FOIL ROASTER
Roasting pans made in America from 100% recycled aluminum.



CLEANING SUPPLIES
Naturally derived cleaning products with biodegradable ingredients.



LAUNDRY PRODUCTS
Concentrated laundry detergents and fabric softeners.



COMPACT BULBS
Compact fluorescent lights use 25-80 percent less energy than incandescent bulbs.



REUSABLE BATTERIES
Rechargeable batteries produce less waste.



WATER FILTERS
Water filters and refillable water containers replace bottled water.



FURNACE FILTERS
Furnace filters for efficiency.



PERSONAL CARE
Hygiene products made from natural and organic sources.



PLANTS & TREES
Indoor and outdoor plants beautify home and yard and improve air quality.

REDUCING FOOD WASTE

IN 2018, HY-VEE DIVERTED 25 MILLION POUNDS OF FOOD WASTE FROM LANDFILLS BY IMPLEMENTING THESE INITIATIVES:

13

FOOD WASTE

Enhanced inventory and shelf management practices better help stores forecast food demand and reduce food waste. When there is a surplus, food that is safe to eat is donated to food banks and other nonprofit organizations.

14

COMPOSTING

Organic food waste, solid dairy products and floral clippings are composted in cooperation with local food recycling companies or are repurposed as animal feed.

15

MISFITS PRODUCE

Hy-Vee's Misfits produce program offers fruits and vegetables that only look slightly less than perfect, at an average 30 percent discount. Stores receive three to four Misfits items weekly, based on season.

SINCE ITS INCEPTION IN 2017, THE PROGRAM HAS SAVED MORE THAN 3.6 MILLION POUNDS OF PRODUCE FROM LANDFILLS.



16

LIGHTING

Hy-Vee is increasing natural light and store lighting that adjusts as needed, as well as high-efficiency LED lighting in stores and parking lots.

17

EQUIPMENT

Highly efficient heating, air conditioning and refrigeration equipment decreases energy consumption. Heat generated from equipment is often used to heat water and air.

18

E-85 AND E-15 ETHANOL

Ethanol-blend fuels support the American economy while conserving petroleum and reducing emissions. Hy-Vee has E-85 pumps in 21 stores and E-15 in 11 stores.

19

REFRIGERATION MANAGEMENT

Hy-Vee has invested in technology that identifies and prevents leaks. In 2019, the company was recognized with three awards from the EPA GreenChill Partnership for protecting the environment through store refrigeration management.

20

ELECTRIC VEHICLE CHARGING STATIONS

Hy-Vee has 58 electric vehicle charging stations—and more on the way. In addition, 16 stores are outfitted with Tesla Supercharger stations.



Ethical Bean
select varieties
8 oz.
7.99

copyright ethical bean 2020

taste it. feel it.

We're driven by quality

Every delicious cup of Ethical Bean Coffee has been crafted with one simple objective in mind: to make the best fairtrade organic coffee on the planet. **Period.** Because as far as we're concerned, doing something good should be rewarded with tasting something spectacular.

We're rooted in purpose

In 1999, co-founders **Lloyd and Kim** spent most of a year in Guatemala awaiting the adoption of their daughter. During that time, they fell in love with the country, the culture, and the people, but they were **surprised by one thing**: many coffee farmers and their families were living below the poverty line.

The couple wanted to find a better, more equitable, way to work with coffee farmers—a way that ensured farmers were getting a **fair price for their beans**. In 2003, Ethical Bean was born.

We're committed to sustainability

Our goal is to leave a mark but **tread lightly** while doing so. Our fairtrade certified **organic** beans are grown free from harmful pesticides and other chemicals. Our head office and roastery are designed to the highest **LEED** standards. And we purchase 100% **renewable energy** through Bullfrog Power, as well as Gold Standard offsets, to reduce our carbon emissions.



Scan to trace your bag's journey from **crop to cup**.

On the back of each Ethical Bean coffee bag, there's a unique QR code that provides the exact roast date, tasting notes, and origin.

just.better.®





3 party decor tips

An unforgettable bash for your graduate starts with decorating. Here are a few tips for setting the scene.

HERE'S HOW TO THROW THE BEST-EVER BASH FOR YOUR HIGH SCHOOL OR COLLEGE GRAD. RELY ON HY-VEE TO HELP WITH FOOD, DECORATIONS AND GIFTS.



graduation guide
Find more tips and ideas in the Hy-Vee 2020 Graduation Guide, hy-vee.com/graduation

No. 1 PARTY THEMES

A motif conveys your grad's personality. It also helps you choose decor and food.

coffee bar
Sophisticated and fun, *left*. Set out coffee, tea, cocoa, syrups and eats—biscotti in glass jars, cookies for dipping, anything chocolate.

travel adventure
Globes for guests to sign, memento-filled suitcases, strung-up postcards, global foods.

sports
Basketball or soccer ball cake; candy-filled trophy cups; grad photos on handheld fans.

school spirit
College colors and mascot displayed via tablecloth, plates, napkins.

No. 2 COLOR TRENDS

School colors show pride. Trendy schemes let the grad showcase favorite hues.

fiesta-bold
Vibrant coral, orange, pink, yellow and blue to go with Southwestern-style decorations and Mexican-style food.

school colors
Key decorations and tableware to high school or college.

rose-gold
Pretty, chic and Instagram-worthy. Pink, gold and orange hues for flowers, balloons and more.

No. 3 FUN EXTRAS

Graduation Day decorations from Hy-Vee spark up the table and the room.



balloons
Display festive balloons from the Hy-Vee Floral Department.



paper goods
Say "Congratulations!" with plates and napkins.

party timeline

Use this checklist as a guide to plan a graduation party.

6-8 weeks before

- decide on location
- make a guest list
- set date and time (avoid conflicts with friends' parties)
- decide food, theme, decor

4-3 weeks before

- send invitations
- order catered food if needed
- gather photos & mementos for decorations
- buy nonperishables

1 week before

- start cooking, prepping
- set up tables, chairs, buffet, etc.
- start decorating; create centerpieces
- clean house

day of the party

- place sign outside to direct guests
- set out trash bin(s)
- arrange plates, glasses, cups, napkins, cutlery
- set out food, drinks

16

WAYS HY-VEE HELPS THROW A GRAD PARTY

Plan, decorate and feed the crowd. Find everything you need at your local Hy-Vee.

IN-STORE GIFT IDEAS

1. GIFT CARDS
2. PLANTS, FLOWERS

3. VERSATILE COOKWARE

4. BASIN BATH PRODUCTS

5. COFFEE MAKER

6. INSULATED DRINK TUMBLER OR CUP

7. CANDLES

8. COSMETICS BAG WITH COSMETICS

9. MONOGRAMMED COLLEGE APPAREL



10. beverage server
Mix Hy-Vee Short Cuts chopped melon into your favorite punch.



11. grad cookies
Pick up Bakery Fresh cutout cookies with cool designs.

CATERING

13. party eats
Stop by your Hy-Vee Catering Department or go to hy-vee.com to order everything you need: charcuterie trays, sushi, seafood platters, plus desserts and much more.



BEST-IN-CLASS CAKE

12. wow with a custom creation
Capture your grad's personality, major or passion on a custom cake. Talk with a Hy-Vee Bakery associate about ideas and to order.

3

FLORAL IDEAS

14. picture this
Glue or tape a photo cutout of the grad on a wooden skewer as a handheld fan or to set in a floral arrangement.



15. hats off
Cut pennant, mortarboard and other shapes from card stock, add messages and attach to wooden sticks; insert in a colorful bouquet.



16. party pom
With a circle punch, cut rounds from card stock, then add numbers and letters. Tape onto floral wire; insert wire into hydrangeas.



4

SPECIALTY BARS

Party hearty! Let guests help themselves at a specialty bar. Here's a selection from the Hy-Vee Catering Department. Order in-store or at hy-vee.com.

Ideas to Celebrate
Follow three graduates as they partner with Hy-Vee to throw the graduation party of their dreams. Check out their stories on HSTV.com

Watch and learn at HSTV.com today!



No 1 PASTA BAR

> Choice of two pastas: fettuccine, spaghetti or penne, with choice of marinara, Alfredo or meat sauce. Includes meatballs or chicken, garden or Caesar salad, breadsticks or garlic bread and cherry cheesecake or assorted cookies.



No 2 PIZZA BAR

> Choice of traditional, thin or Tuscano pizza crust in the following varieties: cheese, pepperoni, Canadian bacon, sausage (mild and Italian), meat cravers, supreme and veggie. Also, includes caesar salad and breadsticks.



No 3 ASIAN BAR

> Choice of 2 or 3 entrées: asparagus beef, beef & broccoli, cashew chicken, chicken & broccoli, chicken lo mein, garlic chicken, general chicken, Hunan pork, Kung Pao chicken, mixed vegetables, Mongolian beef, orange chicken, sesame chicken, sweet & sour chicken, Szechuan pork, Thai chili shrimp, walnut shrimp. Includes fried or steamed rice, egg rolls, fortune cookies and crab rangoon.



No 4 TACO BAR

> Choice one or both: hard or soft taco shells. Choice of ground beef or fajita-style chicken. Served with cheddar cheese, lettuce, sour

cream, picante salsa, tomatoes, diced onions and jalapenos, along with choice of black or refried beans. Spanish rice and tortilla chips included.



No 4



GOOD SIPS

With spicy, zesty food, serve refreshing fruity drinks, ginger ale, lemonade, limeade or iced tea.

GROW

HyVee®

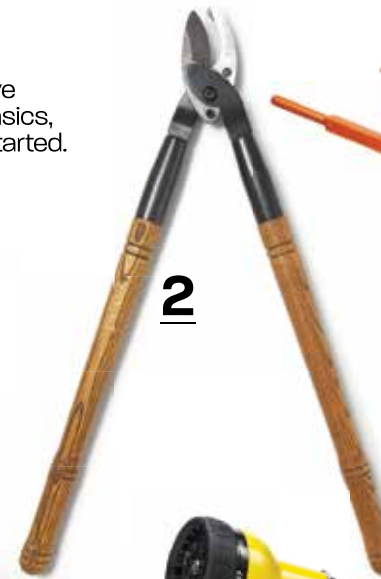
TOOLS, PLANTS AND FURNISHINGS FOR AN INVITING OUTDOOR SPACE.

Just Dig In

Gardening is easier when you have the right tools. These everyday basics, available at Hy-Vee, will get you started.



1



2



3



4



5



6



7



8



10



9



11



12



13



14

1. HAND TOOLS to plant pots and window boxes

2. LOPPERS to remove branches over 1/4-in. diameter

3. WHEELBARROW to transport supplies, tools and debris

4. SPADE FORK to loosen soil, turn compost

5. GARDEN SPADE to plant and excavate

6. HOSE to deliver water far from spigot

7. WATER NOZZLE to water plants with an adjusted stream

8. POTTING MIX to fill containers and amend heavy topsoil

9. PRUNERS to trim plants and remove dead flowerheads

10. GARDEN GLOVES to protect hands from dirt and cuts

11. PRUNING SAW to cut branches over 1/2-in. diameter.

12. SPRINKLER to water garden beds easily

13. FERTILIZER to supply plants with beneficial nutrients

14. WATERING CAN to irrigate containers and apply water-soluble fertilizer

10 Easy-to-Grow Flowers

Annuals to bloom this year, perennials to bloom every year.

Annuals



PANSIES
Kaleidoscope of colors, many with contrasting markings; cold tolerant.



GERBERA DAISY
Big flowers in bold colors are perfect for cutting; cold tolerant.



GERANIUM
Old-time favorite with large flower clusters atop mounded foliage; does well in pots.



PETUNIA
Trumpet-shape flowers in many colors; favored by hummingbirds.



MARIGOLD
Heat-loving flower with bright blooms, some bicolor; nice edging plant.

Perennials



CONEFLOWER
Drought-tolerant prairie plant with large flowers that attract butterflies.



RUDBECKIA
Long-blooming, drought-tolerant plant with golden flowers and brown centers.



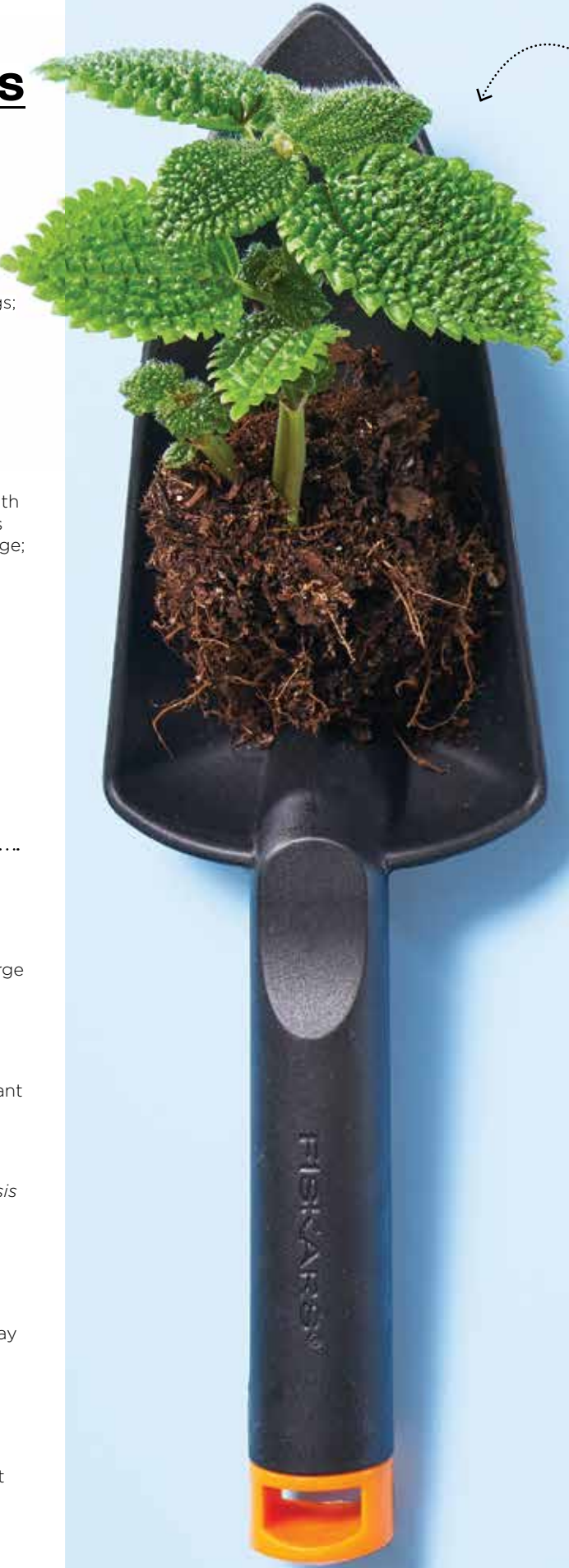
HIBISCUS
Hibiscus rosa-sinensis is the perennial version, with super-sized blooms.



DAYLILY
Beautiful lilylike blooms last just a day but are quickly replaced by others.



SHASTA DAISY
Clear white daisies with yellow centers; will rebloom if spent flowers removed.



A TROWEL IS **HANDY FOR PLANTING** CONTAINERS AND HANGING BASKETS.

CORDYLINE

Although considered an indoor plant, cordyline, also known as red dracaena, doubles as a focal point in outdoor containers surrounded by sprawling annual flowers.



SUMMER CRUSH HYDRANGEA

A compact grower well suited to containers, Summer Crush is a newer addition to the Endless Summer line and features raspberry red or neon purple flowers.



HANGING BASKETS

Choose from a large selection of planters and hanging baskets with bright flowers or handsome foliage plants like these easy-care succulents.



WINE & ROSES WEIGELA

Full of bright pink trumpet-shape blooms in spring, this hummingbird favorite has attractive purple foliage the rest of the growing season.



FOUNTAIN GRASS

This pretty annual grass boasts colorful foliage topped by handsome flowerheads lasting into winter. Fountain grass is available in green and burgundy varieties.



COLEUS

An alluring tropical grown for its foliage, this annual features many variegated colors and patterns. It works well in containers, window boxes, and even in landscape beds.



LIMELIGHT HYDRANGEA

The big, bold flowers are hard to resist, opening in an elegant hue of pale green and aging to a mix of pink, red and burgundy. It makes a great dried flower, too!



SUMMER WINE NINEBARK

Wine-colored foliage and a compact, gracefully arching habit are a draw on their own, but Summer Wine ninebark also has pretty pink flowers in late spring.



DOUBLE PLAY GOLD SPIREA

If colorful foliage and an extended time of bloom aren't enough, this spirea features a compact, rounded shape that fits into any garden.



BOSTON FERN

With its cascading fronds, this tropical fern looks great in a hanging basket on a porch or other bright spot out of direct sunlight. Bring indoors before frost and grow it as a houseplant.



SUCCULENTS

These thick-leaf plants are ideal for hot, sunny spots and containers. Plus, they need less watering and care than other potted plants, so they won't wither if you go on vacation.



PLANTS TO JAZZ UP YOUR GARDEN

THE HY-VEE GARDEN CENTER HAS A WIDE SELECTION OF PLANTS TO MEET YOUR LANDSCAPING NEEDS, FROM TREES, SHRUBS AND VINES TO ROSES, GROUNDCOVERS AND FLOWERS. FIND THESE AND MORE, ALONG WITH THE TOOLS, SUPPLIES AND FURNISHINGS THAT WILL MAKE YOUR OUTDOOR LIVING SPACE TRULY INVITING.

PHOTOS: Luke Miller (coneflower, rudbeckia, hibiscus, daylily, shasta daisy).

PHOTOS: Bailey Nurseries Inc. (Summer Crush hydrangea); Proven Winners (Wine & Roses weigela, Limelight hydrangea, Summer Wine ninebark, Fountain grass, Double Play Gold spirea).

RELAX AND SIT A SPELL

SPRINGTIME IS PRIME TIME TO BEAUTIFY YOUR YARD. AFTER SPRUCING THINGS UP, ENJOY THAT VIEW—IN AN OUTDOOR LIVING ROOM FURNISHED WITH COMFORTABLE WEATHER-RESISTANT FURNITURE AVAILABLE AT HY-VEE.

The Great Outdoors

With all the comforts of indoors, a well-designed outdoor living room will become your new favorite space.

1
THIS SIDE TABLE
DOUBLES AS A
STORAGE BIN
TO KEEP THINGS
TIDY-LOOKING.

Dine in Fine Style

An outdoor dining set that's both fun and functional prepares the scene for memorable group meals.



Decked Out

Linger awhile with accessories that add comfort and ambience to your outdoor living room.



1. CAROLINA COAST WICKER SECTIONAL 6 pieces + cushions.
2. LAKESIDE DINING SET 6 pieces + cushions.

3. METAL LANTERNS with wooden bases, set of 3.
4. ALUMINUM MARKET UMBRELLA assorted colors, 9 ft.

5. VINTAGE DROP LIGHTING 20 count.
6. ROUND STEEL FIRE PIT 32 in., lattice design.

7. SUNCAST PLANTERS assorted sizes and styles.
8. TALL METAL LANTERN 29-33 in., black with glass insert.

WIN WITH THINS



Hershey's Candy
select varieties
7.3 to 10.8 oz.
3.99



LUNCHTIME LINEUP



Nabisco Multipacks
select varieties
20 ct.
7.24

APRIL

SHOWERS

Get your skin and hair ready for spring. Products from Hy-Vee, including Basin bath and body supplies, smooth and soothe skin and condition hair for healthy shine.

exfoliate & shave

SLOUGH OFF DEAD SKIN CELLS BEFORE SHAVING FOR THE RAZOR TO MOVE SMOOTHLY. ALSO EXFOLIATE TO AVOID CLOGGED PORES THAT DULL SKIN AND PREVENT LOTIONS FROM PENETRATING.

GLEE SHAVE MOUSSE Rich, luxurious foam softens and protects skin while shaving.

JOY RAZOR A smooth shave requires a razor with multiple blades. The Joy razor has five, plus a nonslip-grip handle.

BASIN MERMAID SUGAR SOUFFLÉ Sugar gently exfoliates; rice bran and coconut oils moisturize. Mermaid fin-shape soap included.

BASIN LIP SCRUB Flavored exfoliator removes dead and dry skin from lips; avocado butter and natural oils replenish moisture.

BASIN SHAVE CREAM Natural seed butters and essential oils soften skin; aloe vera prevents razor burn.

BASIN DEAD SEA MUD FACE SCRUB Jojoba beads, pumice and Dead Sea mud exfoliate; almond oil and cocoa butter soothe.

4 SHAVING TIPS FOR SILKY-SMOOTH LEGS

- 1 Wet skin for several minutes to avoid nicks and razor burn.
- 2 Exfoliate skin with a body scrub or sponge to prevent dead cells from clogging the razor.
- 3 Shave upward in steady strokes for a close shave. Use downward strokes for sensitive skin. Rinse; dry.
- 4 Moisturize with lotion or oil to hydrate skin and prevent skin irritation.

cleanse, soften, pamper

BASIN BATH SALTS
Two capfuls dissolved in a warm bath deliver a luxurious soak.

BASIN LIP BALM
Protects and conditions with aloe vera, rosemary extract and natural oils. SPF 15.

BASIN BODY BUTTER
Cocoa and shea butters and rich moisturizing oils for silky smooth skin.

Toss in a scented Basin bath or shower bomb and wrap yourself in moisturizing essential oils, fragrance and serenity. Or add cleansing Basin bath salts with Epsom salts to soothe muscles.

BASIN SHOWER BOMBS
Set one bomb on the shower floor. Water releases therapeutic aromas.

BASIN HYDRATOR
Light, nongreasy formulas contain vitamins A, C and D to nourish skin, plus jojoba oil to lubricate.

BASIN SOAP
Natural oil-based bars for multiple skin types, in a variety of fragrances.

BASIN BATH BOMBS
Drop a bomb into warm tub water; slide in for a soak and unwind.

WASH SKIN WITH A FAVORITE- FRAGRANCE BODY WASH, SCRUB OR SOAP, THEN APPLY LOTION OR BODY BUTTER TO REPLENISH MOISTURE.



WATERLESS SHAMPOO & CONDITIONER

Dry shampoo refreshes and absorbs oil; dry conditioner smooths and softens.



NOT YOUR MOTHER'S

Curl Talk cream moisturizes and defines curls. Kinky Moves cream smooths naturally curly and wavy hair.



L'ORÉAL ELVIVE PURPLE SHAMPOO

Violet pigment corrects unwanted brassy tones between hair colorings.



pro tip: FIGHT HUMIDITY

“For warm weather hair care, forgo heated hair tools, which can dry out or damage hair. Apply anti-humidity products that can be used on dry or damp hair to tame flyaways and fight frizz.”

—Lisa Pruett
Esthetician
Hy-Vee, Liberty, Missouri

TAME, SOFTEN AND NOURISH STRANDS AGAINST HUMIDITY AND ULTRAVIOLET RAYS, AND KEEP HAIR FRESH AND CLEAN EVERY DAY.

care for hair

BASIN SHAMPOO AND CONDITIONER BARS

Shampoo bars cleanse and add shine to all hair types; conditioner bars lubricate and strengthen.



SMOOTH.
VELVETY.
DELICIOUS.

NITRO COLD BREW



Starbucks Nitro or
Cold Brew Singles
select varieties
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2/5.00

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health

Answers to the
most common
questions about
nutrition, tips for
all-natural skin
care and walking
for fitness.

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TO BETTER HEALTH

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CLEAN THE BODY

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ASK DIETITIANS

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WALK YOUR WAY TO BETTER HEALTH

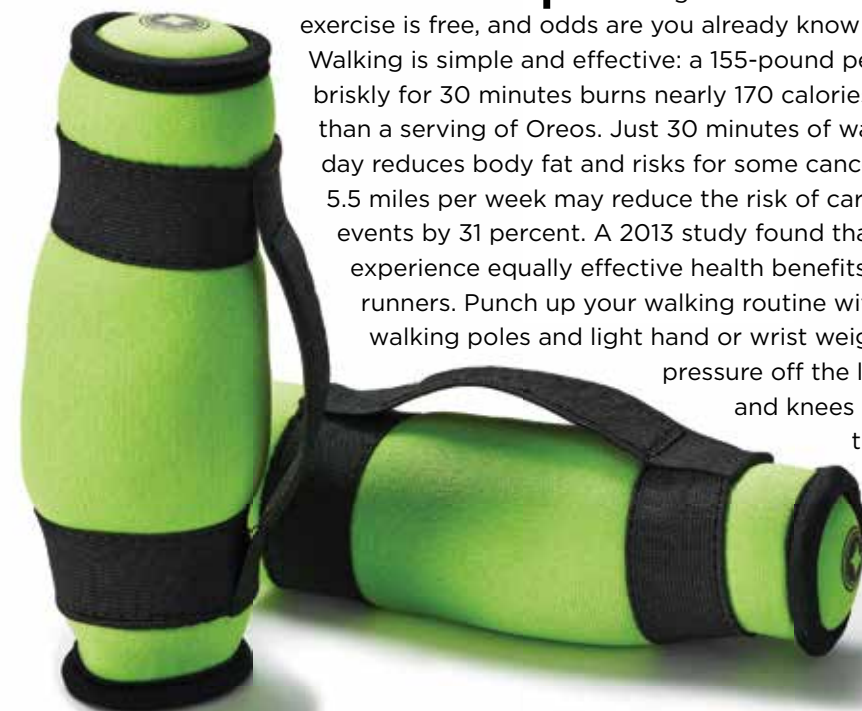
Reap the many health benefits of walking—including improved cardio, easier weight management and reduced risk of various health conditions—without a major time commitment. Find out how a short walk can steadily improve your life, along with tips to do so more efficiently.



prasi2512/Shutterstock (park background)

No need for a pricey gym membership.

Walking is one of the best forms of exercise is free, and odds are you already know how to do it. Walking is simple and effective: a 155-pound person walking briskly for 30 minutes burns nearly 170 calories, a little more than a serving of Oreos. Just 30 minutes of walking per day reduces body fat and risks for some cancers. Walking 5.5 miles per week may reduce the risk of cardiovascular events by 31 percent. A 2013 study found that regular walkers experience equally effective health benefits as regular runners. Punch up your walking routine with equipment like walking poles and light hand or wrist weights. Poles take pressure off the lower back, hips and knees while working the upper body, and weights challenge arm muscles and may increase heart rate by five to 10 beats per minute.



WALK THIS WAY

Take these form tips in stride to help you walk more efficiently.

- Swing arms freely along sides, a slight bend at the elbow. Control the swing to match your pace.
- Keep head up and look toward the horizon to avoid stress on your neck and shoulders.
- Stand tall with neck, shoulders and back relaxed. Walking with upright form allows you to walk at a faster pace.
- Land heel first, rolling toward the ball of the foot. Keep feet and knees moving in a straight line.

TIPS FOR ADDING MORE STEPS

- Take the stairs instead of an elevator or escalator
- Walk during breaks
- Park farther away
- Walk to work
- Walk to the store
- Get off the bus one stop early



pro tip: STAY IN THE MOMENT

“Look at walking as an opportunity to destress and improve your physical health. Unplug and put down your devices to focus solely on the task at hand. To up the difficulty of your workout, simply walk faster or seek out a hill to walk up.”

—Daira Driftmier
Certified Personal Trainer and
Director of Hy-Vee KidsFit and
Hy-Vee Fitness

WALKING POLES TRANSFORM A WALK INTO A FULL-BODY WORKOUT BY WORKING MUSCLES AND JOINTS IN THE ARMS, SHOULDERS, CHEST AND UPPER BACK THROUGH A FUNCTIONAL RANGE OF MOTION.



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STEP ON IT

TURN YOUR WALK INTO A FULL-BODY WORKOUT ROUTINE. PERFORM EACH MOVE FOR 30 SECONDS AND WALK FOR ONE MINUTE BETWEEN MOVES. PERFORM THE CYCLE TWICE.



1
PUSH-UPS
CHEST, TRICEPS
From a high plank position, slowly lower chest until it nearly touches the ground. Push body back to high plank position.



2
LATERAL SPLIT SQUAT
QUADRICEPS, HAMSTRINGS
Stand with feet slightly wider than shoulder-width apart, hands clasped together. Lean to the left and bend at the knee until thigh is parallel to the ground. Push off left foot and return to starting position. Repeat on right side.



3
SIDE PLANK
OBLIQUES
Lie on your left side, feet together, left forearm below shoulder. Raise hips off ground and form a straight line from head to toe.



4
SINGLE LEG RDL
HAMSTRINGS, GLUTES
Stand with feet hip-width apart, arms straightened in front of body with palms facing the ground. Hinge forward at the hips and bring right leg off the ground. Hinge until back is parallel with the floor. Slowly return to starting position.



5
MOUNTAIN CLIMBERS
ABDOMINALS, OBLIQUES
Start in a high plank position with hands on the ground, legs extended and back straight. Bring the right leg forward until knee is near right forearm. Quickly alternate legs.



6
BODYWEIGHT SQUAT
QUADRICEPS, HAMSTRINGS, GLUTES
Stand with hands clasped, feet wider than hip-width apart. Bend both knees until thighs are parallel to the ground. Push off heels and return to starting position.



7
STEP-UPS
GLUTES, QUADRICEPS
Place left foot on top of bench or elevated surface. Press down on left foot and bring right foot on top of bench next to left foot. Step down with left foot, then right. Repeat with right foot first, then left.

WHEN YOU WALK OUTSIDE YOU REAP ADDITIONAL BENEFITS FROM THE GREAT OUTDOORS—REDUCED STRESS, IMPROVED MOOD AND A HEALTHY DOSE OF VITAMIN D FROM THE SUN.

Pace Against Time

THERE'S SOME EVIDENCE TO SUGGEST THAT HOW FAST YOU WALK IS AS IMPORTANT AS HOW MUCH YOU WALK.

A 2011 STUDY published in *Research Quarterly for Exercise and Sport* shows that sedentary adults who walked at a vigorous pace for at least 60 minutes per week experienced significantly more improvement in fitness than sedentary adults who walked at a leisurely pace.

IN A SIX-YEAR STUDY published in the *European Heart Journal*, researchers analyzed walking data from 420,727 adults in the United Kingdom. They found that those with a slower walking pace were twice as likely to die from heart disease as brisk walkers.



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see & pronounce[®]

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Bars Singles
select varieties
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DISCOVER A TASTE THAT IS
**REFRESHINGLY
MAINE™**



**FOR YOUR
EVERYDAY WORKOUT**





HIT REFRESH

Cut calories and remove toxins from your body with a cleansing diet of fiber-, antioxidant- and water-filled fresh produce. Add plant protein (more easily digested than meats) and whole grains (keep you feeling full). Bypass processed and packaged foods, which contain empty calories. This approach to eating prepares your digestive system and whole body for a season of lighter eating.

ANTIOXIDANTS, WHICH INCLUDE VITAMINS A, C AND E; SELENIUM; AND LYCOPENE, MAY PREVENT OR DELAY CELL DAMAGE FROM UNSTABLE MOLECULES (FREE RADICALS) CAUSED BY AIR POLLUTION, SUNLIGHT, EXERCISE AND THE NATURAL AGING PROCESS.

“Take advantage of fresh spring produce, such as asparagus, snow peas, spinach and berries, as well as fresh herbs like dill, cilantro, mint and parsley, to brighten meals.”

—KIMBERLY PROCTOR
HY-VEE DIETITIAN,
CEDAR RAPIDS, IOWA

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FOODS THAT Spring Clean The Body

LIGHTEN UP AFTER WINTER'S HEAVY FARE, WITH FRUITS, VEGETABLES AND OTHER NOURISHING, LOW-CALORIE FOODS.



BROCCOLI

With an 85% water content, raw broccoli is only 31 calories (1 cup chopped) yet delivers 90% of daily recommended vitamin C, an antioxidant; 11% of antioxidant vitamin A; and 9% fiber, which aids digestion and keeps the stomach feeling satisfied.

OTHER VEGETABLES HIGH IN VITAMINS AND FIBER: bell peppers, Brussels sprouts, carrots, green beans, kale, spinach, sweet potatoes



QUINOA

One cup of cooked quinoa has 220 calories, 19% of daily required fiber and 16% of protein. All cooked whole grains deliver these nutrients plus B vitamins, selenium and iron essential to cell growth.

OTHER WHOLE GRAINS: barley (hulled), brown rice, buckwheat, bulgur (cracked wheat) millet, oats, whole wheat (bread, cereal, couscous)



KIDNEY BEANS

One-half cup of cooked kidney beans offers 20% of the recommended daily amount of fiber and 14% of protein, at about 100 calories. Beans and peas (legumes) in general are a low-fat, low-cal, high-fiber protein source.

OTHER LEGUMES: black beans, chickpeas, edamame, lentils, navy beans, pinto beans



BLUEBERRIES

Blueberries are 80% water and deliver 7% daily recommended fiber and 8% vitamin C, at 42 calories per half cup. Other berries also have significant levels of antioxidant vitamin C and fiber.

OTHER BERRIES: blackberries, cranberries, raspberries, strawberries



GRAPEFRUIT

At 38 calories, half a grapefruit provides 42% of the recommended daily level of vitamin C, 9% vitamin A and plenty of hydration (fruits are 90% water). Citrus in general is watery and vitamin C-rich.

OTHER CITRUS: Lemons, limes, oranges, tangerines

OTHER ANTIOXIDANT-RICH FRUITS: berries, mangos, peaches, papayas, pineapples, tomatoes



WATER

Adequate amounts of water allow kidneys to eliminate waste from the body through urination. Water also gets rid of wastes through perspiration. Every organ and cell in the body needs water to work properly. Men should aim for about 15 (8-oz.) cups a day, women should drink about 11 (8-oz.) cups a day.



Instead of the Citrus Vinaigrette, use bottled poppy seed dressing or raspberry vinaigrette to play up fresh produce flavors.

20
minutes
or less

Berry Salad with Citrus Vinaigrette

Total Time 15 minutes
Serves 6

- 1 tsp. orange zest
- 2 Tbsp. fresh orange juice
- 1 Tbsp. Hy-Vee Select apple cider vinegar
- 2 Tbsp. Hy-Vee honey
- ¼ tsp. Hy-Vee salt
- ⅛ tsp. Hy-Vee black pepper
- ¼ cup Gustare Vita olive oil
- 4 cups baby spinach
- 4 cups baby romaine
- 2 cups Hy-Vee Short Cuts triple-berry blend
- 2 cup sliced Hy-Vee Short Cuts strawberries
- 4 Hy-Vee Short Cuts mandarin oranges, sectioned
- 2 cups Hy-Vee Short Cuts broccoli florets
- 1 Tbsp. Hy-Vee sliced almonds, toasted

1. WHISK together orange zest, orange juice, apple cider vinegar, honey, salt and pepper in a medium bowl. Slowly whisk in olive oil; set aside.

2. ARRANGE baby spinach and romaine on 6 serving plates. Top with triple-berry blend, strawberries, oranges and broccoli. Sprinkle with almonds. Serve with citrus vinaigrette.

Per serving: 200 calories, 10 g fat, 1.5 g saturated fat, 0 g trans fat, 0 mg cholesterol, 135 mg sodium, 27 g carbohydrates, 6 g fiber, 18 g sugar (6 g added sugar), 4 g protein.
Daily Values: Vitamin D 0%, Calcium 8%, Iron 10%, Potassium 8%

HyVee
Short CUTS

Washed and sliced Hy-Vee Short Cuts fresh fruits and veggies shorten prep and make it easy to maintain a light, nourishing diet.

3

INFUSED WATERS

Hydrate with water that's refreshingly different. Simply toss in fruit and herbs for just a hint of flavor. Infused waters are more like a snack than your daily hydration needs and are especially easy to make with Hy-Vee Short Cuts.

1. ORANGE-BERRY
Water + Oranges + Raspberries

2. BERRY-CITRUS
Water + Grapefruit + Blueberries + Fresh Rosemary

3. FRUITY MINT
Water + Strawberries + Lemon Slices + Mint



pro tip: REACH FOR WATER

Plenty of water is always good, and fruit or herb-infused water adds variety. Hint: brand fruit-infused water is a convenient option. Substitute herbal or iced teas in place of lattes and mochas, and swap in sparkling water flavored with fruit, like Hy-Vee, Bubly or Spindrift brands, for soda."

—**Kimberly Proctor**
Registered Dietitian
Hy-Vee, Cedar Rapids, Iowa

Natural beauty products rely on herbs, fruits and other botanicals to cleanse, moisturize and enhance. Hy-Vee carries a wide variety.

BETTER NATURE



Aveeno Positively Radiant face scrub with soy, jojoba and castor oils—soap-free and gentle enough to use every day.

ZUM Face handcrafted soap has no detergents, fragrances or preservatives.

NATURAL CLEANSERS

Plant-based soaps and essential oils—such as tea tree and lemon oil—lift out dirt and makeup while maintaining natural moisture. Some natural cleansers contain aloe, vitamins and ingredients to nourish and soften skin.

A. Burt's Bees Micellar Cleansing Water Coconut and lotus waters gently remove makeup, cleanse and hydrate in one step.

B. Burt's Bees Refining Cleanser Deep-cleans and gently exfoliates for smooth skin. Contains Bakuchiol, a natural retinol alternative.

C. Aveeno Positively Radiant Brightening Daily Scrub Soy extract and natural granules exfoliate, cleanse and clarify.

D. Aveeno Positively Radiant MaxGlow Peel-Off Face Mask Infused with alpha hydroxyl acids and kiwi complex to exfoliate and even skin tone.

E. ZUM Face Aloe vera, goat's milk and essential oils cleanse and soothe irritated or acne-prone skin.

F. ZUM Face Charcoal Moisturizing Facial Mask Activated charcoal draws out toxins for clean and refreshed skin.



pro tip: THE RIGHT COLOR

“Know your skin type to determine whether you need a matte finish or a dewy one. Also know your underlying skin tone to match and blend foundation and counteract any discoloration. Color-match on your neck or jawline. In most cases, color-matching on your arm or hand is not an accurate depiction of your facial coloring. Experiment! Trying different foundations is the only way you truly know a product will work.”

—Kerry Willoughby
Beauty & Basin Manager
Hy-Vee, Osage Beach, Missouri

COVERGIRL Clean Fresh Skin Milk foundation contains coconut milk and aloe extract for lightweight coverage and a dewy finish. Available in 14 shades.

CLEAN BASE

COVERGIRL® Clean Fresh Collection foundation is 100 percent vegan—all ingredients are natural and animal-friendly, with no sulfates, paraben or other synthetics. Vegan certification ensures the product has no animal-derived ingredients. COVERGIRL Clean Fresh products are:



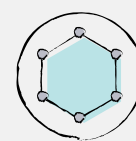
VEGAN
No animal-derived ingredients, including honey, goat's milk, beeswax and lanolin (a substance in sheep's wool), and no animal testing.



CRUELTY-FREE
No animal testing, on the product or ingredients in it, at any stage of development, as certified by Cruelty Free International.



PARABEN-FREE
No paraben-based preservatives commonly used to prevent bacterial growth in cosmetics. In 2005, the Centers for Disease Control and Prevention reported finding parabens in the urine of study participants but did not determine adverse health effects. The CDC continues to study parabens in cosmetics.



PHTHALATE-FREE
Phthalates are solvents in fragrances and, less commonly, nail polish and hairspray. It's not clear the effect on health; the Food and Drug Administration is studying whether they might affect reproductive health but does not ban phthalates in cosmetics.*



SULFATE-FREE
Diethanolamine (DEA), associated with cancer in animals, acts as an emulsifier, foaming agent or pH regulator in some cosmetics. The FDA does not ban DEA, which now appears less frequently in products.



FORMALDEHYDE-FREE
Used as a preservative, formaldehyde is considered by the U.S. Occupational Safety and Health Administration to be a carcinogen if inhaled. After OSHA issued an alert to hair salon owners and workers in 2018, the FDA is evaluating hair products that release formaldehyde when heated.



SILICON/TALC-FREE
Last year the FDA warned consumers about the possibility of asbestos in talc, a naturally occurring silicon-containing mineral often in powders and blushes. Research is ongoing whether talc is linked to ovarian cancer.

*Cosmetics do not need to be approved by the FDA before they are marketed.

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bareMinerals Liquid Lipcolor Moisturizing matte lipstick gives lips silky, creamy color.

e.l.f. Jet Black Liquid Liner Fine-tip brush glides color on for a smooth finish. Vegan & cruelty-free.

Burt's Bees Tinted Lip Oil Click-and-twist brush to color, moisten and hydrate lips with seed and coconut oils.

COVERGIRL Clean Liquid Foundation Water-based makeup provides lightweight coverage that won't clog pores.

Sally Hansen Pure Nail Color Plant-based, vegan polish offers beautiful color and shine. Available in 30 colors.

bareMinerals Neutral Eyeshadow Palette Six colors, with antioxidant-rich algae plus cucumber extract to soothe.

e.l.f. Hydrating Face Primer Preps skin for even makeup application; vitamins A, C and E nourish and hydrate.

Burt's Bees Satin Lipstick Moringa and raspberry seed oils moisturize lips.

e.l.f. 16HR Camo Concealer Lightweight full-coverage formula conceals, corrects and highlights for a flawless look.

e.l.f. Prime and Stay Finishing Powder Lightweight tinted powder sets makeup for a photo finish. Cruelty-free and vegan.

e.l.f. Baked Highlighter & Blush Highlighter illuminates; blush gives a hint of shimmer.

e.l.f. Mineral Pearls Buff onto cheeks and eyelids for sheer color. Vitamins nourish skin.

NATURAL COLOR

Natural colorants in eye shadow, lipstick and other makeup include pigments from such minerals as zinc oxide and mica, and fruits such as acai berries, cherries and pomegranates.

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- ☐ Vietnamese Cinnamon
- ☐ Onion Powder
- ☐ Bay Leaf
- ☐ Smoked Paprika
- ☐ Garlic Powder
- ☐ Turmeric



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- ☞ Only 6 Grams of Sugar
- ☞ Real Fruit Juice



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3.28

dietitian Q&A

TOP QUESTIONS PEOPLE ASK DIETITIANS

When it comes to health and nutrition, Hy-Vee's dietitians are proud to be called know-it-alls.



Elisa Sloss, RD, LD
Vice President,
HealthMarket

1 Q: How can I drink more water?

A: Try drinking a glass upon waking and one with every meal. For a flavor boost, add a spritz of citrus, like lemon or lime. Proper hydration is vital for health. It helps regulate body temperature, removes waste, lubricates joints, helps prevent infections, shuttles nutrients to cells and helps organs function properly.

2 Q: Why should I eat a high-fiber diet?

A: Dietary fiber from fruits, vegetables, whole grains and legumes can help maintain a healthy weight, lower blood cholesterol and glucose levels, help food pass through the digestive system, promote regularity and prevent constipation. Aim for at least 25 grams per day.

3 Q: Do I need to eat breakfast?

A: Those who eat breakfast tend to eat less throughout the day, and studies have shown that breakfast improves cognitive performance, especially in school-age children. Skipping breakfast may leave you feeling tired and hungry, which can lead to poor dietary choices.

4 Q: How can I eat more healthfully?

A: Fill up on nutrients the body needs—vitamins, minerals, complex carbs, lean protein and healthy fats—by eating a varied diet of nutrient-dense foods like fruits, vegetables, whole grains, lean meats, eggs, beans and nuts.

5 Q: What are healthy fats?

A: Unsaturated fats, like monounsaturated and polyunsaturated, that can lower your risk for heart disease or stroke, are considered good for you. For monounsaturated fats, think olive, canola, peanut and sunflower oils, as well as avocados and most nuts. Polyunsaturated fats are in corn and soybean oils and in walnuts, sesame, pumpkin and flax seeds. Omega-3 fatty acids are a type of polyunsaturated fat in salmon, mackerel, tuna and trout.

6 Q: How many fruits and vegetables should I eat?

A: At least half your plate should consist of fruits and vegetables. You can't get all the nutrients you need from a single fruit

or vegetable, so it's important to consume a variety of both. Men and women between the ages of 19 and 50 should aim for 2½ to 3 cups of veggies per day and 1½ to 2 cups of fruit.

7 Q: What are probiotics and prebiotics

A: Tiny microbes, referred to as probiotics in fermented foods, like yogurt, may aid digestive function, regularity and improve overall immune health. Prebiotics can affect the growth of immune-boosting helpful bacteria throughout your gastrointestinal tract.

8 Q: How much protein should I eat?

A: Adults need a minimum of .8 grams of protein per kilogram of body weight per day, or a little more than 7 grams of protein per 20 pounds of body weight. Athletes and those who exercise regularly will need more. Protein is found throughout the body and is critical for cell and organ function, as well as repairing and rebuilding muscle tissue after exercise.

9 Q: What are some healthy snack options?

A: Go for fruit, like grapes, mandarin oranges or berries. Also try red pepper strips with hummus, or celery with natural nut butter. A little jerky and snack-size amount of cheese is a high-protein option.

STILL HAVE QUESTIONS? YOUR LOCAL HY-VEE DIETITIAN HAS ANSWERS. STOP BY HY-VEE TO MEET WITH A DIETITIAN TO LEARN MORE ABOUT NUTRITION AND HOW TO START LIVING A MORE HEALTHFUL LIFE.



3.1
CUPS

THE AVERAGE AMOUNT OF
COFFEE THAT AMERICANS
DRINK PER DAY.

10 Q: HOW MUCH CAFFEINE IS SAFE?

A: Most health experts agree that up to 400 mg per day is safe for average adults. However, expecting mothers and small children should limit caffeine intake. An 8-oz. cup of coffee contains about 100 mg of caffeine, while a 12-oz. soda contains about 50 mg.

Sources (this page and opposite): [choosemyplate.gov/mayoclinichealthsystem.org/hometown-health/speaking-of-health/tips-for-drinking-more-water](https://www.choosemyplate.gov/mayoclinichealthsystem.org/hometown-health/speaking-of-health/tips-for-drinking-more-water)
[mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/in-depth/fiber/art-20043983](https://www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/in-depth/fiber/art-20043983)
[nccih.nih.gov/health/probiotics/introduction.htm#hed1](https://www.nccih.nih.gov/health/probiotics/introduction.htm#hed1) [coffeeresearch.org/market/usa.htm](https://www.coffeeresearch.org/market/usa.htm)
hsph.harvard.edu/nutritionsource/what-should-you-eat/protein/
[rush.edu/health-wellness/discover-health/why-you-should-eat-breakfast](https://www.rush.edu/health-wellness/discover-health/why-you-should-eat-breakfast)
[mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/in-depth/caffeine/art-20045678](https://www.mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/in-depth/caffeine/art-20045678)



We go to great lengths to stay safe. But what about your medicine cabinet?

Safely dispose of your unused or expired prescriptions. See your local Hy-Vee stores for more details.

HyVee pharmacy

WHY SHOULD I USE GENERICS?

Hy-Vee knows affordable prescriptions are important—that's why every Hy-Vee pharmacy provides an impressive list of discounted generic drugs. Some people prefer name brands, but according to the United States Food & Drug Administration (FDA), generics work in the same way and provide the same clinical benefits. When patents for name-brand drugs expire, other companies are allowed to manufacture generic versions of those medications. A 30-day generic drug prescription starts at only \$4, and a 90-day generic drug prescription starts at \$10 with no membership or program enrollment requirements.

3 COMMON MYTHS ABOUT GENERICS

- Not as stable
- Not as effective
- Longer activation time

TRUTH: In order for a generic drug to be legally sold, it routes through the same FDA-approved review process as name-brands to ensure the generic has the same active ingredient, strength and dosage form.

HY-VEE'S \$4 GENERIC PROGRAM COVERS A WIDE RANGE OF MEDICATIONS FOR COMMON AILMENTS, RIGHT. FOR A FULL LIST OF HY-VEE'S GENERIC DRUGS, VISIT HY-VEE.COM OR SPEAK WITH A PHARMACIST.

- ALLERGIES & ASTHMA
- ARTHRITIS & PAIN
- MENTAL HEALTH
- HEART HEALTH
- ANTIBIOTICS
- CHOLESTEROL

- DIABETES
- GASTROINTESTINAL HEALTH
- WOMEN'S/MEN'S HEALTH
- ANTIVIRAL

- GLAUCOMA & EYE CARE
- SKIN CONDITIONS
- VITAMINS
- OTHER MEDICAL CONDITIONS

Disclaimer: Some restrictions apply. Not applicable with all insurance plans. MN and WI state law restrictions apply.
Source: fda.gov/media/97273/download
fda.gov/media/89135/download

ALWAYS FRESH
NOW *that's* AN UPGRADE



SHINGRIX

Prevent shingles by getting the SHINGRIX vaccination at your Hy-Vee pharmacy.



pro tip: VACCINATE AT HY-VEE

“It's easy to get a SHINGRIX shot at your Hy-Vee Pharmacy. Stop in—no appointment is needed. Once you have the first shot, we'll notify you by phone, text or email when your second shot is due, which is two to six months after the first shot.”

—Jane K. Allen
Hy-Vee Pharmacist
Hy-Vee, Des Moines, Iowa

WHAT IS SHINGRIX?

SHINGRIX is an FDA-approved vaccine designed to prevent shingles in adults 50 years and older. As we age, our immune systems decline—putting those over 50 at increased risk for developing shingles (herpes zoster). The immune-boosting shingles vaccine is administered in the upper arm and can be received at your doctor's office or pharmacy. The vaccine requires two doses 2–6 months apart to ensure the best defense against developing shingles. In clinical trials, SHINGRIX has been shown to be 90 percent effective.

Shingles is more than an unsightly rash. The majority of people who get shingles experience burning or tingling pain at the rash site, and shingles can lead to long-term problems like debilitating pain and, in serious cases, eye and hearing issues.

WHAT IS SHINGLES?

Shingles is a blistering skin rash caused by reactivation of the chickenpox virus (varicella zoster). If you're one of 99 percent of adults over 50 who have had chickenpox, the virus already exists in your body and can reactivate at any time. One in three people will develop shingles in their lifetime, and the risk increases with age.

HY-VEE CAN HELP

You can receive your SHINGRIX vaccination at your local Hy-Vee pharmacy. The vaccine is for adults 50 and older.

99%
**OF PEOPLE
AGE 50 YEARS
OR OLDER ARE
LIVING WITH
THE VIRUS
THAT CAUSES
SHINGLES,
AND 1 IN 3
PEOPLE WILL
GET SHINGLES
IN THEIR
LIFETIME.**

New at Hy-Vee!



Tasty treats with a texture cats love!



10% off entire stock of BLUE™ dry dog and cat foods!



BLUE Basics® Limited-Ingredient Diet

- Single animal protein source
- Chicken-free
- Now available online only through Aisles Online



BLUE Freedom®

- Grain-free
- New at Hy-Vee!



BLUE Wilderness™

- Meat-rich
- High-protein
- Grain-free



BLUE Life Protection Formula®

- Wholesome ingredients
- Real meat first

GET THE GOODS

Hy-Vee shelves are stocked with deals. Save money by picking up the items shown here and throughout the magazine.

fridge & freezer



Bountiful Life
select varieties
7.05 oz.
2/8.00



Boca Burgers or
Chicken Patties
select varieties
10 or 12 oz.
2/7.00



Birds Eye Single
Serve Bowls
select varieties
9 to 9.9 oz.
2.99



Smithfield Fully Cooked
Sausage or Breakfast
Sandwiches
select varieties
12 to 20 oz.
4.77



Smithfield Spiral
Sliced Half Ham
select varieties
2.99 lb.



Smithfield Boneless
Ham Steak
select varieties
8 oz.
2.18



Smithfield Bacon
select varieties
12 oz.
3.99



Smithfield Premium
Link, Patties or
Breakfast Sausage
12 or 16 oz.
3.69



Jimmy Dean
Sandwiches
select varieties
27.2 to 36 oz.
8.99



Tyson Chicken Nuggets,
Tenders, Raised &
Rooted or Barber
Stuffed Entrées
select varieties
8 to 32 oz.
4.99



Tyson Raised & Rooted
Blended Burgers
select varieties
8 oz.
3.99



Tyson Frozen Boneless
Breasts, Trimmed &
Ready or Rotisserie
Chicken Breasts
select varieties
2.25 or 2.5 lbs.
6.99



Sister Schubert's
Dinner Yeast Rolls
15 oz.
2/6.00



Green Giant Simply
Steam Vegetables
select varieties
7 to 10 oz.
3/4.00



Marzetti Veggie Dips
or Dressing
select varieties
12 to 14 fl. oz.
3.99



Marzetti Fruit Dip
select varieties
13.5 oz.
3.99



Top The Tater Dips
select varieties
12 oz.
2/4.00



Kemps IttiBitz
Ice Cream
select varieties
2.9 oz.
5/5.00



Kemps Simply
Crafted Ice Cream
select varieties
48 oz.
3.98



Kemps Simply Crafted
Ice Cream or Novelties
select varieties
16 oz. or 8 pk.
3.48

Love them like family. Feed them like family.®

pantry



Peet's K-Cups
select varieties
32 ct.
19.99



Peet's Bag Coffee
select varieties
10 to 12 oz.
7.99



Smucker's Ice
Cream Toppings
select varieties
7.25 to 12.25 oz.
2.18



Smucker's
Strawberry Jam
32 oz.
3.48



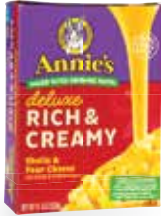
Snack Pack
select varieties
6 pk.
2.38



Ritz Cracker
Sandwiches
select varieties
10.8 or 11.4 oz.
2/5.00



Annie's Cookies
or Crackers
select varieties
7 or 7.5 oz.
2/5.00



Annie's Deluxe
Macaroni & Cheese
select varieties
11 or 11.3 oz.
2/6.00



Annie's Organic Fruit
Snacks or Fruit Tapes
select varieties
4 or 4.5 oz.
2/6.00



Annie's Standard
Natural Macaroni
& Cheese
select varieties
2.01 to 6 oz.
10/10.00



Annie's or Cascadian
Farm Cereal
select varieties
9.2 to 16 oz.
2/6.00



Jet-Puffed
Marshmallows or
Marshmallow
Crème
select varieties
13 or 16 oz.
1.99



Ghirardelli Candy
select varieties
4.1 to 5.32 oz.
4.49



Ghirardelli
Candy Bars
select varieties
3.17 or 3.5 oz.
2/5.00



Ghirardelli
Melting Wafers
select varieties
10 oz.
4.49



Ghirardelli Cocoa
select varieties
8 oz.
4.49



M&M's or Mars Candy
select varieties
7.7 or 10.7 oz.
3.29



Ghirardelli
Baking Chips
select varieties
10 to 12 oz.
2/7.00



Food Should Taste
Good Chips
select varieties
5.5 oz.
2/4.00



Food Should Taste
Good Chips
select varieties
11 oz.
2/6.00



Annie's or Cascadian
Farm Grain Snacks
select varieties
3.9 to 7.4 oz.
2/6.00



New York Bakery
Texas Toast or
Marzetti Croutons
select varieties
4.5 or 5 oz.
2/4.00



Epic Performance
Bars or Provisions
Meat Strips
select varieties
.8 or 1.87 oz.
2/3.00



Larabar
select varieties
1.24 to 1.7 oz.
10/10.00



Jell-O or
Tasty No Bakes
select varieties
10.76 to 17.6 oz.
2.99



Duncan Hines Frosting
or Signature Cake Mix
select varieties
14 to 16 oz.
1.68



McCormick
Food Coloring
select varieties
.25 or 1 fl. oz.
25% off



McCormick
Vanilla Extracts
select varieties
1 to 4 fl. oz.
25% off



Carapelli Olive Oil
select varieties
17 fl. oz.
8.99



Bertolli Olive Oil
Single Serve
12 ct. .5 fl. oz.
4.99



Larabar Kid
select varieties
5.76 oz.
2/7.00



Larabar Multipack
select varieties
8 to 16 oz.
2/9.00



Kind Granola Clusters
or Nut Clusters
select varieties
4 or 11 oz.
2/8.00



Kind Healthy Grain,
Breakfast, Kids, Nut
Butter Filled or
Simple Crunch Bars
select varieties
4 to 6 pk.
2/7.00



Kind Core
Multipack Bars
select varieties
6 pk.
7.28



Kind Snack Bar
Value Pack
select varieties
12 ct.
7.99



Ortega Taco Sauce
or Flavor Cravers
select varieties
8 oz.
1.88



Frank's RedHot Sauce
select varieties
12 fl. oz.
2.98



McCormick Grill Mates
Spice Blends or
Lawry's Seasoned Salt
select varieties
2.5 to 8 oz.
2/3.00



French's Mustard
select varieties
12 or 20 oz.
1.99



Hidden Valley
Ranch Dressing
select varieties
20 to 24 oz.
or 8 pk.
3.98



Tyson Canned
Chicken Breast
select varieties
12.5 oz.
2/6.00



Heinz Mashup Sauces
select varieties
16.6 to 20.2 oz.
2/7.00



Flatout or Foldit
select varieties
6.8 to 11.2 oz.
2/5.00



Nabisco Multipacks
select varieties
12 to 18 ct.
4.98



Ortega Taco Shells
select varieties
10 or 12 ct.
1.78



Barilla Pasta or Sauce
select varieties
5.6 to 24 oz.
2/5.00



Barilla Oven Pasta
select varieties
8 to 16 oz.
2/4.00

Hy-Vee complies with applicable Federal civil rights laws and does not discriminate on the basis of race, color, national origin, age, disability, or sex. Hy-Vee does not exclude people or treat them differently because of race, color, national origin, age, disability, or sex.

- Hy-Vee provides:**
- Free aids and services to people with disabilities to communicate effectively with us, upon request or when necessary, such as:
 - Qualified language interpreters
 - Written information in other formats (large print, audio, accessible electronic formats, other formats)
 - Free language services to people whose primary language is not English, such as:
 - Qualified interpreters
 - Information written in other languages upon request

If you need these services, contact your local pharmacist. If you believe that Hy-Vee has failed to provide these services or discriminated in another way on the basis of race, color, national origin, age, disability, or sex, you can file a grievance with: Hy-Vee Civil Rights Coordinator, Attn: Legal Dept., 5820 Westown Parkway, West Des Moines, IA 50266, 515-267-2800, Fax 515-327-2162, legalnotices@hy-vee.com. You can file a grievance in person or by mail, fax, or email. If you need help filing a grievance, the Hy-Vee Civil Rights Coordinator is available to help you. You can also file a civil rights complaint with the U.S. Department of Health and Human Services Office for Civil Rights, electronically through the Office for Civil Rights Complaint Portal, available at <https://ocrportal.hhs.gov/ocr/portal/lobby.jsf>, or by mail or phone at: U.S. Department of Health and Human Services, 200 Independence Ave. SW, Room 509F, HHH Building, Washington DC 20201, 800-368-1019, 800-537-7697 (TDD).

Complaint forms are available at <http://www.hhs.gov/ocr/office/file/index.html>.

ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-866-874-3972.

ATTENTION: Si vous parlez français, des services d'aide linguistique vous sont proposés gratuitement. Appelez le 1-866-874-3972.

beverages



Monster or Reign select varieties
4 pk. 11 or 16 fl. oz.
2/12.00



Starbucks select varieties
4 pk. 6.5 or 9.5 fl. oz.
2/11.00



Starbucks Frappuccino, Latte or Energy Singles select varieties
13.7 to 15 fl. oz.
2/4.00



7-Up or Canada Dry Mixers
1 l.
5/5.00



Nestlé Pure Life Plus Enhanced Water select varieties
4 pk.
4.99



Smartwater select varieties
6 pk. 1 l.
6.99



Aha Single select varieties
16 fl. oz.
4/5.00



Core Organics, Xyience, Core, Evian, HyDrive or Neuro select varieties
14.5 to 33.8 fl. oz.
3/5.00



Poland Spring Origin Spring Water
900 ml.
3/5.00



Snapple, High Brew, Peet's, Forto or Core select varieties
2 to 64 fl. oz.
2/4.00

other



Kingsford Charcoal
2 pk. 12 lbs.
14.99



Glad Kitchen Trash Mega Bags select varieties
68 to 90 ct.
13.99



Clorox Wipes
Twin pk. 70 or 75 ct.
8.48



TRESemmé Premium, Dove or Suave Haircare or Styling select varieties
5.5 to 22 oz.
4.99



Suave Shampoo, Conditioner or Styling Aids select varieties
4.3 to 18 oz.
2.99



Dove Body Wash, Body Polish, Foams, Mousse or Bath Bombs select varieties
10 to 22 oz. or 2 ct.
5.99



Love Beauty and Planet Bar Soap select varieties
7 oz.
4.49



Love Beauty and Planet Shampoo, Conditioner, Body Wash, Deodorant or Bath Bomb select varieties
13.5 fl. oz.
3.69



Love Beauty and Planet Body Wash, Deodorant or Bath Bomb select varieties
2.95 to 16 oz. or 2 ct.
6.99



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Hy-Vee Seasons is a product of Hy-Vee, covering food, lifestyle and health issues, while featuring Hy-Vee products, services and offers, along with advertisements from suppliers of Hy-Vee.

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SAUCEY! SAVORY! SCRUMPTIOUS!

Chicken Alfredo Skillet

Chicken Fajita Skillet

Garlic Shrimp Skillet

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samples

EXPLORE OUR FLAVORS

Taste your way through Hy-Vee every Friday and Saturday through the month of April.

Fair Trade
Ahi Tuna
Steak

FRIDAY, APRIL 3:
4 P.M. TO 7 P.M.
SATURDAY, APRIL 4:
11 A.M. TO 2 P.M.

Produce: CantaGold Cantaloupe
Meat: Smithfield Eckrich Link & Rope Sausage
Seafood: Rainforest Tilapia
Charcuterie: Columbus Italian Dry Salami
Deli: Di Lusso Roast Beef
Hickory House: Fresh Made Hickory House Chips and Dips
Italian: Pepperoni Pinwheels and Sauce
Chinese: Asian Wonton Chips and Asian Dips
Bakery: Fruit, Cream and Strawberry Pies
Grocery: A-Shoc Energy Drinks

FRIDAY, APRIL 10:
4 P.M. TO 7 P.M.
SATURDAY, APRIL 11:
11 A.M. TO 2 P.M.

Produce: Hy-Vee Short Cuts Pineapple Bites
Meat: Hy-Vee Midwest Pork Fresh Sausage
Seafood: Bristol Bay Wild Alaska Sockeye Salmon
Charcuterie: Columbus Finocchiona Salami
Specialty Cheese: Nicasio Valley Foggy Morning on Fresh Bakery Bread
Hickory House: Hickory House Fresh Made Salads
Italian: Take and Bake Breakfast Pizza
Bakery: The Cheesecake Factory Bakery® Cheesecake
Candy: Hershey Thins
Chinese: Nori Sushi
Grocery: Kraft Heinz – Ethical Bean Coffee
Grocery: Jack Links Cold Crafted Beef & Cheese Combos

Hy-Vee Short
Cuts Pineapple
Bites

Point Reyes
Toma cheese
on 34 Degree
Crackers and
Columbus
Finocchiona

FRIDAY, APRIL 24:
4 P.M. TO 7 P.M.
SATURDAY, APRIL 25:
11 A.M. TO 2 P.M.

Produce: Halo Mandarins
Meat: New! Mango Cart Wheat Ale Bratwurst
Seafood: Fair Trade Ahi Tuna Steak
Charcuterie: Columbus Italian Dry Salami
Specialty Cheese: Cypress Grove Goat Cheese on Fresh Bakery Bread
Hickory House: Napa Valley Cashew Chicken Salad
Italian: Take and Bake Single Topping Pizza
Chinese: Asian Pot Stickers
Bakery: White, Chocolate and Marble Cake
Grocery: Coca-Cola – Sprite Ginger Zero Sugar

FRIDAY, APRIL 17:
4 P.M. TO 7 P.M.
SATURDAY, APRIL 18:
11 A.M. TO 2 P.M.

Produce: CantaGold Cantaloupe
Meat: Asian BBQ Marinated Chicken Breast Fillets
Seafood: Wild Alaska Salmon Burgers
Charcuterie: Columbus Pork Roast
Specialty Cheese: Gourmet Cheese Balls
Hickory House: Hickory House Chicken Tenders
Italian: Chicken Alfredo and Lasagna
Chinese: Tomato Egg Drop Soup and Egg Drop Soup
Bakery: Gourmet Cupcakes
Grocery: Mars Wrigley – Fudge M&M's; Coca-Cola – AHA! Sparkling Beverage

The Cheesecake
Factory Bakery®
White Chocolate
Raspberry
Truffle
Cheesecake



HyVee



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NEW MOBILE APP.**



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aisles
online.