



HyVee[®] FOOD | LIFE | HEALTH

seasons[®]

LOCAL
FLAVOR

august

Rise and dine.

Discover a breakfast
that's worth waking up for
any day of the week.

Try our
NEW
breakfast
menu

HyVee®



HyVee® PLUS™

EXCLUSIVE AUGUST OFFERS

for **Hy-Vee® Plus™** Premium Members

ENJOY HUGE SUMMER SAVINGS WITH THESE OFFERS!



NEW!
HY-VEE
ICED TEA

FREE
Whistling Tea*
52 fl. oz.



\$5.00
Bakery Fresh
10" Fruit Pies*
Limit 1



\$3.00
Starbucks
Handcrafted
Grande Beverage
Limit 1 per day. Offer valid through
August 31 (in-store only)



FREE
Beaconsfield Bread*
16 to 24 oz., with purchase of
Land O'Frost Bistro Favorites
lunch meat 6 or 8 oz.

BUY ONE, GET ONE
FREE

Nori Sushi*
7 or 7.5 oz.



NORI
SUSHI™



Don't have a membership? Sign up today. hy-vee.com/plus

See reverse side for MORE exclusive offers.

*Offer available only to Hy-Vee Plus members with a Fuel Saver + Perks card. This offer is preloaded to eligible members' Fuel Saver + Perks cards. Just swipe or scan your Fuel Saver + Perks card to redeem. Limit 1 use per member. Offer expires August 31, 2021. Void where prohibited.



20% OFF

DSW Online Order*

Valid at [dsw.hy-vee.com](https://www.dsw.hy-vee.com) with promo code.

Check your Hy-Vee Plus email for your promo code.



FREE

Krystal Klear Ice 8 lb.*

with purchase of Dr. Pepper 12 pk., 12 fl. oz.



\$5 OFF

\$20 purchase of Nabisco Cookies and Crackers*

select varieties 1 to 28.8 oz.



15% OFF

6 Bottles of Wine*

Not available in all states.



\$10 OFF

\$50 purchase of Sporting Apparel or Accessories*

select varieties

\$10

for 3 lb. Fresh Ground Chuck*

85% lean, 15% fat from meat service case



+

H

AUGUST 2021

food



10 LUNCH BOX HERO

Find smart, quick and creative ways to pack nutritious lunches.

16 SLICE, SLICE, BABY

An at-home-pizzeria primer with crusts and toppings for all.

24 BASICS: HOW TO DEEP FAT FRY

Fry up delicious fair food at home, without a deep fryer!

26 HY-VEE HOMEGROWN: GO FRESH, GO LOCAL

The Hy-Vee Homegrown label means guaranteed local produce.

31 101: PEACHES

Discover how to enjoy these summer staples all day long.

34 SALMON RUN

Mouthwatering seafood recipes using fresh and frozen salmon.

40 POP, FIZZ, SIP

Check out the latest seltzers, recipes and bar must-haves.

44 GAME DAY GRILL

The recipes and tailgate beer recommendations to win the day.

50 BE A MIX MASTER

Learn why you need an immersion blender in your kitchen.

58 FAST FOOD

Fast food look-alike recipes you can make in 30 minutes or less.

life



66 BACK TO COLLEGE

Stock up on everything your teen needs for dorm life.

72 ONE-STOP SHOP

Hy-Vee Aisles Online and the perks of Hy-Vee Plus membership.

74 LOCAL FLAVOR

Hy-Vee supports small businesses by bringing regional products to its aisles.

82 MELT-PROOF MAKEUP

Save face this summer with the latest beauty products.

86 PUPPY TRAINING

Read up on three *ulti-mutt* keys to training success.

88 GOOD TO GROW

How to select, grow and maintain indoor plants.

92 WEEKEND GETAWAY: PACK LIKE A PRO

The travel essentials you need, and how to pack them.

health



96 I SCREEN, YOU SCREEN, WE ALL SCREEN

Learn how to moderate screen time and keep your family active.

100 SUGAR SHAKEDOWN

The science behind sugar and how to cut down on consumption.

106 FOODS THAT HELP PREVENT HEARING LOSS

Discover the role food can play in protecting hearing as you age.

110 DIETITIAN Q&A: HOW DIET AFFECTS MENTAL HEALTH

Understand the connection between nutrition and mental health.

112 SELF-CARE SOLUTIONS

Tips to make your physical and emotional health a priority.

116 YOUR GUIDE TO WORKOUT RECOVERY

Master the steps to stay safe before, during and after exercise.

121 BACK-TO-SCHOOL VACCINATIONS @ HY-VEE

Convenient, no-appointment vaccinations for students.



DONNA TWEETEN

EXECUTIVE VICE PRESIDENT,
CHIEF OF STAFF,
CHIEF MARKETING OFFICER

Soaking up the last long days of summer and diving into the excitement of back-to-school planning is what August is all about.

This issue includes ways to celebrate the unique time of year, like frying up fair foods, *page 24*, taking advantage of local produce through the Hy-Vee Homegrown program, *page 26*, and enjoying spices, marinades, snacks and more from local businesses, *page 74*.

Fast and fun takes on school lunches for little ones keep mornings moving along, *page 10*, and we also showcase the products college-bound teens need to bring the comfort of home to their dorms, *page 66*.

It's such a great time of year—making the most of summer and transitioning comfortably into fall routines. Enjoy!

HY-VEE SEASONS GOES DIGITAL!

Look for the **NEW Hy-Vee Seasons Digital Edition**, a free online platform for you to enjoy an enhanced, highly interactive version of *Hy-Vee Seasons Magazine*.

See it for yourself at **Seasons.Hy-Vee.com**—we look forward to connecting with you!

GET OUT AND DO.™



DO THE DEW

MTN DEW, the MTN DEW Logo, DO THE DEW, GET OUT AND DO and the Mtn Dew Landscape are trademarks of PepsiCo., Inc.

aisles

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

now trending

MADE IN THE MIDWEST

Some of the best products from Hy-Vee's 8-state region.



CROIX VALLEY BBQ SAUCES

Tasty sauces crafted in small batches to ensure excellence, from Hudson, Wisconsin.



LOCAL VODKA SELTZER

Hy-Vee gets into the hard seltzer game with fruity vodka-based beverages made in Grimes, Iowa.



DOGPATCH URBAN GARDENS

Organic salad greens grown in Des Moines, Iowa, and other products such as dressings.



CURLY GIRLZ CANDY

Gourmet sugar-free chocolates from Owatonna, Minnesota.

LOLA'S HOT SAUCE

Vegan, gluten-free family recipe made in Des Moines, Iowa, with the world's hottest peppers.



LOCAL LOVE

Hy-Vee is committed to supporting local businesses, and part of that commitment is to offer as many products as possible made or raised close to stores. Look for the Hy-Vee Homegrown label for produce grown within

200 miles of your local store from 250 family-owned farms across the Midwest. See page 26. We are continually adding new locally made products to our shelves with our new "Best of Local Brands Summit." See page 74.



brand highlight

GOOD GRACES

You'll never taste what's missing! Gluten-free penne pasta made with rice and corn flours—and other good-for-you options—can help you meet your dietary needs.



donut of the month

GRAPE CAKE DONUT

How grape it is! Stop by your local Hy-Vee Bakery for this donut of the month that is full of grapey flavor and almost too pretty to eat.



NEW AT HY-VEE!

CHECK OUT THESE NEW, NOTEWORTHY OR SEASONAL PRODUCTS AT HY-VEE.

MEAT
Chicken Sausage Varieties



Offer family and friends a fresh take on the classic brat by choosing chicken sausage—Hy-Vee offers two-cheese bacon ranch and Buffalo pepper Jack varieties.

BEVERAGES
Zoa Energy Drinks



Dwayne “The Rock” Johnson’s energy drink, ZOA, has 160 mg of natural caffeine, and is available in five refreshing zero-sugar and 100-calorie flavors.

PANTRY
Whistling Tea



Quench your thirst with Whistling Tea—sweetened or unsweetened—found exclusively at Hy-Vee. Flavors include sweet lemon and honey ginseng.

PRODUCE
Hatch Chile Peppers



Grown in New Mexico’s Hatch Valley and available at Hy-Vee in August and September, these chiles can be milder than a jalapeño or as hot as a habanero.

now trending

BACKPACK ESSENTIALS

EVERYTHING YOU NEED FOR A PRODUCTIVE DAY OF CLASSES—ALL AVAILABLE AT HY-VEE.



BACKPACKS
Hy-Vee has the backpacks your kids want, no matter their age or style preference.



Scan the QR Code to shop these classroom supplies and more.



SHARPIE HIGHLIGHTERS
These nontoxic highlighters won't bleed through paper, so mark away!



WESTCOTT SCISSORS
The blunt-tip scissors fit either the right or left hand.



PENCILS
Nothing says school days like No. 2 yellow pencils.



CRAYOLA WASHABLE MARKERS
The ink comes off hands, out of clothes and off walls with ease.



OWALA WATER BOTTLE
The one-handed flip straw makes it easy to stay hydrated all day.



ELMER'S SCHOOL GLUE
This classic bonds a variety of materials—and makes some pretty good slime.



TOP FLIGHT NOTEBOOKS
Buy a different color for every subject to keep notes organized.

REFUEL YOUR SCHOOL ROUNDUP
August 1 to 31

This school year, help supply food to your local schools to fuel students in need. From August 1 to 31, simply round up your purchase to the nearest dollar, in store or online, to benefit Feeding America food banks supporting food assistance programs in local schools.



SIMPLY DONE PINK ERASER
Latex free, smudge resistant and ready to take on all mistakes.



CASCADING FLORAL WEDDING CAKE

Cake Designer:
Bryant M.
Rochester, MN

Express happiness and joy with this hand-painted yellow flower cake that is fitting for a summer wedding, shower or anniversary party. Do you have an event that needs an epic cake? Stop in to your local Hy-Vee and meet with an expert cake designer today.



Scan the QR Code to see more cake ideas.



Chocolate cake with fudge filling is covered with fondant and smoothed for a polished look.



Shades of yellow and ivory gel coloring are painted on for a watercolor effect.



Gold leaf is placed on top of the yellow hue to add a dazzling golden shimmer effect.



Borders are piped between layers, and airbrushed DecoPac flowers are added.

Cascading Floral Wedding Cake
Watch a Hy-Vee cake designer build this masterpiece from start to finish.

cake this!
presented by
DECOPAC

HSTV

Watch and learn at HSTV.com today!

MADE WITH CARE
BECAUSE YOU CARE
Say it with Barilla

Barilla
FARFALLE

Barilla

A SIGN OF LOVE

SCHOOL DAY SNACKS

TO MAKE THEM SMILE



SOUR PATCH KIDS, the SOUR PATCH KID design, and SOUR.SWEET.GONE. are trademarks of Mondelez International group, used under license.
©2021 Conagra Brands, Inc. All Rights Reserved.

food

Fun back-to-school lunches, local produce and game day must-haves at Hy-Vee.

- 10** LUNCH BOX HERO
- 16** SLICE, SLICE, BABY
- 24** BASICS: HOW TO DEEP FAT FRY
- 26** HY-VEE HOMEGROWN: GO FRESH, GO LOCAL
- 31** 101: PEACHES
- 34** SALMON RUN
- 40** POP, FIZZ, SIP
- 44** GAME DAY GRILL
- 50** BE A MIX MASTER
- 58** FAST FOOD



lunch

BOX HERO

Send kids to school this fall with lunch boxes filled with nutritious, flavorful and impressive meals.

BACK TO COOL

The back-to-school season is in full swing. Take the stress out of meal planning for your little ones with ideas for healthy and creative lunches they won't want to trade.

keeping the balance

A healthy diet means including a mix of important nutrients.

Macronutrients

These are the nutrients that provide energy to power through the day.

Get these nutrients from carbohydrates, protein and healthy fats.

Micronutrients

This is the other major group of nutrients that bodies need. They are the vitamins and minerals you get from eating a variety of fruits and vegetables.



pro tip: GET KIDS INVOLVED

“Try to get kids invested in choosing lunch options by making a game out of meal planning. For example, pick fruits and vegetables by color, and focus on a different one each week. Or challenge kids to find a fruit or vegetable in the store that they've never tried before.”

—Amy Cordingley, MS, RD, LD
Hy-Vee Registered Dietitian

out of the box

FIND GREAT LUNCH CARRIERS AT HY-VEE TO KEEP FOOD CHILLED AND FRESH ALL MORNING.



PUMA INSULATED LUNCH TOTE: COMES WITH TWO POCKETS AND PLENTY OF ROOM FOR FOOD.

ZAK! PLASTIC LUNCH BOX: EASY TO CLEAN AFTER ANY MESSSES OR SPILLS DURING THE DAY.

BENTGO KIDS BENTO BOX: THESE DURABLE, LEAK-PROOF BOXES KEEP FOODS IN TIDY PORTIONS.

PUMA LUNCH BAG: LUNCH WILL STAY FRESH ALL MORNING IN THIS INSULATED LUNCH BAG.

protein

These foods support healthy growth and provide important nutrients.

- ALMONDS
- BEEF
- BLACK BEANS
- CHEESE
- CHICKEN
- CHICKPEAS
- EDAMAME
- EGGS
- FISH/SEAFOOD
- GREEK YOGURT
- NUT BUTTERS
- PORK
- TOFU
- TURKEY

grains

Kids need carbohydrates to stay alert and energized during the day.

- BAGELS
- CRACKERS
- DRY CEREAL
- GRANOLA BARS
- OATMEAL
- PASTA
- POPCORN
- PRETZELS
- QUINOA
- RICE
- TORTILLAS
- WHEAT BREAD

what to PACK

FOR THE EASIEST
BALANCED LUNCH EVER,
LET KIDS PICK A FOOD
FROM EACH LIST.

fruits

Strengthen immune systems to keep kids healthy with plenty of fruit.

- APPLES
- BANANAS
- BLUEBERRIES
- CANTALOUPE
- GRAPES
- HONEYDEW
- KIWI
- MANDARINS
- MANGOES
- ORANGES
- PEACHES
- PINEAPPLE
- STRAWBERRIES
- WATERMELON

veggies

These high-fiber foods help with digestive health.

- ASPARAGUS
- BELL PEPPERS
- BROCCOLI
- CARROTS
- CAULIFLOWER
- CELERY
- CORN
- EGGPLANT
- GREEN BEANS
- MUSHROOMS
- PEAS
- SPINACH
- SQUASH
- ZUCCHINI

Sources: [mayoclinic.org/healthy-lifestyle/childrens-health/in-depth/nutrition-for-kids/art-20049335](https://www.mayoclinic.org/healthy-lifestyle/childrens-health/in-depth/nutrition-for-kids/art-20049335)
[teamkids.com.au/why-kids-need-carbohydrates/](https://www.teamkids.com.au/why-kids-need-carbohydrates/)

GREEK-STYLE SPREAD
PITA CHIPS + PEPPER
STRIPS + HUMMUS + RANCH
DRESSING + GREEK SALAD

let's eat!

GRILLED CHEESE & TOMATO SOUP
GRILLED CHEESE + TOMATO
SOUP + GOLDFISH CRACKERS
+ APPLE SLICES

PERSONAL PIZZA
NAAN DIPPERS + SHREDDED
MOZZARELLA CHEESE
+ PIZZA SAUCE + MINI
PEPPERONI SLICES

SANDWICH SKEWERS
TURKEY SANDWICH + FRESH
FRUIT + GREEK YOGURT
+ GRANOLA

PICKY EATER PACK
DI LUSO SUB SANDWICH
+ BABY CARROTS
+ CAULIFLOWER + BROCCOLI
+ M&M COOKIES + APPLE
+ MILK

Check out *What the Hack* for
time-saving tips in the "Back to
School Lunch Hacks" episode
on **HSTV.com**

5

Ways to Clean Lunch Carriers

Food can get messy. Keep lunch boxes and bags clean and odor-free.

1. Machine Wash

Make sure to remove any trash or food items first, then wash fabric lunch bags on a gentle, cold cycle with a mild detergent, and let air dry.

2. Hand Wash

Fill the kitchen sink with warm water and a bit of dish soap. Use a sponge or rag to clean the inside and the outside of the lunch box, rinse and let dry.

3. Dish Wash

Plastic and insulated lunch boxes can go in the top rack of your dishwasher. Use cold water and mild detergent on a gentle cycle, then let air dry.

4. Spot Clean

Do spot checks often to keep lunch carriers clean and sanitary for each day's use. Simply wipe the inside down with an antibacterial cleaner.

5. Remove Odor

With different foods packed inside, lunch boxes and bags can develop an odor. Spray the inside with a weak bleach-and-water solution and wipe it dry.

Lunch Box Grab 'n' Go

USE THESE PACKAGED AND READY-TO-EAT OPTIONS FROM HY-VEE TO SAVE ON PREP TIME.



Sensible Portions Garden Veggie Straws



Hy-Vee Mountain Trail Mix



Hy-Vee Chewy Granola Bars



Go-Go Squeeze Applesauce on the Go



Munchies Sandwich Crackers



Crav'n Original Animal Cookies



Hy-Vee Cherry Mixed Fruit Cups



Skinny Pop Family Pack



Snyder's 100 Calorie Packs



Crav'n Baked Snack Crackers



Hy-Vee Fruit Snacks



Snack Pack Chocolate Pudding

Keep a basket in the pantry of healthy and tempting grab-and-go items that are easy to throw into lunch boxes.

GET CREATIVE!



lion sandwich

Make two sandwiches for the head and body. Cut shapes using round cutters and attach the bread crust arms with mustard. Add a crust tail with provolone fur at the end. Cut provolone for paws, adding wild rice nails, and use Cheddar and provolone to make the face and ears. Then add chive whiskers, a tomato nose, green olive eyes, black olive eyebrows and a bell pepper mane.



woodland creatures

Pick your sandwiches of choice and cut with round cutters. Use wheat and pumpernickel bread to cut out eyes, ears and other features. Cut provolone and Cheddar cheese for the faces and Colby Jack for the spikes, use black olives for the noses and cherry tomatoes for the cheeks on the raccoon.

puppy sandwich

Cut one sandwich made with pumpernickel for the ears, and another with wheat for the head. Cut ham or bologna into circles for the cheeks, use black olives for the nose and eyebrows and green olives for the eyes. Use a small slice of raspberry for the puppy's mouth. Lay on a bed of lettuce with Scooby-Doo! Baked Honey Graham Cracker Sticks and pair with chopped fruits and veggies.



Hy-Vee seasons DIGITAL EDITION
Enjoy an enhanced version of this story at Seasons.Hy-Vee.com

How to Pack Healthier
Use these tips to make quick, delicious and healthy lunches.

Mix It Up

Keep midday meals interesting so kids stay excited about lunch. This may also help get them to branch out and try new foods.

Color Is Key

Pack bright and colorful lunches. Kids often shy away from eating things that "look gross," so make foods look as flavorful and enticing as they are!

Grab 'n' Go

To save time during busy mornings, prep and pack certain food items ahead of time. Pick a day to do all the chopping, portioning and planning.



Tune in to *Just Pin It* to see how to pack a great lunch on the "School Lunch Bento Box" episode on HSTV.com

IT'S EASY AS PIE TO
TURN YOUR KITCHEN
INTO A PIZZERIA WITH
THESE MAKE-AT-HOME
CRUST RECIPES.
EXPERIMENT WITH
TOPPINGS TO FIND
YOUR IDEAL
COMBO.



SLICE, SLICE, BABY!

BUILDING THE PERFECT PIZZA

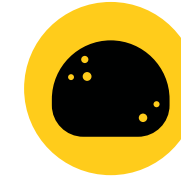
It all starts with the crust, which supports the cheese and toppings. Everyone's definition of the perfect crust is different and preference often comes down to flavor and texture. Some like a sweeter crust that has sugar, like the New York-style, which can be floppy. Others like the almost crackerlike texture that defines St. Louis-style. Using a knife and fork is up to you, but make sure to consider these tips before deciding on which crust is right for you.

6 PIZZA CRUST BASICS



The Right Flour

Flour plays a large role in the finished crust. All-purpose flour creates a soft crust while high protein bread flour produces a crispier exterior with a chewy interior.



Lean vs. Rich

Lean dough has little to no oil and makes a chewy crust. Rich dough has some oil, which contributes flavor, but also makes the crust fragile and crumbly.



Properly Knead

You want to mix the ingredients thoroughly, but if you overknead the dough, the crust will lose its light airiness and become more breadlike.



Cool It

Chill the dough to slow the fermentation process, which develops the flavor and lets the yeast break down the flour. But let the dough return to room temperature before shaping it.



Stretch by Hand

To make a crust, stretch it by hand to work the gluten for crunch and chewiness. You aren't simply flattening the dough, which is what a rolling pin would do.



High Temps

A hot oven—550°F—causes the air and vapor bubbles in the dough to rapidly expand early in baking for airy dough. High heat also creates a crisp exterior and soft interior.

3 types of crust
FROM THIN TO THICK, THERE'S A PIZZA CRUST FOR EVERYONE.

Thin Crust

This type of crust is often judged on its "flop" factor. Varieties include New Haven, St. Louis, Neapolitan and New York.

Thick Crust

This sturdy base allows for lots of cheese and toppings. Varieties include Chicago deep-dish, Detroit/Sicilian, double-dough/stuffed and flatbread/focaccia.

Custom Crust

These crusts often use almost anything except flour and yeast as the main ingredients. Varieties include gluten-free, vegan and veggie, like cauliflower.

Alfredo Pizza

With Traditional
Crust

Hands On 20 minutes
Total Time 32 minutes plus rising and standing time
Makes 1 (14-in.) pizza;
8 servings (1 slice each)

3 cups Hy-Vee all-purpose flour
2 tsp. instant dry yeast
½ tsp. Hy-Vee salt
1¼ cups warm water (120°F to 130°F)
**1 Tbsp. Gustare Vita olive oil, plus
additional for greasing**
1 Tbsp. Hy-Vee honey
1 recipe Flavor Brush-Ons, optional

1 (12.5-oz.) jar Gustare Vita Alfredo sauce
**1 (8-oz.) pkg. Hy-Vee shredded
mozzarella cheese**
1 cup Hy-Vee whole milk ricotta cheese
1 Tbsp. bottled minced garlic
¼ tsp. Hy-Vee salt
¼ cup grated fresh Pecorino Romano
Small fresh basil leaves, for garnish
Hy-Vee crushed red pepper, for garnish
Hy-Vee honey, for serving

1. WHISK together flour, yeast and salt in a large mixing bowl. Add warm water, 1 Tbsp. olive oil and honey. Beat with an electric mixer, fitted with a dough hook, on low for 3 to 5 minutes or until smooth and elastic.

2. SHAPE dough into a ball. Lightly grease a large, clean bowl with olive oil. Place dough in bowl; turn over to grease surface. Cover loosely with plastic wrap. Let rise in a warm, draft-free place about 1 hour or until double in size.

3. PREHEAT oven to 500°F. Lightly grease a 14-in. round pizza pan or pizza crisper with oil. Punch dough down. Turn dough out onto the prepared pan; press dough in bottom of the pan. Brush dough with a flavor Brush-On, if desired. Bake for 10 minutes; remove from oven. Spread partially baked crust with sauce; sprinkle with mozzarella cheese.

4. STIR together ricotta, garlic and salt; drop by spoonfuls on top of mozzarella. Sprinkle with Pecorino Romano. Bake for 8 to 12 minutes or until crust is golden and crispy and cheeses are melted. Let stand 5 minutes. Garnish with basil and crushed red pepper, if desired. Drizzle with honey before serving. Cut into 8 wedges.

Per serving: 520 calories, 25 g fat, 10 g saturated fat, 0 g trans fat, 50 mg cholesterol, 670 mg sodium, 45 g carbohydrates, 1 g fiber, 8 g sugar (2 g added sugar), 17 g protein.
Daily Values: Vitamin D 0%, Calcium 25%, Iron 10%, Potassium 4%

FLAVOR BRUSH- ONS

**TRADITIONAL
CRUST MAKES THE
PERFECT BASE
FOR BRUSHING ON
FLAVORS THAT FIT
YOUR TOPPINGS.**

Garlic Butter
Combine 3 Tbsp. melted Hy-Vee salted butter and 1 Tbsp. minced garlic.

Honey Ginger
Combine 3 Tbsp. honey, 2 Tbsp. minced ginger and 1 Tbsp. fresh thyme leaves.

Italian
Combine 3 Tbsp. olive oil, 2 Tbsp. shredded Parmesan, 1 Tbsp. parsley and 1 Tbsp. red pepper flakes.



Keep crust firm throughout with a Wilton Recipe Right Nonstick 14-in. Pizza Crisper from Hy-Vee.

Detroit-Style Pepperoni Pizza

Hands On 35 minutes
Total Time 55 minutes plus resting, rising and standing time
Makes 1 (13×9-in.) pizza; 6 servings
(2 slices each)

2¼ cups bread flour
1 Tbsp. kosher salt
1 tsp. instant dry yeast
1 cup warm water (120°F to 130°F)
**2 Tbsp. Gustare Vita olive oil, plus
additional for greasing**
1 (8-oz.) pkg. fresh mozzarella, cut into 1-in. cubes
**½ (8-oz.) pkg. Hy-Vee mozzarella block, cut into
1-in. cubes**
½ medium green bell pepper, seeded and chopped
½ cup Hy-Vee pepperoni slices
3 Tbsp. mini pepperoni slices
½ cup Gustare Vita tomato basil pasta sauce

1. WHISK together flour, salt and yeast in a large mixing bowl. Add warm water. Beat with an electric mixer, fitted with a dough hook, on low just until combined. Let rest in bowl for 10 minutes. Beat on low for 10 minutes more or until dough is smooth and elastic.

2. SHAPE dough into a ball. Lightly grease a large, clean bowl with olive oil. Place dough in bowl; turn over to grease surface. Cover dough loosely with plastic wrap. Let rise in a warm, draft-free place about 2 hours or until double in size.

3. PLACE 2 Tbsp. olive oil in a 13×9-in. baking pan; tilt pan to coat bottom. Turn dough out into prepared pan; pat dough in bottom and 1 in. up the sides of the pan. Cover with plastic wrap and let rest for 1 hour.

4. PREHEAT oven to 500°F. Scatter both mozzarella cheeses on dough; slightly pat into bottom and sides of the dough. Layer with green pepper and both pepperoni slices. Drizzle with pasta sauce. Bake for 15 to 20 minutes or until sides are crispy and cheeses are bubbly. Let stand 5 minutes before serving. Cut into 12 slices.

Per serving: 460 calories, 23 g fat, 11 g saturated fat, 0 g trans fat, 65 mg cholesterol, 1,610 mg sodium, 41 g carbohydrates, 2 g fiber, 2 g sugar (0 g added sugar), 22 g protein. **Daily Values:** Vitamin D 0%, Calcium 25%, Iron 10%, Potassium 4%

**PIZZA
POINTER**
Small pepperoni cups as it cooks, making the edges extra crispy. Use two sizes of pepperoni to ensure every bite is meaty.

TOPPINGS HOW-TO

**YOU'VE PERFECTED
THE CRUST, NOW
FIND THE RIGHT
COMBINATION OF
TOPPINGS TO AVOID
MAKING IT SOGGY.**

Moisture
When selecting your toppings, pay attention to how "wet" each ingredient is. Avoid using too many options with high moisture content.

Balance
The perfect combo of toppings is a matter of taste—and balance. Wet tomatoes pair well with a dry ingredient like fresh herbs.

Assortment
Keep your pizza from being overloaded and create a pleasing blend of flavors, textures and colors by choosing 3 toppings.

Moderation
The "less is more" adage works to keep your crust from becoming soggy during baking. Apply it to topping, cheese and sauce application.



Create a thick Detroit-style crust with a Wilton Recipe Right Non-Stick Pan you can purchase at Hy-Vee.

Chicago-Style Italian Sausage Pizza

Hands On 1 hour 15 minutes
Total Time 2 hours plus rising and standing time
Makes 2 (9-in. round) deep-dish pizzas; 12 servings
 pizza (1 slice each)

¼ cup plus 6 Tbsp. Hy-Vee salted butter, softened, divided
 3½ cups Hy-Vee all-purpose flour, plus additional for dusting
 ¼ cup yellow cornmeal
 1 Tbsp. Hy-Vee granulated sugar
 2¼ tsp. instant dry yeast
 1¼ tsp. kosher salt
 1¼ cups warm water (120°F to 130°F)
 Gustare Vita olive oil, for greasing
 2 (1-lb.) pkg. sweet Italian ground pork sausage, divided
 2 (16-oz.) pkg. Hy-Vee shredded mozzarella cheese, divided
 1 (26.5-oz.) bottle Gustare Vita tomato basil pasta sauce (3 cups), divided

½ cup Soirée grated Parmesan cheese, divided

1. MELT ¼ cup butter; set aside; cool. Whisk together flour, cornmeal, sugar, yeast and salt in a large mixing bowl. Add melted butter and warm water. Beat with an electric mixer, fitted with a dough hook, on low for 5 to 7 minutes or until smooth and elastic.

2. DIVIDE dough in half and shape each half into a ball. Lightly grease 2 large, clean bowls with olive oil. Place a dough ball in each bowl; turn over to grease surfaces. Cover each loosely with plastic wrap. Let rise in a warm, draft-free place for 1½ to 2 hours or until double in size.

3. PUNCH dough down. Turn out onto a lightly floured surface; roll each to a 7×6-in. rectangle; spread each with 2 Tbsp. softened butter. Starting at a long end, roll each up, jellyroll-style into a log. Place each dough log, in a spiral fashion, back

into its oiled bowl. Cover with plastic wrap and refrigerate for 1 hour.

4. PREHEAT oven to 425°F. To assemble 2 pizzas, turn each dough out onto a lightly floured surface; roll into a 12-in. circle. Press each dough circle into the bottom and up the side of an ungreased 9-in. round springform baking pan; trim off any excess dough. Melt remaining 2 Tbsp. butter; brush each crust with 1 Tbsp. melted butter. Divide and form sausage into two 9-in. patties; place one uncooked patty in each of the pans. Top each crust with 1 (16-oz.) pkg. mozzarella cheese, 1½ cups sauce and ¼ cup Parmesan cheese.

5. BAKE at 425°F for 40 to 45 minutes or until crust is golden and internal temperature is 165°F. Let stand for 15 minutes before serving. Cut each pizza into 12 wedges.

Per serving: 380 calories, 24 g fat, 11 g saturated fat, 0 g trans fat, 60 mg cholesterol, 740 mg sodium, 19 g carbohydrates, 1 g fiber, 3 g sugar (1 g added sugar), 20 g protein. **Daily Values:** Vitamin D 0%, Calcium 25%, Iron 10%, Potassium 6%

PIZZA POINTER

Freeze dough ball up to 1 month by covering in plastic wrap and placing in a resealable plastic freezer bag. To use, thaw overnight in refrigerator. Let rise in a greased bowl before rolling.

CHEESE

HOW-TO WHEN CHOOSING A CHEESE, LOOK FOR MELTABILITY AND STRETCHABILITY.

Provolone

This slightly soft cheese has a mild flavor that is most reminiscent of pizzeria-style pizza.

Cheddar

The sharp, nutty flavor is familiar and the cheese stays soft and pliable even as it cools.

Pepper Jack

Similar in flavor to Cheddar but with a bit of heat, it works well on thick crust pizza.

Muenster

Milder than Cheddar but stronger in flavor than the traditional mozzarella, it offers a bit of tang.



Available at Hy-Vee, a Wilton Recipe Right Nonstick Springform Pan allows the depth needed for deep dish pizza.

PIZZA POINTER

Partially bake the crust before adding the toppings and finish baking for a gluten-free crust sturdy enough to support the toppings.



Gluten-Free Blue Cheese & Pear Pizza

Hands On 20 minutes
Total Time 32 minutes plus rising and standing time
Makes 2 (12-in.-round) pizzas; 6 servings (2 slices each)

Hy-Vee nonstick cooking spray
 3¼ cups tapioca flour
 1 tsp. Hy-Vee baking powder
 1 tsp. kosher salt
 ½ tsp. Hy-Vee Italian seasoning

1 cup Hy-Vee shredded mozzarella cheese
 3 Hy-Vee large eggs, lightly beaten
 1½ cups Hy-Vee whole milk
 ½ cup Hy-Vee unsalted butter, melted
 1 Tbsp. bottled minced roasted garlic
 1 (8-oz.) pkg. Fontina cheese, shredded
 1 ripe Bosc pear, cored and thinly sliced
 ¼ small red onion, sliced
 ½ cup blue cheese crumbles
 2 Tbsp. fresh thyme leaves, chopped

1. PREHEAT oven to 350°F. Spray two 12-in. round pizza pans with nonstick spray; set pans aside.

2. WHISK together tapioca flour, baking powder, salt and Italian seasoning in a large bowl; stir in mozzarella cheese. Whisk together eggs, milk, melted butter

and roasted garlic in another bowl. Pour milk mixture over flour mixture; stir until well combined (batter will be thick).

3. DIVIDE and evenly spread batter into the prepared pans. Bake for 20 minutes. Sprinkle partially baked crusts with Fontina cheese. Top with pear slices, red onion, blue cheese crumbles and thyme. Bake for 8 to 10 minutes or until crusts are golden and crispy and cheeses are melted. Let stand 5 minutes before serving. Cut into 12 slices.

Per serving: 760 calories, 39 g fat, 24 g saturated fat, 0.5 g trans fat, 210 mg cholesterol, 1050 mg sodium, 79 g carbohydrates, 1 g fiber, 7 g sugar (0 g added sugar), 22 g protein. **Daily Values:** Vitamin D 6%, Calcium 40%, Iron 6%, Potassium 6%

GLUTEN-FREE CRUST

HOW-TO IT'S MORE LIKE A BATTER THAN A DOUGH. HERE'S HOW TO PERFECT THE TECHNIQUE.



1. Whisk together the dry ingredients and stir in the mozzarella cheese.



2. Combine wet ingredients and garlic. Then, add it to the dry cheese mixture and stir to a thick batter.



3. Pour the batter into two 12-in. round pans that have been prepared with nonstick spray.



4. Bake for 20 minutes. Remove from oven and sprinkle with Fontina cheese. Add toppings and finish baking.



Bake gluten-free crust evenly with Wilton Recipe Right Nonstick 12-in. Pizza Pan from Hy-Vee.



1 BOX =
1 FREE
BOOK



Choose from 125 titles across
all reading levels, including
books that reflect diversity
and a healthy planet.

Penguin
Random
House

FeedingReading.com

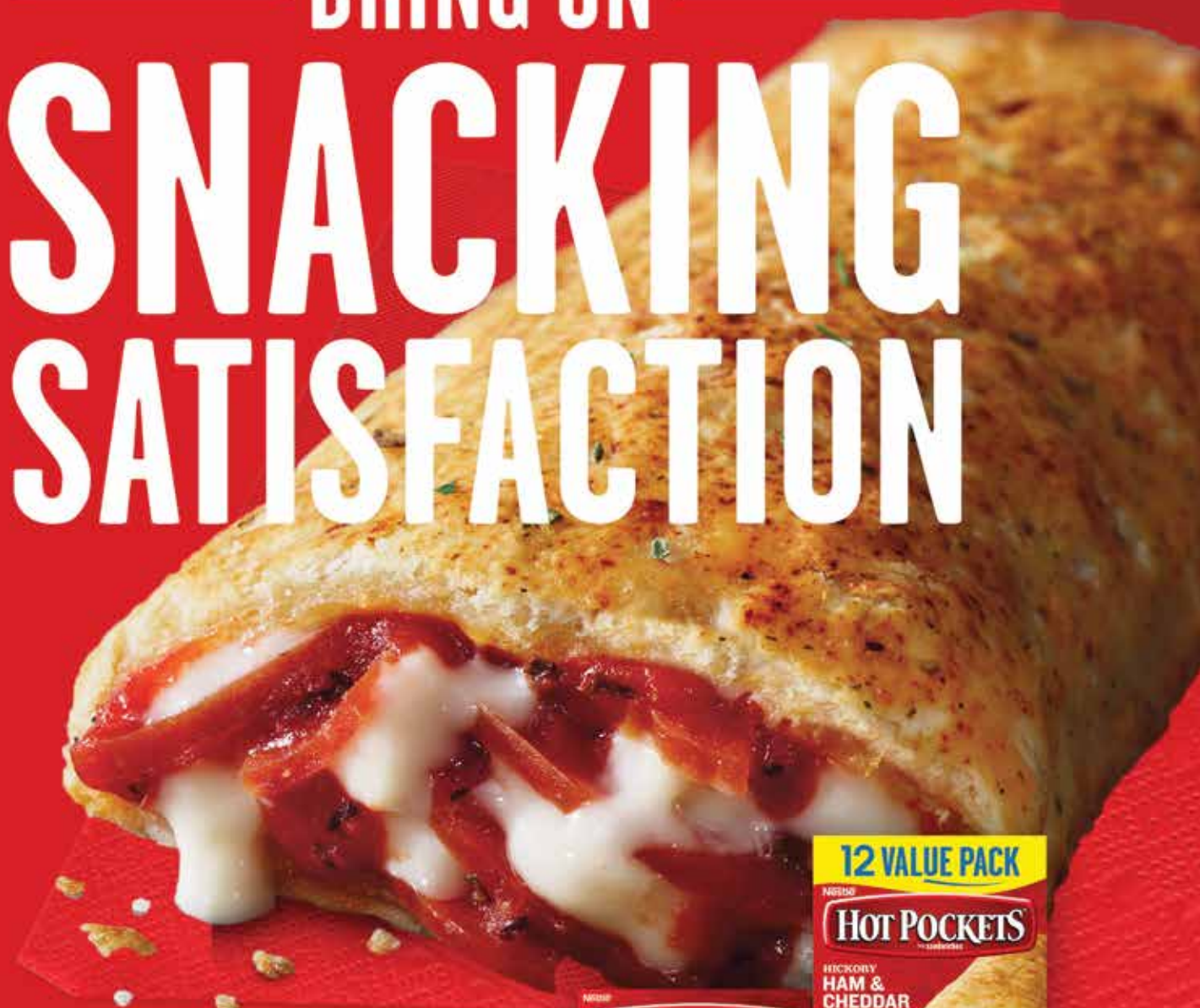
Send each receipt separately. Receipts must be submitted within 14 days of purchase and no later than 10/14/21. Book credits must be redeemed by 10/31/21 at 11:59 PM (ET). Limit 6 books per participant. Must be a U.S. resident, 16 years of age or older, and a registered member of Kellogg's Family Rewards®. See FeedingReading.com for full list of participating products.
TM, © 2021 Kellogg NA Co. TM, © 2021 Pringles LLC



BRING ON
SNACKING
SATISFACTION

FOR EVERYDAY WINS

HOT POCKETS® is a registered trademark of Société des Produits Nestlé S.A., Vevey, Switzerland.



basics

HOW TO DEEP FAT

FRY

The best part of fair season has to be the crispy, delicious deep fried foods. Make all of those fast favorites at home with items already in your kitchen.



START YOUR FRYING

These kitchen must-haves at Hy-Vee make deep frying at home easy.



Use a deep pot or wok to avoid overflowing or splashing oil.



Ensure food is fully cooked using a deep fry thermometer.



Use tongs or a slotted spoon to safely handle hot fried foods.



Let food cool and drip off any excess oil by letting it rest on a drying rack.



Batter Up! Test different batter mixes from Hy-Vee to find your favorite recipe for deep fried foods.

CHECK OUT THE AMAZING RECIPES ABOVE ON OUR INTERACTIVE HY-VEE SEASONS DIGITAL EDITION. VISIT US AT SEASONS.HY-VEE.COM

FAST FRYING

DEEP POTS, PANS AND WOKS ARE IDEAL DEEP FRYER STAND-INS.



STEP 1: HEAT OIL
Fill a heavy saucepan, stockpot or Dutch oven about 1/3 to 1/2 full with Hy-Vee vegetable oil. Heat to the specified or desired temperature and check with a thermometer.



STEP 2: MIX BATTER
Combine dry and wet batter ingredients (in the order of the recipe) in a medium to large bowl. Pick a bowl with a large enough rim in which to easily place or dip foods in to coat.



STEP 3: COAT FOOD
Dip, flip and dunk food items in batter. Completely cover and coat food evenly for the best—and tastiest—results.



STEP 4: DEEP-FRY
Lower foods into oil slowly with a slotted spoon or tongs to keep hands away from any splashes. Fry foods until golden brown or as desired. Routinely turn to ensure even cooking.



STEP 5: LET COOL
Set up a cooling station next to the stove to easily transfer foods from the fryer. Place food on a drying rack so excess oil can drip off.

TEMP NOTE USE OILS WITH A HIGH SMOKE POINT, SUCH AS CANOLA OR PEANUT OIL, THAT DO NOT RELEASE DANGEROUS CHEMICALS AT DEEP FRY TEMPS.

SAFETY FIRST

Stay safe in the kitchen with these handy frying tips.

- Fill pots 1/3 to 1/2 full with oil.
- Pat wet foods dry with a paper towel before frying.
- Stay in the kitchen while hot oil cooks.
- Keep the kitchen a kid-free zone while deep frying.
- Remove lid with spoon or tongs (handle will be hot).
- Always deep-fry in small batches and lower ingredients into the oil carefully.
- Keep flammable objects and substances at a safe distance.
- Oil and drains are not compatible; let oil cool before disposing in trash.



Watch a new episode of Just Pin It to learn how to create state fair treats, like an Air Fryer Oreo, on HSTV.com



HY-VEE'S HOMEGROWN PROGRAM
BRINGS LOCALLY GROWN FRESH
PRODUCE STRAIGHT TO YOUR
TABLE. MEET SOME OF THE
MIDWESTERN FARMERS WHO
GROW YOUR PRODUCE.

What is Hy-Vee Homegrown?

The Hy-Vee Homegrown label means your produce is fresh and local. Hy-Vee works with over 250 Midwest farmers to provide the highest-quality fruits and vegetables from within 200 miles of each store. This commitment to local and fresh began in the 1930s when co-founder David Vredenburg drove from farm to farm buying from local growers.



Meet the Grower:

Paul & David
Wenninghoff

OMAHA, NEBRASKA

GROWS TOMATOES, CUCUMBERS, SWEET
CORN, CANTALOUPE, PEPPERS, ASPARAGUS,
SQUASH AND GREEN BEANS

WHAT MAKES THEM UNIQUE

The Wenninghoff farm has been growing produce since 1928. Paul Wenninghoff began working on the farm at age 7, and he and his sons still work the same land. Today, the Wenninghoffs grow over 40 different fruits, vegetables and herbs.

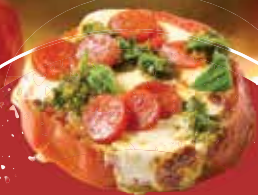
HOW THEY GROW THE BEST PRODUCE

Decades of experience have helped the Wenninghoffs perfect their farming techniques. They also know how to quickly get their produce from the farm to stores; Paul notes that their evening deliveries to Hy-Vee often include produce that was still growing earlier in the day.

WHY SUPPLY LOCAL HY-VEE STORES?

The Wenninghoffs have supplied their community since the 1930s, first at a local market, then at grocery stores and through their produce shop on the farm. Paul especially enjoys seeing local customers try their produce. "I love growing things," he says. "I love people biting in and saying, 'Wow, that ear of sweet corn really tastes good.'"

Source: stlouisfed.org/on-the-economy/2017/december/economic-impact-locally-produced-food



TOMATO MINI PIZZAS

Cut 2 Hy-Vee Homegrown tomatoes into 8 slices; place in single layer on prepared baking pan. Divide 1 (8-oz.) pkg. Soirée fresh mozzarella pearls evenly among the tomato slices. Top each with 1 tsp. Gustare Vita basil pesto, 6 mini pepperoni slices and ½ tsp. grated fresh Parmesan cheese. Broil 4 in. from heat 7 to 8 minutes or until cheese is melted. Garnish with fresh basil, if desired. Serves 4 (2 each).

REAP THE BENEFITS:

economy

BUYING LOCAL SUPPORTS MEMBERS OF YOUR COMMUNITY
AND CREATES ECONOMIC GROWTH WITHIN YOUR AREA

STAY LOCAL

When you buy produce that has been grown nearby, your money stays within the community and can be reinvested in other local businesses and services.

HELP FARMS

Buying food from community farmers is one of the best ways to support them. It allows them to continue providing local food and to grow their business.

MORE

OPPORTUNITIES

Buying produce from local farmers makes it easier for them to expand, which can create new jobs and growth within the community.



Meet the Grower:

Daniels Produce

COLUMBUS, NEBRASKA
GROWS SWEET CORN, BELL PEPPERS, CUCUMBERS, CABBAGE AND ZUCCHINI

WHAT MAKES THEM UNIQUE

Andy and Tannie Daniels started farming over 40 years ago, and their children Kelly and Jason have followed in their footsteps. "My childhood was made up of weeding, picking and packing every vegetable imaginable," Kelly says. Today, the family farms over 600 acres of veggies each year.

HOW THEY GROW THE BEST PRODUCE

The Daniels always put quality first and handpick all of their produce to guarantee that only the best veggies make it to customers. They also maintain one of the highest food safety qualifications available through the Primus Global Food Safety Initiative.

WHY SUPPLY LOCAL HY-VEE STORES?

"I know how important it is for people to know where their food is coming from, and Hy-Vee does such an amazing job at informing their customers of where they're getting their products," Kelly says. "I know the care and quality they put in our product once it leaves our farm."



CHEESESTEAK PEPPER BOATS

Thinly slice tops from 4 medium Hy-Vee Homegrown bell peppers; remove seeds. Microwave peppers in covered bowl on HIGH 3 minutes. Thinly slice pepper tops and ½ onion; place in large skillet. Add 1 (12-oz.) pkg. Gary's QuickSteak frozen pre-sliced beef Philly steak and its seasoning. Cook; stir 5 to 7 minutes or until 165°F. Fill each bell pepper with the 2 slices Hy-Vee pepper Jack cheese, then hot steak mixture. Cut an additional 2 slices cheese in half; place on top of filled peppers. Broil peppers 5 in. from heat 4 to 5 minutes or until melted. Garnish with parsley. Serves 4.

REAP THE BENEFITS:

nutrition

YOU'LL TASTE THE DIFFERENCE WHEN YOU BUY LOCAL PRODUCE.

MORE VARIETY

Local farmers who supply directly to stores, restaurants and farmers' markets in their community have the support to raise many different kinds of produce.

PICKED RIPE

Local produce is grown in season for your area and harvested when ripe. Seasonally grown food doesn't need to be artificially ripened with gas or chemicals.

SAFER FOOD

Fewer steps from the farm to your plate means there are fewer opportunities for contamination during harvesting, washing, shipping and distribution.



REAP THE BENEFITS:

environment

HELP THE ENVIRONMENT AND PRESERVE YOUR COMMUNITY BY CHOOSING PRODUCE FROM LOCAL, SUSTAINABLE FARMS.

FEWER MILES

Produce grown within 200 miles doesn't have to travel nearly as far as food grown across the country, which reduces shipping costs and gas emissions.

SUSTAINABILITY

Smaller family farms are usually more sustainable and environmentally friendly, especially if they're able to grow produce in season for the area.

CONSERVATION

Local farms also maintain greenspace and natural resources, which helps keep local ecosystems healthy and preserves the landscape in your community.

Meet the Grower:

Blake Kerns

OELWEIN, IOWA
GROWS SWEET CORN, RASPBERRIES AND GREEN BEANS

WHAT MAKES HIM UNIQUE

Blake Kerns began growing sweet corn at age 16, and continued farming while studying entrepreneurship and business management at the University of Iowa. As his farm has grown over 21 years, Blake has worked to improve sustainability on the farm by planting cover crops to improve soil quality, reducing water use and practicing no-till farming to prevent soil erosion.

HOW HE GROWS THE BEST PRODUCE

Blake plants every other day during the growing season to stagger when his corn and green beans will ripen, then harvests and supplies his produce to stores within the same day so it's as fresh as possible. "I feel like we put the product in the customers' hands faster than anybody else," Blake says. "We have it figured out so when it gets picked, it gets to the store."

WHY SUPPLY LOCAL HY-VEE STORES?

Supplying to local Hy-Vee stores ensures Blake's customers get the freshest, best-tasting produce. "The minute sweet corn's picked, it starts losing sugar content," Blake says. "The quicker you can get a bag of corn into the customer's hands, the better the product's going to be." Because it usually arrives in stores the same day it's picked, it also has a longer shelf life.



Sources (this page and opposite): health.harvard.edu/staying-healthy/fresh-or-frozen-produce-the-health-benefit-is-all-in-the-mix
thewholeu.uw.edu/2016/04/29/the-benefits-of-eating-locally-grown-foods/
canr.msu.edu/news/7_benefits_of_eating_local_foods
nifa.usda.gov/topic/small-and-family-farms

OLIVE OIL

The all-purpose “Superfood”

ONLY ONE SIMPLE INGREDIENT

Nothing added, but olives. Olive Oil is 100% a natural product, made from the extraction of olive juice.



MANY HEALTHY PROPERTIES

Olive oil is not only delicious, but healthy too! It is a great ally when it comes to absorbing nutrients and reducing cholesterol, as well as being a powerful antioxidant which protects our cells against aging. It contains properties that may help lower blood pressure, prevent atherosclerosis and protect against heart attacks.

COUNTLESS USES AND PURPOSES

Olive oil is ideal for marinating meats, sautéing vegetables, topping pastas, or dipping toasted bread. Its versatility allows olive oil to be used directly from the bottle to your salads and dressings, or in the kitchen when frying, searing, baking, grilling, sautéing ... You can cook just about anything with olive oil!!



EXTRA VIRGIN OLIVE OIL

Extra virgin olive oil is of the highest quality olive oil made from the first pressing of olives with no refining, heating, nor processing.

Ideal uses: vegetables, salads, dressings, bread dips, pasta, soups, marinades and more.



REFINED OLIVE OIL

Refined Olive Oil is obtained by processing virgin olive oil to correct the acidity and remove any strong flavor.

Ideal uses: desserts, fish, soups, pasta sauces and more. Excellent for all types of high-heat cooking, including deep frying and baking.



ORGANIC OLIVE OIL

Organic olive oil is made solely from organic farming, abiding by strictly regulated practices that guarantee there has been no use of pesticides, chemicals, synthetic fertilizers or artificial compounds. Look for the USDA seal!

Ideal uses: same as Extra Virgin and refined, respectively.



101 PEACHES

Peaches offer a balance of sweetness and acidity, whether eaten fresh or in recipes. Add them to your plate any time of day.

Peaches are available in many varieties, with either white or yellow fruit flesh. They all have a velvetlike exterior and sweet, acidic interior. Nectarines are almost identical in flavor to peaches, so they can be used interchangeably. Enjoy improved digestion, smoother skin and antioxidants that help protect the body against aging and disease when peaches are incorporated into your diet.

BUY locally grown peaches when you can, because they are fresher. Pick out peaches with vibrant colors that don't have any green tones. Ripe peaches should give a little when you gently squeeze them.

STORE ripe peaches at room temperature for up to a week; after that put them in the fridge. If peaches aren't ripe yet, let them sit out on the counter on their own, or in a paper bag to ripen faster.

PREP peaches for baking and cooking by removing the skin with a vegetable peeler or paring knife. For ripe peaches blanch (boil) then shock (add to an ice bath).

PEACHES ARE DRUPES, OR STONE FRUIT, BECAUSE THEIR FLESH SURROUNDS A PIT THAT HAS A SINGLE SEED.



WAYS TO ENJOY

Breakfast

Use fresh peaches in muffins and coffee cake, or use them in jam to spread on toast or warm Hy-Vee Bakery baguettes.

Lunch

Peaches are a refreshing addition to salads. Make a flavorful peach, tomato and corn pasta salad or grill peaches for a spinach salad.

Dinner

Make a sweet and spicy peach salsa to snack on with chips as an appetizer, and top pork chops with a peach chutney.



Tune in to **HSTV.com** to see these peaches in action! Learn how to grill peaches on a new episode of **Just Pin It** Or find out how to make a delicious Kentucky Peach Cobbler Mule recipe on **The Beard Behind the Bar**.

try
this

Sprinkle cinnamon
on top of the
ice cream for an
additional burst
of flavor.

Instant Pot Peach Crumble

Hands On 10 minutes

Total Time 50 minutes plus
freezing and standing time

Serves 8

¼ cup Hy-Vee unsalted butter

**½ cup Hy-Vee packed light
brown sugar**

½ cup Hy-Vee all-purpose flour

**½ tsp. plus 1 Tbsp. Hy-Vee ground
cinnamon, divided**

½ tsp. Hy-Vee salt

½ cup Hy-Vee granulated sugar

3 Tbsp. Hy-Vee cornstarch

**6 cups (3½ lb.) peeled, pitted and
sliced peaches**

1½ cups water

**Hy-Vee We All Scream! vanilla ice
cream, for serving**

**Hy-Vee caramel-flavored syrup,
for serving**

1. FOR CRUMBLE, melt butter
using SAUTÉ function on an 8-qt.
pressure cooker. Stir in brown sugar
until combined. Stir in flour, ½ tsp.
cinnamon and salt. Cook and stir for
2 minutes or until fragrant. Transfer
mixture to a small bowl; cool slightly.

2. STIR together granulated sugar,
cornstarch and remaining 1 Tbsp.
cinnamon in a medium bowl. Add
peaches; toss to coat. Spoon mixture
into a 7-in. springform pan. Top with

crumble. Place springform pan on an
18×22-in. piece of heavy foil. Bring long
sides up and over pan; double-fold to
seal. Fold the two open ends around
the pan to completely enclose it.

3. PLACE a wire trivet in the bottom
of the pressure cooker; add water.
Place springform pan on trivet. Cover
and cook on HIGH PRESSURE for
25 minutes. Place towel over release
valve; move to VENTING position
(Quick Release) to release pressure.
Carefully remove lid, allowing steam
to escape away from you; remove
springform pan.

4. CAREFULLY remove foil from
pan; cool on a wire rack at least
30 minutes. Serve topped with ice
cream and caramel-flavored syrup,
if desired.

Per serving: 190 calories, 4 g fat,
2.5 g saturated fat, 0 g trans fat,
10 mg cholesterol, 100 mg sodium,
39 g carbohydrates, 2 g fiber, 32 g sugar
(26 g added sugar), 1 g protein.
Daily Values: Vitamin D 0%, Calcium 2%,
Iron 6%, Potassium 4%



MIGHTY GOOD JUICE & SNACKS

For Lunchtime, Playtime or Anytime

A GOOD SOURCE OF VITAMINS
A, C & E TO HELP SUPPORT
A HEALTHY IMMUNE SYSTEM
50% REDUCED SUGAR

NEW!

A GOOD SOURCE OF FIBER TO
HELP SUPPORT A HEALTHY
DIGESTIVE SYSTEM
NO SUGAR ADDED



MOTT'S is a registered trademark of Mott's LLP.
©2021 MOTT'S LLP. MO-860482



SALMON RUN

Hy-Vee offers seasonal fresh and frozen salmon to create simple, healthy and fast dishes year-round.

THE WILD ALASKA SALMON RUN is a trip home for salmon. After 4 to 5 years of ocean-living, salmon swim often thousands of miles to their fresh water birthplaces to produce the next generation (spawn). Along the route (the “run”), spectators, fish industry workers and natural predators stand by to watch, harvest and catch the salmon. Most adult salmon die after spawning, leaving only the newly hatched fish to head to the ocean and repeat the cycle. This makes fresh salmon a precious find.

HY-VEE MAKES IT EASY to enjoy this prized catch, offering seasonal fresh and frozen Alaskan wild-caught and farm-raised varieties all year. Each species contains omega-3 fatty acids for heart health and protein for energy. Salmon vary in color, flavor and texture depending on species and diet, but taste similar to fresh tuna or trout. Find which salmon suits your family’s taste by making simple recipes with a different species each time. (See chart for descriptions.)

SALMON SEASON AT HY-VEE

TRY FRESH SALMON WHEN IN SEASON, OR ENJOY ANYTIME FROM THE FROZEN SECTION.

SOCKEYE

Containing healthy fats, sockeye has a deep flavor and a bright red color. Hy-Vee offers Fair Trade Certified Bristol Bay wild sockeye salmon fresh and frozen.

KETA

Also known as silverbrite, keta salmon are extremely firm with less oil than sockeye. The lighter flavor and color make keta a favorite for those who like a milder fish.

PINK

Pink salmon are a versatile option, ideal for many dishes due to their mild flavor. Use this delicate variety for poaching, steaming, grilling, baking or broiling.

COHO

Bright orange-red coho salmon have an oil content that provides a mild flavor. They are a favorite among chefs because their size is almost a perfect portion.

ONE-PAN HY-VEE SALMON WITH CREAMY, WHITE WINE SAUCE IS SIMPLE YET SOPHISTICATED.



Tuscan Salmon Skillet

Total Time 25 minutes
Serves 4

2 Tbsp. Gustare Vita olive oil
4 (4-oz.) Hy-Vee Seafood skinless Atlantic or Alaskan salmon fillets
2 Tbsp. Hy-Vee salted butter
½ cup finely chopped white onion
1 Tbsp. Hy-Vee all-purpose flour
1 tsp. Hy-Vee dried thyme
2 cloves garlic, minced
1 cup cherry tomatoes
½ cup dry white wine, such as chardonnay, or Full Circle Market organic vegetable broth

1 Tbsp. Hy-Vee Dijon mustard
1 cup Hy-Vee heavy whipping cream
1 tsp. lemon zest
1 tsp. Hy-Vee salt
½ tsp. Hy-Vee black pepper
1½ cups baby spinach
Fresh thyme, for garnish

1. HEAT olive oil in a 10-in. cast-iron skillet over medium-high heat. Add salmon to skillet; cook for 7 to 8 minutes or until fish flakes easily with a fork (145°F), turning halfway through. Remove salmon from skillet; set aside.

2. MELT butter in the skillet over medium heat. Add onion and cook until softened. Whisk in flour, dried thyme and garlic; add tomatoes. Cook until fragrant. Remove skillet from heat; stir in wine and Dijon mustard. Return pan to low heat. Cook 5 minutes or until mixture starts to thicken, stirring occasionally.

3. SLOWLY STIR in heavy cream, lemon zest, salt and black pepper. Cook and stir over low heat until mixture begins to thicken. Remove from heat; add spinach and stir

until wilted. Return salmon fillets to pan and cook over low heat 2 minutes or until salmon is heated through. Garnish with fresh thyme, if desired.

Per serving: 610 calories, 50 g fat, 22 g saturated fat, 1 g trans fat, 45 mg cholesterol, 820 mg sodium, 9 g carbohydrates, 2 g fiber, 4 g sugar (0 g added sugar), 27 g protein.
Daily Values: Vitamin D 70%, Calcium 8%, Iron 10%, Potassium 15%



BRISTOL BAY

ALASKA'S SOCKEYE SALMON

Hy-Vee is proud to offer Bristol Bay sockeye salmon. The salmon are sustainably wild-caught by fish industry workers of Bristol Bay, Alaska, one of the most pristine watersheds in the world.

BRISTOL BAY IS HOME TO THE EARTH'S LARGEST SOCKEYE FISHERY. FOR MORE THAN 1,000 YEARS, THE PEOPLE OF REMOTE ALASKAN FISHING LOCATIONS HAVE SUSTAINABLY HARVESTED THEIR CATCH FROM THIS RUN. EVERY PURCHASE HONORS THIS TRADITION.



LOOK FOR THE "RESPONSIBLE CHOICE" LABEL ON ALL FISH AND SHELLFISH PRODUCTS AT HY-VEE. IT MEANS YOUR SEAFOOD WAS CAUGHT OR FARMED IN A SUSTAINABLE, SAFE WAY.

Sustainable seafood is responsibly fished so it can remain available for future generations. This includes not overfishing the area, and allowing the fish population to replenish itself.



Air Fryer Pistachio-Crusted Salmon Bites

Hands On 15 minutes
Total Time 30 minutes
Serves 4

1 lb. Hy-Vee Bristol Bay sockeye salmon fillets
1 cup roasted, unsalted shelled pistachios
½ cup Hy-Vee Italian seasoned panko bread crumbs

3 Tbsp. Hy-Vee grated Parmesan cheese
½ cup honey mustard dressing
Hy-Vee nonstick cooking spray
½ cup Hy-Vee sour cream
2 Tbsp. finely chopped Italian parsley
1 Tbsp. fresh lemon juice
Hy-Vee salt, to taste
Hy-Vee black pepper, to taste
Lemon wedges, for serving

1. **PREHEAT** air fryer to 400°F according to manufacturer's directions. Remove skin from salmon and pat dry with paper towels. Cut salmon into 1-in. pieces.

2. **PLACE** pistachios in a food processor or blender. Cover and pulse until finely chopped. Add bread crumbs and Parmesan cheese. Cover and pulse until combined. Transfer mixture to a shallow bowl. Place honey mustard dressing in another shallow bowl.

3. **DIP** salmon pieces into dressing and then immediately into pistachio mixture, turning to coat.

4. **SPRAY** air fryer basket with nonstick spray. Place coated salmon pieces in a single layer in basket. Lightly spray pieces with nonstick spray. Close air fryer and air-fry for 10 to 12 minutes or until

salmon flakes easily with a fork (145°F), turning halfway through. Repeat air-frying as necessary with remaining coated salmon pieces.

5. **MEANWHILE**, stir together sour cream, parsley and lemon juice. Season to taste with salt and black pepper.

6. **SERVE** nuggets with sour cream mixture and garnish with lemon wedges.

Per serving: 470 calories, 35 g fat, 9 g saturated fat, 0 g trans fat, 80 mg cholesterol, 320 mg sodium, 12 g carbohydrates, 2 g fiber, 5 g sugar (1 g added sugar), 29 g protein. Daily Values: Vitamin D 70%, Calcium 6%, Iron 6%, Potassium 15%

Coconut-Orange Salmon Poke Bowls

Total Time 25 minutes
Serves 2

½ cup Hy-Vee instant long-grain white rice
¼ cup water
¼ cup fresh orange juice
½ cup Hy-Vee coconut water
2 Tbsp. Full Circle Market organic coconut sugar
2 Tbsp. ponzu sauce
1½ Tbsp. white balsamic vinegar
2 (4-oz.) Hy-Vee Seafood sockeye salmon fillets, skin removed, cut into bite-size pieces
1 large fresh coconut, split, for serving

1 cup baby arugula
½ cup cucumber ribbons
½ cup spiralized carrot
1 avocado, seeded, peeled and chopped
½ cup Hy-Vee Deli Counter seaweed salad
White sesame seeds, for garnish
¼ cup cilantro-avocado yogurt dressing, for serving

1. **COMBINE** rice, water and orange juice in a microwave-safe medium bowl. Microwave on HIGH 5 minutes or until liquid is

absorbed. Let stand 5 minutes; fluff with a fork.

2. **WHISK** together coconut water, coconut sugar, ponzu sauce and balsamic vinegar in a medium skillet. Simmer mixture over medium heat for 4 minutes or until mixture begins to thicken. Add salmon; simmer for 8 to 10 minutes or until salmon flakes easily with a fork (145°F). Remove salmon from skillet; cool slightly. Set remaining sauce aside for brushing.

3. **TO SERVE**, divide rice between coconut halves. Arrange salmon pieces, arugula, cucumber ribbons, carrot, avocado and seaweed salad on rice in coconut bowls. Sprinkle with sesame seeds. Brush salmon with remaining sauce, if desired. Serve with dressing.

Per serving: 670 calories, 36 g fat, 7 g saturated fat, 0 g trans fat, 65 mg cholesterol, 1,310 mg sodium, 58 g carbohydrates, 5 g fiber, 27 g sugar (13 g added sugar), 29 g protein. Daily Values: Vitamin D 60%, Calcium 10%, Iron 15%, Potassium 25%



HY-VEE ALSO OFFERS RESPONSIBLY SOURCED SUSHI-GRADE SALMON.



PLEDGE FOR GE-FREE SEAFOOD

Hy-Vee's Seafood Procurement Policy is to sell seafood that is safe for consumption and harvested or raised in a responsible manner.

Hy-Vee will not purchase or sell genetically modified or genetically engineered seafood.

We are confident this is the best decision for our customers as well as the environment.



**YOUR FAVORITE FLAVORS
NOW ON LAY'S!**

*For a Limited Time Only

**MADE WITH 100% BEEF & REAL
WISCONSIN CHEESE**

Very Cool!



**FIND US IN THE
REFRIGERATED
AISLE**

©2021 Link Snacks, Inc. All Rights Reserved.

pop, fizz, SIP

AHH...ENJOY HY-VEE'S MANY SELTZERS STRAIGHT, OR MIXED WITH CLASSIC LIQUORS TO CREATE TRENDY COCKTAILS.

FRESH SPIRITS

Finding Your Flavor

HARD SELTZERS TAKE THE EFFERVESCENT BUBBLES OF FLAVORED SPARKLING WATER AND SPIKE IT WITH ALCOHOL. THE VARIETY OF BRANDS AND FLAVORS AVAILABLE AT HY-VEE MAKE FOR A REFRESHING END-OF-SUMMER DRINK.



Check out *Beard Behind the Bar* for light & breezy cocktails featuring Bud Light Seltzer on [HSTV.com](https://www.hstv.com)

TRULY

Available in 6-pack single flavors and 12-pack variety flavors.

- Pineapple
- Berry Punch
- Tropical Punch
- Watermelon & Kiwi
- Wild Berry
- Passion Fruit
- Lemon
- Wild Berry

BUD LIGHT

Find your perfect flavor with options from 6- to 24-packs.

- Mango
- Lemonade
- Iced Tea
- Strawberry Daiquiri
- Black Cherry Lemonade
- Strawberry Lemonade

WHITE CLAW

Shop by the single can or in 12- or 24-packs.

- Lemon
- Black Cherry
- Tangerine
- Pineapple
- Grapefruit
- Surge (8% ABV)

PRESS

Sophisticated, unique flavors with lower ABV in single cans and 12-count variety pack.

- Grapefruit Cardamom
- Blackberry Hibiscus
- Pomegranate Ginger
- Lime Lemongrass

5 SELTZER COCKTAILS

CRISP, BUBBLY MIXED DRINKS ARE JUST A FEW INGREDIENTS AWAY. GET ALL YOUR SELTZERS, MIXERS AND GARNISHES FROM HY-VEE.

pro tip:
EXPERIMENT WITH FLAVOR

“Seltzers can be a fun one to ditch the can and enjoy as a cocktail. There are currently so many out there, it could be a personal experiment to see what additional flavors complement or contrast the flavor of the seltzer. Herbs are a great way to garnish them, too. Mint is a nice, refreshing herb, but try basil with a strawberry seltzer, or fresh sage with a blueberry or blackberry seltzer.”

—Eric Dodge
Hy-Vee Wine & Spirits Manager
Waterloo, Iowa

GINGER-PEACH SPLASH

- Barefoot Peach and Nectarine Hard Seltzer 4 oz.
- Ginger Beer 2 oz.
- Brandy 1 oz.
- Peach Slices & Fresh Thyme Garnish

LIME-GIN FIZZ

- Cacti Lime Agave Spiked Seltzer 6 oz.
- Sweetened Lime Juice 2 oz.
- Gin 1 oz.
- Lime Slices Garnish

SPARKLING COSMOPOLITAN

- Mike's Hard Lemonade Seltzer 6 oz.
- Hy-Vee 100% Cranberry Juice 2 oz.
- Row Vodka 1 oz.
- Lemon Peel Garnish

PINEAPPLE MARGARITA SPRITZER

- 1/4 tsp. Hy-Vee Chili Powder & 1/4 tsp. Hy-Vee Salt & Lime Wedge Rim
- Michelob Ultra Spicy Pineapple Seltzer 6 oz.
- Silver Tequila 1 oz.
- Simple Syrup 1 oz.
- Pineapple Chunks Garnish

WATERMELON MINT MOJITO

- High Noon Watermelon Seltzer 6 oz.
- Cross Keys Rum 1 oz.
- Mint Simple Syrup 1 oz.
- Watermelon Slice & Fresh Mint Garnish

6 Staple Liquors TO KEEP IN YOUR BAR

Serve up fancy cocktails anytime when these are kept stocked.

WHITE RUM
Whip up refreshing mojitos, tropical piña coladas and much more with white rum.

DARK RUM
Unwind with a dark and stormy or a simple rum and seltzer from your at-home bar cart.

TEQUILA
Lime seltzers paired with tequila create sparkling, low-calorie “margaritas.”

VODKA
With so many cocktail options, having a bottle of vodka in the liquor cabinet comes in handy for entertaining.

GIN
It only takes a few additional ingredients to make gin cocktails that are just as good as the ones at the bar.

BRANDY
Make a fresh sidecar or a metropolitan whenever you're craving a classic brandy cocktail at home.



IT'S KICKOFF TIME AGAIN! AFTER A SEASON WITH LIMITED FANS, REFRESH YOUR TAILGATE ROUTINE WITH HELPFUL SET-UP TIPS AND NEW RECIPES TO IMPRESS THE HOME CROWD.

 **seasons**
DIGITAL EDITION
Enjoy an enhanced version of this story at Seasons.Hy-Vee.com

3 STEPS TO SET UP YOUR SPOT

1 Define Your Space using tables and chairs. Mark your spot with colorful balloons, available from Hy-Vee, so friends can find you easily. Consider setting up a shelter to protect from the sun or inclement weather.

2 Set Up the Grill in an area away from where people are most likely to congregate, but also away from cars. Position the grill so the smoke blows away from people once it's been fired up.

3 Arrange the Space with one table by the grill for food prep and at least one other table for

food, plates, cups, napkins, utensils and hand sanitizer. Set out snacks to munch on while the food is grilling. Keep hot foods together and cold foods together. Tie garbage bags to table legs to keep bags from blowing away. Place one or more beverage coolers under the food table to maximize space.



Weber Portable Traveler Grill
Enough grilling space to feed the crowd, but still folds up to fit in your car.

Tailgate Essentials
Spatulas and tongs are a must; toss them into a plastic tote after cooking to take home.



FASTEST SETUP/CLEANUP



Simply Done plates, napkins & utensils

Quality paper plates, napkins and plastic utensils will help keep take-home mess to a minimum.



Handi-Foil extra deep BBQ utility pan

Prep, cook and serve in the same heavy-duty disposable pan for easy cleanup.



Table covers

Protect your tables from inevitable spills while showing your team spirit. Simply toss them when it's game time.

brat burnt ends

Line a grill warming rack accessory with foil; place on grill grate in a charcoal or gas grill. (Or use metal grill basket and place it upside down on the grill grate; place a sheet of foil on top.) Preheat grill for direct cooking over low heat (250°F). Combine 3 Tbsp. Hy-Vee yellow mustard and 3 Tbsp. Big Moe Cason pork rub. Evenly rub mixture over 6 Hy-Vee fresh original pork bratwursts. Grill bratwurst on the prepared grill warming rack accessory for 50 minutes, turning occasionally. Transfer bratwursts to a cutting board; cut into 1½-in. pieces. Transfer to a 9×9-in. foil pan. Add 1 cup Big Moe Cason I-80 BBQ sauce, ¼ cup packed Hy-Vee dark



Brat Burnt Ends

Fire up the grill and see how to make this delicious spin on the classic burnt ends.

Hy-Vee seasons



Watch and learn at HSTV.com today!

brown sugar and ¼ cup Hy-Vee unsalted butter, cut up. Toss to combine. Increase grill heat to medium (350°F). Place foil pan on warming rack accessory so that it is not directly on the grill grate. Grill for 20 to 25 minutes or until sauce has thickened, stirring occasionally. Serve immediately. Serves 6.



PARTY IN THE PARKING LOT! KEEP ALCOHOLIC DRINKS IN A SEPARATE COOLER, AND TIE BOTTLE OPENERS TO IT.



**Beer-Can Burger
One-Two-Three**
Watch step-by-step
assembly of these
gourmet-style burgers.

**Hy-Vee
seasons** 
Watch and learn
at **HSTV.com** today!

Beer-Can Cheeseburgers

Hands On 1 hour
Total Time 1 hour 45 minutes
Serves 4 (1 sandwich each)

4 Hatch chile peppers
Hy-Vee canola oil, for coating
2 lb. 80%-lean ground beef
1 tsp. Hy-Vee salt
1 tsp. Hy-Vee black pepper
8 slices thick-sliced Hy-Vee double-smoked bacon
1 (8-oz.) pkg. Hy-Vee cream cheese, softened

1 (8-oz.) pkg. Hatch pepper Cheddar cheese, shredded; divided
4 oz. smoked Gouda cheese, shredded
4 Hy-Vee Bakery sesame seed hamburger buns, split and toasted
Butterhead lettuce leaves, for serving
Tomato slices, for serving
Red onion slices, separated into rings, for serving

1. PREHEAT a charcoal or gas grill for direct cooking over high heat (500°F). Rub Hatch chiles with canola oil. Grill for 5 to 7 minutes or until blistered and slightly charred. Remove from grill and place in a glass bowl. Tightly cover with plastic wrap; set aside.

2. PREPARE grill for indirect cooking over low heat (250°F). Combine beef, salt and pepper in a large bowl. Be careful not to overmix. Form 4 meatballs.

3. TIGHTLY COVER the bottom and sides of a beer can with foil. Form burgers by pressing the beer can into each meatball to form a cup. If necessary, press the meat one-third up the side of the beer can. Wrap 2 slices of bacon around each burger cup; skewer together with wooden toothpicks. Gently twist beer can to remove from meat.

4. PEEL, seed and chop Hatch chiles; set aside 2 Tbsp. chiles. Combine remaining chiles, cream cheese and half of shredded Hatch pepper cheese; set aside ¼ cup cream cheese mixture. Stir Gouda cheese into the remaining cream cheese mixture.

5. TO STUFF BURGERS, spoon cream cheese-Gouda mixture in burger cups. Top with remaining shredded Hatch pepper cheese and reserved 2 Tbsp. chiles.

6. PLACE a sheet of heavy foil on grill rack. Grill burger cups on foil for 35 to 45 minutes or until meat reaches 160°F and cheese is melted. To assemble burgers, place lettuce on bun bottoms. Top with burgers, tomato and red onion. Spread the reserved ¼ cup cream cheese mixture on bun tops and place on top to enclose sandwiches.

Per serving: 1,340 calories, 100 g fat, 48 g saturated fat, 3.5 g trans fat, 330 mg cholesterol, 2,030 mg sodium, 35 g carbohydrates, 1 g fiber, 8 g sugar (0 g added sugar), 74 g protein.
Daily Values: Vitamin D 0%, Calcium 40%, Iron 40%, Potassium 20%



Hatch Chile Peppers Available only in August and September, green chiles have a smoky flavor when roasted. They are great on burgers, pizza and other tailgate foods.



HOW TO ASSEMBLE



1. Form meat into a ball. Tightly wrap a can with foil. Press can into the meat, forming a cup. Press meat up side of can if necessary.



2. Wrap two slices of uncooked bacon around the burger cup; skewer with two toothpicks. Remove the can.



3. Fill burger cups with cheese mixture and top with shredded Hatch pepper cheese and remaining chiles.

MORE STUFFERS Try these alternative Beer-Can Burger add-ins!

MUSHROOM & SWISS
Combine ¼ cup sautéed mushrooms + ¼ cup sautéed onions + 10 oz. Gruyere cheese, shredded + 8 oz. cream cheese

SPICY PIÑA COLADA
Combine 4 jalapeños, diced + ¼ cup pineapple, diced + 8 oz. Cheddar cheese + 8 oz. cream cheese

Football Corn 'n' Brats

Hands On 32 minutes
Total Time 1 hour
10 minutes
Serves 8 (1 each)

3 Tbsp. Hy-Vee mayonnaise
2 Tbsp. plus 1 cup Hy-Vee sour cream, divided
1 Tbsp. fresh lime juice
1 tsp. bottled minced garlic
½ tsp. smoked paprika, divided
¼ tsp. Hy-Vee chili powder, divided; plus additional for garnish
3 small ears of sweet corn, husks and silk removed
4 Tbsp. Hy-Vee unsalted butter, softened; divided
6 Hy-Vee fresh original pork bratwursts
1 (6.7-oz.) pkg. soft flour tortilla bowls (8 ct.)
Hy-Vee nonstick cooking spray
½ tsp. Hy-Vee salt
2 green onions, chopped
¼ cup Soirée crumbled traditional feta cheese

1. PREPARE a charcoal or gas grill for direct cooking over medium heat. Stir together mayonnaise, 2 Tbsp. sour cream, lime juice, garlic, ¼ tsp. smoked paprika and ½ tsp. chili powder; set aside.

2. BRUSH ears of corn with 2 Tbsp. softened butter. Grill corn for 8 to 10 minutes or until tender and slightly charred, turning and brushing every 2 or 3 minutes with remaining 2 Tbsp. butter. Remove corn from grill; cool. Grill bratwursts alongside corn for 12 to 14 minutes or until 160°F, turning often. Cut each lengthwise, then slice and set aside.

3. LIGHTLY SPRAY tortilla bowls with nonstick spray. Grill for 2 to 4 minutes or just until toasted, turning occasionally.

4. CUT corn kernels from cobs; toss corn with remaining ¼ tsp. smoked paprika, remaining ½ tsp. chili powder and salt. Add green onions and feta cheese; toss to combine.

5. TO ASSEMBLE, spread mayonnaise mixture inside tortilla bowls. Add bratwursts and corn mixture. Place remaining 1 cup sour cream into a squeeze bottle or piping bag fitted with a round tip; squeeze or pipe sour cream on top of each to resemble football laces. Garnish with additional chili powder, if desired.

Per serving: 500 calories, 35 g fat, 16 g saturated fat, 0 g trans fat, 95 mg cholesterol, 1,010 mg sodium, 34 g carbohydrates, 6 g fiber, 7 g sugar (0 g added sugar), 18 g protein. **Daily Values:** Vitamin D 0%, Calcium 8%, Iron 10%, Potassium 4%



Chicken Grillers
Bacon-wrapped chicken breasts are available in a variety of flavors.



Premade Burger Patties
Made with premium ingredients, these burgers require no prep from you.

TAILGATE DRINKS

Have plenty of beverages on hand to go along with your burgers and brats. Hy-Vee offers refreshing hard seltzers, craft beers, easily recognizable favorites and more to quench thirst on hot game days.



LOCAL VODKA SELTZER
Made with fruit juice and natural flavors of lime, black cherry, pineapple and peach.



GOLDEN ROAD KINGDOM BLONDE ALE
Made for Chiefs fans by Chiefs fans; clean, crisp flavor with a touch of sweetness.



BOULEVARD UNFILTERED WHEAT
Lively, refreshing ale with a distinctive cloudy appearance and natural citrusy flavor.



BUD LIGHT
An American classic, it's clean and subtle hop aroma and crisp finish delivers the ultimate in refreshment.

Peet's Coffee®

NEW FLAVORED K-CUP PODS®

CRAFTED



FOR



FLAVOR



NO ARTIFICIAL FLAVORS

An omelet you don't have to flip? Get Outta Here!™

NEW



Find new Omelet Rounds
in the egg aisle.

© 2021 Kraft Foods

Hot fluffy omelets in under 2 minutes.

be a mix



MAKE QUICK MEALS, TACKLE KITCHEN TASKS WITH EASE AND SHORTEN KITCHEN CLEANUP TIME WITH IMMERSION BLENDERS FROM HY-VEE. NOW THAT'S HANDY!

master

immersion blending 101

IMMERSION BLENDERS ARE MIXING UP THE WAY PEOPLE PREP THEIR FOOD. And with the many convenient benefits they have to offer, it's no surprise. Also known as stick or hand blenders, they're available cordless, corded, with or without attachments and in a variety of colors and powers. Pick one up at Hy-Vee and begin your new kitchen adventure.

Compact
Can fit in a drawer, unlike many other appliances.

Lightweight
Pick up and operate with one hand.

Time-saving
Use and wash one appliance, rather than multiple utensils or blender components to save time.

Easy-cleaning
Wipe the body down with a damp cloth; wash components in soapy water.

CHECK OUT JUST A FEW IMMERSION BLENDER BENEFITS

Streamlined
The narrow stick design fits in cups, jars and pots with ease.

Portable
Use it around the kitchen as needed.

Versatile
Immersion blenders do so much more than blend.

Inexpensive
Pricing is low compared to food processors and countertop blenders.



IMMERSION BLENDER TASK LIST:

This mini appliance's many abilities make it a go-to for so many kitchen jobs.

- **PUREE** soups in the pot without transferring to a blender.
- **CRUSH** ice cubes for slushies and cocktails.
- **BLEND** salad dressings in lidded jars for simple serving and storing.

- **BEAT** eggs with uniformly blended yolks and whites for baking or making fluffy omelets.
- **WHISK OR STIR** ingredients without extra bowls or utensils. Yes, that means cookie dough.
- **FROTH** hot milk in the pot for lattes, fancy coffees, cappuccinos and frappa-anything.
- **EMULSIFY** delicate sauces, like hollandaise or aioli, that are often tricky to prepare.



Puree

BLACKBERRY-HAZELNUT SMOOTHIE

Combine 1 cup Hy-Vee frozen unsweetened blackberries, 1 (6-oz.) container Hy-Vee lowfat blackberry yogurt, ½ cup Wide Awake nondairy hazelnut coffee creamer and ¼ cup hazelnuts in a 2-cup glass measuring cup. Using the S-blade attachment on an immersion blender, puree until smooth. Pour into a glass to serve. Serves 1 (12 oz.).



Combine

STRAWBERRY APPLESAUCE

Combine 4 Granny Smith and 4 Fuji apples, cored, peeled and chopped (about 8 cups) in a large saucepan. Add 4 cups strawberries, hulled and halved; ½ cup Hy-Vee granulated sugar; ½ cup water; 1 tsp. pumpkin pie spice and ½ tsp. Hy-Vee salt. Cook, uncovered, over medium-low heat for 20 minutes or until very soft, stirring occasionally. Remove from heat. Using the S-blade attachment on an immersion blender, combine until smooth. Cover and refrigerate at least 1 hour or up to 3 days. Makes 4 cups.



Stir

GINGER-PEACH HUMMUS

Drain 1 (15.25-oz.) can That's Smart! yellow cling sliced peaches in light syrup; reserve 3 Tbsp. syrup. Combine peaches and reserved syrup; 1 (15-oz.) can Hy-Vee garbanzo beans, drained and rinsed; 2 Tbsp. fresh lemon juice; 2 Tbsp. Gustare Vita olive oil; 1 Tbsp. refrigerated ginger paste; 1½ tsp. kosher salt; ½ tsp. Hy-Vee ground cumin; ¼ tsp. Hy-Vee cayenne pepper and 1 clove garlic, minced, in a 4-cup glass measuring cup. Using the S-blade attachment on an immersion blender, stir until smooth. Serve with apple slices and vanilla wafer cookies, or cover and refrigerate for up to 3 days. Makes 3 cups.



Look for the Hy-Vee Homegrown label to get straight-from-the-vine, locally grown tomatoes.

Mix

HOMEGROWN TOMATO-BASIL SALSA

Combine 4 large Hy-Vee Homegrown tomatoes, chopped; ½ cup chopped red onion; ½ cup lightly packed fresh basil leaves; 3 Tbsp. fresh lime juice; 1 jalapeño pepper, seeded and chopped; 2 cloves garlic, chopped; and 1 tsp. Hy-Vee salt in a 2-qt. bowl. Using the S-blade attachment on an immersion blender, mix until nearly smooth. Strain through a fine-mesh sieve; discard liquid. Cover and refrigerate salsa up to 3 days. Makes 2 cups.



Blend

CHILI-LIME REFRIED BEANS

Heat 2 Tbsp. Hy-Vee avocado oil in a 3-qt. saucepan over medium heat. Add ½ cup chopped white onion, 3 peeled garlic cloves and 2 tsp. Weber chili lime rub. Cook for 3 minutes or until onion is softened. Add 1 (30-oz.) can Hy-Vee pinto beans, undrained, and ½ cup Hy-Vee vegetable cooking stock. Bring to a boil; reduce heat. Cook, uncovered, over medium-low heat for 20 minutes or until beans are softened, stirring occasionally. Remove from heat. Using the S-blade attachment on an immersion blender, blend to desired consistency. Return to heat; cook for 5 minutes or until slightly thickened. Garnish with fresh jalapeño pepper slices, if desired. Serve immediately or cover and refrigerate up to 3 days. Makes 3 cups.

CREATE NO-MUSS, NO-FUSS DIPS, APPETIZERS AND MORE WITH QUICK-PREP IMMERSION BLENDERS.



Whip

STRAWBERRY WHIPPED CREAM

Combine 2 cups Hy-Vee heavy whipping cream, 1 (1.5-oz.) pkg. freeze-dried organic strawberries, 1 cup Hy-Vee powdered sugar and 1 tsp. Hy-Vee vanilla extract in an 8-cup glass measuring cup. Using the S-blade attachment on an immersion blender, whip until smooth. Cover and refrigerate up to 4 hours. Makes 2 cups.

For an easy-to-make ice cream, transfer mixture to a freezer-safe container and freeze until firm enough to scoop.

immerse yourself

FRESH, LOCAL PRODUCE GIVES THIS SUMMER SIPPER THE LOOK AND TASTE OF THE SEASON. DIVE IN!



Get crisp, juicy local watermelon when you see the Hy-Vee Homegrown label.



Watermelon Coolers
Watch how to make this refreshing recipe using an immersion blender.



Watch and learn at HSTV.com today!

WATERMELON-BASIL COOLERS

Combine $\frac{3}{4}$ cup Hy-Vee granulated sugar, $\frac{3}{4}$ cup water and 10 fresh basil leaves in a small saucepan. Bring to a boil, stirring until sugar dissolves. Simmer 1 minute. Remove from heat. Steep, uncovered, for 30 minutes. Pour through a fine-mesh sieve; discard basil. Set syrup aside to cool. Cut the top from 2 (5-lb.) seedless watermelons. Using the S-blade attachment on an immersion blender, blend pulp inside the watermelons until pureed; occasionally remove and transfer the pureed pulp to a sieve set over a large bowl. Press pureed pulp in the sieve with the back of a spoon to squeeze out the juice; discard pulp. For cooler, combine 4 cups watermelon juice, 2 cups bourbon whiskey, basil syrup mixture, $\frac{1}{4}$ cup fresh lime juice, 4 tsp. Hy-Vee salt and 4 tsp. Gustare Vita balsamic glaze in a 2-qt. pitcher. Cover and chill until serving. Serve in the hollowed-out watermelons or ice-filled glasses. Garnish with lime slices and fresh basil, if desired. Serves 2 (14 oz. each).

CRISPIEST-EVER ROASTED POTATOES WITH JALAPEÑO DIPPING SAUCE

FOR WEDGES: Bring 8 cups water to a boil in a 4-qt. saucepan. Stir in 2 Tbsp. kosher salt and $\frac{1}{2}$ tsp. Hy-Vee baking soda. Add 1 (1.5-lb.) pkg. Hy-Vee Smart Bite baby blonde potatoes, quartered. Cover and cook for 8 to 10 minutes or just until tender; drain. Transfer potatoes to a foil-lined large rimmed baking pan. Generously spray with duck fat cooking spray. Sprinkle with 1 Tbsp. chopped fresh thyme, 2 tsp. Hy-Vee dried parsley flakes, 2 tsp. Hy-Vee dried rosemary leaves, 1 tsp. kosher salt and 1 tsp. Hy-Vee black pepper; gently stir. Roast in oven at 450°F for 28 to 32 minutes or until crispy, stirring halfway through. Garnish with fresh thyme leaves, if desired. Serve with 1 recipe Jalapeño Dipping Sauce. Serves 6 ($\frac{2}{3}$ cup each).

FOR SAUCE: Drain $\frac{1}{4}$ cup Hy-Vee bottled mild sliced jalapeños, reserving 1 Tbsp. liquid. Combine jalapeños and reserved liquid, 1 cup Hy-Vee mayonnaise, $\frac{1}{4}$ cup Hy-Vee tomato ketchup, 2 tsp. bottled minced garlic, $\frac{1}{2}$ tsp. Hy-Vee chili powder, $\frac{1}{2}$ tsp. kosher salt and $\frac{1}{4}$ tsp. liquid smoke in a 2-cup glass measuring cup. Using the S-blade attachment on an immersion blender, blend until mixture is smooth. Cover; chill for 30 minutes before serving. Refrigerate up to 5 days. Makes about 1 $\frac{1}{2}$ cups.



IMMERSION BLENDEES AT HY-VEE

Don't have a hand blender yet? Pick one up at your local Hy-Vee. Here are just a few selections.



OSTER IMMERSION
Variable speeds and powerful 250-watt motor. Includes blending cup and 3-cup chopper.



CUISINART TASTY
Simple one-touch operation. Includes blender and whisk attachments plus 4-oz. mixing cup.



UPSCALE FARMERS' MARKET

Look for the Hy-Vee Homegrown label for fresh, local produce.

HY-VEE HOMEGROWN LABEL It indicates the produce was grown and harvested within 200 miles.

FROM FARM TO TABLE Hy-Vee has worked with hundreds of local farms to source fresh produce since 1932.

GROWER VIDEOS Meet some of Hy-Vee's local farmers on the *Check It Out With Chelsea* Homegrown episode on HSTV.com

GROWER FINDER Find a local grower at hy-vee.com/homegrown

HY-VEE'S RELATIONSHIPS WITH DEDICATED LOCAL GROWERS MEANS QUALITY, FARM-FRESH PRODUCE IS AVAILABLE THROUGHOUT THE YEAR. MANY OF THE RECIPES IN THIS STORY CONTAIN HY-VEE HOMEGROWN PRODUCE.

NEW

THIRSTY FOR REFRESHING ENERGY?

DISCOVER PERRIER® ENERGIZE

INVIGORATING PERRIER® BUBBLES

NOW POWERED BY ORGANIC CAFFEINE AND DELICIOUS YERBA MATE

New

ESSENZA

ENJOY A BREAK

WITH INDULGENT COFFEE FLAVORS

ESSENZA

EXOTIC VANILLA & COFFEE FLAVORS

ESSENZA

DELICIOUS COCOA & COFFEE FLAVORS

ESSENZA

SMOOTH CARAMEL & COFFEE FLAVORS

FLAVORED MINERAL WATER

WITH OTHER NATURAL FLAVORS, COFFEE, AND NATURAL CO2 BUBBLES

FLAVORED MINERAL WATER

WITH OTHER NATURAL FLAVORS, COFFEE, AND NATURAL CO2 BUBBLES

FLAVORED MINERAL WATER

WITH OTHER NATURAL FLAVORS, COFFEE, AND NATURAL CO2 BUBBLES

ESSENZA

EXOTIC VANILLA & COFFEE FLAVORS

ESSENZA

DELICIOUS COCOA & COFFEE FLAVORS

ESSENZA

SMOOTH CARAMEL & COFFEE FLAVORS

FLAVORED MINERAL WATER

WITH OTHER NATURAL FLAVORS, COFFEE, AND NATURAL CO2 BUBBLES

FLAVORED MINERAL WATER

WITH OTHER NATURAL FLAVORS, COFFEE, AND NATURAL CO2 BUBBLES

FLAVORED MINERAL WATER

WITH OTHER NATURAL FLAVORS, COFFEE, AND NATURAL CO2 BUBBLES

BUY 5

PARTICIPATING PRODUCTS,

EARN 50

BONUS BOX TOPS**

SCAN CODE

OR DOWNLOAD THE BOX TOPS APP

** For every 5 participating Box Tops For Education (BTFE) products purchased in a single transaction at participating retailer between 8/2/2021 - 8/31/2021, you can earn 50 Bonus Box Tops for your BTFE-eligible enrolled school. Yoplait Single Serve cups do not qualify for any bonus Box Tops offers. Each product featuring the Box Tops logo is worth 10 cents (unless otherwise specified) to your participating school when you scan your receipt containing the participating product in the free Box Tops App. To receive both your regular and Bonus Box Tops, your eligible receipt must be scanned in the App within 14 DAYS of your BTFE product purchase. Limit 1 claim per receipt. To join, download the App and support an eligible, enrolled school. Limit \$20,000 per school per year for redemptions through the clip and receipt scanning programs. Limit \$10,000 per App user per year for redemptions through receipt scanning. See www.BTFE.com for App Terms of Service, Official Program Rules, and Privacy Policy. Standard data rates may apply.

FAST FOOD

**BEAT THE DELIVERY DRIVER'S
BEST TIME WITH THESE FAST-FOOD
LOOK-ALIKE RECIPES MADE IN
ABOUT 30 MINUTES OR LESS.
LOCAL TAKEOUT IS AS CLOSE
AS YOUR OWN KITCHEN.**



SERVE WITH

This burger's best friend: French fries! Bake Hy-Vee Straight Cut fries in the oven, or speed things up by crisping them in the air fryer.

No-Meat Burgers

Hands On 10 minutes

Total Time 30 minutes

Serves 2 (1 sandwich each)

12-oz. plant-base meat product
1 Tbsp. plus 1 tsp. gourmet
burger seasoning, divided
¼ cup Hy-Vee tomato ketchup
Hy-Vee canola oil, for brushing
2 Hy-Vee Bakery sesame seed
hamburger buns, split
and toasted

Desired add-ons: tomato
slices, white onion rings and
dill pickle slices
2 Tbsp. mayonnaise, optional
Lettuce, for garnish, optional

1. COMBINE plant-base meat product and 1 Tbsp. burger seasoning in a medium bowl; let stand at room temperature for 5 minutes. Stir together ketchup and remaining 1 tsp. burger seasoning in a small bowl; set aside.

2. FORM plant-base mixture into two 4-in. round patties. Lightly brush a grill pan with oil; heat over medium-high heat. Cook patties for 8 to 10 minutes or until 165°F, turning halfway through.

3. TO ASSEMBLE SANDWICHES, spread 2 Tbsp. ketchup mixture on each bun bottom. Top each with desired add-ons and cooked burger. If desired, spread top buns with mayo and place on top to enclose sandwiches.

Per serving:
690 calories,
30 g fat,
13 g saturated fat,
0 g trans fat,
0 mg cholesterol,
2,920 mg sodium,
71 g carbohydrates, 7 g fiber,
13 g sugar (8 g added sugar),
35 g protein. Daily Values:
Vitamin D 0%, Calcium 20%,
Iron 45%, Potassium 25%



Fast-Food Chicken Sandwiches

- Hands On** 15 minutes
Total Time 35 minutes
Serves 2
- 1½ cups** finely shredded green cabbage
½ cups finely shredded red cabbage
2 thin slices small red onion
3 Hy-Vee hamburger dill pickle slices, cut into thin matchsticks
- 1 Tbsp.** Hy-Vee hamburger dill pickle juice
½ small jalapeño pepper, thinly sliced
Hy-Vee nonstick cooking spray
6 oz. frozen waffle French fried potatoes (about 16)
2 (4-oz.) frozen fully cooked air-fried chicken breast fillets
1 Tbsp. Hy-Vee salted butter, softened
- 2 Hy-Vee Bakery** hamburger buns, split
2 Tbsp. Hy-Vee fry sauce
2 slices Hy-Vee pepper Jack cheese

- 1. PREHEAT** oven to 425°F. Combine red and green cabbage, red onion, pickles, pickle juice and jalapeño in a small bowl. Set aside.
- 2. SPRAY** 2 large baking sheets with nonstick spray. Place frozen potatoes in a single layer on one of the prepared baking sheets and chicken fillets on the other prepared baking sheet. Bake for 24 minutes or until potatoes are lightly golden and chicken is 165°F, turning potatoes and chicken halfway through. Remove from oven.
- 3. BUTTER** cut sides of buns; broil 5 in. from heat for 1 to 3 minutes or until lightly toasted.
- 4. TO ASSEMBLE,** spread 1 Tbsp. fry sauce on each bun bottom. Top each with a chicken fillet, cheese slice, cabbage mixture and bun top.

SERVE WITH

Golden, delicious waffle fries. Enjoy this popular fast food pairing from the comfort of home.

Frosted Animal Cookie Shake

Total Time 10 minutes
Serves 2 (12 oz. each)

- 5 frosted animal cookies,** plus additional for garnish
1½ cups Hy-Vee We All Scream! vanilla ice cream
2 Tbsp. hot pink vanilla-flavor frosting
2 Tbsp. Crav'n cake batter edible cookie dough, plus additional for garnish
1 Tbsp. Over The Top multicolor jimmies, plus additional for garnish

1. PLACE 5 animal cookies in a blender. Cover and pulse until coarsely chopped. Add ice cream, frosting, 2 Tbsp. cookie dough and 1 Tbsp. jimmies. Cover and blend for 1 to 2 minutes or until smooth.

2. DIVIDE ice cream mixture between 2 (12-oz.) glasses. For garnish, roll additional cookie dough into small balls. Garnish shake with cookie dough balls, additional animal cookies and jimmies, if desired.

Per serving: 390 calories, 20 g fat, 13 g saturated fat, 0 g trans fat, 45 mg cholesterol, 110 mg sodium, 49 g carbohydrates, 0 g fiber, 36 g sugar (26 g added sugar), 4 g protein. **Daily Values:** Vitamin D 0%, Calcium 10%, Iron 0%, Potassium 4%



SERVE WITH

A classic hot dog or loaded chili cheese dog for an easy weeknight meal the whole family can agree on.



SERVE WITH

Savory Crav'n chicken, vegetable or pork egg rolls. Each comes with tangy sweet and sour sauce for dipping.

Easy Orange Chicken & Fried Rice

Hands On 5 minutes
Total Time 35 minutes
Serves 6

- 1 (29-oz.) pkg. Hy-Vee frozen fully cooked popcorn chicken
- 1 (11.8-oz.) bottle Culinary Tours orange sauce
- ¼ cup Culinary Tours sweet Thai-style chili sauce
- 1 Tbsp. orange zest
- 1 Tbsp. fresh orange juice
- 1½ (1-qt.) containers Hy-Vee Kitchen fried rice, for serving
- Green onions, for garnish

1. PREHEAT oven to 400°F. Spread popcorn chicken in a single layer on large rimmed baking pan. Bake for 20 minutes or until very crispy, stirring halfway through. Transfer chicken to a large bowl.

2. COMBINE orange sauce, chili sauce and orange zest and juice in a small saucepan; heat over medium-low heat until warm, stirring occasionally. Reheat fried rice in the microwave, if needed.

3. POUR sauce over chicken; toss to coat. Serve over fried rice. Garnish with green onions, if desired.

Per serving (without rice): 480 calories, 20 g fat, 3.5 g saturated fat, 0 g trans fat, 50 mg cholesterol, 1,180 mg sodium, 56 g carbohydrates, 0 g fiber, 27 g sugar (25 g added sugar), 21 g protein. Daily Values: Vitamin D 0%, Calcium 0%, Iron 6%, Potassium 0%

SERVE WITH

Hy-Vee Homestyle guacamole—it won't cost extra at home. Bonus: Scoop up every last bite with Hy-Vee White Corn Restaurant-Style tortilla chips.

Pulled Pork Burrito Bowls

Total Time 25 minutes
Serves 2

- 8 oz. Hy-Vee Market Grille dry pulled pork
- 2½ cups water, divided
- 1 cup Hy-Vee instant long-grain white rice
- 1 tsp. lime zest
- 2 Tbsp. fresh lime juice

- 2 Tbsp. finely chopped cilantro, plus additional for garnish
- 1 cup Hy-Vee canned no-salt-added black beans, drained and rinsed
- ½ cup Hy-Vee canned Mexican style corn, drained
- ½ cup Hy-Vee fresh pico de gallo
- ¼ cup Hy-Vee finely shredded Mexican cheese

- ¼ cup Hy-Vee fresh guacamole
- 2 Tbsp. Hy-Vee sour cream
- Lime wedges, for serving

1. COMBINE pulled pork and ½ cup water in a small saucepan. Cover and cook over low heat for 20 minutes or until 165°F, stirring occasionally.

2. BRING remaining 2 cups water to boiling in a medium saucepan;

stir in rice. Return to boiling. Cover and remove from heat. Stir in lime zest and juice and 2 Tbsp. cilantro. Let stand, covered, for 5 minutes. Fluff with a fork.

3. DIVIDE rice mixture between serving bowls. Top with black beans, corn, pulled pork, pico de gallo and cheese. Add guacamole on the side and

garnish with sour cream and additional cilantro, if desired. Serve with lime wedges.

Per serving: 850 calories, 22 g fat, 10 g saturated fat, 0 g trans fat, 80 mg cholesterol, 1,060 mg sodium, 121 g carbohydrates, 13 g fiber, 10 g sugar (1 g added sugar), 40 g protein. Daily Values: Vitamin D 0%, Calcium 815%, Iron 35%, Potassium 15%

—PREP FOR— BACK -TO- SCHOOL



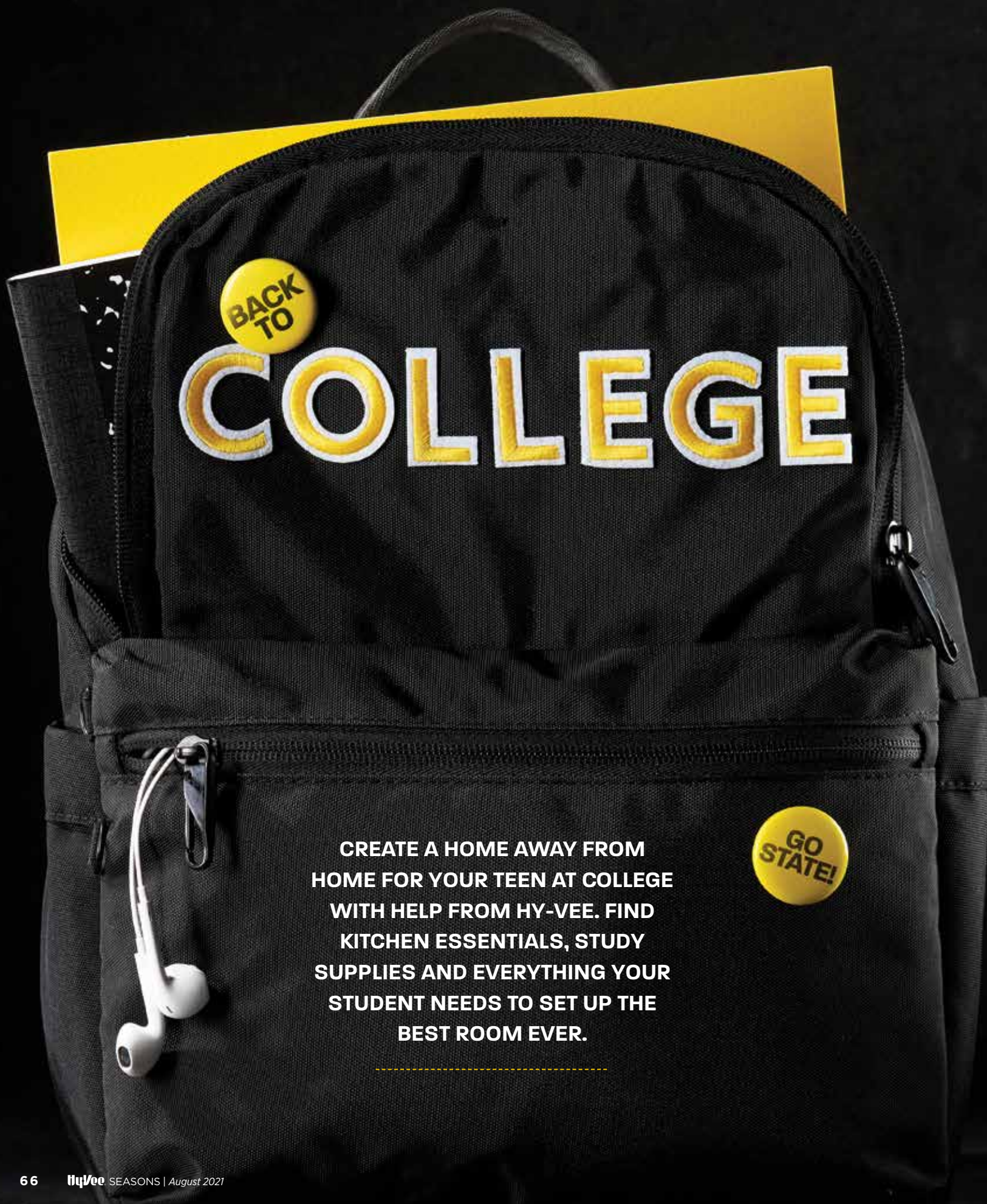
©2021 S.C. Johnson & Son, Inc. All Rights Reserved. *Ocean Bound Plastic, in partnership with Plastic Bank, is post-consumer recycled plastic collected within 30 miles of an ocean or a waterway leading to an ocean, in countries with high volumes of uncollected plastic waste, which has been discarded or would otherwise be discarded into the environment. 1142041

life

Hy-Vee has college life covered, keeps faces gorgeous and puts local products on shelves for you.



- 66** BACK TO COLLEGE
- 72** ONE-STOP SHOP
- 74** LOCAL FLAVOR
- 82** MELT-PROOF MAKEUP
- 86** PUPPY TRAINING
- 88** GOOD TO GROW
- 92** WEEKEND GETAWAY: PACK LIKE A PRO



CREATE A HOME AWAY FROM HOME FOR YOUR TEEN AT COLLEGE WITH HELP FROM HY-VEE. FIND KITCHEN ESSENTIALS, STUDY SUPPLIES AND EVERYTHING YOUR STUDENT NEEDS TO SET UP THE BEST ROOM EVER.

Look for DSW shoes for every season and occasion online and in select Hy-Vee stores.



SCAN THE QR CODE to shop trendy DSW styles.



Grommet tote baskets from Hy-Vee can store folded clothes or extra supplies on a closet shelf for easy access.

FRESH LOOKS

Shop Joe Fresh clothes online and at select Hy-Vee stores to put together selfie-worthy outfits for the first day (and the rest of the year).

Find stylish pants, t-shirts, tanks, sweaters and more for college students by shopping Joe Fresh at Hy-Vee.



SCAN THE QR CODE to shop the latest looks from Joe Fresh.



Check out *What the Hack* to learn easy laundry hacks now on **HSTV.com**

Get students ready for a trip to the laundry room with a Sterilite laundry basket, Silhouette steam-and-dry iron and detergent.



WHEN PACKING, LEAVE AS MANY CLOTHES ON HANGERS AS POSSIBLE.

THEY'LL BE READY TO UNPACK STRAIGHT INTO THE CLOSET AND SPEED UP MOVE-IN DAY.



Sterilite 56-qt. storage boxes from Hy-Vee are great for move-in and storing extra towels.

TOTES TOGETHER

Send students to school prepared for anything with basic kits for hitting the showers, cleaning their room, first aid and navigating life on campus.



SHOWER: A two-in-one bath tote from Hy-Vee allows your student to grab a small caddy with essentials like face wash or the entire tote with shampoo, conditioner, soap and other necessities.



CLEANING: Make cleaning everyday messes a breeze by packing a basket with a duster, paper towels, sponges, disinfecting wipes and spray, window cleaner and dish soap.



FIRST AID: Include a small first aid kit for any accidents or minor illnesses. Pack allergy medication if your student uses it, along with bandages, pain reliever, cough drops and cold and flu relief.



BACKPACK ESSENTIALS: It's not always possible to make it back to the residence hall between classes, so send backpack-size hand cream, tissues, a hairbrush, lip balm, a reusable water bottle and more.



Fill a Sterilite Mini Storage Tray with sticky notes, tape and other supplies.

HIT THE BOOKS

Set students up for late-night study session success with notebooks, pens, highlighters, binders, folders and more, all available at Hy-Vee.

Store assignments and notes inside 1-in. binders with filler paper for writing.

Pick up magnetic clips and include on whiteboards to hold pictures, to-do lists and notes.

Find small and large U Brands dry erase boards for reminders and roommate messages.

Fill a small caddy with desk supplies: pencils, pens, calculators, scissors, highlighters and more.

AN EASY-CARE PLANT ADDS FRESHNESS TO ANY ROOM, AND CAN EVEN BOOST PRODUCTIVITY AND REDUCE STRESS.

Take notes in class with college-rule, 1-subject notebooks.

CHOW DOWN

When there's no time for the dining hall, have everything on hand to make a quick meal (just be sure to follow any item restrictions the school has for residence halls).



SCAN THE QR CODE to shop for back-to-college items.

A 6-piece Hampton cutlery set makes prepping meals for the week so simple.

Reusable containers from Anchor Hocking and Rubbermaid keep leftovers fresh.

Babycakes mini waffle maker is the right size for a small apartment or residence hall set-up.

If your student's school allows, send a 2.5-liter Toastmaster air fryer from Hy-Vee for easy meals.



Creative Care Packages
Get more ideas for care packages to add a taste of home to any dorm.

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

CARE KITS FROM HY-VEE

REMIND STUDENTS OF HOME WITH SOME OF THEIR FAVORITES FROM HY-VEE.



COFFEE LOVERS
Energize students from afar with a new mug, their favorite coffee and sweet morning treats.



SELF-CARE Send a self-pampering package with body butter, sheet masks and more.



STUDY Help your student get focused with energy drinks, sweet snacks and a few extra study supplies.



If regulations allow, send appliances like a Toastmaster personal blender and two-slice toaster to make quick breakfasts easier.

PACK REUSABLE CONTAINERS, UTENSILS AND DISHES FOR EASILY STORING LEFTOVERS AND TOTTING SNACKS TO EAT BETWEEN CLASSES OR ON STUDY BREAKS.

Create a mini pantry with a rolling cart stocked with kitchen supplies and groceries.

Pick up a wastebasket at Hy-Vee and set it up alongside their kitchen area.

ON MOVE-IN DAY, PICK UP HEALTHY SNACKS CURBSIDE AFTER ORDERING THROUGH AISLES ONLINE.

Hampton rainbow flatware and Corelle cereal bowls and dinner plates are handy for any meals made in the dorm room.

For students who need a boost of caffeine in the morning, send a Toastmaster single-serve coffee maker.

Whip up quick meals in a microwave and store groceries in a mini fridge with a built-in freezer from Hy-Vee.

HEALTHY EATING AT COLLEGE

KEEP MINDS SHARP AND FOCUSED BY SENDING PLENTY OF NUTRITIOUS GRAB-AND-GO FOODS.

• **BREAKFAST FIRST**
Students should start the day with a healthy breakfast. Overnight oats are fast, filled with fiber and protein, and can be kept in the fridge.

• **KEEP HEALTHY SNACKS HANDY**
Nutritious snacks like granola bars, trail mix and produce are all easy to toss into backpacks on the way to class.

• **SPEEDY DINNERS**
Stock quick, healthy meals in the fridge for when the dining hall is closed, or look at take-and-bake or prepared meal options from Hy-Vee.

ONE-STOP SHOP

LOOK TO HY-VEE FOR HELPFUL SERVICES AND PROGRAMS TO MAKE YOUR SHOPPING EXPERIENCE EASIER, WHILE SAVING TIME AND MONEY.

AISLES ONLINE

Ordering and receiving groceries through Aisles Online is as easy as these four steps:

1. SEARCH FOR ITEMS

Shop by department just like you would in the store, use the search feature or sort by weekly deals to find grocery items.

2. FILL YOUR CART

Once you've found what you're looking for, add it to your cart, or add items directly from your shopping lists.

3. CHOOSE PICKUP OR DELIVERY

Schedule pickup or delivery at a time that works for you. With a \$30 minimum order, pickup is free and delivery is \$9.95.

4. CHECK OUT

Select a payment method, place your order and our Helpful Smiles will happily get to work on your order.

Q. Can I save items I buy every week to make shopping faster?

A. Aisles Online allows you to create an unlimited number of shopping lists. You can then add those list items directly to your shopping cart. You can create a list of favorite items to automatically include in your order each time you shop, or future grocery lists to add items when you're ready.

Q. How can I shop a Hy-Vee recipe?

A. Once you find a recipe you like on [hy-vee.com](https://www.hy-vee.com), check the box next to the ingredients you need, or choose "Select All." Then click "Shop Ingredients," which will take you to Aisles Online and display options for each ingredient you selected.

Q. Do I choose substitutions for out-of-stock items?

A. At checkout, select "Let me choose" to pick your own substitutions from three product options. Or choose "best match" and your Hy-Vee personal shopper will find equivalent items for you. If you choose "no substitutions," your shopper won't select a replacement for any out-of-stock items, and you won't be charged for them.

Q. How are prices determined for items listed by approximate weight?

A. When you add items priced by pound (like chicken thighs or bananas) to your cart, you'll see an estimated weight and price. Once your shopper has assembled your order, each item will be weighed and you'll only pay for the actual weight of the items you buy.

Q. Does Aisles Online accept coupons?

A. Yes! Browse digital coupons at [hy-vee.com/deals/coupons.aspx](https://www.hy-vee.com/deals/coupons.aspx), then load them onto your Fuel Saver + Perks card (available in stores at the Customer Service counter or at Hy-Vee Gas and Hy-Vee Fast & Fresh locations). Link your card to your Hy-Vee account so any coupons you saved will automatically be applied to your order at checkout.

Q. Where can I shop with Aisles Online?

A. Access Aisles Online on your computer, smartphone or tablet by visiting [hy-vee.com/aisles-online](https://www.hy-vee.com/aisles-online), and logging in to your Hy-Vee account. Or, shop using the Hy-Vee app.



Hy-Vee App

Use the mobile app to browse and shop Aisles Online.

1. Download the Hy-Vee app through Google Play or the Apple App Store.

2. Log in or create a Hy-Vee account, and select your local store.

3. Search for items, fill your cart, choose pickup or delivery and check out!

Fuel Saver + Perks Card

All Hy-Vee shoppers can earn rewards, access digital coupons and get exclusive deals with a free Fuel Saver + Perks Card. Link your card to your Hy-Vee account to earn rewards while you shop.



What Hy-Vee Customers Say

Hear from customers who decided to upgrade to a Hy-Vee Plus membership.

"As a frequent Hy-Vee customer I was excited to try out the new program to see how I could save my family of four more on groceries and fuel. It's more than paid for itself in less than a month's time! I plan my trips using the Hy-Vee app and when I am running short on time, I take advantage of the free 2-hour express grocery pickup. It's so easy and the personal shopper experience exceeded my expectations." —**Sarah M.**

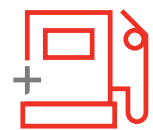
"One of the things I was surprised about after becoming an H+ member was the personalized approach they provide. Now we get texts from our shoppers asking if we need to add anything to our list, and Hy-Vee is very communicative about reaching out should we need anything." —**Ellen B.**



Membership has never had more benefits

To upgrade to a Hy-Vee Plus premium membership, visit your local Hy-Vee store or create a Hy-Vee account online, then sign up at [hy-vee.com/plus](https://www.hy-vee.com/plus)

\$12.95 PER MONTH OR **\$99 PER YEAR**



FUEL SAVINGS EVERY TIME YOU SHOP

Earn 3¢ per gallon on every in-store or online purchase*.

*some exclusions apply



FREE STANDARD GROCERY DELIVERY

Get FREE standard grocery delivery* on Aisles Online orders of \$30 or more. *where available



EXCLUSIVE MONTHLY DEALS & OFFERS

Get new deals and offers just for you every month.



FREE 2-HOUR EXPRESS PICKUP

Get FREE 2-hour pickup on Aisles Online orders of \$30 or more.



RED LINE™ ACCESS

Whatever you need, day or night, our Red Line team is ready to take your call or text.



PERSONAL SHOPPER

Get and give real-time feedback as your online order is shipped.

LOCAL FLAVOR

SHOP HY-VEE FOR FOODS AND BEVERAGES MADE IN YOUR OWN COMMUNITY. YOU'LL FIND MORE AND MORE OF THESE PRODUCTS EVERY DAY. CHECK WITH YOUR LOCAL HY-VEE TO SEE WHICH ONES ARE AVAILABLE IN YOUR AREA.



Reasons to Shop Local

• SPECIAL QUALITY

Locally made products have a direct connection to the company founders and what is important to them. So an Iowa ice cream sandwich is made with great-grandma's original recipe, a nutritious flour is made in Illinois with African-inspired ingredients and a Minnesota marinade highlights exotic spices while supporting female entrepreneurs.

• HELP SMALL BUSINESSES

Hy-Vee's efforts to bring locally made products to store shelves means greater opportunities for fledgling businesses. Our "Best of Local Brands" summits are intended to do just that. Bonus: Successful businesses hire more people and add to the local tax base.

• BOOST REGIONAL PRIDE

Many of us have a certain amount of regional pride and that tends to carry over to products made in our neck of the woods. More locally produced foods and beverages at Hy-Vee means more opportunities for each of us to share a bit of our hometown pride with out-of-town guests.



“Seeing our beer on the shelves is always an amazing feeling. Distribution is a difficult thing, especially for small local breweries. We are so thankful for all the space Hy-Vee gives us to showcase the award-winning talents of our brewing staff and the diverse beers we produce.”

—Tyler Frazee
President

MO

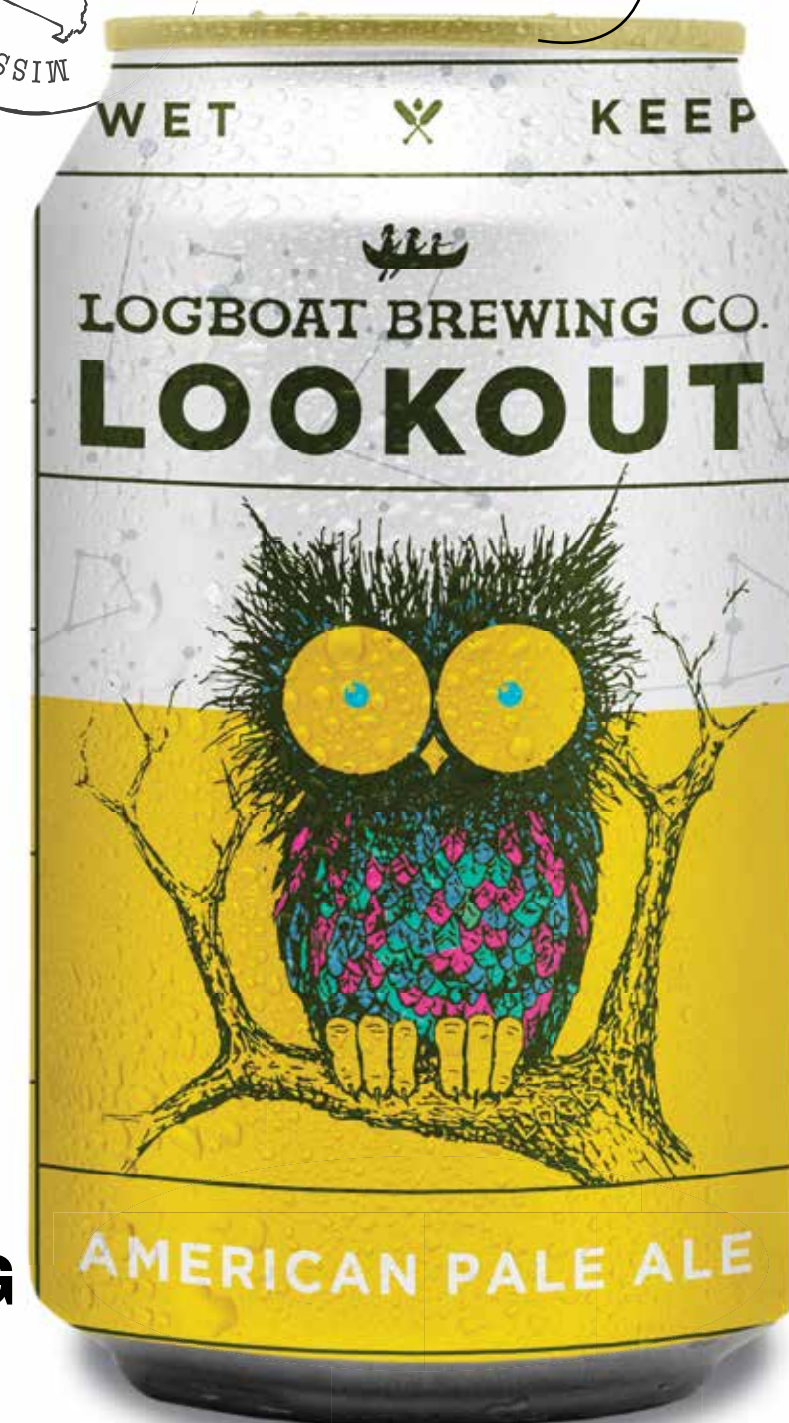
BREWING UNIQUE IDEAS

LOGBOAT BREWING CO., COLUMBIA, MISSOURI

Logboat is on a mission to brew distinctive beers. The idea is to keep things interesting, which is why Logboat continually adds to their core lager, IPA and wheat beers with rotating seasonals and special releases. While pale ales are a specialty, Logboat also offers Irish-style red ale, saison, stout and Imperial stout. The brewery is housed in a renovated meat packing facility, so if you're near Columbia, check out the Logboat Taproom. There you can appreciate not only the beers but the reclaimed materials used to build the gathering spot—all with historical Missouri connections.



Enjoy beers not only brewed in America but crafted in stainless-steel tanks made in America.



IL



OUT OF AFRICA

IYA FOODS, NORTH AURORA, ILLINOIS

Iya Foods' mission is to provide nourishing foods—but not just any foods. Iya specializes in African-inspired ingredients and products that reflect a culture of food purity and exceptional taste. And while the company is intent on showcasing the best of Africa's culture, as a small food supplier in the U.S., Iya is proud to support job creation in Illinois. The company has an eye on sustainability as well, buying whenever possible from local growers who use environmentally responsible growing methods. Iya Foods products include better-for-you flours, gluten-free baking mixes, wholesome food powders and a range of unique spices and seasoning blends.



There's an African proverb, 'Words are sweet, but they never take the place of food.' Iya Foods was founded on the core belief that food should be made with real ingredients meant to nourish your body. Food heals, food replenishes, food restores. Everything we make at Iya Foods is what my family also eats, because I know and trust our ingredients.

—Karan Sharma
Vice President of Digital Operations & Special Duties



IA

A SAUCY OUTLOOK

SONNY'S SPAGHETTI SAUCE, SAYLORVILLE, IOWA

Using the original family recipe passed down for generations, this sauce is made in small batches with fresh-packed tomatoes, not concentrate. It's the creation of Quinby, John and Angelo Vacco, who opened Sonny's Pizza Bistro in Saylorville, on the north side of Des Moines, in 2006. While the restaurant is known for a range of family recipes served in an intimate atmosphere, Sonny's Spaghetti Sauce (and now Sonny's Pizza Sauce) is a natural outgrowth of all the positive word-of-mouth exposure the family business has garnered.



It brings us gratification seeing our sauce on the shelf but even more to hear people's response saying it's the best sauce on the shelf and seeing the smile on my mom's face every time she sees her grandson on the label.

—John Vacco
Co-owner



It is a special feeling of accomplishment to see our products at Hy-Vee. We are spreading joy one yum at a time. Creating connections and happy memories is so important in the world right now, and I really believe our ice cream sandwiches and cookies help to do that.

—Derek Lewis
Co-owner



SPREADING JOY ONE YUM AT A TIME

THELMA'S, DES MOINES, IOWA

From a little pushcart at the farmers' market to the freezer aisle at Hy-Vee, Thelma's popularity has risen fast. Named after a great-grandma known for her snickerdoodle cookies, the company offers a variation of her recipe and 16 other kinds of ice cream sandwiches, plus ready-to-bake cookie dough. Son Dereck and mother Lana like to say they let the "yums" do the talking.



KS

SAFE AND SOUND

**SAFE
DELICIOUS,
OVERLAND
PARK, KANSAS**

Safely Delicious products are free of the top 11 food allergens—including wheat, dairy, nuts, soy, egg and sesame—and are also gluten-free and vegan. Sweet and crunchy rice-base Snack Bites feature different chocolates with added flavors such as raspberry, coffee and mint, while Savory Medley goes for a bold taste straight out of Kansas City. These allergen-free foods are intended to look and taste like traditional snacks.

“

I am a shopper at Hy-Vee also, and a mom who has kids with food allergies. I can relate to the challenges of trying to find snacks that are both safe and delicious for kids. What we offer is safe because it has to be safe for my own kids, and it also has to be delicious, because if it doesn't meet my kids' standards for being a yummy tasting snack, then we don't sell it.

—Lisa Ragan, Owner

”

MN

PAYING TRIBUTE TO WOMEN

MAMA KICKS, EDEN PRAIRIE, MINNESOTA

Mama Kicks sauces and marinades are made with exotic spices from faraway lands ranging from the Caribbean to the Congo. Products feature authentic flavors originating from the best recipes of each region. Many of those recipes were passed from generation to generation by women. As a tribute to women all over the world who have kept tradition, love and reminders of home alive, Mama Kicks donates a percentage of sales to help women entrepreneurs achieve independence and equality in business.

Try sauces and marinades that remain faithful to recipes originating from diverse places such as Argentina, Ethiopia and Jamaica.

“

Hy-Vee is a wonderful place to discover new items. I love that Mama Kicks is part of that because we want to make it easy for people to discover new flavors for a globally inspired experience.

**—Adina Dahlin
Founder**

”



chewy with a crunch®



Lunchtime HEROES.



Share your back-to-school sandwich online and KING'S HAWAIIAN® will donate to help feed kids in need. Look for the bright orange displays in the deli/bakery and scan the QR code to participate.



MELT-PROOF MAKEUP

USING AN IMPRESSIVE SELECTION OF PRODUCTS FROM HY-VEE AND THREE SIMPLE STEPS, KEEPING MAKEUP INTACT IN THE HEAT OF THE SUMMER IS NO SWEAT.

Keep freshly applied makeup looking flawless through hot days with optimal application steps and long-wear formulas available at Hy-Vee. It all starts with a smooth surface you can only get with primer.

SUN SAFETY
SUNSCREEN ISN'T JUST FOR SUMMER. UV PROTECTION SHOULD BE WORN YEAR-ROUND TO PROTECT SKIN.



Face Primer

Poreless primers help make skin look even and smooth, and illuminating options add vibrancy to your look.

Products: e.l.f. Poreless Face Primer, FLOWER Beauty In Your Prime Illuminating Primer



Moisturizer + SPF

The optimal base for makeup is a hydrated one. Start your routine with a face moisturizer that has SPF for crucial sun protection.

Products: CeraVe A.M. Facial Moisturizing Lotion SPF 30, Aveeno Positively Radiant Daily Moisturizer SPF 15

Foundation

Long-lasting formulas stay in place when applied in a light layer to your face, and blended down the neck.

Products: Revlon ColorStay Foundation, bareMinerals Liquid Mineral Foundation



Concealer

For an all-day-hydrated and blemish-free face, treat under eyes and dark spots with a soothing, long-lasting concealer.

Product: e.l.f. 16HR Camo Concealer

Eyeshadow Primer

Eyeshadow stays on eyelids without creasing throughout the day with a reliable primer.

Product: e.l.f. Shadow Lock Eyelid Primer



apply
makeup
like a pro

FIND MANY BEAUTY TOOLS LIKE THESE AT HY-VEE FOR A PHOTO-READY FACE.



BLENDING SPONGES

Get even skin tone and a natural finish to every curve of your face with rounded- and pointed-end sponges.

Products: e.l.f. Camo Concealer Sponge, L'Oréal Blend Artist Foundation Blender



BRUSHES

Apply flawless foundation, concealer, blush, setting powder and eyeshadow using the best brush for each task.

Product: FLOWER Beauty Assorted Brushes

DEFINE

summer makeup trends

NATURAL AND BOLD ARE BOTH HOT LOOKS THIS SEASON.

BOLD LIPS

Outshine the sun with beautiful and bright lip colors this summer. If you've been neglecting this step of your makeup routine lately, it's time to get playful. Reds, pinks and peachy shades liven up lips.

NATURAL

Use golden, nude and neutral shades to enhance already-bronzed skin. Brush on brown and tan eyeshadows or golden highlights to accomplish this trend and let a natural glow take center stage.

BRIGHT EYES

Mimic summertime flowers with eyeshadow colors like turquoise, coral and lilac. To brighten eyes, try these shades in colored mascara and eyeliner for a unique look that really pops.

Eyeshadow

With primer applied, rich, pigmented eyeshadow has the power to wow all day long. Find shades you love in both powder and liquid options at Hy-Vee.

Products: bareMinerals Loose Mineral Eyecolor, L'Oréal Infallible Eyeshadow, FLOWER Beauty Warrior Glitter Eyeshadow, e.l.f. Shadow Stick

Now comes the fun part. Accent and define eyes with creamy, no-budge shadows and waterproof eyeliners, give cheekbones a flush of color with blush and complement summer skin with bronzer.

SUMMER GLOW
TRY HIGHLIGHTERS FOR A PLAYFUL AND FUN ADDITION TO YOUR LOOK. THESE ADD RADIANT SPARKLE AND SHINE.

Blush

Add all-day glow with sweet light pink shades or peachy blush and highlighter duos topping prepped and primed cheeks.

Products: Covergirl Cheekers Blush, e.l.f. Bite-Size Face Duo



Eyeliner

Waterproof, smudge-proof long-lasting eyeliners keep dramatic winged liner, cat eyes and more locked in place.

Products: L'Oréal Infallible The Super Slim Liner, Maybelline Tattoo Studio Waterproof Eyeliner Pencil

Bronzer

Brush a blend of bronzer shades over a smooth, primed face to get an all-day sun-kissed glow.

Product: e.l.f. Bronzer Palette



SCAN THE QR CODE to shop more Hy-Vee beauty products.

Setting Powder

Lock foundation in place and create the appearance of smooth, healthy skin with just a sheer dusting.

Products: L'Oréal Infallible Pro-Sweep & Lock, e.l.f. Prime & Stay Finishing Powder

SPRAY TO SET

CHOOSE FROM MATTE AND DEWY SETTING SPRAY FINISHES BASED ON YOUR SKIN TYPE AND DESIRED LOOK.

Lipstick

Keep lip color on through patio lunches and sips of iced coffee with 24-hour or super-stay options.

Products: Revlon ColorStay Ultimate Liquid Lipstick, Maybelline Super Stay Matte Ink and Maybelline Super Stay 24 Color

Setting Spray

Seal your beautiful work in place with a setting spray that is designed to help makeup withstand long days.

Products: FLOWER Beauty Seal the Deal Setting Spray, e.l.f. Matte Magic Mist & Set

Mascara

Thick, lush and healthy looking lashes that dazzle in any weather—it's so easy with waterproof mascara.

Products: L'Oréal Voluminous Hydrofuge Waterproof Mascara, e.l.f. Waterproof Lengthening & Volumizing Mascara

makeup removal

WIPE OFF TOUGH WATERPROOF AND LONG-WEAR FORMULAS.



Garnier SkinActive Micellar Cleansing Water removes makeup and cleanses skin.



TopCare Oil-Free Eye Makeup Remover cleans away eyeliner, eyeshadow and mascara.

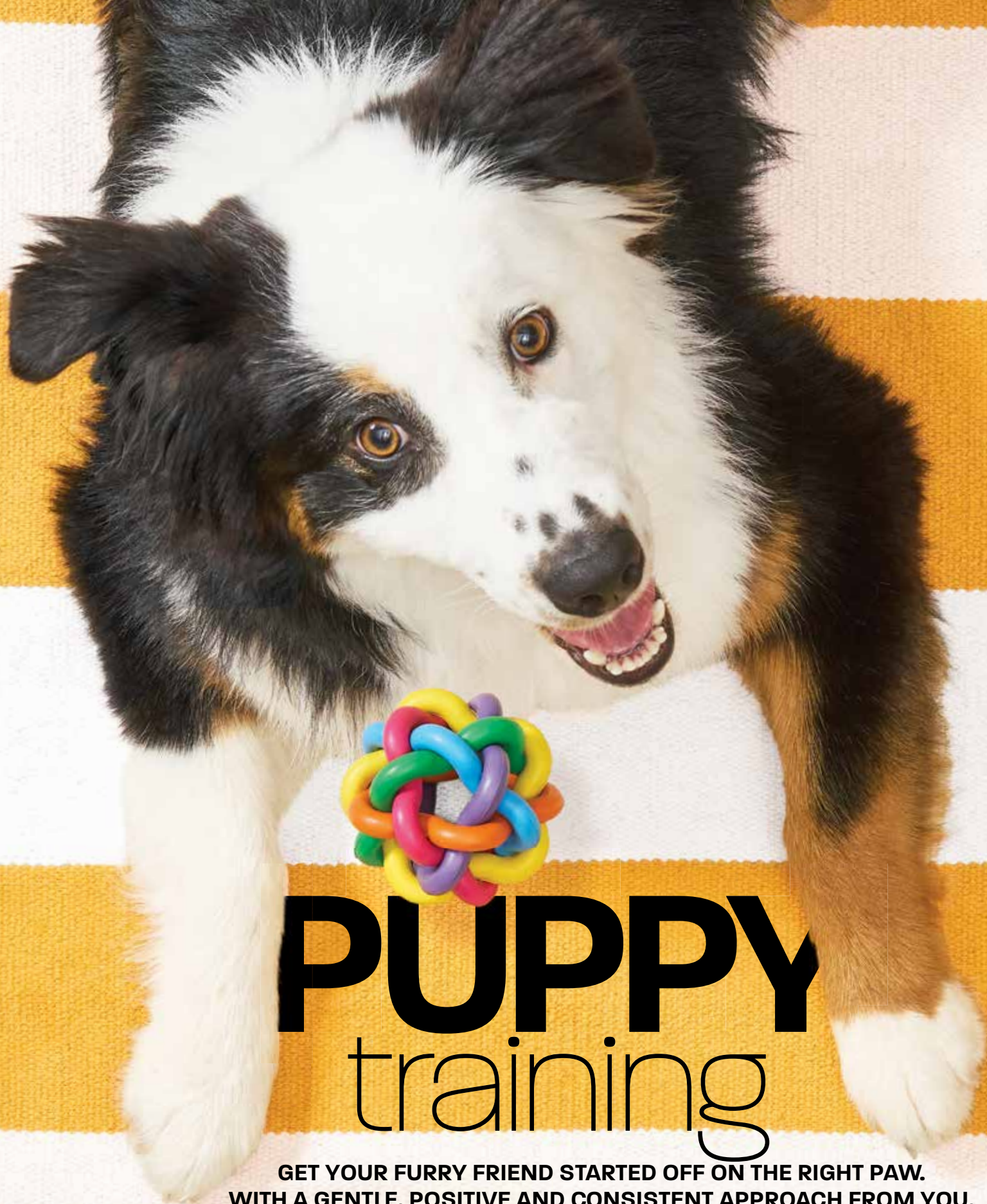


Neutrogena Makeup Remover Wipes have the power to remove a full face of makeup.



Cetaphil Daily Facial Cleanser saves sensitive skin from irritation while cleaning off makeup.

Complete your look with a few swipes of mascara, a lasting lipstick and setting products. These finishing touches promise to solve your makeup-melting woes during warmer months once and for all.



PUPPY training

GET YOUR FURRY FRIEND STARTED OFF ON THE RIGHT PAW.
WITH A GENTLE, POSITIVE AND CONSISTENT APPROACH FROM YOU,
A PUPPY'S ROAD TO DOGHOOD WILL BE SMOOTH, NOT "RUFF."



basics to teach your pup

START TRAINING AT 8 WEEKS OLD WITH THESE
TIPS FROM CODY JENNETT REICHART, TRAINING
AND BEHAVIORAL CONSULTANT FOR MIDAMERICA
ROTTWEILER RESCUE AND OWNER OF DELTA CANINE.



Check out the
HSTV series,
*Filled to the
Brim*, for more
pooch cuteness,
on [HSTV.com](https://www.hstvtv.com)

CRATE TRAINING

- Use a crate large enough for the pup to stand, turn around and stretch, expanding it as they grow. "Most puppies will avoid eliminating where they sleep, so this helps them learn to wait until they are outside," says central Iowa dog trainer Cody Jennett Reichart.
- Put the puppy in the crate when they're starting to fall asleep so they associate it with rest. "Open the crate before the puppy starts to fuss, so they do not associate the door opening with vocalization," says Reichart.
- Put the pup in the crate with a yummy chew treat that will last a while and close the door, then open it as they finish. "This helps create good habits and the time can be extended as the puppy becomes used to it," Reichart says.

HOUSE TRAINING

- Reichart recommends a regular routine, taking the pup outside first thing in the morning, after meals or play and at bedtime.
- Use a lead. "This will eliminate the puppy being tempted to play and forgetting the purpose of the trip outside," Reichart says. "Once the puppy goes, praise and reward."
- Don't punish the pup for accidents. If they start to go, say "No," pick them up and take them outside.

COMMANDS

- Teach your pup to sit before eating, receiving a treat or playing. "'Sit' is like 'please' in my book," says Reichart, who began training and showing dogs in 1993 at the age of 13. "I teach 'sit' right away and it is the gateway to doors opening, treats and food being delivered, crate doors unlatching, toys being given."
- Train them to respond when you call their name. "I start puppies with a focus program, which means if I say their name, I reward them for looking at me or coming towards me every time."

PUPPY NECESSITIES

Get a leg up on puppy care with these items from Hy-Vee.

- 1. FEED** puppies with Iams Proactive Health Smart Puppy Food.
- 2. REWARD** good behavior with Purina Alpo Variety Snaps Little Bites Dog Treats.
- 3. TRAIN** puppies to answer commands with Blue Bits Tasty Chicken Soft Training Dog Treats.

4. SATISFY the need to chew with Hartz Chew'n Clean Dental Duo.

5. PROVIDE an outlet for play with a Plush Loofa Dog Toy and Paws Premium Rubber Nobbly Wobbly Dog Toy.

6. HANDLE potty training with Hartz Home Protection Dogpad and Paws Premium Waste Bags.



SCAN THE
QR CODE
to shop puppy
supplies at
Hy-Vee.

good TO grow

CHOOSE, USE
AND CARE FOR
BEAUTIFUL
HOUSEPLANTS
THAT ADD TO YOUR
DECOR, WITH HELP
FROM HY-VEE.

Things to consider when shopping for houseplants

You'll find a wide variety of indoor plants in the Hy-Vee Floral Department. With so many to choose from, you may wonder how to pare down the list so your living room doesn't look like a rainforest. Keep these things in mind:

INTENDED PURPOSE

Function: What is the purpose of the plant aesthetically? A plant with size and interesting architecture can fill a vacant corner, while a small plant with, say, variegated foliage can lend charm to a table or buffet.

Location: Where will the plant be placed? And how much space is available? A spacious entryway with high ceilings calls for a large showpiece, while a coffee table in the living room needs something smaller.

ENVIRONMENTAL CONDITIONS

Lighting: Once you've decided on the plant's purpose, look at the lighting. Most houseplants prefer a bright, indirect light, but there are others that don't object too much to low lighting (hello, philodendron!).

Maintenance: Good news: Your favorite houseplants likely don't require coddling. But they do need watering and occasional fertilizing, so keep that in mind. Look to succulents and cacti, though, if you travel a lot or don't want to water more than once every couple weeks.

taking root

Give your houseplants a fresh start (and a fresh look) by repotting them. Follow these steps:



CHOOSE YOUR VESSEL When repotting, move up one size to accommodate root growth. It's your chance to change pot color and style as well. A variety of decorative pots are available at Hy-Vee Floral.



ENSURE DRAINAGE It's best to use a pot with a drainage hole (and saucer to catch excess water). If using a watertight container, line the bottom with stones to keep excess moisture from plant roots. Be careful not to overwater.



COMPOSE SOIL Most houseplants like a fast-draining soil mix. Choose one packaged for indoor use (some outdoor mixes contain woody fibers that can attract gnats). Cacti and succulents have their own special bagged mix.



TRANSPLANT Add a base of indoor potting mix to the new pot, then place the plant in the new container at the same level it grew in the old container. Fill any gaps, gently tap the pot to settle the mix, and water.

big style **easy care**

Look to Hy-Vee Floral for unique plants with the size and presence to make an impression.

FIDDLE-LEAF FIG

Ficus lyrata has large, deeply-veined leaves and a statuesque presence with a height of 20 feet if the container is large enough to support its growth.

CHINESE EVERGREEN

Aglaonema has beautifully patterned leaves throughout the year. It prefers even moisture—overwatering causes stems to rot. This slow-growing plant seldom needs repotting.

DRACAENA

This popular foliage plant features an upright habit and narrow variegated leaves clustered near the top. Leaves are most colorful in medium to bright light but the plant will accept low lighting conditions. Allow soil to dry out slightly between watering to prevent overwatering.

RUBBER PLANT

Ficus elastica is a durable plant with thick, shiny, leatherlike leaves up to a foot long. Plants like bright, indirect light but accept dimmer conditions. They can grow up to 10 feet tall.

SNAKE PLANT

Sansevieria is a durable plant with thick, strappy leaves decorated with dark markings and light edging. It is tolerant of different lighting conditions and actually likes soil on the drier side.

CORN PLANT

Dracaena fragrans is a popular houseplant bearing brightly variegated, strappy leaves on woody stems. Coloring and growth (up to 6 feet tall) are best in bright, indirect light; however, corn plant is great for beginners because it also takes medium and low light.

DECORATING WITH INDOOR PLANTS

Add a natural touch to your living space with these tips.

Work in odd numbers: Arrange plants in threes and fives for a more pleasing look.

Vary plant heights: Combine short, medium and tall plants for a natural effect that echoes forest conditions.

Consider plant choices: Repeat plant species for a contemporary touch. Or mix up sizes and shapes, tying them together with a soil topper, such as moss.

Get coordinated: Too many types of pots can feel disjointed. For a more cohesive look, use pots with a shared color palette, as shown. These large pots from Hy-Vee are watertight. Simply line pots with stones to collect excess water, insert plant and plastic nursery pot, then backfill with soilless potting mix.

ZZ PLANT

Zamioculcas zamiifolia is a tough survivor that needs no coddling. It features ladder-like stems of shiny, dark green leaves. ZZ plant is tolerant of low light and forgetful watering.

WEEKEND GETAWAY

Pack Like a Pro

TRAVELING WITH MEDICATION

Although the TSA does not require medications to be kept in their original packaging, labeling your containers can limit delays. When possible, pack medications last to make them easy to grab from your luggage.

7 ways Hy-Vee makes packing easy for your next weekend trip or jet-setting vacation.

1. HEALTHY SMILE

Leave your full-size toothbrush at home, and instead pack TopCare's travel toothbrush kit with Crest Complete whitening toothpaste.

2. HAIR CARE

Pack travel-size hair products to save space, such as TRESemmé moisture rich shampoo and conditioner and John Frieda firm hold hairspray.

3. TRAVEL-SIZE

In addition to hair care, Hy-Vee also has TSA-size approved products like Olay Ultra Moisture, Secret Outlast deodorant, face wash, lotions and more.

4. HYDRATION STATION

Pack Hy-Vee One Step drinking water in a cooler for a road trip, or bring a reusable bottle to the airport and fill after passing security.

5. SNACK ATTACK

Keep healthy snacks from Hy-Vee within easy reach. Foods such as nuts, trail mix, pre-popped popcorn and granola bars are handy to eat on the go.

6. SUN FUN

Pack for the activities you have planned. For an outdoor weekend, bring Sun Bum SPF 30 lip balm and Neutrogena Broad Spectrum SPF 70 sunscreen.

7. FIRST AID

Bring travel medications just in case, including Advil pain reliever, Cortizone-10 cooling relief gel, Dramamine motion sickness relief and TUMS antacids.

Impossible delicious. Made possible by Chobani.®

70 calories or less, and
no artificial sweeteners



Genius!



*Not a low calorie food.
©2021 Chobani, LLC

health

Discover tips and foods to boost mental health, help prevent hearing loss and promote after-exercise relief.

96 | SCREEN, YOU SCREEN, WE ALL SCREEN

100 SUGAR SHAKEDOWN

106 FOODS THAT HELP PREVENT HEARING LOSS

110 DIETITIAN Q&A: HOW DIET AFFECTS MENTAL HEALTH

112 SELF-CARE SOLUTIONS

116 YOUR GUIDE TO WORKOUT RECOVERY

121 BACK-TO-SCHOOL VACCINATIONS @ HY-VEE



SCREEN TIME

I SCREEN, YOU SCREEN, WE ALL

Digital devices are an inescapable part of modern life, but they don't have to drain all your time. The solution might be to moderate screen time and balance it with other activities.



A century ago, screen time was limited to watching a silent film once a week at a Saturday matinee. Fast forward to 2021 and the average American now spends more than 11 hours per day interacting with electronic media:

- This includes watching shows, movies and videos; reading; listening to music and podcasts and scrolling news and social media feeds.
- People access this content through a tablet, computer, smartphone or television.
- Experts say excess screen time can be harmful to physical and emotional health, as well as personal relationships.

7 hours 22 minutes

IS THE AVERAGE AMOUNT OF TIME TEENS SPEND ON SCREEN-BASED DEVICES DAILY, NOT INCLUDING SCHOOL OR HOMEWORK. TOP SCREEN ACTIVITIES INCLUDE TV/VIDEOS (39%), GAMING (22%) AND SOCIAL MEDIA (16%). —COMMON SENSE MEDIA

Not-so-special effects

SPENDING TOO MUCH TIME ON DEVICES SUCH AS TVS, COMPUTERS, SMARTPHONES AND TABLETS CAN HAVE CONSEQUENCES.



Brain Function

Excessive gaming or internet use has been shown to shrink the part of the brain that governs functions such as empathy and impulse control.



Eye Strain

The blue light from digital devices can cause Digital Eye Strain, which includes symptoms such as dry, scratchy eyes, blurred vision and headaches.



Poor Posture

Spending a lot of time in the same position can cause pain and discomfort, especially if you are hunched over or sitting with a bent neck.



Insomnia

Screens emit a blue light that signals the brain that it's daytime—or wake time—making it harder for people to fall asleep or to stay asleep.

SCREEN TIME SOLUTIONS

IT DOESN'T MEAN FORSAKING DEVICES AS MUCH AS IT DOES EMBRACING EQUILIBRIUM.

use moderately

Strive for balance so there's time for other things. The American Academy of Child & Adolescent Psychiatry notes that too much screen time may lead to a host of problems in children including lower grades in school, less time with family and friends and problems with sleep, weight, mood or self-image.

explore other activities

Indoors: cards, board games, puzzles, coloring and activity books, arts and crafts. Outdoors: sports, lawn games, swimming, gardening, biking, nature walks.

COUNTER EYE STRAIN BY FOLLOWING THE 20-20-20 RULE. EVERY 20 MINUTES, LOOK AWAY FROM THE SCREEN AND CONCENTRATE FOR 20 SECONDS ON AN OBJECT 20 FEET AWAY.

Sources (this page and opposite): commonsensemedia.org/Media-use-by-tweens-and-teens-2019-infographic
mayoclinichealthsystem.org/hometown-health/speaking-of-health/6-tips-to-reduce-childrens-screen-time
aacap.org/AACAP/Families_and_Youth/Facts_for_Families/FFF-Guide/Children-And-Watching-TV-054.aspx
uabmedicine.org/-/eye-health-in-the-digital-age-does-too-much-screen-time-hurt-your-vision
marketwatch.com/story/people-are-spending-most-of-their-waking-hours-staring-at-screens-2018-08-01
barnsley.ac.uk/benefits-of-reducing-your-screen-time/



Q&A

WITH DAIRA DRIFTMIER

The certified personal trainer and director of Hy-Vee KidsFit and Hy-Vee Fitness explains how families can build healthy habits to counter sedentary screen time.

HyVee® KIDSFIT®

Q: Digital devices are part of modern life. How can you find a balance?

A: Setting limits and rules for screens helps hold you accountable. Did you know you can have a timer to put your phone in sleep mode after 8 p.m. to help your body get ready for sleep? Another rule we have at our house to help encourage more conversation is no screens at the dinner table. This is important in building strong social and mental health skills.

Q: How can the family become more active?

A: When you make activity fun, it builds consistency because you are more likely to do it more often. One example is to play—something you do that brings joy, puts a smile on your face and sometimes increases interaction with others. This could be anything from a miniature golf outing to badminton in the backyard to interactive gameplay in the living room.

Q: What do you recommend to boost consistency?

A: The trick is finding an activity you enjoy and trying to do it at least 30 minutes

each day. This helps build more consistency. Walking is one of the easiest forms of exercise for almost everyone. Daily walks help build endurance to play with kids or grandkids. Resistance training could make it easier for you to get in and out of the car or up off the floor. Riding a bike could build your balance to help decrease the risk of falling as you get older. Your commitment to moving daily is building a foundation of habits and it starts when you are young.

Q: Is it OK to combine screen time with exercise?

A: Absolutely! Screens can be very efficient in building and encouraging movement. And the addictive nature of screens can be a positive when they help you “stick” to building in more activity.

Q: How can KidsFit help deal with screen overload?

A: Hy-Vee KidsFit is more than following along with our videos. It is building a mindset about accepting new challenges. Each month the family can take the new Hy-Vee KidsFit Club challenge to help focus on their health. Learn more at hy-veekidsfit.com

95

PERCENT OF AMERICAN TEENS SAY THEY HAVE ACCESS TO A SMARTPHONE, AND NEARLY HALF SAY THEY ARE ONLINE “ALMOST CONSTANTLY.”

—PEW RESEARCH

DIGITAL DEVICES ARE MAKING KIDS MORE SEDENTARY, WHICH IS LINKED WITH YOUTH BEING OVERWEIGHT OR OBESE, ACCORDING TO THE AMERICAN HEART ASSOCIATION.

Build healthy habits with Hy-Vee KidsFit Club. We make moving and fueling fun for the whole family. Join fitness expert Daira Driftmier and Hy-Vee dietitians with our AT HOME series, a free program to kick-start conversation about health in your family.

Build confidence in all areas of health by completing new monthly challenges. Then earn rewards by submitting your challenge. Let's make the healthy choice easy, fun and rewarding!



SCAN THE QR CODE to sign up for the Hy-Vee KidsFit Club.

SMALL STEPS TO REDUCE SCREEN TIME

TAKE ACTION TO ENCOURAGE HEALTHY, LIFELONG HABITS AMONG THE ENTIRE FAMILY.

do it as a family

Children may find it less challenging to reduce screen time when the whole family is involved. Start by tracking everyone's screen time and setting new parameters for everyone.

turn off notifications

Those bells and pings are hard to ignore out of sheer curiosity. This is one way to quiet the barrage.

eat away from screens

Multitasking is common these days, but it doesn't have to involve eating while watching TV or scrolling on a smartphone.

designate screen-free zones and/or time

Family meals and bedtime are a given. It's also helpful to silence devices and keep them out of arm's reach for undistracted conversation.



SUGAR SHAKEDOWN

ENJOY THIS SWEET TREAT IN MODERATION,
AND LEARN HOW HY-VEE DIETITIANS CAN
HELP YOU PUT A LID ON EXCESS SUGAR.

THE EFFECTS OF SUGAR

With sugar, a little goes a long way. But when you get too much of it, this treat becomes a threat.

the true impact

A diet chronically high in sugar can lead to obesity and diabetes. It can also result in a higher risk of heart attack and stroke due to sugar's negative influence on blood pressure, inflammation, weight gain, diabetes and fatty liver disease.

SUGAR NATURAL VS. ADDED

NATURAL SUGARS

As the name suggests, these sugars occur naturally in foods. Examples include fructose in fruit, lactose in milk and sucrose in maple syrup. In the case of fruit, natural sugar is absorbed into the blood more slowly because the body has to break down the fiber first. That prevents a spike in blood sugar.

ADDED SUGARS

This category includes any sugar or calorie-carrying sweetener that is added to foods or beverages during processing (e.g., cereal or ketchup) or preparation (e.g., sugar added to coffee or honey added to tea). Added sugars may be manufactured, such as high fructose corn syrup. They can also come from natural sources such as cane sugar, sugar beets, honey and concentrated fruit or vegetable juices.

1 MEDIUM BANANA contains 14 g of natural sugar

Reading Food Labels

The Nutrition Facts label offers the details needed to make smart choices.

Nutrition Facts	
8 servings per container	
Serving size 2/3 cup (55g)	
Amount per serving	
Calories	230
% Daily Value*	
Total Fat 9g	10%
Saturated Fat 1g	5%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 160mg	7%
Total Carbohydrate 37g	13%
Dietary Fiber 4g	14%
Total Sugars 12g	20%
Includes 10g Added Sugars	
Protein 3g	
Vitamin D 2mcg	10%
Calcium 260mg	20%
Iron 8mg	45%
Potassium 240mg	6%

Calories

Total calories per serving. Note how many calories you are getting if you eat more than one serving.

Total Sugars

Includes sugars naturally present in foods and added sugars.

Added Sugars

Includes sugars added during processing, foods packaged as sweeteners and sugars from syrups, honeys and concentrated fruit or vegetable juices.

Daily Recommended Intake of Added Sugars

Over the past 30 years, Americans have consumed greater amounts of added sugars in their diet, contributing to an epidemic of obesity. These daily limits are recommended by the American Heart Association.

TODDLERS

Under age 2:
should not
consume any
added sugars.

CHILDREN

Ages 2+:
6 teaspoons/
25 grams/
100 calories
or less.

WOMEN

6 teaspoons/
25 grams/
100 calories
or less.

MEN

9 teaspoons/
36 grams/
150 calories
or less.

Sources: sjtn.hms.harvard.edu/flash/2015/natural-and-added-sugars-two-sides-of-the-same-coin/
heart.org/en/healthy-living/healthy-eating/eat-smart/sugar/sugar-101
fda.gov/food/new-nutrition-facts-label/added-sugars-new-nutrition-facts-label
heart.org/en/healthy-living/healthy-eating/eat-smart/sugar/cut-out-added-sugars-infographic health.harvard.edu/heart-health/the-sweet-danger-of-sugar



AMERICAN ADULTS CONSUME AN AVERAGE OF 77 GRAMS OF SUGAR PER DAY, ACCORDING TO THE AMERICAN HEART ASSOCIATION. THAT ADDS UP TO OVER 60 POUNDS ANNUALLY.

CEREAL contains 12 g of added sugar

HEY, SUGAR!

WHERE SUGAR HIDES

Sugar is added to many popular foods and beverages to intensify naturally occurring sugar already in the food. Check out these natural and added sugar totals for common foods.



SODA
1 can (12 fl. oz.) = 39 g of sugar (9.75 tsp.)



LOW-FAT YOGURT
1 serving (6 oz.) = 10 g of sugar (2.5 tsp.)



SPORTS DRINK
1 bottle (16 fl. oz.) = 26 g of sugar (6.5 tsp.)



KETCHUP
1 tablespoon = 3.7 g of sugar (0.925 tsp.)



FLAVORED CEREAL
1 1/4 cups = 13 g of sugar (3.25 tsp.)



CHOCOLATE BAR
1.55 oz. = 24 g of sugar (6 tsp.)

3 STEPS TO REDUCE added sugars

Be proactive about your health. Cut down on sugar by following the 3 Rs.

Read

Read labels and avoid products with a lot of added sugars in the ingredient list. Remember that sugar can hide under dozens of names, including agave nectar, corn sweetener, fructose, dextrose, high-fructose corn syrup, honey, maltose and molasses.

Replace

Replace items with high added sugar content. Swap salsa for ketchup, oil and vinegar for salad dressing, water or low-fat milk for soda and fruit for cookies or cake. Enhance flavor with spices such as ginger, allspice, cinnamon or nutmeg instead of reaching for sugar.

Refine

Refine your eating habits. If you take two teaspoons of sugar in your coffee, make it one. Pour half the usual amount of sugary cereal into your bowl, then mix in a low-sugar oat or rice cereal. Bake cookies with a sugar substitute such as Stevia.

SUGAR SUBSTITUTES

When you're looking to shelve the sugar, look to the shelves at Hy-Vee.

Cutting down on sugar doesn't mean cutting down on the sweet factor. Options:

- Natural sweeteners like honey, molasses and maple syrup have slightly more nutrients than sugar, as well as purported health benefits, but they are still high in calories and should be used sparingly.

- Artificial sweeteners offer a flavor similar to sugar but with few or no calories. Regulated by the Food and Drug Administration, they are either synthetic or plant-based. Find these popular sweeteners at Hy-Vee: Lakanto Monkfruit, Pyure, Sola, Stevia, Swerve, Truvia and Wholesome Allulose.

KIDS & SUGAR

Children are well acquainted with sugar... maybe too well acquainted.

The American Heart Association recently lowered its daily sugar allowance for children ages 2 to 18 for a simple reason: eating lots of added sugar at a young age can lead to obesity, high blood pressure, type 2 diabetes

and heart disease later in life. In the short term, sugar can affect a child's mood and cause hyperactivity. Experts suggest reserving sweets for special occasions and instead offering healthy choices at mealtime. Include lots of fruits, vegetables, whole grains and dairy products, because the natural sugars they contain are necessary for a child's growth.



Hy-Vee dietitian services

Our registered dietitians can help you get a hold on sugar. Free services include:

- virtual store tours
- dietitian discovery sessions

Other services are available for a fee, including:

- Healthy Habits menu program
- personalized nutrition counseling packages

Access services through the virtual dietitian online platform. For details, visit hy-vee.com/health and click on "Hy-Vee Dietitians."



REFRESH. RENEW. BE YOU.

GET A \$10 REWARD*

WHEN YOU BUY \$25 (EXCLUDING TAX) OF PARTICIPATING PRODUCTS**
IN ONE TRANSACTION BETWEEN 7/18/21 AND 9/5/21

BUY

Purchase \$25 (excluding tax) of participating products in one transaction between 7/18/21 and 9/5/21. Retain your receipt.

UPLOAD

Take a photo of your entire receipt showing the qualifying item(s) starred or, for online purchases, take a screenshot of your shipping, pickup or delivery confirmation. Visit www.activaterewards.com/studentessentials, enter your information and submit the photo or screenshot, as applicable, by 9/5/21.

RECEIVE

Submissions are reviewed within 2-5 business days. Once your submission has been validated, you will receive an email with a link to choose your reward.

Use products only as directed.

**Visit www.activaterewards.com/studentessentials/details for full list of participating products.

Motrin Neutrogena LISTERINE Clean Clear VISINE

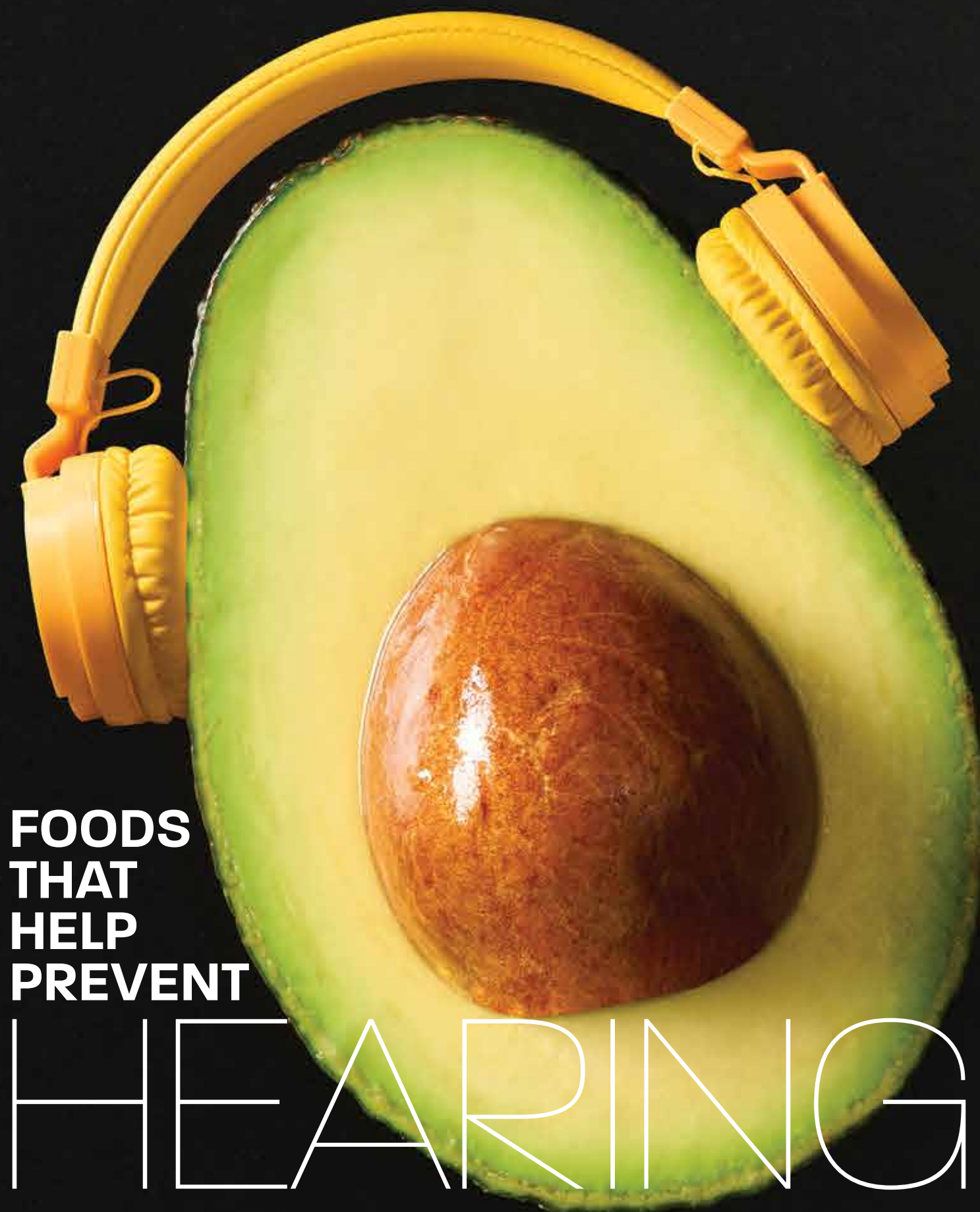
Third-party trademarks used herein are trademarks of their respective owners.

*Purchase at least \$25 (exclusive of tax) of participating products in a single transaction and choose a \$10 reward. Retain receipt or, for online purchases, take a screenshot of your shipping, pickup or delivery confirmation. Submit a photo of your receipt or a screenshot of your shipping, pickup or delivery confirmation, if applicable, at www.activaterewards.com/studentessentials by 9/5/21. Submissions are reviewed within 2-5 business days. Reward must be chosen and activated by 9/30/21. Limit 3 rewards (any combination) per household. Reward options include a Fandango Promo Code, Streaming Promo Code, Visa® Rewards Virtual Account, Visa Rewards Card, eGift Card at select merchants and Gasoline Gift Card. No manual receipt reproductions will be accepted. One reward per receipt submission. Must be a legal resident of the U.S. or D.C. Must be 18 or older or the age of majority to participate. See www.activaterewards.com/studentessentials/details for full offer details. Offer valid only in the U.S. and void where prohibited. Virtual Account can be redeemed at every internet, mail order and telephone merchant everywhere Visa debit cards are accepted for purchase(s) up to \$10. No ATM access. No cash access. Rewards Card can be used everywhere Visa debit cards are accepted. No cash access. Virtual Account and Rewards Card are issued by MetaBank®, N.A., Member FDIC, pursuant to a license from Visa U.S.A. Inc. This optional offer is not a MetaBank, nor Visa, product or service nor does MetaBank, nor Visa, endorse this offer. Limits and restrictions apply. Sponsor: Johnson & Johnson Consumer Inc., McNeil Consumer Healthcare Division, 199 Grandview Rd, Skillman, NJ 08558 © Johnson & Johnson Consumer Inc. 2021

Start School
with Power.



TM



FOODS
THAT
HELP
PREVENT

HEARING

HEARING LOSS IS COMMON WITH AGE—
50% OF AMERICANS OVER THE AGE OF
75 HAVE DISABLING HEARING LOSS.

But people in their 30s and 40s can begin developing age-related hearing loss that worsens over time. There's no one cause for age-related hearing impairment, but genetics, exposure to loud noises and nutrition likely all play a role. Viruses and bacteria can also be contributing factors. Avoiding noise exposure, keeping the volume on headphones low and quickly receiving

medical care for health problems like ear infections are all good ways to protect hearing, and a healthy diet may also help. Studies have found that poor nutrition can increase a person's risk of hearing problems as they age, especially when their diet lacks essential vitamins and nutrients like zinc. Research suggests that overall healthy eating habits may help protect hearing as you age.

15%
OF AMERICAN
ADULTS REPORT
HAVING SOME
HEARING LOSS

MAGNESIUM

WHY: Magnesium may help prevent noise-induced hearing loss by destroying free radicals that can damage hairs that carry sound to the auditory nerve.



TRY pumpkin seeds, almonds, spinach, cashews, peanuts, black beans and edamame

POTASSIUM

WHY: High potassium intake has been associated with lower levels of hearing problems, especially in aging adults. Low levels may disrupt inner ear fluid.



TRY avocados, bananas, oranges, tomatoes, dairy, leafy greens, seafood and legumes

FOLATE

WHY: Hearing loss has been linked to folate deficiency, and a diet with too little folate can even contribute to premature hearing impairment.



TRY broccoli, Brussels sprouts, leafy greens, peas, chickpeas, kidney beans and fortified cereals

ZINC

WHY: Deficiency in nutrients like zinc can make it more difficult for the middle ear to heal from infections and increase the likelihood of hearing loss over time.



TRY shellfish, beef, poultry, pork, legumes, nuts, seeds, whole grains and fortified cereals

OMEGA-3s

WHY: Regularly eating foods with omega-3s has been associated with a lower risk of hearing trouble because they help improve blood supply to the cochlea.



TRY salmon, mackerel, tuna, nuts and seeds, plant oils and fortified foods such as eggs and yogurt

LOSS

KEEP EARS AND HEARING
HEALTHY FOR A LIFETIME
IN PART BY FILLING YOUR
PLATE WITH NUTRIENT-
PACKED FOODS.

Sources: www.nidcd.nih.gov/health/statistics/quick-statistics-hearing
medlineplus.gov/genetics/condition/age-related-hearing-loss/
ncbi.nlm.nih.gov/pmc/articles/PMC6356655/
www.nidcd.nih.gov/health/noise-induced-hearing-loss
ncbi.nlm.nih.gov/books/NBK507266/
researchgate.net/publication/334259488_Association_between_a_High-Potassium_Diet_and_Hearing_Thresholds_in_the_Korean_Adult_Population
ncbi.nlm.nih.gov/pmc/articles/PMC5806825/

ncbi.nlm.nih.gov/pmc/articles/PMC4314232/
ncbi.nlm.nih.gov/pmc/articles/PMC6412883/
ncbi.nlm.nih.gov/pmc/articles/PMC4196487/
my.clevelandclinic.org/health/articles/15650-magnesium-rich-food
health.clevelandclinic.org/10-foods-that-are-high-in-potassium/
nhs.uk/conditions/vitamins-and-minerals/vitamin-b/
ods.od.nih.gov/factsheets/Zinc-HealthProfessional/
ods.od.nih.gov/factsheets/Omega3FattyAcids-Consumer/



Coconut Chicken Curry

- Total Time** 30 minutes
Serves 6
- 2 Tbsp. Hy-Vee canola oil**
½ cup sliced organic green onions
3 cloves garlic, minced
1½ tsp. grated gingerroot
1 large organic red bell pepper, seeded and cut into ¼-in.-wide strips
1 large organic green bell pepper, seeded and cut into ¼-in.-wide strips
2 tsp. refrigerated lemongrass paste
1 (13.5-oz.) can Full Circle Market organic unsweetened coconut milk
- 1 cup Full Circle Market organic low-sodium chicken broth**
½ cup red curry paste
1 Tbsp. fish sauce
1½ lb. Hy-Vee True boneless skinless chicken thighs
3 Tbsp. fresh lime juice
1½ Tbsp. Hy-Vee corn starch
Cooked riced cauliflower, for serving
Fresh cilantro sprigs, for garnish
Lime wedges, for serving
- 1. HEAT** oil in a 4-qt. Dutch oven. Add green onions, garlic and gingerroot. Cook

- over medium-low heat for 1 minute, stirring occasionally.
- 2. ADD** bell peppers and lemongrass paste. Cook for 3 minutes, stirring occasionally. Stir in coconut milk, broth, curry paste and fish sauce. Add chicken; bring to a simmer. Reduce heat. Cover and gently simmer for 8 to 10 minutes or until chicken reaches 175°F.
- 3. REMOVE** and transfer chicken to a cutting board. Shred chicken using 2 forks; set aside. Combine lime juice and corn starch in a small bowl; stir into curry mixture. Return chicken to curry mixture. Simmer for 2 minutes or until sauce is slightly thickened.
- 4. SERVE** over riced cauliflower. Garnish with cilantro and serve with lime wedges, if desired.
- Per serving:** 260 calories, 11 g fat, 11 g saturated fat, 2.5 g trans fat, 105 mg cholesterol, 1,320 mg sodium, 11 g carbohydrates, 1 g fiber, 4 g sugar (0 g added sugar), 25 g protein.
Daily Values: Vitamin D 6%, Calcium 10%, Iron 10%, Potassium 10%



To use fresh herbs, substitute chopped fresh lemongrass for lemongrass paste.

5 EASY RECIPE IDEAS

1 Easy Tuna Salad Wraps
Microwave ¾ cup frozen shelled edamame in a covered microwave-safe dish 2 minutes; cool. Reserve toppings packet from 1 (13.6-oz.) pkg. chopped sesame Asian salad kit for another use. Combine salad vegetables from kit, edamame and 2 (2.8-oz.) containers undrained tuna infused with lemon & thyme in extra virgin olive oil; toss with dressing from kit and ½ tsp. lemon zest. Spoon salad mixture just below the center of 3 (10-in.) whole wheat flour tortilla wraps. Fold bottom of tortillas up and over filling; fold in sides and roll up. Cut each in half and serve. Serves 3.

2 Chocolate Chip 'n' Banana Oatmeal
Prepare 1 serving Hy-Vee old-fashioned oats according to pkg. directions using Hy-Vee 2% reduced-fat milk. Stir in ½ small banana, mashed. Serve in bowl topped with 1 Tbsp. Hy-Vee vanilla nonfat Greek yogurt, banana slices and 1 Tbsp. dark chocolate baking chips. Garnish with Hy-Vee ground cinnamon, if desired. Serves 1.

3 Chili-Lime Watermelon Salsa
Combine 1 cup finely chopped seedless watermelon, ½ cup seeded and finely chopped yellow tomatoes and ⅓ cup finely chopped jicama in a medium bowl. Add 1 Tbsp. fresh lime juice and 1 tsp. salt-free chili lime seasoning blend; toss to coat. Cover and refrigerate for 15 minutes. Garnish with crumbled queso fresco cheese, if desired. Serve with unsalted corn tortilla chips, or on top of cooked fish, poultry or pork. Makes 1½ cups.

4 Guacamole Sweet Potato Bites
Cut 1 (8- to 9-oz.) peeled sweet potato into ¼-in.-thick slices; toss with 2 tsp. canola oil. Place in a single layer on a greased, foil-lined baking sheet. Bake at 425°F for 20 to 25 minutes or until bottoms are lightly browned. Cool slightly. Top potatoes with ⅓ cup Hy-Vee fresh homestyle guacamole (about 1 tsp. per slice) and a total of 3 Tbsp. seeded and finely chopped red or yellow bell pepper. Sprinkle with Hy-Vee chili powder, if desired. Serves 8 (2 each).



5 Sweet 'n' Smoky Mixed Nuts
Toss 1½ cups whole mixed unsalted nuts with 2 tsp. Hy-Vee canola oil. Sprinkle with 1 Tbsp. Hy-Vee packed brown sugar, 1 tsp. smoked paprika and ¼ tsp. sea salt; toss to coat. Spread in a parchment-lined rimmed baking pan. Bake at 350°F for 5 to 7 minutes or until toasted. Immediately stir in ½ cup chopped Hy-Vee dried apricots, ¼ cup Hy-Vee roasted & unsalted pepitas and ¼ tsp. smoked paprika. Cool before serving. Makes 2 cups.

HOW DIET AFFECTS MENTAL HEALTH

Good nutrition and eating habits both can have a positive effect on your mood and mental health.



Elisa Sloss, RD, LD
Vice President,
HealthMarket

Q: What is mental health?

A: The term “mental health” includes emotional, psychological and social well-being, and affects how we think, feel and act. Good mental health helps people cope with daily stresses, be productive and stay physically healthy. Warning signs of a potential mental health problem can include withdrawing from activities you enjoy and changes in eating and sleeping habits.

Q: How are nutrition and mental health related?

A: Studies have found that people with depression often lack proper nutrition and are deficient in neurotransmitters

like serotonin, which helps regulate mood, sleep and appetite. Around 95% of a person’s serotonin is produced in their gastrointestinal tract, which is lined with millions of neurons. Both the production of those neurons are influenced by the “good” bacteria in your intestines, which can be affected by what you eat.

Q: What foods can improve mental health?

A: Researchers have studied the effect different diets and eating patterns can have on mental health. Studies have found the risk of depression is 25% to 35% lower in people who eat a Mediterranean diet filled with fruits, vegetables, fish, seafood and unprocessed grains compared to those who eat a typical Western diet with more processed food.

Q: Are there foods I should cut out of my diet?

A: Past studies have found that people who eat poor-

quality diets high in processed meat, sweets, fried food and high-fat dairy are more likely to report symptoms of depression. You don’t have to completely cut out these foods, but eat them in moderation and reach for healthy fruits, veggies and lean proteins first.

Q: Does eating healthy eliminate my risk of mental health conditions?

A: Diet is just one factor that can affect mental health, so while good nutrition may help lower your risk, it won’t cure or completely prevent mental health illnesses or disorders. Genetics, brain chemistry and life experiences all play a role in your overall mental health.



Scan the QR Code to find a local dietitian and learn how Hy-Vee can help you maintain a healthy lifestyle.

Sources: medlineplus.gov/mentalhealth.html
ncbi.nlm.nih.gov/pmc/articles/PMC2738337/
health.harvard.edu/blog/nutritional-psychiatry-your-brain-on-food-201511168626
mayoclinic.org/diseases-conditions/depression/expert-answers/depression-and-diet/faq-20058241

MORE THAN 50% OF AMERICANS WILL BE DIAGNOSED WITH A MENTAL ILLNESS OR DISORDER IN THEIR LIFETIME.

—CENTERS FOR DISEASE CONTROL AND PREVENTION

EATING HABITS TO IMPROVE MENTAL HEALTH

MORE THAN JUST WHAT YOU EAT, HOW YOU EAT CAN ALSO AFFECT OVERALL MENTAL HEALTH. IN ADDITION TO CHOOSING NUTRITIOUS FOODS, IT’S ALSO IMPORTANT TO DEVELOP HEALTHY MEALTIME HABITS.

EAT BREAKFAST EVERY DAY

Starting the day off right with a healthy breakfast may help mental health. People who skip or delay breakfast are at a higher risk both for mood disorders and depression, so make time for a morning meal.

PLAN AND PREP AHEAD

According to research from the University of Georgia, meal prepping the night before can help families stick to a healthy eating plan when stressed. Keep healthy snacks available too, so it’s easier to pass on processed foods.

SHARE MEALS WITH FAMILY

Eating with others has been linked to better mental health. Specifically, studies of children, teens and elderly adults have found that those who regularly eat with family are less likely to experience depressive symptoms.

STICK TO A SCHEDULE

Find an eating schedule that works, traditional or otherwise, and don’t skip meals. A 2020 study found that older adults who skipped meals were more likely to have symptoms of depression and anxiety.

Sources: cdc.gov/mentalhealth/learn/index.htm
cambridge.org/core/journals/psychological-medicine/article/abs/an-eating-pattern-characterised-by-skipped-or-delayed-breakfast-is-associated-with-mood-disorders-among-an-australian-adult-cohort/4E61BDCC89AD0E62970811231D72114
onlineibrary.wiley.com/doi/abs/10.1111/ggi.13106
stanfordchildrens.org/en/topic/default?id=family-meals-more-than-good-nutrition-1-2152
ncbi.nlm.nih.gov/pmc/articles/PMC6250943/
news.uga.edu/meal-prep-can-mean-healthier-meal-plans-under-stress/
ncbi.nlm.nih.gov/pmc/articles/PMC7742741/

Self-care solutions

HY-VEE'S HERE TO HELP MAKE ALL KINDS OF SELF-CARE A PRIORITY. LEARN WAYS TO TAKE CARE OF YOUR OWN PHYSICAL, MENTAL AND EMOTIONAL HEALTH WHILE TEACHING YOUR FAMILY TO DO THE SAME.

What is self-care?

Anything you do to keep yourself physically, mentally and emotionally healthy counts as self-care.

Physical self-care is keeping your body healthy. According to the National Institutes of Health, mental health includes psychological, social and emotional well-being, and affects the way we think, feel and act when coping with life. Emotional wellness is the ability to successfully handle stress, adapt to change and express emotion, which is affected by your mental health. **Self-care can help you and your family relieve some of life's pressures and feel healthier and happier long-term.**

How Hy-Vee Dietitians Can Help

MAKE PHYSICAL SELF-CARE EASIER FOR YOUR WHOLE FAMILY. HY-VEE DIETITIANS OFFER NUTRITION COUNSELING, HEALTHY LIFESTYLE CLASSES, MEAL PLANNING HELP AND MORE.

1

EXERCISE

Go for a walk or choose a workout from Hy-Vee KidsFit and get the whole family moving.

2

COOK HEALTHY

Get everyone involved in cooking a healthy meal to emphasize the value of nutritious foods.

3

PLAY SPORTS

Pick an activity everyone in the family can enjoy, and make exercise fun by playing together.

4

DRINK WATER

Set individual hydration goals for everyone to aim for each day.

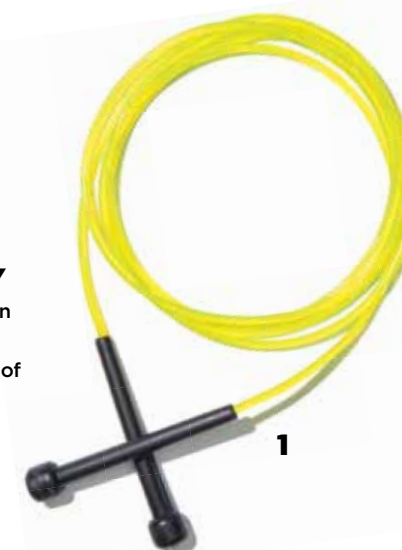
5

REST

Practice good sleep habits by developing a bedtime routine, including falling asleep and waking up on a set schedule.

physical

TEACH YOUR FAMILY TO TAKE CARE OF THEIR BASIC NEEDS BY EATING HEALTHY, EXERCISING AND GETTING PLENTY OF REST.



STAY ACTIVE WITH HY-VEE'S HELP: FIND OUTDOOR GAMES, JOE FRESH ACTIVEWEAR AND MORE IN STORES.



mental & emotional



6

**SELF-CARE
ACTIVITIES CAN BE
DONE ALONE OR
WITH OTHERS. FIND A
ROUTINE THAT SUITS
YOUR DAY, LIFESTYLE
AND FAMILY.**



10



9



7



8

6 GARDEN

Spending time in nature and gardening can improve mood and mental health while making your home even more beautiful. Numerous studies have found that gardening can help reduce anxiety and depression, and increase well-being and quality of life.

7 ENJOY A HOT DRINK

Instead of multitasking, give your mind a break and spend as little as 15 minutes savoring the warmth and flavor of a hot beverage, like Hy-Vee Honey Lemon Ginseng Green tea.

8 DRAW WITH CHALK

Creating art is a good way to clear your mind and let everyone in the family express themselves. Kids and adults can pick up Crayola sidewalk chalk and spend time drawing outside.

9 PLAY A GAME

Keep minds sharp by planning a game night. Play a few rounds of a favorite card or board game, or try something more active for younger children like hide-and-seek. Make it a weekly event and let everyone in the family take turns choosing the game.

10 COLOR

Coloring relaxes the brain by focusing your attention on a simple task, which helps other stresses and worries melt away. Grab an adult coloring book (plus a few for kids) and Crayola markers or colored pencils and let your inner artist take over.



HAVE FAMILY DINNERS

EATING TOGETHER IS A GREAT OPPORTUNITY TO HELP KIDS AND TEENS SHARE THEIR FEELINGS, TELL HOW THEIR DAY WENT AND TALK ABOUT ANY PROBLEMS THEY MIGHT BE HAVING.

11

12

SEND A CARD

Especially if you haven't connected with a friend or relative for a while, pick up a greeting card at Hy-Vee that reminds you of them, then write a short note or letter to catch up.

13

MEDITATE

Create a calming environment by lighting a scented candle or turning on calming music. Breathe deeply and take 10 minutes to clear your mind.

14

JOURNAL

Writing can help adults and children recognize emotions and work through problems. Start a journal and write anything that comes to mind or use a prompt to help focus thoughts.



**LOOK FOR ANY
OPPORTUNITY
TO LET GO OF
STRESS, GET
CREATIVE AND
COMMUNICATE
OPENLY WITH
OTHERS FOR SELF-
CARE SUCCESS.**



15

TAKE A BATH

A relaxing bath can be another opportunity to meditate. Use a Basin bath bomb or bath salts with a soothing scent, and use the quiet time to wind down.





RECOVER

EXERCISE DOES A BODY GOOD. YOU CAN DO YOUR BODY ANOTHER FAVOR BY AIDING ITS RECOVERY FROM EXERCISE AND TAKING STEPS TO AVOID PAIN AND INJURY.

Fuel Reserve

What you use for fuel can make a difference in your body's recovery from a workout. Before a workout, choose carbohydrate-rich foods that are low in protein and fat to avoid gastric distress. After a workout, stock up on quality protein and carbs.

PRE-WORKOUT NUTRITION

Studies show carbohydrate intake before exercise can improve performance. Eat a snack 1 to 3 hours before exercising or a larger meal 3 to 4 hours ahead of time. Watch portion size: Eating too much before exercise can make you sluggish, too little and you may lack energy to power through the workout.

The Mayo Clinic recommends: whole-grain cereals or bread • banana + peanut butter • Greek yogurt + fruit • pancake • juice • oatmeal + berries

POST-WORKOUT NUTRITION

Two hours after exercising, eat a meal with both carbohydrates and protein. Carbs replenish the glycogen, or energy reserves used up by muscles during exercise, while protein provides amino acids or muscle repair and rebuilding.

The Mayo Clinic recommends: Greek yogurt + fruit • peanut butter sandwich • low-fat chocolate milk + pretzels • post-workout recovery smoothie • turkey on whole-grain bread + vegetables • string cheese + apple



FIND WHAT YOU NEED TO SATISFY YOUR BODY'S NUTRITIONAL NEEDS AT THE HY-VEE HEALTHMARKET.

Performance Inspired is at Hy-Vee
DISCOVER NATURAL, NUTRITIONAL PRODUCTS CONCEIVED IN PART BY FITNESS-MINDED ACTOR MARK WAHLBERG.



ISOLATE WHEY: supports muscle growth and faster recovery; in chocolate and vanilla flavors.



PLANT-BASED PROTEIN POWDER: dairy-free protein source; in chocolate and vanilla flavors.



ZMA SPORTS RECOVERY CAPSULES: supports muscle strength, recovery and tissue repair.



BCAA PLUS GLUTAMINE & ELECTROLYTES: replenishes; aids muscle recovery.



READY 2GO PROTEIN WATER: rehydrates, refuels and replenishes; three natural flavors.

WHILE EXERCISING, DRINK 7 TO 10 OZ. OF WATER FOR EVERY 10 TO 20 MINUTES OF ACTIVITY.

Drink water before, during and after exercise to avoid dehydration, which can lead to muscle cramping. In addition, “dehydration causes fatigue, which decreases our motivation to complete a good workout,” says Daira Driftmier, certified personal trainer and director of Hy-Vee KidsFit and Hy-Vee Fitness. Proper hydration is critical to a host of bodily functions, she says, from maintaining body temperature to keeping joints lubricated. “I’d say that it’s super important to drink more water!”

HYDRATION

WATER IS NEEDED TO MAINTAIN MANY CRITICAL FUNCTIONS IN THE BODY, WHICH IS 55% TO 65% WATER.

Physical Effort

Along with nutrition and hydration, consider how much intensity your body can safely endure. Cut back if you can’t talk while exercising, don’t feel up to finishing a session, feel faint or have aching joints later.

Exercise Safely

EXERCISE CAN HELP OR HARM THE BODY, DEPENDING ON HOW IT’S DONE. KEEP THESE THINGS IN MIND:



TECHNIQUE

Using improper technique (say, bending too deeply in a squat) can lead to pain or injury. So can lifting too much weight or doing the wrong kind of exercise for your body—for example, running puts too much pressure on joints for those with arthritic knees.



SCHEDULE

Working out occasionally doesn’t offer the same benefits as working out regularly. And cramming too much into one session can lead to a greater risk of injury. For most people, 150 minutes of exercise spread over a week is recommended.



REST

Strength training should not cause pain—if it does, stop doing that exercise. Also, remember to rest muscles at least 48 hours after strength training to allow them to recover. Many regimens rotate between lifting weights and an aerobic form of exercise.

LOSING AS LITTLE AS

1%-2%

OF YOUR BODY WEIGHT TO DEHYDRATION CAN REDUCE MENTAL AND PHYSICAL PERFORMANCE.

Sources (this page and opposite): ncbi.nlm.nih.gov/books/NBK555956/
med.umich.edu/1libr/Mhealthy/TheImportanceofWaterWhileExercising.pdf
nutrition.org.uk/healthyliving/hydration/adults-teens.html
health.clevelandclinic.org/understanding-the-difference-between-dynamic-and-static-stretching/
health.harvard.edu/staying-healthy/stop-making-these-common-workout-mistakes
health.harvard.edu/staying-healthy/8-tips-for-safe-and-effective-strength-training

GET MOVING

STRETCHING BEFORE AND AFTER EXERCISE CAN PREVENT INJURY AND REDUCE SORENESS.

BEFORE

Pre-workout warm-ups prepare the body for movement and ready the joints for more explosive or compound movements. “I recommend a 5- to 10-minute warm-up to get a light sweat,” says Daira. “I like a mix of walking or a light jog followed by 3 to 4 dynamic stretches that warm up the area you are focusing on.”



PIKE

Assume a pushup position, with hands and feet shoulder width apart. Hold position for 45 to 60 seconds. With hands and feet in same position, move hips upward to form a V with your body. Hold position for 45 to 60 seconds.



FIGURE FOUR

Lie on your back with feet on floor and knees bent. Lift right leg and place the ankle against the left knee. Lift the left leg toward chest. Hold for 20 to 30 seconds, then return to starting position. Repeat with opposite leg.



BUTTERFLY STRETCH

Sit with bottoms of your feet touching, knees spread apart. Push the knees toward the floor for 45 to 60 seconds. (If knees hurt, modify the position to avoid pain.) Lean forward, holding feet, and maintain stretch for 45 to 60 seconds.

Static vs. Dynamic

PERFORM DYNAMIC STRETCHING (IMITATING THE MOVEMENT OF THE EXERCISE) BEFORE WORKING OUT AND STATIC STRETCHING (HOLDING A POSE FOR A LENGTH OF TIME) AFTER THE WORKOUT.

SIMPLE QUAD STRETCH

Stand on right leg, knees touching each other. Pull left foot toward buttocks so you feel the stretch in quadriceps and push hips forward to stretch hip flexor. Hold position for 20 to 30 seconds. Repeat with right leg.

YOU CAN STEADY YOURSELF WITH A CHAIR. OR DO THE STRETCH LYING ON YOUR SIDE, PROPPING YOUR HEAD WITH YOUR HAND.



SCAN THE QR CODE to shop Joe Fresh activewear.



SCAN THE QR CODE to shop DSW footwear.



SMART CLEAN FOR A FRESH START

GET ALL OF THE FRESHEST ESSENTIALS
FOR BACK-TO-SCHOOL.



© Registered Trademark and TM Trademark of Kimberly-Clark Worldwide, Inc. © KCWW © Disney

Back-to-School VACCINATIONS @Hy-Vee

Keep your kids protected from preventable illnesses by updating their vaccinations at Hy-Vee—no appointments required.



Get a FREE vaccination screening from your Hy-Vee pharmacist.

VACCINES AVAILABLE AT HY-VEE

Here are some of the CDC-recommended vaccines available at Hy-Vee.

DIPHTHERIA/TETANUS/PERTUSSIS
A total of 5 doses of DTaP before age 7: at 2 months, 4 months, 6 months, between 15 and 18 months and between ages 4 and 6. At age 11, receive the Tdap vaccination.

MENINGOCOCCAL DISEASE
One dose between ages 11 and 12, with booster dose at age 16.
INFLUENZA
The CDC recommends annual vaccinations starting at 6 months old,

preferably by the end of October.
HPV
Two or 3 doses depending on age of first vaccination, which can be as early as age 9. The CDC recommends the vaccine for 11- and 12-year-olds, with

catch-up vaccines through age 18.
MEASLES, MUMPS, RUBELLA (MMR)
Two doses: one at 12 to 15 months of age, the second dose between 4 and 6 years.

CATCH-UP VACCINATIONS
Missed a dose? Hy-Vee Pharmacy can make sure you're up to date.

For FAQs, visit hy-vee.com/my-pharmacy/services/immunizations

For up-to-date information on COVID-19 vaccinations, visit hy-vee.com/covidvaccine

Disclaimer: Vaccine requirements vary. Contact your school district or childcare facility to learn their requirements.
Sources: cdc.gov/vaccines/parents/index.html
cdc.gov/vaccines/vpd/mening/index.html
cdc.gov/vaccines/parents/records/schools.html

