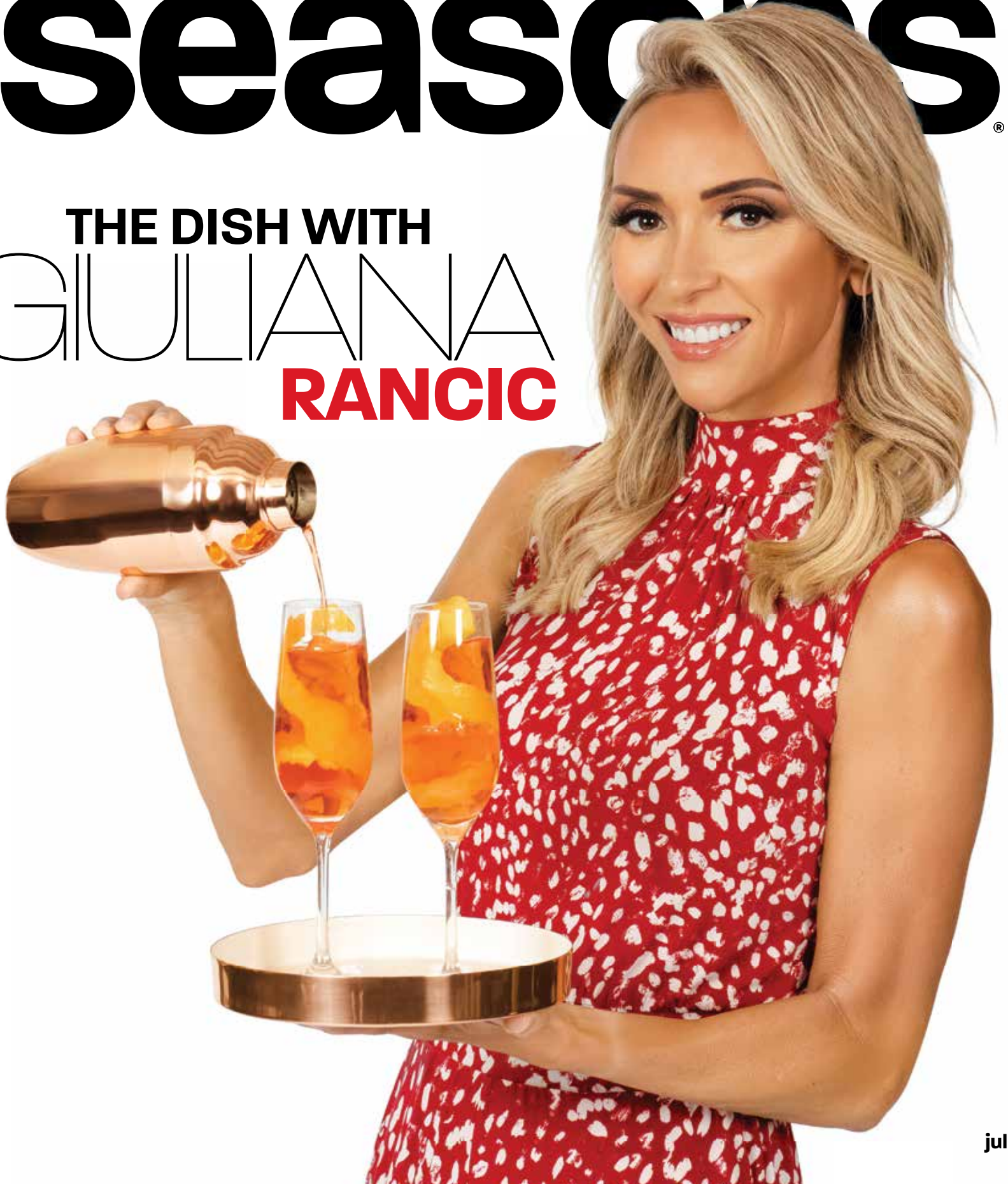


HyVee[®] seasons

FOOD | LIFE | HEALTH

THE DISH WITH GIULIANA **RANCIC**



july

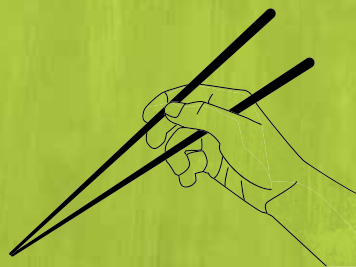


Fig. 1 — Try chopsticks.

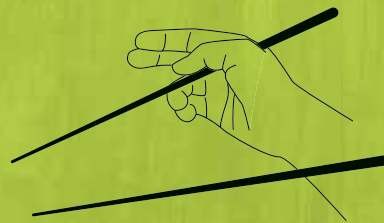


Fig. 2 — Drop chopsticks.

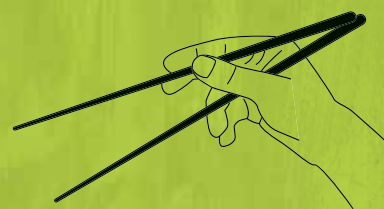


Fig. 3 — Try chopsticks again.

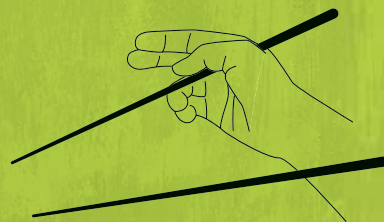


Fig. 4 — Drop chopsticks again.



Fig. 5 — Use hands.

Authentic taste. However you eat it.

NORI
SUSHI

EXCLUSIVELY AT **Hy-Vee** One of the nation's only retailers guaranteeing 100% sustainably-sourced sushi.

Hy-Vee PLUSTM
**EXCLUSIVE
JULY OFFERS**
for **Hy-Vee** PlusTM Premium Members
**ENJOY HUGE SUMMER SAVINGS
WITH THESE OFFERS!**



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**Hy-Vee One Step
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11 to 18.7 oz. when you purchase
a gallon of Hy-Vee White Milk
(Skim, 1%, 2%, D)



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20 or 24 oz. with 1 lb. purchase
of Hy-Vee Deli Sliced Meat



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**Fresh Squeezed
Bottled Orange Juice***
8 fl. oz.
Located in the Produce Department,
where available.

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ON OUR **NEW**
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MENU!

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**6-ct. Bakery Fresh
Brat Buns***
with purchase of Hillshire Farm
Fresh Bratwurst or Smoked
Sausage Links 13.5 or 19 oz.



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*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 July 31, 2021. Void where prohibited.



FREE
Hy-Vee Kitchen
Tortilla Chips
15 oz. or Hy-Vee
Pita Chips 10 oz.*
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Deli Dips 10 oz.

GHIRARDELLI
CREPES



\$3.99
Bakery Fresh
Chocolate Chip
Cookies 20 ct.*



FREE
\$15 Just Because
Bouquet*



15% OFF
6 Bottles of Wine*
Not available in all states.



\$2.48 lb.

Red Cherries from Washington
minimum 1 lb. purchase required

H +

JULY 2021

food



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DONNA TWEETEN
EXECUTIVE VICE PRESIDENT,
CHIEF OF STAFF,
CHIEF MARKETING OFFICER

The Summer Olympics begin this month, and as we cheer with family and friends throughout the sunny days of summer, we find new ways to celebrate.

Get outside with outdoor movie nights, yard games and more, *page 88*. Or the whole family can train like Olympians with at-home workouts, *page 108*.

Besides the great weather, the next best thing about summer is the food. The flavors of the season can't be beat. Find the freshest sweet corn to grill, *page 37*; indulge with spoonfuls of extravagant sundaes, *page 42*; and bring the flavors of your favorite street food into your kitchen, *page 20*.

Let's make the most of summer!

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!



DINNER. SAVED.

For super recipes that'll make you look like a dinner hero, visit hy-vee.com/roisseriechicken



aisles

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

now trending

PICNIC FARE

Handy, portable drinks and foods are must-haves.



GIULIANA PROSECCO

Giuliana Rancic-inspired sparkling wine brings luxury, elegance and fresh, fruity flavor to any picnic.



PROTEIN SNACK COMBO

Savory turkey sausage and mellow Colby Jack make a protein-packed picnic option.



SPINACH ARTICHOKE HUMMUS

Hy-Vee's zesty hummus is a healthful, transportable snack.



FLAG CHEESECAKE

Festive, patriotic, delicious. This creamy treat is topped with cherry and blueberry pie filling.



LIFE'S A PICNIC

Friends and family, gorgeous weather and amazing food and drinks. That's the recipe for an incredible summer outing. And with Hy-Vee as your one-stop picnic store, it's easy to arrange. Choose from fresh sliced

meats and cheeses, breads, fruits and veggies, Wine and Spirits selections and delicious portable snacks. Fill your basket, and your picnic guests, with delicious options.

brand highlight

ONE STEP CEREAL

All Hy-Vee brand cereals are part of the One Step program. Proceeds from each purchase help provide meals to those struggling with food insecurity.



donut of the month

HY-VEE BAKERY FRESH DONUT HOLES

Make race time delicious with fresh donut holes! Watch Hy-Vee's No. 15 and No. 45 cars take on the IndyCar pack (see page 84).



NEW AT HY-VEE!

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

HEALTH

Performance Inspired Whey Protein



Mark Wahlberg
Co-founder, Performance Inspired



All-natural Performance Inspired protein powder drink mix has 25 grams of protein for energy, plus fiber for digestive health and weight loss.

BAKERY

Bakery Fresh Buns



"We pride ourselves on fresh items that we actually make in store, every day."
—Elijah Stout
Bakery Manager, Waukee, Iowa



Upgrade any gathering or backyard get-together with rich and tender Hy-Vee brioche bread and tasty, sweet Hy-Waiian rolls and buns.

PANTRY

Space Jam Products



Score some awesome snacks and granola bars and earn prizes while you cheer on the Toons (not the Goons!) in a new legacy of Space Jam.

PANTRY

Ghost Energy Drinks



Legendary energy! Savor the sweet and Sour Patch flavors of these summertime must-haves: tropical mango, sour watermelon, redberry and more.

check it out!

HY-VEE SEASONS DIGITAL

Learn, shop and be entertained with the new digital version of Hy-Vee Seasons Magazine at **Seasons.Hy-Vee.com** on desktop or mobile.

HyVee
Seasons



FIND THESE KEY FEATURES AND MORE!



SHOP FOR INGREDIENTS AND PRODUCTS WHILE YOU'RE READING



LINK DIRECTLY TO VIDEOS AND HOW-TO'S



NAVIGATE EACH ISSUE WITH A FEW CLICKS.



PLAY GAMES TO EXPAND YOUR CULINARY EXPERTISE

cake
this!

MAKE A SPLASH!

Cake Designer: Stephanie D. Olathe, Kansas

This Pool Party Cake is a delicious way to celebrate summer. Guests will love the sky-high patriotic cake tiers topped with adorable poolside essentials like flip-flops, shades and floaties. Every layer is another level of fun.



Cakes get wavy-water light blue icing on top and smooth dark blue icing sides to make pools.



Fondant is shaped with a cookie cutter and covered in flower cutouts for pool-ready floaties.



Stars and stripes explode up the sides of each tier, and grass tip frosting hides gaps along edges.



Red and blue gumballs and fondant-covered slides and pool toys are cheerful finishing touches.



Scan the
QR Code
to see more
cake ideas.

Dive In!
Watch our Hy-Vee cake designer build this triple-tier Pool Party Cake.

cake this!
presented by
DECOPAC

HSTV

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

VICTORY TASTES BETTER WITH Coke.



ALEX MORGAN
U.S. OLYMPIC GOLD MEDALIST
SOCCER

CALEB DRESSSEL
U.S. OLYMPIC GOLD MEDALIST
SWIMMING

LAURIE HERNANDEZ
U.S. OLYMPIC GOLD MEDALIST
GYMNASTICS



PROUD PARTNER

Other grocers follow the herd.
We're more selective about our beef.

At Hy-Vee, our high standards make sure you always receive top quality beef. In fact, only 6 out of 100 cattle on average meet our tight specifications. For more ways we're making sure you get only the best beef, visit MeatTheFacts.Hy-Vee.com.

HyVee
CHOICE
RESERVE

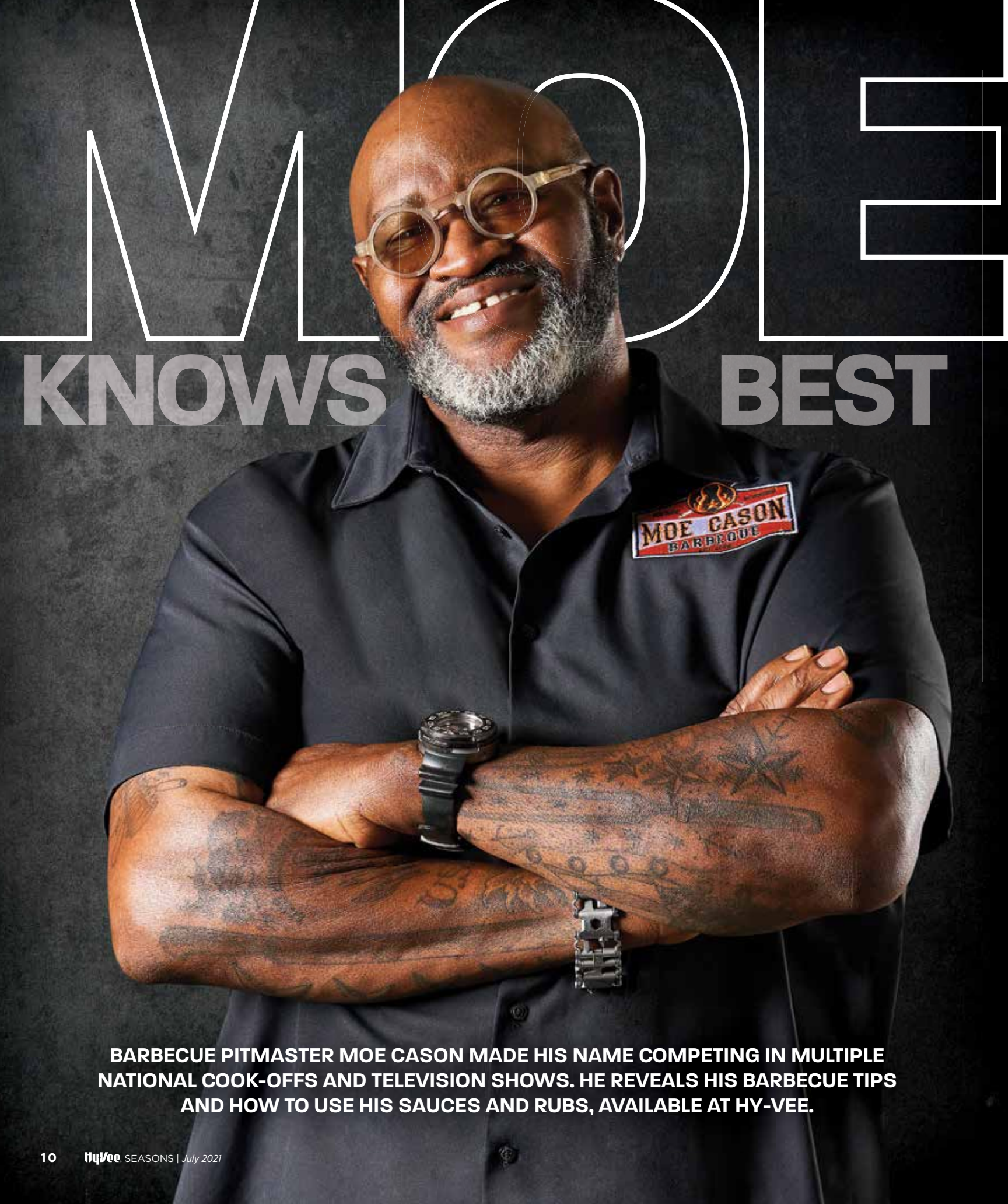
food

BBO tips from legendary pitmaster Moe Cason, reasons to buy an air-fryer and more.

- 10 MOE KNOWS BEST
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- 34 BASICS: QUICK PICKLE
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LEARN
HOW TO GET
A PERFECT
SMOKE RING,
PAGE 14.



MOE KNOWS BEST

BARBECUE PITMASTER MOE CASON MADE HIS NAME COMPETING IN MULTIPLE NATIONAL COOK-OFFS AND TELEVISION SHOWS. HE REVEALS HIS BARBECUE TIPS AND HOW TO USE HIS SAUCES AND RUBS, AVAILABLE AT HY-VEE.

Moe Cason's love of cooking was handed down through generations, watching both his grandmother and mother in the kitchen on the east side of Des Moines, Iowa, where he was born and raised. But he always had a fondness for the grill and how fire reacted with food. Even his stint in the Navy included working in the fire room, managing the steam boiler engines. After leaving the Navy in 1993, he cooked in the backyard for his family. Moe entered his first competition in 2006 and never looked back. "I was just hooked, seeing all these pits, these smokers, all these characters," Moe says. "I was digging it and knew this was where I needed to be."

In his first year of competitive barbecuing, he participated in 20 cook-offs, and he continued at that pace for years. Competing also led to television appearances, which sent his career in a new direction. A sporting goods chain in the southern United States wanted to carry the line of sauces and rubs he had started to bottle. A new business was born. "This is what makes me happy, and people love the products," he says. Last year, he retired after 27 years working the midnight shift at Des Moines Water Works. "I had yearned for the weekends. I was just ready to get in my truck and go to a cook-off. That's what got me excited. My passion was barbecue." Now he can focus on growing his barbecue empire.

You can get the unique Moe Cason flavor as well; his sauces and rubs are available at Hy-Vee, and he shares his advice on how to make the perfect brisket, smoked chicken and ribs. As for the future, Moe is planning to open a restaurant in Des Moines, Iowa.

MOE CASON AND HY-VEE

"I REMEMBER GROWING UP WITH HY-VEE, AND HY-VEE IS THE KING KONG OF GROCERY CHAINS," MOE SAYS. "THEY'RE THE LARGEST GROCERY CHAIN IN THE MIDWEST AND I LOVE WHAT THEY HAVE DONE WITH REINVESTING IN THEIR STORES AND BRINGING IN DIFFERENT TYPES OF LOCAL BRANDS AND GIVING THE STORES MORE DEPTH. THEY'RE DOING IT RIGHT, AND I LOVE THAT BECAUSE I'M A PERSON THAT HAS ALWAYS REINVENTED MYSELF."

PROVEN WINNER

Moe started smoking on the competition circuit in 2006. He has now participated in more than 300 competitions in 35 states and racked up numerous awards, including:

★ Multiple Grand and Reserve Grand Championships

★ Multiple 1st & 2nd place awards in chicken, ribs, pork and brisket

★ 3 perfect "180" scores in chicken, ribs and pork shoulder

★ 2nd Place Sauce at the 2012 Jack Daniel's World Championship Invitational

★ Moe has competed in events by the following sanctioning bodies: Kansas City Barbecue Society, International Barbecue Cookers Association, Georgia Barbecue Association and Memphis Barbecue Network

THE BIG BREAK

After being on the competitive circuit for nearly a decade, Moe made his first television appearance in 2014. "After that, the phone started ringing for opportunities," Moe says. He went on to appear on numerous cooking and talk shows. His larger-than-life personality matches his barbecue, and what you see is what you get. "I connect with people because I'm real," he says. "There's nothing fake about me."

★ **2014**
BBQ PIT WARS
Moe competed in the most challenging of barbecue cook-offs: the whole hog.

★ **2015**
BBQ PITMASTERS
Moe appeared as a judge on two episodes of the cooking competition show.

★ **STEVE HARVEY**
Moe showcased the hottest barbecue trends on the comedian's daily talk show.

★ **2016**
SMOKED
Moe appeared as a guest judge on the competition show that pitted two masters against each other to find out who is the best.



★ **2018-2019**
THE KITCHEN
As the guest pitmaster, he showcased his Memphis-style barbecue chicken.

★ **CHOPPED**
He was a judge in two episodes of the kitchen competition show.



★ **TODAY**
MOE TOWN BBQ
Tune in to HSTV.com to see Moe Cason in action as he prepares for and cooks at a barbecue competition.



Scan the QR Code to watch Moe's new show.

TOOLS OF THE TRADE

HERE ARE SOME BASICS YOU NEED TO BARBECUE LIKE A PRO.



Weber Chimney Starter is an easy way to get hot coals fast.



Use a **Weber Instant-Read Thermometer** for accurate temping.



Turn meat with ease using **Weber Premium Tongs** with no-slip grip.



Fill the chimney with **Full Circle Hardwood Lump Charcoal** to start grilling quickly.

BBQ BASICS

Moe shares some of his best tips and tricks so your backyard efforts also can be competition-worthy.



KNOW YOUR EQUIPMENT “You need to master your pit,” Moe says. “You need to know the ups and downs. You should be able to run that

pit when it’s 100 degrees outside or when it’s 2 degrees outside.” It starts with a good-quality thermometer that tells you the correct temperature quickly. “Every time you open the pit, you add 15 to 20 minutes’ cook time,” he adds. “If you’re looking, you’re not cooking.”



CHOOSE A GOOD CUT Look for good marbling. “That’s what’s going to determine how flavorful that piece of meat is going to be,” Moe says.

“The striations of marbling you see, that is the love in that piece of meat. The more marbling you have, the more forgiving and the more flavorful that piece of meat is going to be.”



DEVELOP A SCHEDULE “Plan your work,” Moe says. If you’re having friends over for barbecue at 3 p.m., then you need to work

backward to know when to put the meat on the smoker, remembering to factor in rest time. For example, a 9-lb. pork butt takes about 9 hours to cook and needs to rest for up to 2 hours. When planning when to put meat on, “give yourself a little leeway in case you have a couple of hiccups,” Moe advises.



BECOME YOUR OWN PITMASTER You can turn almost any grill into a decent smoker. For charcoal grills, offset the coals to one side and cook

the meat on the opposite side. You can even turn a gas grill into a smoker by only turning on the burners on one side and putting a smoke box on top with some wood chips. “You can turn to what you have in your backyard to make some great barbecue,” Moe says.

WHAT IT TAKES TO BUILD THE

PERFECT PLATTER

BRING ON THE MEAT

Plan your grilling and smoking accordingly so you can present all your options at once for sharing.

1 Brisket takes about 30 to 60 minutes per pound to smoke at 225°F. With prep and rest time, it can take 18 to 20 hours.

2 Chicken should be cooked at 270°F for about 45 minutes per pound.

3 Ribs should smoke at 270°F for a couple hours unwrapped, then another couple hours wrapped in foil.

4 Sides like Hy-Vee baked beans and macaroni & cheese take half an hour with a few added ingredients. Plan 3 hours for Moe’s collard greens and purchase Hy-Vee corn bread.

5 Garnish with pickles, or find more pickled veggie ideas on page 34.

For Big Moe Cason’s collard greens recipe, visit Hy-Vee Seasons Digital Edition at **Seasons.Hy-Vee.com**

IF THE SAUCE YOU USE HAS SUGAR IN IT, SPREAD IT ON AFTER THE MEAT HAS COOKED AND SET IT BACK ON THE GRILL TO CARAMELIZE. IF YOU ADD IT WHILE THE MEAT IS STILL COOKING, IT WILL BE TOO DARK.

Hickory Smoked Brisket

Hands On 1 hour
Total Time 19 hours
Serves 16

Hickory wood chips
1 (14-lb.) whole beef brisket
¼ cup Hy-Vee canola oil
¼ cup Hy-Vee Worcestershire sauce
1 (11-oz.) bottle Big Moe Cason Texas brisket rub
Hy-Vee nonstick cooking spray

1. **SOAK** wood chips in water at least 1 hour. Preheat smoker according to manufacturer's directions to maintain a temperature of about 225°F. Use wood chips and water pan as directed.
2. **PAT** brisket dry with paper towels. Trim excess fat to about ¼ in. Rub brisket with oil and Worcestershire sauce; sprinkle generously with rub. Let stand at room temperature for 1 hour. Spray generously with cooking spray.
3. **PLACE** brisket, fat side down, on a well-greased rack in smoker directly over water pan; close smoker. Smoke for 4 to 6 hours or until thermometer inserted into meat reaches 160°F to 170°F.
4. **REMOVE** meat from smoker. Place brisket, fat side down, on a double layer of foil coated with cooking

spray; also spray the brisket. Place a piece of unwaxed butcher paper over the top of the brisket and tightly crimp the edges of the foil and the butcher paper together. Return to smoker.

5. **SMOKE** brisket up to 10 hours or until internal temperature reaches 203°F.

6. **REMOVE** brisket from smoker; wrap in a heavy towel and let stand 3 hours before slicing.

Per serving: 710 calories, 33 g fat, 11 g saturated fat, 0 g trans fat, 225 mg cholesterol, 4,320 mg sodium, 11 g carbohydrates, 0 g fiber, 4 g sugar (0 g added sugar), 82 g protein. Daily Values: Vitamin D 0%, Calcium 4%, Iron 50%, Potassium 30%



TO GET A GOOD SMOKE RING ALL AROUND THE BRISKET, COOK LOW AND SLOW USING CHARCOAL. THE RING DEVELOPS WITHIN THE FIRST 5 HOURS, AND YOU CAN'T GET ONE USING A GAS GRILL.

BRISKET KNOW-HOW

Moe shares his step-by-step instructions to prep a brisket so you get show-stopping results every time.



- STEP 1** Trim excess fat. Score brisket, using a sharp knife, against the grain.
- STEP 2** Rub brisket with Worcestershire sauce or Big Moe Cason I-80 sauce, or desired rub/sauce for a sweet and savory flavor.
- STEP 3** Sprinkle brisket with Big Moe Cason Texas Brisket rub, or desired seasoning.



- STEP 4** Smoke brisket until internal temperature reaches 160°F to 170°F. Place fat side down on a double layer of foil sprayed with cooking spray. Then spray brisket.
- STEP 5** Place butcher paper over top of brisket and crimp edges of paper with foil to form a boat. Insert meat thermometer and return to smoker.
- STEP 6** When brisket reaches 203°F, remove from heat. Wrap in a large heavy towel and let rest 3 hours before serving.

HEATING BRISKET TO 203°F INTERNAL TEMPERATURE BREAKS DOWN THE MUSCLE. IF IT'S UNDERCOOKED, THE BRISKET WILL BE TOUGH. YOU HAVE TO HEAT IT ENOUGH THAT IT IS STILL TENDER AS THE MEAT TIGHTENS UP AS IT COOLS.



FLAT CUT is the largest part of the brisket, and is long and thin with a thick layer of fat. It is the best cut for slicing. Also known as the first cut, it lays flat when the point is removed.

POINT CUT is smaller, but thicker than the flat cut, and is more marbled, which gives it more flavor. Also called a deckle, it works well if you want to shred the meat for sandwiches.



Big Moe Cason

ADD AUTHENTIC KANSAS CITY, TEXAS AND MEMPHIS FLAVOR WHEN YOU BARBECUE.

- | SAUCES | RUBS |
|--|---|
| •I-80: A little sweet, a little savory, with notes of Kansas City barbecue | •Chicken: Savory with hints of sweetness |
| •I-20: Sweet with some black pepper for heat on the back end | •Pork: Savory notes that add texture |
| •I-10: Southern-style tomato, vinegar sauce with a hint of heat | •Beef: Mix of black pepper, garlic and salt |
| •I-70: Kansas City flavor with celery and molasses | •Texas Brisket: Classic flavor and texture |
| | •Steakhouse: Traditional flavor and texture |

HY-VEE KNOWS BRISKET

A LARGE CHEST MUSCLE, TYPICALLY 8 TO 16 LB., THE BRISKET IS OFTEN SEPARATED INTO TWO CUTS: THE FLAT AND THE POINT. THE HY-VEE MEAT DEPARTMENT CAN HELP YOU CHOOSE.

VISIT THE HY-VEE KITCHEN FOR FLAVORFUL BRISKET THAT IS READY WHEN YOU ARE—WITHOUT ANY WORK FROM YOU.

Brined and Smoked Whole Chicken

Hands On 1 hour
Total Time 4 hours plus brining and standing time
Serves 6

4 cups water plus 12 cups ice water, divided
1 cup packed Hy-Vee brown sugar
¾ cup Hy-Vee kosher sea salt
1 Tbsp. whole black peppercorns
1 (4½-lb.) Hy-Vee True whole chicken, giblets removed
Hickory wood chips
Hy-Vee nonstick cooking spray
¾ cup Big Moe Cason chicken rub

1. FOR BRINE, combine 4 cups water, brown sugar, salt and black peppercorns in a 16-qt. stockpot. Cover and bring to a simmer. Simmer just until sugar and salt dissolve, stirring occasionally. Remove from heat. Stir 12 cups ice water into brine to cool.

2. RINSE chicken cavity. Add chicken to brine in stockpot; cover and refrigerate 8 to 12 hours.

3. SOAK wood chips in water at least 1 hour. Preheat smoker according to manufacturer's directions to maintain a temperature of 270°F. Use wood chips and water pan as directed.

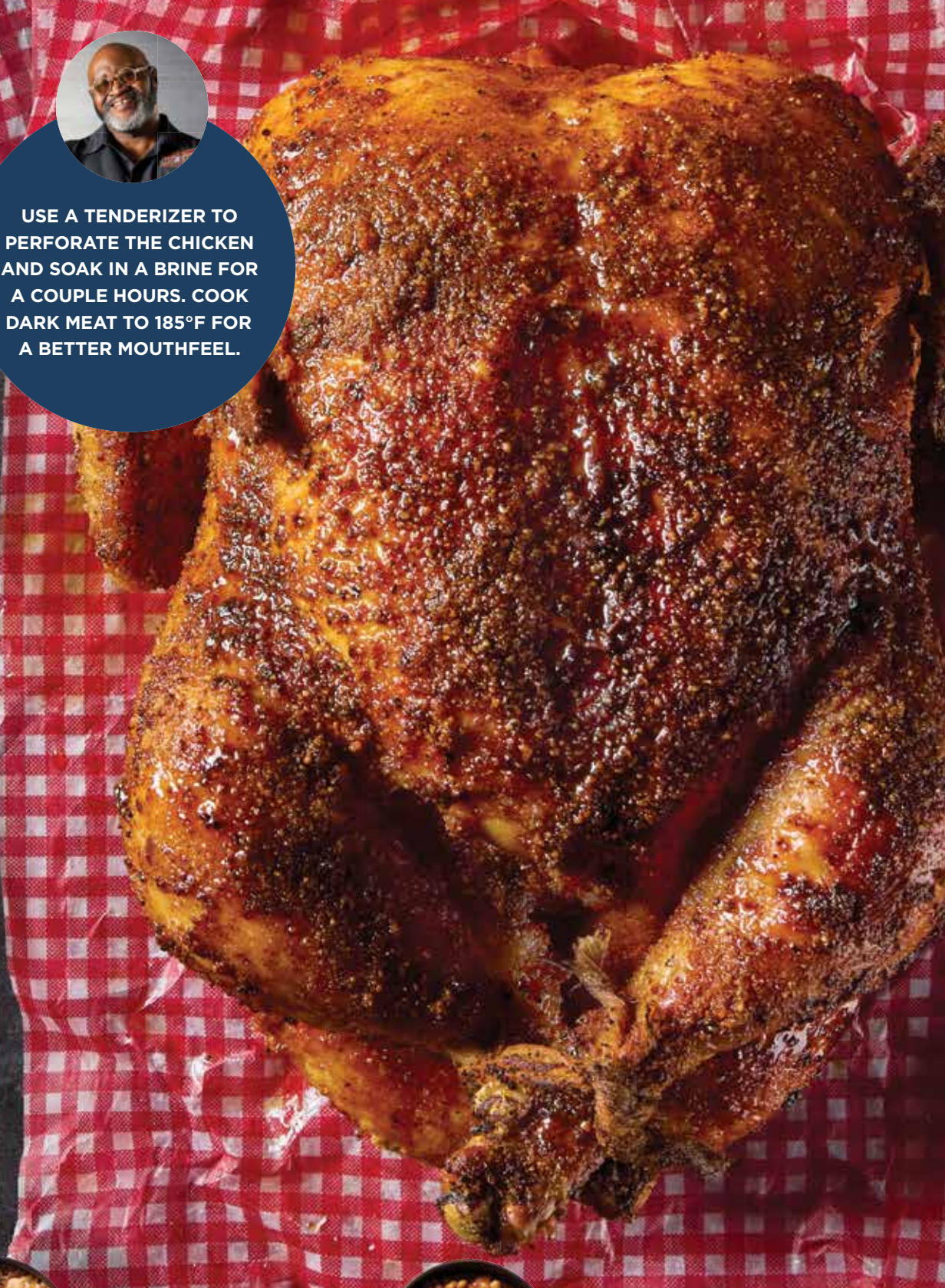
4. REMOVE chicken from brine; discard brine. Pat chicken dry with paper towels. Spray chicken with cooking spray. Sprinkle inside and outside of chicken with chicken rub. Tie legs together with 100% cotton kitchen string.

5. PLACE chicken on a greased rack in smoker directly over water pan; close smoker. Smoke for 3 hours or until thermometer inserted into the breast reaches 165°F, adding wood chips as needed to maintain smoke. Let rest 10 minutes before serving.

Nutrition not available for brined foods.



USE A TENDERIZER TO PERFORATE THE CHICKEN AND SOAK IN A BRINE FOR A COUPLE HOURS. COOK DARK MEAT TO 185°F FOR A BETTER MOUTHFEEL.



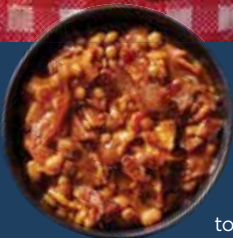
Hy-Vee Kitchen sides

ADD SOME OOMPH TO TRADITIONAL SIDES TO GIVE THEM THAT BARBECUE FLAVOR AND FLAIR.



Hy-Vee Hot Pepper Mac & Cheese

Heat ¼ cup Hy-Vee heavy whipping cream, ½ cup Henning's habanero Jack cheese and ¼ cup hot peppadew peppers in a small saucepan. Add 20 oz. Hy-Vee white Cheddar mac & cheese; stir to combine. Top with 1 Tbsp. Big Moe Cason chicken rub and 2 Tbsp. Hy-Vee panko bread crumbs. Bake at 400°F for 15 minutes.



Hy-Vee Smoked Pit Beans

Cook ½ lb. Hy-Vee hickory bacon over low heat, turning frequently, to desired crispness in a medium nonstick pan. Remove bacon from pan, drain on paper towels and roughly chop. Add 48 oz. Hy-Vee Market Grille baked beans and 2 Tbsp. Big Moe Cason pork rub. Heat over medium heat for 6 to 8 minutes or until hot, stirring frequently.

MOE'S

BEST

BBQ TIPS

SMOKE LIKE A PITMASTER WHEN YOU START USING THESE TECHNIQUES.

FAT SIDE DOWN

Always cook brisket fat side down, so when you flip it, the bark doesn't fall off the meat side.

USE PAPER

Don't wrap meat like brisket completely in foil; it creates a steaming effect that ruins the bark and lets all the juices escape. Instead, use foil on the bottom and butcher paper on the top.

USE GOOD CHARCOAL

Good-quality fuel makes good-quality food. You can use either lump charcoal or briquettes. If your firebox is small, use lump, as it burns cleaner and hotter. If you have a big pit, you can use briquettes, but they produce a lot of ash from the binder used to form the shape; you will have to clear the ash away.

Sweet 'N' Smoky Pork Ribs

Hands On 1 hour
Total Time 4 hours plus standing time
Serves 8

Hickory wood chips
2 (3-lb.) St. Louis-style full slab pork spare ribs
1 cup Big Moe Cason pork rub
1 cup Big Moe Cason I-80 BBQ sauce, plus additional for serving

1. SOAK wood chips in water at least 1 hour. Preheat smoker according to manufacturer's directions to maintain a temperature of 270°F. Use wood chips and water pan as directed.

2. PAT ribs dry with paper towels; remove the silverskin and excess fat. Sprinkle rub over top and bottom of ribs and gently pat into meat.

3. PLACE ribs on greased racks in smoker; close smoker. Smoke for 3 hours or until ribs are tender and a thermometer inserted into the meat between the ribs reaches 185°F to 190°F, adding wood chips as needed to maintain smoke. Brush with 1 cup BBQ sauce during the last 30 minutes of smoking.

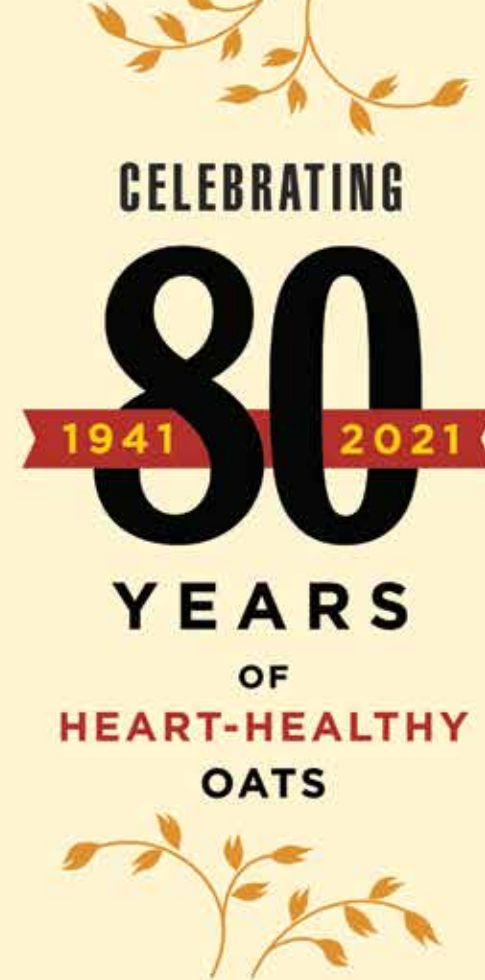
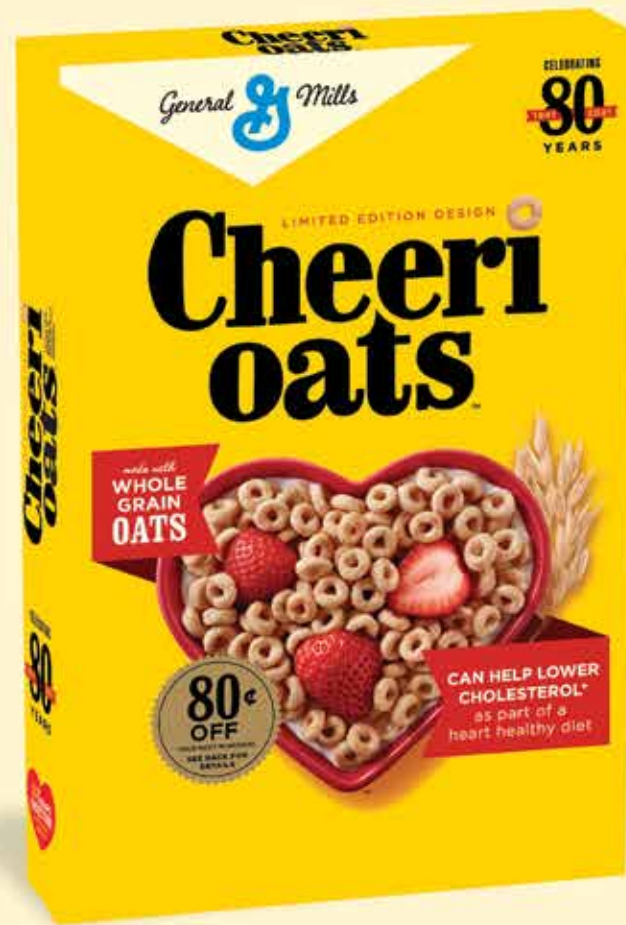
4. REMOVE ribs from smoker. Cover with foil and let stand 10 minutes. Serve with additional BBQ sauce, if desired.

Per serving: 500 calories, 28 g fat, 9 g saturated fat, 0 g trans fat, 15 mg cholesterol, 5,440 mg sodium, 35 g carbohydrates, 0 g fiber, 26 g sugar (22 g added sugar), 18 g protein. Daily Values: Vitamin D 15%, Calcium 4%, Iron 15%, Potassium 6%



LOOK FOR THICK RIBS WITH A LOT OF MEAT. REMOVE THE LOIN BEFORE COOKING AND DON'T OVERCOOK—PORK RIBS TAKE 3 TO 3½ HOURS AND SPARE RIBS TAKE UP TO 4½ HOURS.





*Three grams of soluble fiber daily from whole grain oat foods, like Cheerios™ cereal, in a diet low in saturated fat and cholesterol, may reduce the risk of heart disease. Cheerios cereal provides 1.5 grams per serving.

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 GOLD**



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**STREET VENDORS AND FOOD TRUCKS HAVE BECOME THE COOLEST WAY
TO EAT OUT IN URBAN AREAS. GET THE SAME VIBE AT HOME WITH THESE
FRESH TAKES ON STREET FOOD FROM AROUND THE GLOBE.**

Cheetos, Shrimp and Crab Spring Rolls

Total Time 30 minutes
Serves 4 (1 each)

¼ (14-oz.) pkg. dry udon noodles
1 cup Cheetos Crunch Flamin' Hot
or Cheddar-Jalapeño, crushed
4 oz. Hy-Vee Fish Market frozen
cooked shrimp, peeled &
deveined, tails removed
(71-90 ct.), thawed
4 (8-in.) spring roll rice wrappers
1 (8-oz.) pkg. Hy-Vee flake-style
imitation crab meat
1 large carrot, peeled and
shredded
1 large cucumber, seeded and
cut into sticks
3 green onions, sliced
Terry Ho's original yum yum sauce,
for serving
Lime wedges, for serving

- 1. COOK** udon noodles according to pkg. directions; drain and cool.
- 2. PLACE** Cheetos in a large resealable plastic bag. Add shrimp; close and shake bag to coat shrimp evenly. Remove shrimp; set aside.
- 3. FILL** a pie plate with 1 in. water. Dip spring roll wrappers, one at a time, into water; let soak 10 to 15 seconds (wrappers will continue to soften).
- 4. LAY** wrappers flat on surface. Divide udon noodles, coated shrimp and crab meat among the wrappers. Top with carrot, cucumber and green onions. Fold in sides and roll to close.
- 5. CUT** in half and serve immediately, or individually wrap in plastic wrap and refrigerate until serving time. Serve with yum yum sauce and lime wedges, if desired.

Per serving: 340 calories, 9 g fat, 1 g saturated fat, 0 g trans fat, 45 mg cholesterol, 1,110 mg sodium, 49 g carbohydrates, 2 g fiber, 8 g sugar (1 g added sugar), 14 g protein. Daily Values: Vitamin D 0%, Calcium 6%, Iron 10%, Potassium 6%

Swap Cheetos
Crunch Flamin' Hot for
Cheetos Crunchy if you
want less fire.



VIETNAM

Spring rolls (or summer rolls because spring rolls are typically fried) are sold throughout Asia but have become a popular street food in Vietnam. The key element is rice paper—translucent sheets of rice flour dough—that can be used to wrap almost any combination of ingredients to make them portable and easy to eat on the go. This version puts a uniquely American spin on the Asian favorite by incorporating cheese puff snacks for extra flavor and crunch.



Double Beer-Battered Fish 'n' Sweet Pea Puppies

Total Time
40 minutes
Serves 10

½ cup Hy-Vee sour cream
½ cup Hy-Vee mayonnaise
2 tsp. Hy-Vee granulated sugar
2 tsp. plus ⅓ tsp. curry powder, divided
1 tsp. prepared horseradish
1 tsp. malt vinegar
½ tsp. Hy-Vee garlic salt
½ tsp. That's Smart! onion powder
1 (18-oz.) pkg. frozen beer-battered fish fillets (10 ct.)
Hy-Vee vegetable oil, for frying; plus 2 tsp.
1 cup Hy-Vee frozen sweet peas, thawed and drained
1 green onion, sliced
1 Hy-Vee large egg, separated
¾ cup Hy-Vee 2% reduced-fat milk, divided
1½ cup Hy-Vee all-purpose flour, divided
2 tsp. Hy-Vee baking powder, divided
1 tsp. Hy-Vee salt, divided
¼ tsp. Hy-Vee black pepper
¾ cup shandy, such as Leinenkugel's Summer Shandy
Coarse sea salt, for serving

1. FOR CURRY MAYO, combine sour cream, mayonnaise, sugar, 2 tsp. curry powder, horseradish, malt vinegar, garlic salt and onion powder in a small bowl. Cover and chill until serving time.

2. BAKE fish fillets according to pkg. directions; cool.

3. HEAT oil to 375°F in a deep-fat fryer or large heavy saucepan suitable for deep-frying. Follow instructions for quantity of oil in deep-fat fryer. For heavy saucepan, use at least 2 in. of oil.

4. FOR SWEET PEA PUPPIES, combine sweet peas, green onion, egg yolk and ¼ cup milk in a medium bowl. Whisk together ¾ cup flour, ½ tsp. baking powder and ½ tsp. salt in a small bowl. Stir flour mixture into pea mixture.

5. BEAT egg white with an electric mixer on high until stiff peaks form (tips stand straight); gently fold into pea mixture. Drop batter by rounded teaspoons into hot oil. Fry in batches for 5 to 7 minutes or until golden brown. Drain on paper towels. Sprinkle with remaining ⅓ tsp. curry powder; keep warm.

6. WHISK together remaining 1 cup flour, remaining 1½ tsp. baking powder, remaining ½ tsp. salt and black pepper in a medium bowl. Whisk in shandy, remaining ½ cup milk and remaining 2 tsp. vegetable oil until smooth. Dip baked fish fillets in batter, turning to coat. Fry in batches 3 to 5 minutes or until crispy; drain on paper towels. Sprinkle with coarse sea salt, if desired. Serve with Sweet Pea Puppies and curry mayo.

Nutrition not available for fried foods.

Using shandy in the fish batter adds a taste of summer to this year-round food.



ENGLAND

A quintessential street food, fish and chips were originally wrapped in newspaper to keep the cost low for the laborers, who often ate the quickly prepared food outside after their shifts. Mashed peas were added as a side to accompany the fried cod and chips (French fries). This version incorporates the peas into a traditional American favorite—hush puppies.

Add tortilla chips on top to give the tortas a taco-style crunch.



MEXICO

Tortas, essentially tacos on a fluffy bun, are stuffed with seasoned meat, cheese and vegetables. Originally developed as a street food in Mexico, tortas are now popular across Latin America and come in as many versions as there are fillings. The sandwiches are typically identified by their meat, which can include beef, pork, turkey or chicken, but the toppings of crema, cheese, avocado, salsa, raw vegetables and/or beans really set them apart. Served hot or cold, the tortas can be fully or partially dipped in salsa.

Ribeye Mexican Tortas

Total Time 55 minutes plus standing time
Serves 6

1 Tbsp. Gustare Vita olive oil
½ red onion, sliced
2 cloves garlic, minced
1 (4-oz.) can Hy-Vee mild diced green chiles
1 Tbsp. salt-free Mexican spice blend
1 (15-oz.) can Hy-Vee no-salt-added black beans
1 cup Hy-Vee no-salt-added beef broth
1 Tbsp. refrigerated cilantro paste

Hy-Vee salt and black pepper
2 (8-oz.) Hy-Vee Choice Reserve boneless beef ribeye steaks, about 1 in. thick
6 Hy-Vee Bakery hoagie buns, split and toasted
Desired Toppers: sliced red bell pepper, sliced orange bell pepper, sliced red onion, thinly sliced radishes, sliced avocados, cilantro, crumbled queso fresco cheese, sliced tomato, Mexican crema, salsa verde and/or tortilla chips

1. HEAT olive oil in a medium skillet over medium-high heat. Add red onion, garlic and undrained green chiles; cook until

softened. Add Mexican spice blend; cook for 1 minute. Add undrained black beans, beef broth and cilantro paste. Simmer, uncovered, over low heat for 30 minutes. Mash mixture using a potato masher or fork; season to taste with salt and black pepper. Set bean mixture aside.

2. HEAT a large cast-iron skillet over medium-high heat. Pat steaks dry with paper towels; season with salt and black pepper. Cook for 6 to 8 minutes or until 130°F for medium-rare doneness, turning halfway through. Transfer to cutting

board; let rest for 5 to 10 minutes. Thinly slice across the grain.

3. TO ASSEMBLE, spread bean mixture onto bun bottoms; top with steak, desired toppers and bun tops.

Per serving: 580 calories, 24 g fat, 9 g saturated fat, 0 g trans fat, 55 mg cholesterol, 750 mg sodium, 64 g carbohydrates, 5 g fiber, 4 g sugar (0 g added sugar), 24 g protein. Daily Values: Vitamin D 0%, Calcium 4%, Iron 30%, Potassium 6%



EGYPT

Shawarma is eaten throughout the Middle East, but has become an especially popular street food in Egypt. It originally was made with lamb or mutton but now is often made with chicken, turkey, beef or veal. When purchased off the street, the meat has likely been slow-cooked on a spit and shaved off to order, but you can make a tasty version at home without much hassle. Choosing traditional flavorings like harissa and tahini will give you the same taste sensation with no travel required.

Keep the traditional Middle Eastern flavor by using harissa, a sauce blend of chili peppers, garlic and spices.

Oven-Baked Chicken Shawarma

Hands On 20 minutes

Total Time 50 minutes plus marinating and standing time

Serves 6

1 (1¼-lb.) pkg. boneless, skinless chicken thighs

¼ cup Gustare Vita olive oil

3 Tbsp. Hy-Vee fresh lemon juice

2 Tbsp. harissa spice powder

Hy-Vee nonstick cooking spray

½ cup plain Greek yogurt

¼ cup lightly packed fresh dill, plus additional for garnish

1 Tbsp. tahini paste

1 Tbsp. fresh lime juice

3 cloves garlic, minced

10 fresh mint leaves, chopped

¼ tsp. kosher salt

6 white pita flatbreads

Desired Toppers: sliced red onion, shredded lettuce, halved cherry tomatoes and/or sliced cucumbers

1. PLACE chicken in a large resealable plastic bag. Combine olive oil, lemon juice and harissa in a small bowl. Pour over chicken; close bag. Turn bag to evenly coat chicken. Refrigerate at least 1 hour or overnight.

2. PREHEAT oven to 400°F. Spray a baking sheet with nonstick spray; set aside. Combine yogurt, ¼ cup dill, tahini paste, lime juice, garlic, mint and salt in a medium bowl. Cover and refrigerate until serving time.

3. DRAIN chicken; discard marinade. Place chicken on prepared baking sheet. Bake for 22 to 27 minutes or until chicken reaches 165°F. Place chicken in a medium bowl; cover with plastic wrap. Let rest for 15 minutes.

4. TO ASSEMBLE, shred chicken using 2 forks. Divide meat among the flatbreads. Top with desired toppers. To serve, fold in sides and wrap bottom portion with sandwich papers or foil. Drizzle with yogurt mixture. Garnish with dill, if desired.

Per serving: 440 calories, 17 g fat, 3 g saturated fat, 0 g trans fat, 125 mg cholesterol, 530 mg sodium, 36 g carbohydrates, 6 g fiber, 1 g sugar (0 g added sugar), 34 g protein. Daily Values: Vitamin D 0%, Calcium 8%, Iron 10%, Potassium 10%

Soda Donuts

Total Time 40 minutes

Serves 8

Hy-Vee vegetable oil, for frying

1 (16-oz.) canister Hy-Vee flaky jumbo buttermilk biscuits (8 ct.)

1½ cups Soda Jelly

1 recipe Cola-Pudding, Chocolate-Cherry Cola or Citrus Glaze

Strawberry popping candy, for garnish

Hy-Vee maraschino cherries with stems, drained; for garnish

1. HEAT oil to 350°F in a deep-fat fryer or large heavy-bottom saucepan. Follow instructions for quantity of oil in deep-fat fryer. For saucepan, use at least 2 in. of oil.

2. CUT out centers from each biscuit using a 1½-in.-round pastry cutter. Fry biscuits in batches for 2 to 4 minutes or until golden and cooked through, turning halfway through. Drain on paper towels; cool.

3. FILL a plastic squeeze bottle with Soda Jelly. Insert tip of bottle in sides of donuts and squeeze Soda Jelly into four sides of each donut.

4. DIP donuts into desired glaze. Squeeze additional jelly into centers of donuts. For Chocolate-Cherry Cola donuts, sprinkle with popping candy and garnish with cherries. Serve immediately.

SODA JELLY Combine 1½ cups Hy-Vee granulated sugar and ¾ cups caffeine-free cola or caffeine-free citrus-flavored soft drink in a medium saucepan; bring to boil. Stir in ½ (3-oz.) pouch liquid pectin; boil for 1 minute. Remove from heat. Ladle into clean jars, leaving ½ in. headspace. Cool completely. Tightly cover and refrigerate for 1 day before using. Store in refrigerator up to 1 month. Makes 1½ cups.

Nutrition not available for fried foods.



COLA-PUDDING GLAZE

Whisk 1 (3.4-oz.) pkg. Hy-Vee instant vanilla pudding & pie filling mix, ¼ cup caffeine-free cola soft drink and ½ cup Hy-Vee 2% reduced-fat milk in a medium bowl. Cover and chill for 30 minutes. Makes about 1 cup.

CHOCOLATE-CHERRY COLA GLAZE

Place 4 oz. Zöet extra-dark chocolate (70% cacao), chopped in a medium glass bowl. Heat ½ cup Hy-Vee heavy whipping cream in a small saucepan over medium-low heat until hot. Pour over chocolate; let stand 5 minutes. Whisk until smooth. Whisk in 2 Tbsp. caffeine-free cola soft drink and 2 Tbsp. maraschino cherry juice. Makes about 1 cup.

CITRUS SODA GLAZE

Whisk together 2 cups Hy-Vee powdered sugar, 1 cup caffeine-free citrus-flavored soft drink and 3 Tbsp. fresh lemon juice in a medium bowl. Add additional citrus-flavored soft drink if needed to thin glaze. Makes 1 cup.



GERMANY

The first cookbook—printed in Nuremberg, Germany, in the 15th century—included a recipe for donuts. For the last two centuries, Germans have enjoyed the Berliner, a marmalade- or jam-filled donut without a hole and similar to the jelly donut in the United States. This recipe adds the holes to the donuts but fills the pastries with a soft drink-flavor jam for a uniquely American spin.



Soft Drink Sweets

Watch how to take your favorite fizzy soda from the can to a sweet and flavorful donut glaze.

Hy-Vee
seasons



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SPICE

SEASONINGS, WHETHER SPICES OR HERBS, CAN BRING GLOBAL FLAVORS TO YOUR DINNER TABLE. THE DIFFERENCES ARE MANY BUT THE RESULT IS THE SAME: FOODS WITH KICK.

Spices are made from dried and ground roots, bark and seeds, while herbs are the stems, flowers and leaves of plants. Many dried herbs are in “spice” racks along with other seasonings or flavor enhancers such as salt, garlic powder and onion powder.

“SENSE” OF TASTE

When a food touches the taste buds on the tongue, information passes to the brain and is categorized into one of five flavor profiles:



Salty

Judged by the level of sodium detected.



Sweet

Saccharine, sugary flavors are often caused by alcohols in fruit juices, sugar and sugar derivatives.



Bitter

Bitter foods such as spinach, kale and grapefruit juice can be used to balance sweet and sour flavors.



Umami

A mix of savory, salty, earthy and meaty. Umami foods include beans, mushrooms and red meat. Recognizing umami in foods indicates that food is rich in protein.



Sour

Tart, sour flavors can cause the mouth to water or pucker. Sour flavors complement savory and sweet foods.

Sources: ncbi.nlm.nih.gov/books/NBK279408/, spicehunter.com/spice-school/essential-spice-guide/, garlicworld.com/fun-facts/, americanspice.com/blogs/fun-facts-on-cumin/, justfunfacts.com/interesting-facts-about-ginger/, findininglovers.com/article/sesame-z-26-interesting-things-know, britannica.com/topic/paprika, myspicer.com/interesting-facts-about-salt/

YOUR WORLD

10 SPICE RACK ESSENTIALS



BLACK PEPPER

Flavor Profile:

Umami, hot, zesty

Use to add intense depth and aroma to savory dishes like salad, sauces and entrées.

***Pepper is the world's most popular spice.**

GARLIC POWDER

Flavor Profile:

Umami, herbaceous, oniony

Use this dried herb to enhance savory dishes.

***People have been eating garlic for more than 9,000 years.**

TURMERIC

Flavor Profile: Bitter, earthy, peppery

Use in heavy, savory and umami dishes like curries and stews.

***The bright red color can stain hands and countertops.**

RED PEPPER FLAKES

Flavor Profile:

Bitter, fiery hot

Use to add heat to savory or umami dishes.

***Red pepper flakes are generally made with cayenne, but can be made with any spicy peppers.**

CORIANDER

Flavor Profile:

Umami, warm, floral, citrus

Use in strongly flavored dishes such as stews, marinades, fruit dishes and spice blends.

***Coriander comes from the same plant as cilantro.**

GINGER

Flavor Profile:

Sweet, citrus, biting

Use in teas, fruit and vegetable dishes, breads and desserts.

***One of the first seasonings from the Orient, ginger was consumed by ancient Greeks and Romans.**

CINNAMON

Flavor Profile:

Sweet, bitter, earthy

Use in drinks and dishes like baked goods for sweetness, and in Middle Eastern, Moroccan and Indian dishes.

***Cinnamon comes from the bark of a tree.**

SESAME SEEDS

Flavor Profile:

Savory, nutty, buttery

Use as a crunchy topping for salads, and mix into stir-fries and meat and vegetable dishes.

***An intensely flavored black variety is popular in the Far East.**

CUMIN

Flavor Profile:

Umami, swarthy, toasty

Use to add depth to hearty stews, sauces, beans, soups and meat.

***Cumin is the world's second most popular spice, after pepper.**

SALT

Flavor Profile: Salty, piquant, saline, briny

Use salt with foods of any flavor profile to bring out the flavors of that food.

***Just 6% of salt used in the U.S. is used for food.**



I'm Hungry For...

Recreate familiar flavors and enjoy new taste experiences with these international seasoning blend recipes.



FLAVOR BLENDS

Trust Hy-Vee with worldly blends and mixes created to match your meal.



FROM AROUND THE WORLD:

ITALIAN:

That's Smart! Italian Seasoning: Get a mix of marjoram, thyme, basil, oregano and more with just one simple shake of the bottle.

GREEK:

Cavender's All Purpose Greek Seasoning: Ancient Greek formula of 13 ingredients to sprinkle on meat, seafood, vegetables, salads and more.

INDIAN:

Morton & Bassett Garam Masala: An earthy mix for curries and sauces that includes cumin, coriander, nutmeg and more.

ASIAN:

Morton & Bassett Chinese Five-Spice Powder: All-natural non-GMO cinnamon, anise seed, cloves, ginger and fennel seed.

CREOLE:

Tony Chachere's Creole Seasoning: No MSG. Red, black and chili pepper make this delicious-on-everything seasoning a must-try.

BLENDS FOR SPECIFIC FOODS:

Mrs. Dash Salt-Free Chicken Grilling Blend: Add a flavorful dash of garlic, onion, sweet chili pepper, rosemary and more to poultry.

Hy-Vee Fish & Seafood Seasoning: Garlic, chili pepper, basil and more create an aromatic blend for seafood dishes.

Morton Nature's Seasons: The blend of salt, pepper, onion and garlic brings out food's flavors without overpowering.

FRIDGE OR SPICE RACK?

The right herb type for you depends on how you typically cook.

Fresh

Often added at end of cooking to increase visual appeal and fresh flavor. Nutritional benefits outweigh dried. Recipe ratio for most herbs is 3:1 fresh to dry.

Dried

Dried herbs can be added anytime during cooking. They have a longer shelf life than fresh herbs. Increase dried herb flavor by crushing to release oils.



Look for the Homegrown label for fresh local herbs sourced from growers within 200 miles.

STORAGE

FRESH HERBS (2 weeks): Wrap loosely in a damp kitchen or paper towel; add to a resealable bag or airtight container and place in crisper drawer.

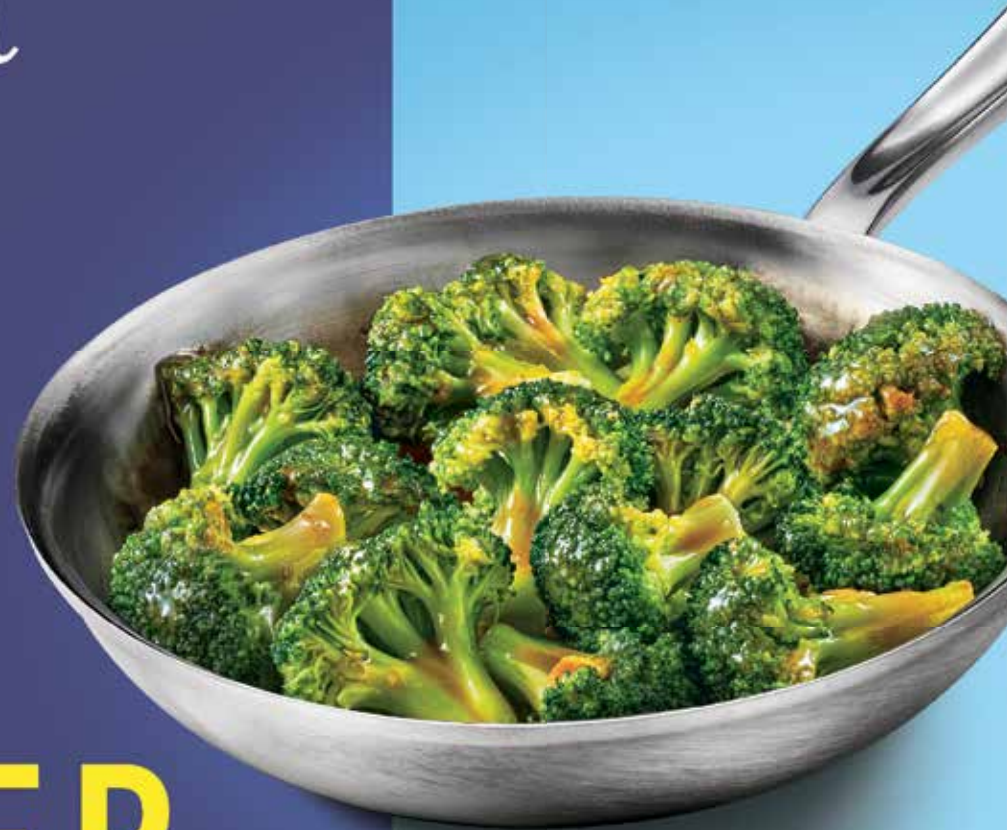
DRIED HERBS (up to 3 years) and **GROUND SPICES** (up to 6 months) and **WHOLE SPICES** (up to 5 years): Keep dried herbs and spices in a cool, dark place in glass jars with strong seals to keep flavors in, and keep other pantry smells, refrigerator flavors and moisture out. Store in freezer, if desired. Keep away from stovetop to retain flavor.



For the Hy-Vee International Recipes Cooking Guide, visit hy-vee.com/international-recipes

SAVOR THE SIDES OF SUMMER

Delicious sides and condiments to make any meal tasty and bright.



NEW!

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101 SWEET CORN

Find the freshest locally sourced corn on the cob at Hy-Vee—whether you eat it end to end or around in circles.

Bright and summery corn is so versatile. It can be used in casseroles, salads, salsas, corn bread and so much more. Beyond its sweet buttery flavor, corn has a high fiber content, contains B vitamins and essential minerals like zinc, magnesium, copper and iron. It's also a good source of antioxidants that promote eye health.

BUY ears with bright green husks wrapped tightly around the corn. The ears should be firm. Avoid any that feel dry or have small brown holes, which may indicate the presence of bugs.

STORE ears in the husks until it's time to cook. Try to use corn the same day or soon after it's purchased. Or store it unwashed and unhusked in the crisper drawer of your fridge for up to a week.

PREP corn for grilling either in the husk or shuck the ears so corn can be seasoned. Wrap corn in foil or put ears directly on the grill for intense smoky flavor and attractive grill marks. If desired, remove grilled kernels with a knife.

Source: mayoclinichealthsystem.org/hometown-health/speaking-of-health/cash-in-on-the-health-benefits-of-corn#:~:text=Corn%20has%20several%20health%20benefits.%2C%20copper%2C%20iron%20and%20manganese



WAYS TO ENJOY

Boiled

Using a large pot, bring salted water to a boil and cook shucked corn for 5 minutes. Add milk and butter to the boiling water for sweeter corn.

Roasted

Use the oven to roast shucked corn. Season and eat as a side dish or take kernels off the cob to make a fiery corn salsa.

Grilled

Corn from the grill has plump, sweet and smoky kernels. When the husk begins to separate from the tip of the ear, remove from grill.

Chili-Lime Grilled Corn

Combine 2 Tbsp. Hy-Vee mayonnaise, 2 Tbsp. Hy-Vee sour cream, ½ tsp. Hy-Vee chili powder, ½ tsp. lime zest, 1 tsp. lime juice and ¼ tsp. Hy-Vee honey in a small bowl. Spread over 4 ears grilled corn to serve. Sprinkle with additional lime zest and season to taste with salt and black pepper. Serves 4.

Everything-Bagel Grilled Corn

Spread ¼ cup softened Hy-Vee onion & chive cream cheese spread evenly on 4 ears grilled corn to serve. Sprinkle with 4 tsp. Culinary Tours everything-bagel seasoning. Serves 4.

HOW TO GRILL CORN

1. Preheat a charcoal or gas grill for direct cooking over medium-high heat. If husks are on, pull them back, leaving them attached at stem ends. Remove silk; gather husks over stem and tie with string to form a handle.
2. Brush each ear with Hy-Vee canola oil. Place corn over direct heat (keep husk handles away from flame). Grill for 10 to 12 minutes or until tender and slightly charred, turning frequently. Remove from grill; cool slightly.



Want another corn idea? Learn how to make corn ribs on **Just Pin It!**, available on **HSTV.com**

Truffle-Parmesan Grilled Corn

Whisk together ⅓ cup black truffle oil, 2 tsp. fresh lemon juice, 1 tsp. Hy-Vee garlic salt and 1 tsp. coarse-ground Hy-Vee Malabar black pepper. Brush on 4 ears grilled corn to serve. Sprinkle with 6 Tbsp. grated fresh Parmesan cheese and 2 Tbsp. chopped fresh chives. Serves 4.

Hy-Vee
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GO FRESH GO LOCAL

LOOK FOR THE HOMEGROWN LABEL FOR FRESH CORN SOURCED FROM GROWERS WITHIN 200 MILES.

Spicy Hoisin-Glazed Grilled Corn

Whisk together 3 Tbsp. hoisin sauce, 3 Tbsp. Hy-Vee honey, 1 Tbsp. fresh orange juice, 1 tsp. soy sauce and ½ tsp. crushed red pepper. Brush on 4 ears grilled corn to serve. Garnish with bias-sliced green onion tops, if desired. Serves 4.



MAKE SUMMER EASILY

Delicious

CREATE PREP-FREE MEALS IN 25 MINUTES OR LESS



NEW!

basics

QUICK PICKLE

Soak veggies or fruit in a simple brine in the fridge to preserve fresh summer produce. The longer you wait, the better they get!



TOOLS YOU'LL NEED:
SEALABLE QUART CONTAINERS OR MASON JARS,
MORTON CANNING & PICKLING SALT,
SIMPLY DONE VEGGIE PEELER,
ZYLISS PARING KNIFE, GOOD COOK MEASURING SPOONS
AND ROCK STARFRIT 3-QUART SAUCEPAN.



STORAGE

Let produce soak at least 2 hours before eating. Store in the fridge for up to two weeks.

YELLOW BEETS

- + 4 medium yellow beets, peeled and thinly sliced
- + 1 Tbsp. coriander seeds
- + 3 cinnamon sticks
- + 7 fresh basil leaves

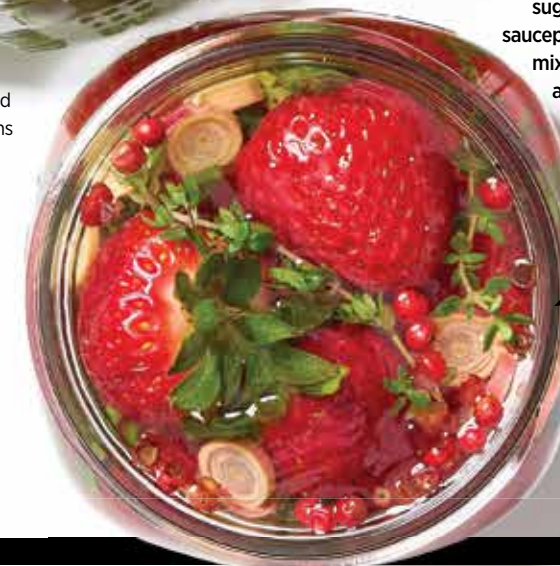


SPICY ASPARAGUS

- + 1 lb. asparagus spears, trimmed
- + 1 Tbsp. whole pink peppercorns
- + 4 fresh bay leaves
- + 6 dried small whole red chiles

CUCUMBERS WITH SHALLOTS

- + 1½ English cucumbers, sliced
- + 3 shallots, thinly sliced
- + 1 Tbsp. dill seed
- + 7 fresh dill sprigs



STRAWBERRY

- + 2 cups strawberries with tops
- + 1 (3-in.) lemongrass stalk, thinly sliced
- + 4 fresh thyme sprigs

REFRIGERATOR PICKLES

Fill a quart jar with desired fresh fruits and/or vegetables. Combine 1 cup water, 1 cup Hy-Vee white distilled vinegar, 1 Tbsp. Hy-Vee granulated sugar and 2 tsp. pickling salt in a small saucepan. Add herbs and/or spices. Bring mixture to boil, stirring to dissolve salt and sugar. Pour hot brine over fruits and/or vegetables in jar. Cool. Cover and refrigerate at least 2 hours before serving or store in refrigerator up to 2 weeks.

FLAVORS & SPICES TO USE

Combine fresh and dried herbs and spices to add flavor when pickling.



Fresh Dill

Distinct grassy flavor; subtle licorice notes



Fennel Seeds

Slight sweetness with hints of licorice



Pink Peppercorns

Slightly sweet peppery flavor with floral notes



Fresh Thyme

Strong woody flavor with slight floral notes



Cinnamon Sticks

Sweet and spicy flavors that pair well with fruit



STEP 1: ADD INGREDIENTS

Prep produce; add to jar.



STEP 2: PREPARE BRINE

Bring brine and seasonings to a boil, stirring to dissolve salt and sugar.



STEP 3: POUR BRINE INTO JARS

Pour brine over produce, leaving ½-in. headspace in jars.



STEP 4: SEAL AND STORE

Screw lids on tight, then refrigerate.



BEAT THE HEAT

NO-COOK MEALS

KEEP YOUR KITCHEN—AND YOUR FAMILY—COOL ALL SUMMER WITH QUICK, NO-COOK BREAKFAST, LUNCH AND DINNER RECIPES.

BREAKFAST



PROTEIN MOCHA OVERNIGHT OATS

Combine 1 cup Hy-Vee 2% reduced-fat milk, 1 cup Hy-Vee old-fashioned oats, ¼ cup Performance Inspired chocolate whey protein powder, 2 Tbsp. Hy-Vee baking cocoa, 1 Tbsp. instant espresso powder and 1 Tbsp. light-colored agave nectar in a medium jar. Cover and refrigerate 8 to 12 hours. Add desired toppers, such as sliced bananas, raspberries, granola, chia seeds and/or chocolate chunks. Serves 1 (1½ cups).



start your engine

BEGIN YOUR DAY WITH A MIX OF LEAN PROTEIN, WHOLE GRAINS, LOW-FAT DAIRY, FRUITS AND VEGETABLES TO PROVIDE THE COMPLEX CARBOHYDRATES, PROTEIN AND FIBER THAT CONTROL WEIGHT AND KEEP HUNGER PANGS AWAY.



FRIED CHICKEN BREAKFAST WRAPS

Spread 4 Hy-Vee burrito-sized flour tortillas with ½ cup Gustare Vita pesto. Top with 2 cups baby spinach, 2 (6-oz.) sliced Hy-Vee Market Grille fried chicken breasts, 1 cup chopped hard-boiled eggs, 2 avocados, seeded, peeled and chopped and ¼ cup Soirée crumbled feta cheese. Fold in sides of each tortilla and roll to close. Serves 4 (1 each).



LUNCH

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AND-SERVE
MEALS ONLINE
AT [HY-VEE.COM/MEALTIME](https://hy-vee.com/mealtime)

TOMATO HASSELBACK CLUBS

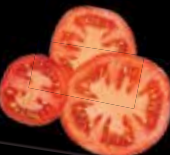
Lay 4 Roma tomatoes on their sides and cut crosswise at ¼-in. intervals, cutting to ½-in. from bottoms. Spoon ½ cup Hy-Vee Select garlic mayo sandwich spread into cuts. Stuff cuts with 2 oz. Soirée fresh mozzarella slices, ½ cup torn romaine lettuce leaves, ½ cup cut-up Di Lusso cracked black pepper turkey breast slices and ¼ cup cut-up Hy-Vee fully-cooked hardwood smoked bacon. Serves 4 (1 each).

Best Builders SANDWICH FIXIN'S FROM HY-VEE

Skip the prep work. Construct delicious sandwiches with Hy-Vee products.



DI LUSSO MEATS | Quality meats crafted in the Midwest with ingredients from trusted local family farms.



FRESH PRODUCE | Grown within a 200 mile radius, buying produce from Hy-Vee supports local with optimal freshness.



HY-VEE BAKING STONE BREAD | Handcrafted, artisan-style bread fresh from the Hy-Vee Bakery ovens.



MARIPOSA FARMS HERBS | Greenhouse-grown fresh herbs add delightful flavor and nutrients to any dish.

PRESSED ROAST BEEF SANDWICHES

Split 1 (24-oz.) loaf Hy-Vee Bakery sourdough bread into 2 sections. Hollow out center of each bread section, leaving a 1-in.-thick shell. Spread inside of bread shells with ½ cup Hy-Vee apricot preserves. In one shell, layer 8 oz. Di Lusso sliced roast beef, 8 oz. Di Lusso sliced genoa salami 1½ cups baby arugula, ¾ cup chopped roasted red bell peppers and 8 oz. sliced Soirée goat cheese. Top with remaining bread shell. Wrap tightly with plastic wrap. Place a cast-iron skillet on top of loaf to press it down; chill for 6 to 8 hours. Serves 8.

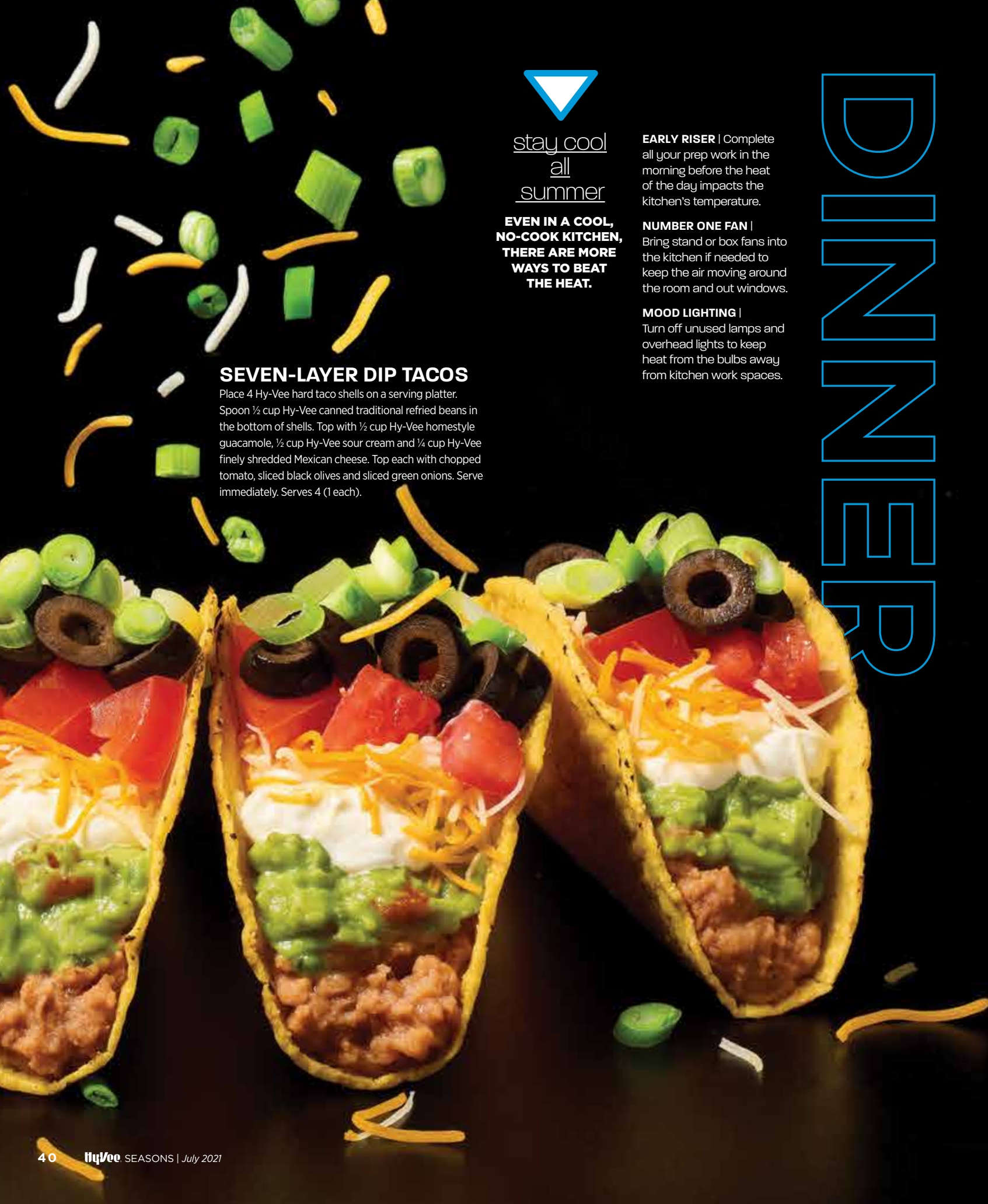


pro tip: PICNIC PERFECT

“Pressed sandwiches are ideal for picnics because you can prep a day ahead. Go light on condiments and spreads so sandwiches don’t get soggy. And use summer herbs—dill, basil and tarragon—to incorporate fresh seasonal flavors into your favorite sandwich.”

—Bert Lowry
Hy-Vee Catering Manager
Urbandale, Iowa





stay cool
all
summer

**EVEN IN A COOL,
NO-COOK KITCHEN,
THERE ARE MORE
WAYS TO BEAT
THE HEAT.**

SEVEN-LAYER DIP TACOS

Place 4 Hy-Vee hard taco shells on a serving platter. Spoon ½ cup Hy-Vee canned traditional refried beans in the bottom of shells. Top with ½ cup Hy-Vee homestyle guacamole, ½ cup Hy-Vee sour cream and ¼ cup Hy-Vee finely shredded Mexican cheese. Top each with chopped tomato, sliced black olives and sliced green onions. Serve immediately. Serves 4 (1 each).

EARLY RISER | Complete all your prep work in the morning before the heat of the day impacts the kitchen's temperature.

NUMBER ONE FAN | Bring stand or box fans into the kitchen if needed to keep the air moving around the room and out windows.

MOOD LIGHTING | Turn off unused lamps and overhead lights to keep heat from the bulbs away from kitchen work spaces.

DINNER

THAI PEANUT SALAD

Combine 2½ cups fresh spiralized zucchini noodles, 1½ cups shredded red cabbage, 1 cup shredded carrot and 1 cup frozen edamame, thawed in a large bowl. Add ½ cup Hy-Vee Thai peanut sauce; toss to coat. Gently fold in 1½ cup sliced mini sweet peppers; 8 oz. Hy-Vee Fish Market frozen peeled, tail-on cooked shrimp (26-30 ct.), thawed; ½ cup Hy-Vee salted party peanuts and ½ cup cilantro. Season to taste with Hy-Vee salt and black pepper. Serves 4 (2 cups each).

HY-VEE
BRINGS
THE HEAT

LET HY-VEE
HANDLE THE
COOKING:

MEALTIME TO GO
ORDER ONLINE
FOR PICKUP OR
DELIVERY AT
[HY-VEE.COM/
MEALTIME](https://www.hy-vee.com/mealtime)

HY-VEE KITCHEN
STOP IN OR ORDER
FROM AISLES
ONLINE

WAHLBURGERS
DINE IN OR
ORDER ONLINE
FOR DELIVERY,
TAKEOUT AND
CURBSIDE PICKUP

MARKET GRILLE
EXPRESS DINE-IN
OR TAKEOUT

**CULINARY
TOURS ADDS
FLAVOR FUSION
FAMILY AND
FRIENDS WILL
CRAVE.**



CREATE
SUNDAES
WORTH
SCREAMING
FOR WITH
DECADENT
ICE CREAM
FLAVORS,
SAUCES AND
TOPPERS
TO SATISFY
ANY SWEET
TOOTH—ALL
FROM HY-VEE.

super sundaes

build your sundae

STEP 1 ICE CREAM
Choose more than one flavor to mix and match for a truly sweet dessert.

TIL THE COWS COME HOME
Look for 14 pint-size fun, rich flavors like *No Fudgin' Way*.

IT'S YOUR CHURN
This premium ice cream has plenty of flavors you'll love in 1½ quart sizes.

WE ALL SCREAM!
For true ice cream parties, find up to gallon sizes of classic flavors.

STEP 2 SAUCE
A drizzle of chocolate, caramel or strawberry sauce takes ice cream to the next level. For a true sundae experience, heat the sauce in a microwave-safe bowl before pouring it on.

STEP 3 TOPPERS
Get creative searching the candy aisle, Hy-Vee Bakery and Produce Department for extraordinary toppings.

FRUITS & NUTS
Fresh fruits add a touch of summer, while nuts give each bite crunch.

BAKED TREATS
Include crumbled cookies, brownies, cake or cheesecake.

CANDY
Add fruity candies, chocolate, mini candy bars or gummies.

FINAL TOUCHES
Finish with a dollop of whipped cream, a handful of sprinkles or a classic cherry on top.





sundae funday IDEAS

patriot shaved ice sundae



Glass rim dipped in Hy-Vee corn syrup and coated in blue nonpareils + Hy-Vee We All Scream! raspberry sherbet + shaved ice drizzled with Hy-Vee sweetened condensed milk + Hy-Vee sugar free berry blue gelatin dessert + Hy-Vee original whipped topping + maraschino cherry + patriotic sprinkles



tropical vacation



Mini watermelon bowl + Hy-Vee We All Scream! lime sherbet + Hy-Vee We All Scream! pineapple sherbet + Hy-Vee We All Scream! vanilla ice cream + Hy-Vee original whipped topping + coconut chips + Hy-Vee macadamia nuts, toasted + assorted tropical fruit



sundae affogato



Hy-Vee chocolate-flavored syrup + It's Your Churn bourbon barrel ice cream + It's Your Churn salted caramel ice cream + brewed espresso + biscotti cookie + Hy-Vee frozen whipped topping, thawed + Hy-Vee ground cinnamon



milk & cereal sundae



Waffle cone bowl dipped in melted white chocolate and coated with Hy-Vee fruity crisp rice cereal + Hy-Vee We All Scream! vanilla ice cream + Hy-Vee frozen whipped topping, thawed + rainbow licorice candy + Hy-Vee strawberry-flavored syrup



Follow the Rainbow
Fruity, sweet and almost too cute to eat. See how you can make this colorful dessert at home.

Hy-Vee
Seasons



Watch and learn at
HSTV.com today!

strawberry shortcake



Hy-Vee We All Scream! Neapolitan ice cream + sliced strawberries + Til The Cows Come Home say cheese, cheesecake ice cream + Hy-Vee Bakery fresh pound cake, cubed + It's Your Churn strawberries & cream ice cream + Hy-Vee original whipped topping + Hy-Vee strawberry-flavored syrup



grasshopper



Martini glass dipped in Hy-Vee chocolate-flavored syrup and sprinkled with creme de menthe baking chips + Hy-Vee We All Scream! mint chip ice cream + Hy-Vee We All Scream! chocolate ice cream + Til The Cows Come Home it was mint to be ice cream + Hy-Vee Bakery brownies, cubed + Junior Mints chocolate candies + Hy-Vee original whipped topping + fresh mint



banana split s'more



Crav'n chocolate graham crackers + banana slices + Til The Cows Come Home please sir I want s'more ice cream + Hy-Vee We All Scream! chocolate marshmallow ice cream + It's Your Churn extreme! moose tracks ice cream + Hy-Vee mini marshmallows, toasted + Hy-Vee frozen whipped topping, thawed + Hy-Vee chocolate-flavored syrup



late-night snack



It's Your Churn monster cookie ice cream + It's Your Churn salted caramel pretzel ice cream + Til The Cows Come Home no fudgin' way ice cream + Hy-Vee original whipped topping + caramel popcorn + M&M's chocolate candies + Hy-Vee We All Scream! peanut butter ice cream candy bars + Hy-Vee caramel-flavored sauce



opulence sundae



Ferrero Rocher hazelnut truffles + fresh raspberries + It's Your Churn vanilla bean ice cream + Hy-Vee We All Scream! raspberry sherbet + Hy-Vee Bakery raspberry macarons + Hy-Vee original whipped topping + chocolate cream-covered biscuit sticks + gold nonpareils



cotton candy cupcake



Unfrosted Hy-Vee Bakery vanilla cupcake + It's Your Churn cotton candy ice cream + white chocolate sauce + white nonpareils + strawberry cotton candy



FAMILY NIGHT, MADE RIGHT



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MAKE A LUNCH THEY'LL GO BANANAS FOR!

YUM!

EASY
SQUEEZY!



BANANA BREAD PB&J

Prep Time: 5 min

Ingredients

Jif® Creamy Peanut Butter

Smucker's® Seedless Strawberry Jam

2 slices banana bread

Directions

Spread peanut butter on one slice of banana bread.

Spread jam on remaining slice.

Press together to form sandwich and enjoy!

**Find the Jif® and Smucker's®
products you need at Hy-Vee.**



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HOT AIR

*Expand your usual offerings
with new air-fryer recipes.
Hy-Vee can provide
the inspiration.*

Why do I need an air fryer?

1 HEALTHIER CHOICE

Uses minimal to no oil to fry foods, which can reduce overall calorie intake. It creates the fried texture you want without the oil—and fat.

2 TIME-SAVING Cooks food more quickly than an oven or toaster oven.

3 VERSATILE Use it to cook, bake or fry almost any food, including meats and vegetables. Picky eaters may like the crispiness of vegetables cooked in an air fryer.

4 EASY TO USE Simply turn it on, wait a few minutes to reach temperature and add food. Shake the food in the basket a few times for it to cook through.

5 COST-EFFECTIVE Uses less energy than a conventional oven and doesn't heat up the house.

6 COMPACT Bake, fry and roast all in one appliance that fits on your countertop.

GREAT FEATURES

Easy to Clean Both the inner pan and basket are removable for quick cleanup.

Large-Capacity Basket A 2.5 liter basket has room for a family-size amount of food.

Temperature Control Set the precise temperature for a variety of foods.

Built-In Timer Set the convenient timer for perfectly cooked food.

Auto Shut-Off The fryer automatically shuts off when the basket is removed.

**TOASTMASTER
2.5 LITER**
SHOP THIS AND
OTHER MODELS AT
HY-VEE.

CRAV'N APPS

Make delicious Crav'n Flavor appetizers and snacks with ease in an air fryer. When you want something seriously satisfying, Crav'n Flavor available from Hy-Vee is the answer.



One of the main reasons people love air frying is to make foods lighter and healthier than their deep-fried counterparts. In fact, according to the Cleveland Clinic, there is a **70 TO 80 PERCENT CALORIE REDUCTION** in foods that are air fried compared to deep fat fried.

PARMESAN-GARLIC ZUCCHINI FRIES WITH HARISSA AIOLI

Preheat air fryer to 375°F. Combine ¼ cup Hy-Vee mayonnaise, 3 Tbsp. Culinary Tours harissa sauce and 1 tsp. fresh lemon juice; cover and set aside. Finely crush 1½ cups Hy-Vee butter garlic croutons; place

in small bowl. Stir in ¾ cup Sartori grated Parmesan cheese. Whisk together 2 Hy-Vee large eggs and 2 Tbsp. Hy-Vee 2% reduced-fat milk in another small bowl. Place ¼ cup Hy-Vee all-purpose flour in a third

bowl. Dust 1 large zucchini, cut into 2½- to 3-in. × ¾-in. sticks, in flour. Then dip zucchini sticks into egg mixture. Evenly coat with crouton mixture. Spray air-fryer basket with Hy-Vee nonstick cooking

spray. Place coated zucchini sticks in a single layer in basket; spray with nonstick spray. Air-fry 5 to 7 minutes or until lightly golden and crisp. Serve with harissa mixture for dipping. Serves 9 (5 each).



BACON MAC 'N' CHEESE BALLS

Prepare 1 (14-oz.) pkg. Hy-Vee Deluxe macaroni & cheese dinner with cheese sauce according to pkg. directions. Add 8 slices Hy-Vee singles American cheese, torn, and 6 slices Hy-Vee sweet-smoked bacon, crisp-cooked and crumbled. Cook just until cheese is melted, stirring occasionally. Cool in freezer for 10 minutes. Form mixture into 45 balls (about 1 Tbsp. each) and place on baking sheets lined with plastic wrap. Freeze for 1 hour. Preheat air fryer to 375°F. Place 3 beaten Hy-Vee large eggs in a small bowl. Combine 1¼ cups Hy-Vee plain panko bread crumbs and 3 Tbsp. finely chopped curly parsley in another bowl. Dip frozen balls into eggs; coat with crumb mixture. Spray air-fryer basket with Hy-Vee nonstick cooking spray. Place coated balls in a single layer in basket; spray with nonstick spray. Air-fry 4 minutes. Turn over; spray with nonstick spray; air-fry for 1 to 2 minutes more or until lightly brown. Serve with spicy ketchup for dipping. Serves 9 (5 each).



raspberry-filled turnovers

Preheat air fryer to 325°F. Stir together ¼ cup softened Hy-Vee plain cream cheese spread, 2 Tbsp. Hy-Vee powdered sugar, 2 Tbsp. Hy-Vee sour cream, 1 Tbsp. amaretto* and 2 to 3 Tbsp. Hy-Vee 2% reduced-fat milk to make a drizzling consistency; cover and refrigerate. Unroll 1 (8-oz.) can refrigerated sweet Hawaiian crescents onto a lightly floured surface. Pinch perforations together on both sides. Roll dough to a 12×9-in. rectangle. Cut into twelve 3-in. squares. Spoon ¾ tsp. canned Solo raspberry cake & pastry filling in center of each. Fold each in half, forming a triangle. Pinch edges together; use the tines of a fork to press edges together again. Make a small hole in top of each filled triangle using the point of a small sharp knife. Spray the tops with Hy-Vee nonstick cooking spray. Sprinkle with Hy-Vee granulated sugar, if desired. Spray air-fryer basket with nonstick spray. Place filled triangles in a single layer in basket. Air-fry 3 to 4 minutes or until golden. Cool 5 minutes. Drizzle with cream cheese mixture. Serves 12 (1 each).

*For nonalcoholic drizzle, use 1 Tbsp. additional milk plus ¾ tsp. Hy-Vee almond extract for the amaretto.



air-fried Asian sticky chicken

Preheat air fryer to 375°F. Pat 1 lb. Hy-Vee True chicken tenders dry; cut each crosswise in half, then lengthwise. Combine ⅔ cup Hy-Vee plain panko bread crumbs, ½ Hy-Vee complete pancake & waffle mix, 1½ Tbsp. Hy-Vee granulated sugar, 2 tsp. Hy-Vee paprika and ¾ tsp. Hy-Vee salt in a medium bowl; stir in ¾ cup water. If necessary, add an additional 1 to 3 Tbsp. water to make a thick paste-like batter. Dust chicken with additional dry pancake mix. Roll each piece in panko mixture to coat. Spray air-fryer basket with Hy-Vee nonstick cooking spray. Place coated chicken pieces in a single layer in basket; spray with nonstick spray. Air-fry 5 to 6 minutes or until chicken is 165°F. Meanwhile, combine ½ cup Culinary Tours orange sauce, 2 Tbsp. Hy-Vee honey, ¼ tsp. orange zest and ⅛ to ¼ tsp. Sriracha sauce in a small saucepan; simmer 2 minutes. Gently toss cooked chicken with sauce. Garnish with sesame seeds and sliced green onion tops, if desired. Serves 6 (4 pieces each).



Winging It
Make breaded, saucy wings right in your air fryer. Watch and see just how easy it is!



Watch and learn at
HSTV.com today!

Crav'n the Air Fryer

Your favorite frozen foods often only come with oven or microwave cooking instructions. Here are some times and temps for using the air fryer—often with crispier results.



1 PIZZA BAGELS
Spray air-fryer basket with Hy-Vee nonstick cooking spray. Place frozen pizza bagels in a single layer in basket. Air-fry at 350°F for 4 to 5 minutes or until 165°F. Slightly cool before serving.



2 CHICKEN EGG ROLLS
Spray air-fryer basket with Hy-Vee nonstick cooking spray. Place frozen egg rolls in a single layer in basket. Air-fry at 325°F for 7 minutes. Turn over; air-fry 6 to 8 minutes or until 165°F. Slightly cool before serving.



3 PRETZEL NUGGETS
Lightly mist frozen pretzel nuggets with water; sprinkle with salt. Spray air-fryer basket with Hy-Vee nonstick cooking spray. Place pretzels in a single layer in basket. Air-fry at 375°F for 2 to 3 minutes. Slightly cool before serving.



4 SPICY BREADED PICKLE SLICES
Spray air-fryer basket with Hy-Vee nonstick cooking spray. Place frozen pickles in a single layer in basket. Air-fry at 400°F for 2 minutes. Turn over; air-fry 2 to 4 minutes or until 165°F. Slightly cool before serving.

COOKING TIMES, TEMPERATURES AND QUANTITIES MAY VARY DEPENDING ON STYLE OF AIR FRYER.

CONVERT FOR QUICK COOKING

Recreate your recipes using an air fryer.

Oven to Air Fryer: Reduce temp by 25°F and shorten cook time by 20% to 50%.

Cook Time & Temps

Burgers—350°F, 8–10 min.

Chicken breast—375°F, 22–23 min.

Brussels sprouts—350°F, 15–18 min.

Bacon—400°F, 5–10 min.

Ravioli—350°F, 8 min.

Salmon—400°F, 5–7 min.

Tofu—375°F, 12–17 min.

Chocolate chip cookies—350°F, 5 min.

Hard-boiled eggs—270°F, 15 min.

TOP TIPS

For best results:

- Always preheat.
- Don't overcrowd the basket.
- Shake basket occasionally for even cooking.
- Pour 2 Tbsp. water in the bottom of the basket to stop white smoke.

air-fried onion petals

Preheat air fryer to 350°F. Peel and slice 1 medium yellow onion into wedges. Combine 1 cup self-rising flour, 1 tsp. Slap Ya Mama Cajun seasoning and ½ tsp. Hy-Vee garlic salt in a large bowl. Whisk together 1 Hy-Vee large egg and ½ cup buttermilk in another small bowl. Dip onion wedges into egg mixture and then immediately into flour mixture, coating well. Return wedges to egg mixture and then again to flour mixture. Generously spray air-fryer basket with Hy-Vee nonstick cooking spray. Place coated wedges in basket; air-fry in batches for 5 minutes. Increase heat to 400°F. Generously spray wedges with nonstick cooking spray. Air-fry for an additional 5 minutes. Meanwhile, for dip, combine ½ cup Hy-Vee Sriracha mayo sandwich spread, 1 Tbsp. Hy-Vee plain Greek yogurt and ½ tsp. That's Smart! onion powder. Serves 4.



STEP 1 | Peel a medium onion and cut into wedges.



STEP 2 | Dip onion wedges into egg mixture and then immediately in flour mixture; repeat.



STEP 3 | Place wedges in an oiled air-fryer basket. Air-fry at 350°F for 5 minutes. Then, another 5 minutes at 400°F.

Sources: [tasteofhome.com/article/air-fryer-cooking-times/](https://www.tasteofhome.com/article/air-fryer-cooking-times/)
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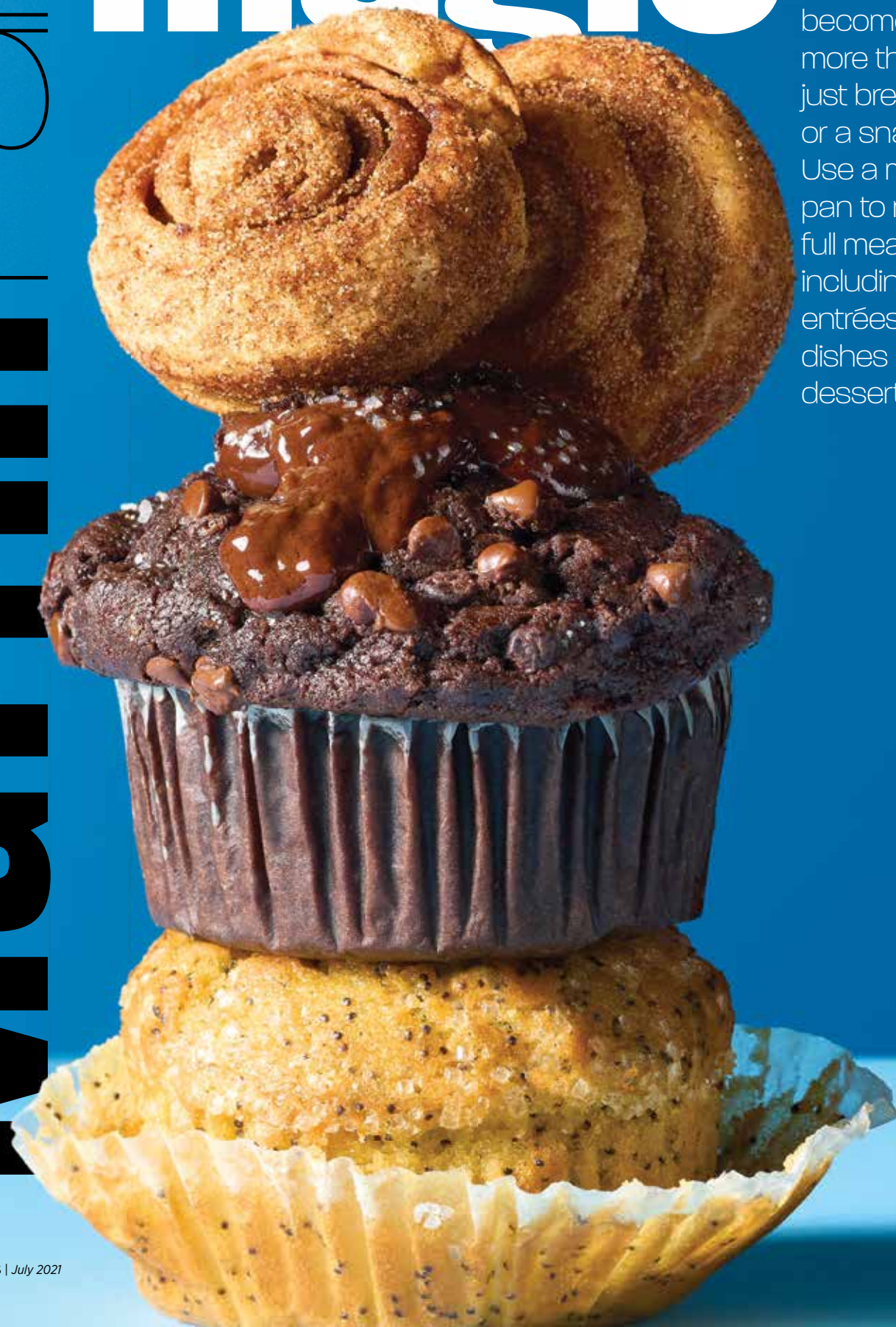
ENJOY FARM QUALITY FLAVOR.



Muffin Pan

magic

With creativity, muffins become more than just breakfast or a snack. Use a muffin pan to make full meals, including entrées, side dishes and desserts.



Breakfast Carbonara Muffins

Hands On 30 minutes
Total Time 50 minutes
Serves 12 (1 each)

Hy-Vee nonstick cooking spray
½ (16-oz.) pkg. Hy-Vee spaghetti
½ (16-oz.) pkg. Hy-Vee double-smoked thick sliced Hy-Vee bacon, chopped
6 Hy-Vee large eggs, lightly beaten
1 cup Hy-Vee heavy whipping cream
¾ cup Hy-Vee grated Parmesan cheese, divided
1 tsp. Hy-Vee black pepper
½ tsp. Hy-Vee salt
Chopped fresh basil, for garnish

1. PREHEAT oven to 350°F. Spray 12 (2½-in.) muffin cups with nonstick spray.

2. COOK spaghetti according to pkg. directions; drain and set aside.

3. COOK bacon in a large skillet over medium heat for 6 to 8 minutes or until crisp. Drain on paper towels.

4. WHISK together eggs, cream, ½ cup Parmesan cheese, pepper and salt in a medium bowl. Stir in half of the bacon.

5. FILL each prepared muffin cup about ⅓ full with spaghetti. Pour egg mixture over the spaghetti. Sprinkle with remaining ¼ cup Parmesan cheese and remaining bacon.

6. BAKE for 20 minutes or until tops are lightly golden. Cool slightly before serving. Garnish with chopped basil, if desired.

Per serving: 290 calories, 19 g fat, 9 g saturated fat, 0 g trans fat, 140 mg cholesterol, 550 mg sodium, 16 g carbohydrates, 1 g fiber, 1 g sugar (0 g added sugar), 15 g protein. **Daily Values:** Vitamin D 6%, Calcium 6%, Iron 6%, Potassium 4%

Hy-Vee Bakery Jumbo Muffins

Find loaded muffins in a variety of yummy flavors at the Hy-Vee Bakery. Pick up a four-pack of your favorite or look for a variety pack to sample multiple flavors.

- Blueberry
- Chocolate Chip
- Banana Nut
- Double Dutch
- Lemon Poppy Seed
- Pistachio
- Apple Spice
- Cinnamon
- Red Velvet



Muffin Making

See how to get started using your muffin pan to the fullest with just a few of these recipes.



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



GARLIC AND HERB PUFFINS

Preheat oven to 400°F. Spray 12 (2½-in.) muffin cups with Hy-Vee nonstick cooking spray. Combine 3 cups chilled homemade or pkg. mashed potatoes, 1 (5.2-oz.) pkg. garlic & fine herbs cheese spread, 1 cup Hy-Vee shredded Gouda cheese, 3 beaten Hy-Vee large eggs, 2 Tbsp. Hy-Vee grated Parmesan cheese, 1 Tbsp. chopped green onions, ½ tsp. Hy-Vee garlic salt and ½ tsp. Hy-Vee black pepper in a medium bowl. Divide mixture among prepared muffin cups. Sprinkle tops with ½ cup Hy-Vee shredded Gouda cheese. Bake 25 minutes or until tops are golden. Cool 5 minutes before serving. Garnish with finely chopped chives, if desired. Serves 12 (1 each).



MOLTEN LAVA MUFFINS WITH MEXICAN CHOCOLATE GANACHE

Place 10 oz. bittersweet chocolate, chopped, and ½ cup Hy-Vee semi-sweet chocolate baking chips in a glass bowl; set aside. Combine ½ cups Hy-Vee heavy whipping cream, ¼ tsp. Hy-Vee ground cinnamon and ¼ tsp. Hy-Vee cayenne pepper in a medium saucepan. Cook over medium-high heat until simmering. Pour hot cream mixture over chocolate. Let stand 30 seconds; then whisk until smooth. Use an apple corer to cut and remove centers from 8 Hy-Vee Bakery jumbo chocolate muffins; reserve centers for garnish. Spoon chocolate mixture into each muffin. Top with a small piece of reserved muffin centers; sprinkle with coarse sugar. Before serving, heat each muffin in the microwave on HIGH for 15 seconds. Serves 8 (1 each).



CHURRO MUFFINS

Preheat oven to 350°F. Brush sides and bottoms of 8 (3½-in.) jumbo muffin cups with 1 Tbsp. melted Hy-Vee salted butter; set aside. Combine ¼ cup Hy-Vee granulated sugar and 1 Tbsp. Hy-Vee ground cinnamon in a small bowl. Cut 2 thawed frozen puff pastry sheets lengthwise in half. Roll each piece into a 24×8-in. rectangle. Brush with ½ cup softened butter. Sprinkle with 3 Tbsp. sugar mixture; set aside remaining sugar mixture. Starting at one long side, roll each piece, jelly-roll style, into a log. Then cut each log lengthwise in half to make 8 pieces. Starting at one short side, roll each piece up, jelly-roll style, into a spiral; place each into a prepared muffin cup. Lightly brush with a beaten Hy-Vee large egg. Bake 22 to 24 minutes or until edges are golden. Remove from muffin cups; roll in remaining sugar mixture. Serves 8 (1 each).



PEPPERONI PIZZA MUFFINS

Preheat oven to 425°F. Spray 12 (2½-in.) muffin cups with Hy-Vee nonstick cooking spray. On a lightly floured surface, roll 1 (13.8-oz.) tube Hy-Vee refrigerated pizza crust into a 15×12-in. rectangle; spread with 1 cup Hy-Vee marinara pasta sauce. Top with 3 cups Hy-Vee shredded mozzarella cheese and 1 (6-oz.) pkg. Hy-Vee original pepperoni slices. Starting at one long side, roll dough jelly-roll style into a log; pinch edges together to seal. Cut into 12 pieces. Gently press each piece, cut side down, into a prepared muffin cup. Sprinkle tops with ¼ cup Hy-Vee shredded mozzarella cheese. Bake 12 to 15 minutes or until tops are golden. Garnish with Hy-Vee grated Parmesan cheese and Hy-Vee crushed red pepper, if desired. Serves 12 (1 each).



CRÈME BRÛLÉE MUFFINS

Prepare 1 (16.5-oz.) pkg. Hy-Vee extra moist classic white cake mix according to pkg. directions for cupcakes; cool. Whisk together 3 Hy-Vee large egg yolks, ¼ cup Hy-Vee granulated sugar and 3 Tbsp. Hy-Vee cornstarch in a medium bowl; set aside. Slice 1 vanilla bean lengthwise; scrape seeds into medium saucepan. Add bean pod, 1¼ cups Hy-Vee heavy whipping cream and ½ cup Hy-Vee whole milk. Cook over medium-low heat just until bubbly. Slowly pour hot cream mixture over the egg yolk mixture, whisking constantly until combined. Remove the vanilla bean pod. Return mixture to saucepan. Cook and whisk over low heat until mixture thickens and reaches 165°F (do not boil). Remove from heat; transfer to a bowl set in ice water to cool quickly, stirring occasionally. When cool, cover with plastic wrap; refrigerate 30 minutes. Transfer custard to a piping bag. Use an apple corer to cut and remove center of each cupcake. Pipe custard into center of cupcakes, letting custard spill out of top. Sprinkle cupcake tops with demerara sugar. Use a kitchen torch to caramelize sugar. Repeat for a thicker layer, if desired. Cool before serving. Serves 24 (1 each).



Muffin Tools

Hy-Vee has everything you need to bake batches of muffins at home.



WILTON PERFECT RESULTS 12-CT. PAN

A nonstick muffin pan lets you remove muffins and clean up effortlessly.



OVER THE TOP BAKING CUPS

Use paper baking cups for easy baking and no mess when you take muffins to go.



WILTON PERFECT RESULTS 24-CT. PAN

Create bite-size desserts, snacks and appetizers in a mini muffin pan.



GOOD COOK SILICONE SPATULA

Grab this handy tool to mix ingredients and scrape the last bit of batter from the bowl.



ANCHOR 2-QT. BATTER BOWL

The handle and spout make it easy to pour batter.



1 ITEM PURCHASED HELPS PROVIDE 1 MEAL*

Every participating purchase equals one meal
for a family this summer.

*EVERY PARTICIPATING PURCHASE HELPS PROVIDE ONE MEAL FOR A FAMILY THIS SUMMER. \$1 Helps provide at least 10 meals secured by Feeding America® on behalf of member food banks. For every eligible product sold between July 1, 2021 and July 31, 2021 Hy-Vee will donate 10¢ to Feeding America® on behalf of Kellogg Company, Keurig Dr Pepper and Chobani. Guaranteed minimum donation of \$100,000 and maximum of \$150,000. Feeding America® is a nationwide network of 200 food banks and 60,000 food pantries and meal programs that provides food and services to people each year.

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BEEF UP FOR Summer

FUEL 100% OF YOUR SUMMER
WITH SNACKS MADE WITH 100% BEEF



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SUMMER freeze



Cool off on hot days or nights by turning your favorite cocktails into ice-cold slushies and freezer pops.

4 best mixers Blended drink must-haves



FINEST CALL MOJITO MIX

Natural mint oil, key lime juice and pure cane sugar combine for authentic mojitos.



MR. & MRS. T PIÑA COLADA

Pineapple and coconut flavors take taste buds on a tropical vacation.



OWENS CRAFT MIXERS

Add to tequila for a refreshing Paloma or enjoy it with vodka or sparkling wine.



MASTER OF MIXES MIXER

Lemon and lime juice and California strawberries pair well with rum or tequila.

slushie how to

It all starts with ice. The smaller, the better. Small cubes, chips or crushed ice blend into a smooth slushie without overworking your blender. Use twice as much ice as other ingredients. Start the blender with a few short pulses before cranking it to high speed. Blend just long enough to create a thick, smooth, cohesive mixture.

MAKE YOUR OWN BOOZY ICE CUBES FOR TASTIER SANGRIA SLUSHIES. SEE PAGE 62.



THE RIGHT TOOLS TO MAKE SLUSHIES

Hy-Vee has what you need to whip up the perfect frozen drink.



Hamilton Beach Power Elite Blender

Powerful blending crushes ice for consistently smooth results.



NutriBullet Magic Bullet

Prepare and drink from the same cup for less mess and easier cleanup.



Simply Done Ice Cube Trays

Create smooth slushies by using perfectly uniform ice cubes.



SANGRIA SLUSHIES

Pour 1 (750ml) bottle of Cabernet Sauvignon red wine into ice cube trays. Freeze 4 hours or until frozen. Transfer wine cubes to a blender and add 1½ cups Hy-Vee frozen berry medley, ¾ cup Hy-Vee granulated sugar, 4 oz. fresh lime juice and 4 oz. gin. Cover and blend until combined and slushy. Divide slushies among 8 (10-oz.) wine glasses. Garnish with strawberries, if desired. Serve immediately. Serves 8 (10 oz. each).



Cabernet Sauvignon
1 (750ml.) bottle

Hy-Vee Frozen Mixed Berries
1½ cups

Hy-Vee Granulated Sugar
¾ cup

Fresh Lime Juice
4 oz.

Gin
4 oz.

5 boozy frozen drinks

Use fruit—fresh, frozen or juice—to add refreshing flavor to frozen drinks.



MARGARITA POPS

Combine 6 oz. fresh lime juice, 4 oz. silver tequila, 4 oz. fresh orange juice and 1 Tbsp. light-color agave nectar in a medium glass measuring cup. Place ¾ cup sliced strawberries in the bottom of 8 (3-oz.) molds. Pour margarita mixture over strawberries in molds. Insert craft sticks and freeze overnight or until completely frozen. Remove from molds and sprinkle with sea salt and lime zest, if desired. Serves 8 (1 each).



Hy-Vee Cherry Juice
2½ cups

Sweet and Sour Mix
5 oz.

Hy-Vee Pineapple Juice
3 oz.

Row Vodka
6 oz.

Hy-Vee Tonic Water
18 oz.



LAYERED FROZEN PALOMA

Combine 3½ cups ice, 6 oz. Hy-Vee ruby red grapefruit juice, 2 oz. silver tequila, 2 oz. fresh lime juice and 1½ oz. light-color agave nectar in a blender. Cover and blend until smooth. Tint with Hy-Vee red food coloring, if desired. Divide mixture among 4 (16-oz.) glasses. Prepare recipe again, substituting mango juice for grapefruit juice; cover and blend until smooth. Top grapefruit mixture in glasses with mango mixture. Garnish with grapefruit wedges, if desired. Serve immediately. Serves 4 (16 oz. each).



Lime Juice
6 oz.

Silver Tequila
4 oz.

Orange Juice
4 oz.

Light Agave Nectar
1 Tbs.

Sliced Strawberries
¾ cup



FOR A SMOKY VERSION OF THIS SOUTH-OF-THE-BORDER FAVORITE, SUBSTITUTE MEZCAL FOR THE TEQUILA.



Hy-Vee Ruby Red Grapefruit Juice
6 oz.

Silver Tequila
4 oz.

Lime Juice
4 oz.

Light Agave Nectar
3 oz.

Mango Juice
6 oz.



CANTALOUPE COLADA

Freeze 1-lb. cantaloupe chunks for 4 hours or until frozen. Combine in a blender with 5 oz. Hy-Vee canned light coconut milk, 4 oz. white rum, 2½ oz. light-color agave nectar and 2 oz. fresh lime juice. Cover and blend until smooth. Divide mixture between 4 (8-oz.) glasses. Garnish with additional cantaloupe and fresh mint, if desired. Serve immediately. Serves 4 (8 oz. each).



Cantaloupe
1-lb., cubed

Hy-Vee Canned Light Coconut Milk
5 oz.

White Rum
4 oz.

Light Agave Nectar
2½ oz.

Lime Juice
2 oz.

pro tip: FOOL PROOF



“Any alcohol that is at least 40 proof doesn’t freeze in a typical home freezer. So adding whiskey, rum, vodka, gin, tequila or brandy to premade mixers or juices will keep the beverage from freezing solid and will work for slushies. If you want to use a liqueur, if it is under 40 proof it will likely freeze too solid to use in slushies but would work for popsicles or ice cubes.”

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

Not a
morning person?

You will be.

Try our
NEW
breakfast
menu

With sweet and savory options and amazing morning cocktails, Hy-Vee's new breakfast menu gives you more reasons than ever to rise and dine. Discover a breakfast that's worth waking up for any day of the week.

HyVee



life

The red carpet life of Giuliana Rancic, custom-made wedding bouquets and more from Hy-Vee.

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- 94** ACTING YOUR AGE

The land of infinite opportunity met Giuliani Rancic with wide open arms when she immigrated to the United States from Naples, Italy, as a quiet 7-year-old child, and she wholeheartedly embraced it right back.

Today, her two-decades-long career at entertainment network E! Entertainment Television has led to expanded business ventures, including Giuliana Prosecco, now available at Hy-Vee.

"I saw the American Dream unfold firsthand coming to this country as a little girl and watched my parents work very hard. I think it was a beautiful thing and it's definitely what I think instilled this work ethic in me," says Giuliana.

"My mother had two brothers who had moved to the United States, and they told us to come for a vacation—'we're going to love it!' My father was in the fashion industry and just saw a lot of opportunity, and so basically, it was a very quick decision," Giuliana says.

Though the family spent summers in Italy, where most of Giuliana's relatives lived, she felt an instant bond to the U.S. "I got to spend all this time with my cousins, who I had really only known as having lived in America. I never got to spend time with them before I moved here. So we had so much fun together and it was great," Giuliana says.

But getting to a level playing field with her new American schoolmates wasn't as easy—it took determination and ingenuity to communicate with them and her teacher.

"When I came here, I didn't speak English. So learning the language was definitely tough," Giuliana says.

She buckled down and spent hours watching television programs to pick it up. She was especially intrigued by the evening news.

Her father owned a store at White Flint Mall near Bethesda, Maryland, where she went to high school and tried a brief stint as a teen model after attending a school for modeling.

She graduated with a bachelor's degree in journalism from the University of Maryland, then headed to American University for a masters degree. Her student work in Washington D.C. and at a news

bureau covering Capitol Hill set her on the path to interviewing notable figures.

"We had incredible access around the D.C. area. So on any given day, I was at the Supreme Court, the Pentagon, the White House. It was pretty incredible," Giuliana says.

But instead of asking the expected political-beat questions, focused on the economy or foreign policy, she dove deep into what she wanted to know—answers about the person's likes or dislikes, or their after-hours interests, such as when she asked Senator Ted Kennedy about his hobbies.

"It was actually one of my professors, who said, 'I feel like you'd be better suited for entertainment,' just because I would put this fun spin on all my stories," Giuliana says.

The suggestion was the perfect marriage between her two childhood loves: news and Hollywood. A week after getting through school she landed in Los Angeles, with one goal: getting her dream job at E!

"When I first moved to Los Angeles, I knew no

one. I didn't have an uncle who lived there or a friend, or anything. I quickly got on the phones and started calling people and trying to find out if someone needed a roommate or an assistant, just looking for work," she says.

She worked as a hostess at a restaurant on Sunset Boulevard, in retail and assisted on projects. "I did all sorts of jobs, but the one thing that really was a big thing for me at the time was, I went into a mail room at a talent agency," says Giuliana. "In Hollywood, they tell young people, 'If you want to be in the entertainment industry, start in a mail room and work your way up.' It was a great way to meet people," says Giuliana. During this time she started sending her reel to E! After 5 years she finally got the call to come in for an audition. "They received my submission, my headshot and resume and demo reel, through me sending it with friends at the agency, and they finally opened it," Giuliana says.

"I didn't do great at my audition, but I did eventually get a call back several months later to try again. I got the job. And that was 20 years ago. It's been a dream come true," she says.

WITH GIULIANA RANCIC



LIFE BEYOND E!

Giuliana met husband, entrepreneur Bill Rancic, when she interviewed him after his win on the first season of the reality show *The Apprentice* in 2004. “We hit it off. He’s a great guy from the Midwest, and we just have so many of the same values.” They were engaged within 8 months and married the following year on September 1, 2007, in a ceremony at the Church of Santa Sophia in Anacapri, Italy.

She and Bill were the stars of their reality show, *Giuliana and Bill*, from 2009 through 2014. The show included coverage of their struggles with fertility. Just prior to a third in vitro attempt, a required mammogram showed Giuliana had breast cancer. She received treatment and had a bilateral mastectomy. The couple continued with their desire to have a child and found a gestational surrogate. Their son Edward Duke was born in August of 2012.

Becoming a mother refocused Giuliana’s career goals. “I stepped away from the daily show at E! a few years ago to be with my family and to also be able to focus on other businesses and hobbies that I was excited about,” she says. She still works the red carpet, but new ventures like her clothing line and Giuliana Prosecco have allowed her to grow as an entrepreneur. “I’ve been able to realize many of my dreams, but I’m a dreamer; I still have more to do,” Giuliana says.

I HAD MY MIND SET ON THIS GOAL OF BEING AN ENTERTAINMENT REPORTER. ONCE I ACHIEVED THAT GOAL, THEN I WAS ABLE TO OPEN MY MIND AND REALIZE THAT THERE ARE OTHER THINGS I LIKE TO DO, TOO.

OFF THE CUFF

Giuliana joined *E! News* as a reporter in 2002, and by 2005 was the solo anchor and managing editor taking it from the lowest-rated show on the network to No. 1 within a year. Her time at the show had its challenges, too. She was fired shortly after her initial hiring for being rough around the edges, but ultimately her irreverence was what landed her the lead anchor position when E! wanted to change the show’s tone. She also co-hosted E!’s *Fashion Police* and *E! Live from the Red Carpet* for awards shows like the Golden Globes and Academy Awards.

“I just used to do things differently than what you used to see on the red carpet. There wasn’t a script,” Giuliana says of her early success in the industry. She took cues from what was going on around the person she

was interviewing to find her unique line of questioning. “You want to meet the real person and I’m such a fan of that,” she says. While she does the research needed for a successful interview, she also knows the secret comes down to one thing: “Just be in the moment.”

GIVING BACK

Battling breast cancer “was such a tough time in my life. But from it came Fab-U-Wish,” Giuliana says. She partnered with The Pink Agenda to create the foundation, which grants wishes to women fighting breast cancer to help them feel confident and beautiful during their battle. “It’s one of my proudest achievements. Nothing has been like the joy I feel through Fab-U-Wish and the work I’ve done through that program,” she says.

GIULIANA RANCIC’S
FAB·U·WISH
In Partnership with The Pink Agenda

BEST-SELLING AUTHOR

Giuliana has published three books:

- *Think Like a Guy: How to Get a Guy by Thinking Like One*
- *I Do, Now What?*
- *Going Off Script*

PHOTOS Tibrina Hobson/Getty Images (bottom right)

LIFE AT E! NEWS AND MORE

2002

Hired at *E! News* as a correspondent

2005

Promoted to co-host, then solo anchor, for *E! News*

2010

Began co-hosting *Fashion Police*

2012

Opened RPM Italian restaurant in Chicago and launched G clothing line

2014

Won a Daytime Emmy award for Fan Favorite

2015

Left *E! News* as co-host but continued red carpet coverage

2017

Launched Giuliana Prosecco with Terlato Wines

2018

Launched Fountain of Truth skin care line

2020

Launched August & Leo home line on HSN

2021

Introduced Giuliana Prosecco at Hy-Vee

THE RANCICS STARRED IN THE REALITY TV SHOW *GIULIANA AND BILL* THAT AIRED FOR 7 SEASONS. “WHEN WE WERE APPROACHED TO DO IT, IT WAS NOT SOMETHING WE WERE INTO, BEING SO OPEN ABOUT OUR LIVES. BUT WE FELT LIKE WE COULD DO A POSITIVE SHOW AND MAKE MARRIAGE LOOK COOL AND FUN.”





ASKING QUESTIONS

WITH
GIULIANA
RANCIC

Q. What are some of your best childhood memories of Italy?

A. Growing up in Naples, Italy, was amazing. I have a very big family. My mother and father are each one of six, so I have a lot of cousins. It was a really beautiful, fun, lively childhood. I remember a lot of food. Everything was based around our meals. Even though we moved to the States when I was a little girl, we did spend our summers in Italy, so it was really nice having a great combination of the two: of life here in the United States but also having that great connection to Italy that has never really gone away.

Q. Can you tell me when you met Bill and how you knew he was Mr. Right?

A. So, I was at E! and I was a reporter at the time when he won *Celebrity Apprentice*, and I said, “Oh my gosh, if there’s ever an opportunity to interview Bill Rancic, I want to interview Bill Rancic.” And then I finally got the opportunity a while later. So I go to the interview, and for me, at least, it was love at first sight... once the cameras went off, we kept talking and talking, and at the end of the interview, Bill asked me out and we were engaged 8 months later. So we’ve been together 15 years, and he’s just amazing, you know? I still feel like he’s my boyfriend.

Q. How has motherhood changed you?

A. Motherhood has changed my life in every way. There are so many incredible things I can say about it. But I noticed one thing about my relationship with my son early on. I love to laugh and I love having fun. I laugh with my friends, I laugh with my family, but I’ve got to tell you, when Duke makes me laugh, it comes from a different place than anyone else. It opens up this part of my heart. No one else can tap into that but my son. It’s beautiful. It’s been the greatest part of my life.

Q. What were some of the biggest influences in your life?

A. Growing up in a very fashion-centric household: My father being in the fashion industry, my sister went on to be in the fashion industry. I think fashion, Hollywood, glamour and the red carpet, that was something that was always very interesting and exciting to me.

Q. What did you do to get the job at E!?

A. I had been sending my reel to E! for probably five years and had no response. I had no leads at all; it was not working out for me. I wasn’t getting that dream job I thought I was going to get. And then the phone rang and it was E!. They said, “Do you want to come in for an audition?” I didn’t really do great at my audition that first week. But I did eventually get a call several months later to come back and try again.

Q. How did you find the strength to keep trying for 5 years?

A. I think I never gave up because I never could see myself doing anything else. The idea that this is what I’m meant to do. I felt like there was no other option but to keep trying.

Q. What was your backup plan if you didn’t get a job at E!?

A. I should have had a backup plan, but I didn’t! I can say this today, but

I didn’t know this back then. Now I can say that I love business and entrepreneurship, and I’m a born entrepreneur. But I didn’t know that then. Now I know there are all sorts of things I love, but back then I truly had just my mind set on becoming an entertainment reporter and just doing that day in and day out because that’s what I love to do.

Q. What career advice do you have for others?

A. Just do the work and you’ll get noticed. If you do a great job, you’ll get noticed. I have a “work hard and things will happen for you” mindset.

Q. Why Prosecco?

A. I love Prosecco. I grew up with Prosecco on our table when I was a little girl growing up in Italy and also the United States. And one night, we were actually at one of our restaurants, one of the RPMs—it was RPM Italian—and I said, “You know, I haven’t found the best Prosecco yet.” And we had the idea, along with my partners in RPM, and my husband as well—we’re all partners in the RPM Group—to create our own Prosecco. And it’s just been such a joy.

Q. What separates your brand, Giuliana Prosecco, from others?

A. A lot, actually. Our Prosecco is very, very high-end. It’s a DOC

Prosecco. What that means is, it has to be made in one of two regions in Italy to be certified DOC, which is like the true, high-end, great Prosecco.

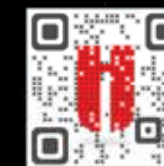
Q. What’s your relationship with Hy-Vee been like, and why did you decide that they were a good retailer for you?

A. You might’ve noticed, right when you said, “Hy-Vee,” I smiled. Hy-Vee’s been incredible. I just love the team here. Even just today, we’ve had so much fun, and our phone calls have been great. We just connected. Sometimes, whether it’s in friendship or business, there just has to be that connection, that authentic connection. And I can just tell, it’s just amazing people, good people. And it’s just been a joy from day one. They understand my vision with the Prosecco; I understand Hy-Vee’s vision with the Prosecco and their direction with it. And I just love that Hy-Vee trusts us to share us with their customers who are so beloved to them. It’s just a wonderful business, a wonderful company.

“

I WAS
DEFINITELY
NOT ALWAYS
A CONFIDENT
PERSON.
I WAS
INSECURE,
LIKE A LOT
OF PEOPLE,
GROWING UP,
SO IT’S NOT
LIKE I HAD
THIS CRAZY
CONFIDENCE
OR ANYTHING.
I JUST KNEW
WHO I WAS.

”



WATCH
GIULIANA
SHARE HER
LIFE STORY
FROM E! TO
ENTREPRENEUR
ON HSTV.COM





GIULIANA PROSECCO

AVAILABLE NOW AT HY-VEE, GIULIANA PROSECCO, AN ITALIAN SPARKLING WINE, IS REFRESHING AND NOT TOO SWEET. "PROSECCO ONLY NEEDS TO USE 85% OF THE [GLERA] GRAPE. WE USE 100% OF THE GRAPE," GIULIANA SAYS. "WE TRULY ARE A TOP-OF-THE-LINE, EXQUISITE PROSECCO AT AN AMAZING, ATTAINABLE PRICE POINT. THAT MAKES ME HAPPY BECAUSE IT REALLY IS ATTAINABLE LUXURY."

"Prosecco is something I enjoy all the time, not just special occasions," Giuliana says. "I grew up with Prosecco on our table when I was a little girl. There's something about the bubblyness that just makes you happy." The sparkling wine is known for its light, frothy bubbles that disappear quickly after pouring. Giuliana Prosecco has notes of pear, apple and acacia blossom.

RPM

FIND GIULIANA PROSECCO AT HY-VEE AND AT GIULIANA AND BILL'S BAR AND RESTAURANTS AROUND CHICAGO:
RPM WINE
RPM ITALIAN
RPM STEAK
RPM SEAFOOD

BRUNCH COCKTAILS

"I JUST LOVE THAT HY-VEE TRUSTS US TO SHARE GIULIANA PROSECCO WITH THEIR CUSTOMERS WHO ARE SO BELOVED TO THEM."



SGROPPINO DESSERT COCKTAIL

Hands On 5 minutes
Total Time 5 minutes
Serves 1 (5.75 oz.)

½ cup lemon sorbetto
¾ oz. Row vodka
1 oz. Giuliana Prosecco
Fresh mint leaves or thyme, for garnish

COMBINE lemon sorbetto, Giuliana Prosecco and vodka in a cocktail shaker and whip until uniform in texture. Pour into a glass and garnish with fresh mint or thyme, if desired.

APEROL BETTY COCKTAIL

Hands On 5 minutes
Total Time 5 minutes
Serves 1 (7.5 oz.)

2 oz. Aperol
1 oz. Hy-Vee fresh orange juice
½ oz. fresh grapefruit juice
4 oz. Giuliana Prosecco
Grapefruit wedge or orange slice, for garnish

ADD Aperol, orange juice and grapefruit juice. Fill with ice and shake. Strain over ice and top with Giuliana Prosecco. Garnish with grapefruit and/or orange slices, if desired.

BICICLETTA SPRITZ

Hands On 5 minutes
Total Time 5 minutes
Serves 1 (6 oz.)

1 oz. Campari
2 oz. white wine
3 oz. Giuliana Prosecco
Fresh lemon twist, for garnish

ADD ice to an 8-oz. cocktail glass. Add white wine and Campari; top with Giuliana Prosecco. Garnish with lemon twist, if desired.



GIULIANA JOINS THE BEARD BEHIND THE BAR TO MAKE THESE DELICIOUS PROSECCO COCKTAILS. SEE THESE HOW-TOS ON HSTV.COM

BRIDAL BLOOMS



For your special day, turn to the award-winning Hy-Vee Floral Department for inspiration and custom-made bouquets to fit the season.



KEEP IT CLASSIC

For brides leaning toward traditional floral arrangements, Hy-Vee can create stunning, one-of-a-kind bouquets. Pick from summer favorites like ranunculus, lisianthus, roses and so much more.



PICK OUT PEONIES

Make your bouquet simple and sweet by choosing just one flower. Peonies are a lovely option because their size easily fills up a bouquet—plus they are a symbol for romance, good fortune and a happy marriage.

summer

TRENDS

Traditional wedding flowers like roses and peonies are still very popular among brides.

You won't go wrong with pink and blush florals. "Blush is never going to go out of style," Lori says.

Wildflower and plucked-from-the-garden style bouquets are still trending for outdoor and barn weddings.

POPULAR BLOOMS

- Roses
- Hydrangeas
- Dahlias
- Peonies
- Lisianthus



HY-VEE FLORIST LORI MCKENNA

SHARES TIPS FOR PLANNING YOUR MOST BEAUTIFUL BRIDAL BLOOMS AT HY-VEE, PLUS HER PICKS FOR JAW-DROPPING SUMMER BOUQUETS THAT ARE BOTH TRENDY AND TIMELESS.

things to consider when planning

Lori advises meeting with your florist as far in advance as you can to get started planning your flowers.

Bring in photos of arrangements and flowers you like. Your Hy-Vee florist can use those to create custom bouquets.

This is your wedding—be picky! If there's something you don't like, your florist won't be offended. This day is about you.

hy-vee weddings

Beyond bouquets, Hy-Vee also can handle your centerpieces, boutonnieres and corsages. When you contact your store and set up an appointment, you'll get professional, personable and passionate florists who are excited to help you down the aisle.

fall

TRENDS

Feathers bring an unexpected and earthy style to your bouquet when paired with flowers.

Mixing dried and fresh flowers together creates texture, leading to a distinctive and dramatic bouquet.

Brooke says soft, cozy shades like mauve, terracotta, peach and brown are big for fall right now.

POPULAR BLOOMS

Lotus Pods
King Protea
Eucalyptus
Celosias
Pampas Grass

GO MUTED AND MODERN

The florists at Hy-Vee have a wide range of unique options they can offer you. Lotus pods and king protea give this fall bouquet a modern spin.



HY-VEE FLORIST BROOKE BUNCE

GIVES THE INSIDE SCOOP ON ALL THINGS FALL AND WINTER WEDDING FLORALS. SHE'S NOTICING LOTS OF TEXTURE, SUBDUED COLOR PALETTES AND PLENTY OF BRIDES STAYING TRUE TO TRADITIONAL BLOOMS LIKE CARNATIONS AND EUCALYPTUS.

WARM UP IN WINTER

The deep shades of burgundy astilbe, hypericum berries, eucalyptus and scabiosa pods make for statement arrangements for winter weddings.



winter

TRENDS

Winter weddings offer the opportunity to play with darker florals like deep reds, purples and blues.

Mixing white flowers with Christmas greens is what Brooke finds most popular for winter.

Blush blooms span the seasons. Use them for traditional-style bouquets in the winter as well.

POPULAR BLOOMS

Hypericum Berries
Roses
Hydrangeas
Carnations
Orchids

PICK SPRING PINKS

Garden roses and other delicate pink blooms make for a sweet and charming blushing bouquet.



spring

TRENDS

Simple pastels and greenery are classic floral trends for spring weddings that Ellen sees time and time again.

Try a minimalist approach with simple, airy bouquets that let the scent of the flowers stand out.

Ellen says succulents are popular additions to bouquets in the springtime for unique texture and structure.

POPULAR BLOOMS

Tulips
Lilacs
Orchids
Ranunculus
Garden Roses



HY-VEE FLORIST ELLEN AUNSPACH

CREATES BOUQUETS FOR SPRING WEDDINGS OFTEN. ONE THING BRIDES ARE EMPHASIZING: SCENT. SHE'S FINDING MORE PEOPLE MAKING A STATEMENT WITH FRAGRANT FLOWERS.



ALL WHITE

Monochromatic white bouquets with simple greenery is a popular style among brides. Fill your bouquet with white orchids, tulips, hydrangeas and more.

Throwing a bridal shower and need some tips? Check out this episode of **What the Hack** "5 Bridal Shower Hacks" on HSTV.com



CLASSES

IS IN
SESSION

Hy-Vee can help students succeed throughout the year with essential school supplies, stylish outfits and the best brain food—all in one easy shopping trip.

BACK-TO-SCHOOL MUST-HAVES

Hy-Vee makes it easy to stock up for the school year. With just one stop, choose a first-day outfit, check everything off the supply list and get set for a week of healthy packed lunches.

1 COOLEST CLOTHES

Shop Joe Fresh clothes and DSW shoes online and at select Hy-Vee stores for trendsetting recess- and recital-ready outfits.

2 LEARNING TOOLS

Hy-Vee has school supplies for every subject. Notebooks, pencils, crayons, glue, rulers and even calculators—carry it all in style with DSW backpacks.

3 PACKED LUNCH

Find and pack healthy lunches in Hy-Vee's insulated lunch bags or section in cute bento boxes. Include a reusable water bottle to help kids stay hydrated.



HY-VEE'S HERE TO HELP!

Programs and services from Hy-Vee help keep kids healthy and ready to learn.

BACK-TO-SCHOOL IMMUNIZATIONS

Make sure kids get up to date on vaccines. Hy-Vee pharmacists are trained to administer immunizations and can help determine which vaccines your children need.

END SUMMER HUNGER

During the month of July, for each qualifying purchase, in collaboration with Kellogg's, Keurig Dr. Pepper and Chobani, Hy-Vee will donate one meal to Feeding America food banks for children and families in need.

REFUEL YOUR SCHOOL

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

BEST DRESSED! Start off the new school year with the best clothes in class. Select Hy-Vee stores carry children's Joe Fresh clothing and DSW shoes for picture-worthy first-day outfits.

DSW SHOES Hy-Vee carries kids' shoes for every occasion, from a typical day in the classroom to running at recess or an evening recital.

TOPS AND JACKETS Playful graphic tees, tanks, polos, sweatshirts and jackets are all available for boys and girls.

PANTS AND SHORTS Stay stylin' throughout the year with colorful kids' shorts, pants and leggings (including activewear).

SCAN THE QR CODE TO SHOP THE LATEST BACK-TO-SCHOOL LOOKS FROM JOE FRESH.

SCAN THE QR CODE FOR TOO-COOL-FOR-SCHOOL SHOES FROM DSW.

JOE FRESH

CALLING ALL EDUCATORS! Join the Hy-Vee KidsFit School Wellness Club to follow along with 3 Virtual Challenges with the chance to win rewards for your school, students and community! Go to Hy-VeeKidsFit.com to sign up.

• WELLNESS WEEK • SQUAT CHALLENGE • FITNESS SHOWDOWN

SCHOOL SUPPLY CENTRAL

HY-VEE HAS EVERYTHING! CHECK SUPPLIES OFF YOUR LIST WITH ONE TRIP TO HY-VEE.

BACKPACKS: Students can tote their books back and forth from school with sturdy and stylish backpacks at Hy-Vee.*

NOTEBOOKS AND FOLDERS: Find wide- and college-rule 1-, 3- and 5-subject notebooks along with notebook paper, 3-ring binders and folders at Hy-Vee.

PENS AND PENCILS: Hy-Vee carries everything for note-taking, including pencils, multicolor pens, pencil sharpeners and mechanical pencils.

CREATIVE SUPPLIES: Stock up for art class with crayons, color pencils, markers, watercolor paint and paintbrushes.

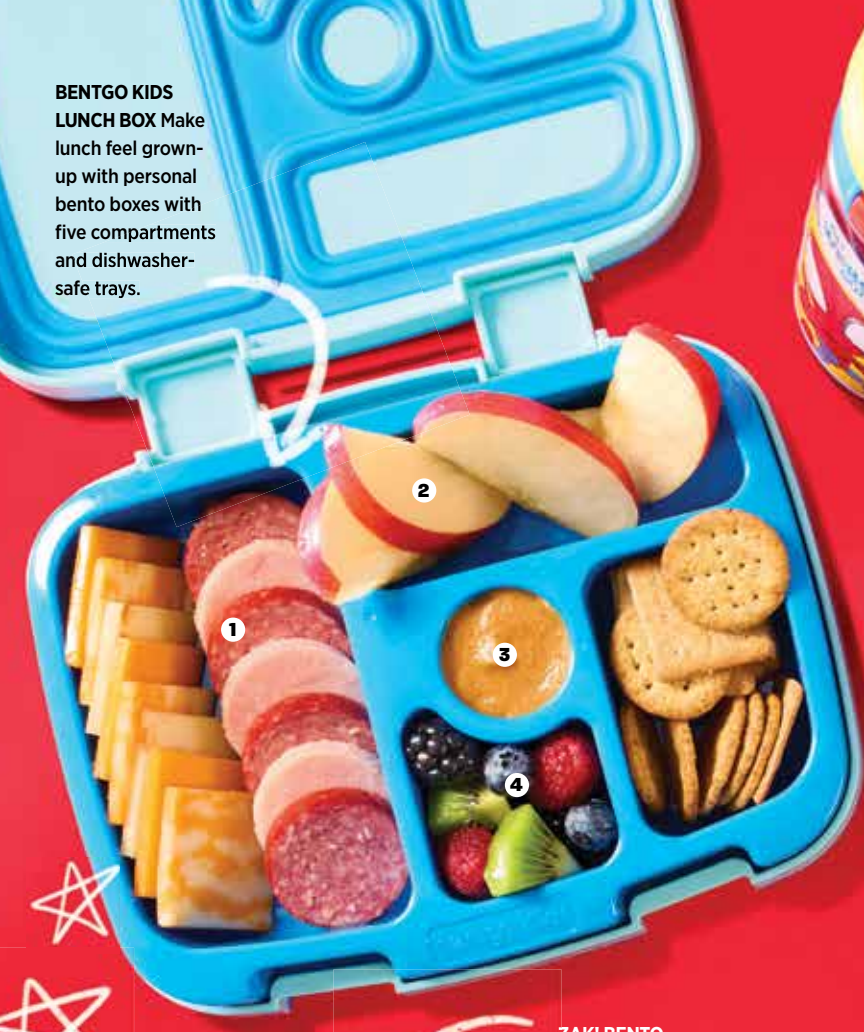
SCAN THE QR CODE TO SHOP FOR SCHOOL SUPPLIES AT HY-VEE.

BACKPACKS Bags from top brands like Under Armour include comfy padded straps for carrying books and supplies.

SUPER SUPPLIES Prepare students for any project with crayons, scissors, glue, sticky notes and calculators, all from Hy-Vee.

*Not available online

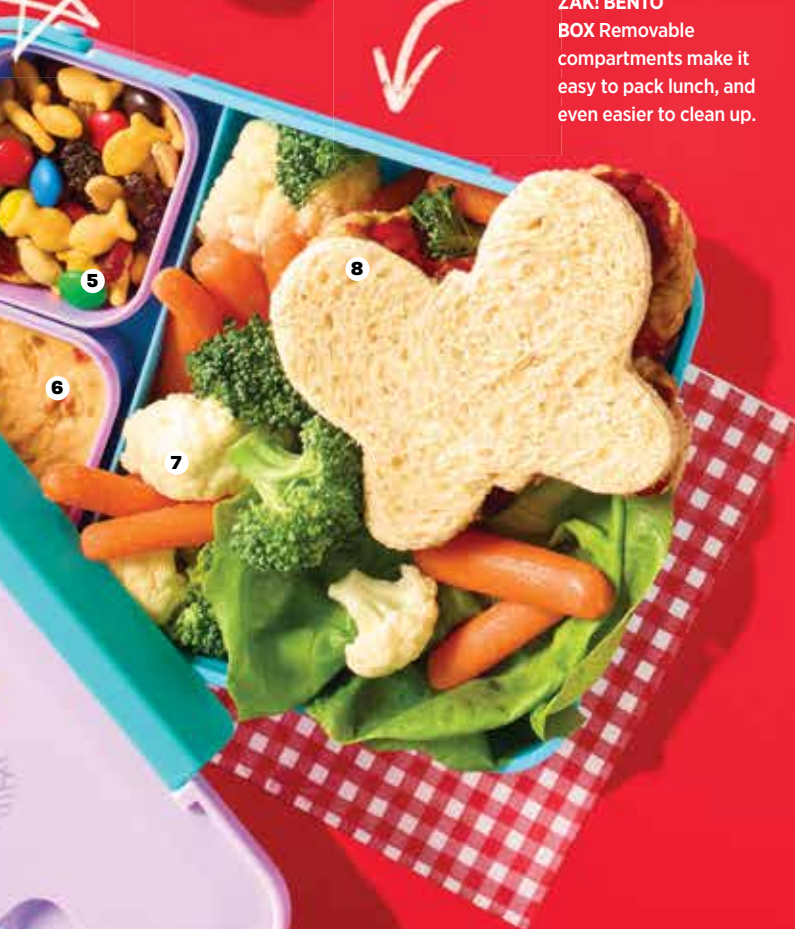
BENTGO KIDS LUNCH BOX Make lunch feel grown-up with personal bento boxes with five compartments and dishwasher-safe trays.



PUMA LUNCH BAG Keep lunches cold (and have the coolest look in the cafeteria) with a tie-dye insulated lunch bag.

REDUCE WATER BOTTLE Make sure kids stay hydrated while they learn and play by sending a reusable water bottle they can refill and sip all day.

ZAK! BENTO BOX Removable compartments make it easy to pack lunch, and even easier to clean up.



LET'S DO LUNCH

REFUEL CURIOUS MINDS AND KEEP THEM FOCUSED ALL AFTERNOON WITH FUN, HEALTHY LUNCH IDEAS.

1 CHARCUTERIE Let your child mix and match at lunch time by sending healthy crackers, cheese and slices of deli meat.

2 AWESOME APPLES Rub apple slices with a little lemon juice to prevent them from turning brown in lunch boxes.

3 SOMETHING SWEET Include a few tablespoons of peanut butter or other nut butter for kids to dip apple slices and make eating fruit even more enjoyable.

4 GET FRUITY Pack easy-to-eat fresh fruit that has been chopped or sliced, or create a mini fruit salad with berries and kiwi.

5 TASTY TRAIL MIX For kids who like snacking, include trail mix from Hy-Vee or make your own with all their favorites.

6 GO FOR A DIP To make eating vegetables more flavorful, include hummus or another dip your child loves for crackers and veggie sticks.

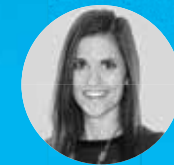
7 VEG OUT Fresh veggies and fruit are always a good way to add nutrition—buy already cut veggies for easy packing with no extra prep.

8 PB&J UPGRADE Instead of basic bread, try cutting peanut butter or deli sandwiches into creative shapes like stars and hearts with cookie cutters.



FUN WITH VEGGIE CRITTERS!

Eating fruits and veggies just became fun! Cut celery into sticks, then spread them with peanut butter, cream cheese or hummus. Use other sliced fruits and veggies to create adorable insects like snails, ladybugs and dragonflies. Add candy eyes and use thin veggie slices for antennae.



pro tip: OUTSIDE THE LUNCH BOX

Get creative and break the traditional lunch box rules! Leftover edamame, rotisserie chicken and hard-boiled eggs make great protein options. Or pack popcorn—it's rich in fiber, helping kids feel full and satisfied."

—Erin Good, RD, LD
Hy-Vee Dietitian
Waukee, Iowa

GREAT GIFT IDEAS FOR TEACHERS

Show appreciation to teachers when school starts with extra classroom supplies they can use all year long.



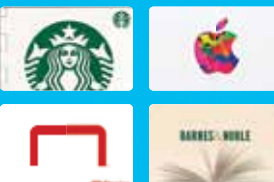
Keep tablets clean with electronic wipes and hands free of germs with extra sanitizer.



Supplies like dry-erase markers and sticky notes help teachers stay organized during lessons.



Boxes of tissues and extra paper towels are always welcome in a classroom.

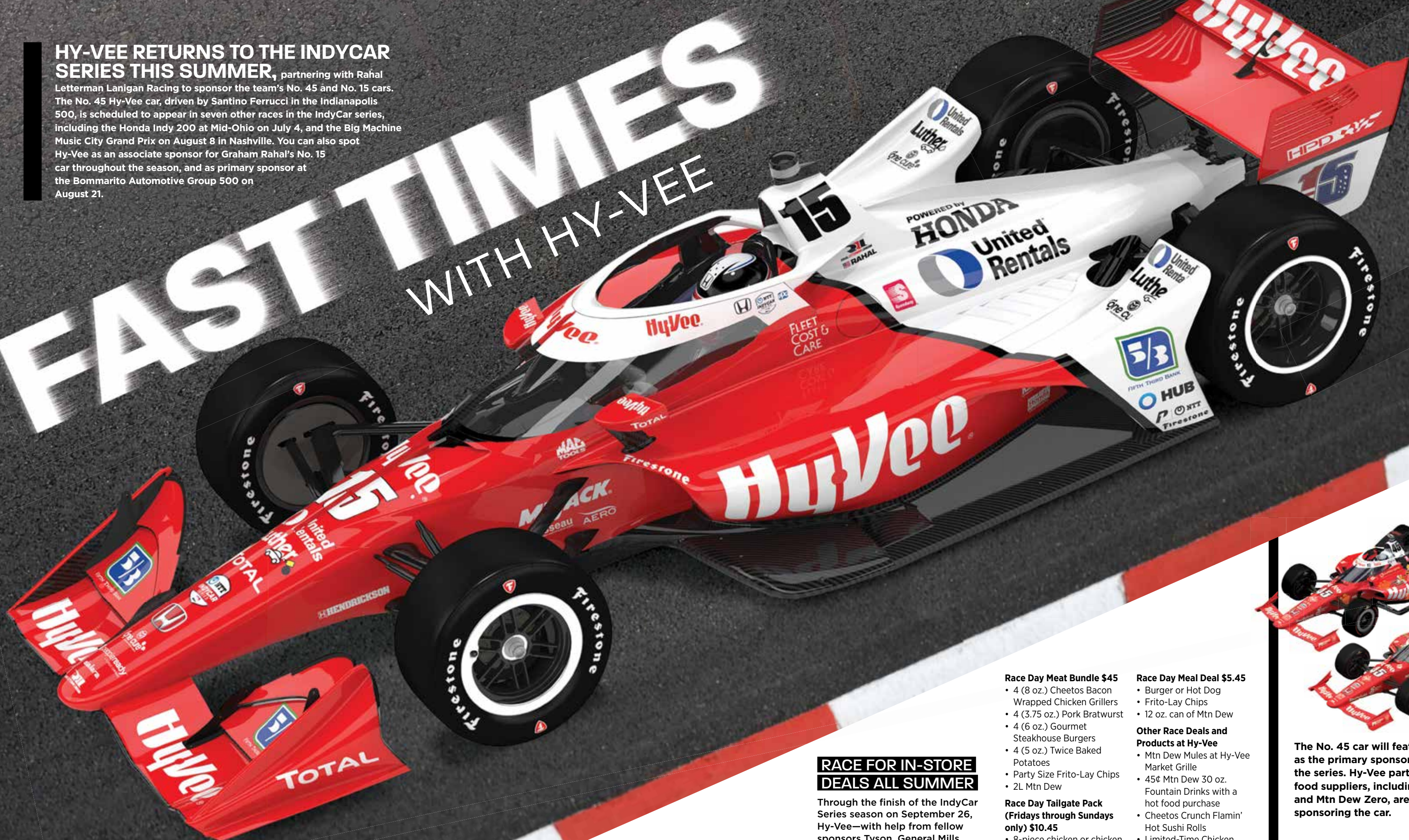


Earn tiered Fuel Saver Rewards toward gas when you buy gift cards at Hy-Vee—
5¢ off when you spend \$25,
10¢ off when you spend \$50,
20¢ off when you spend \$100.

HY-VEE RETURNS TO THE INDYCAR SERIES THIS SUMMER,

partnering with Rahal Letterman Lanigan Racing to sponsor the team's No. 45 and No. 15 cars. The No. 45 Hy-Vee car, driven by Santino Ferrucci in the Indianapolis 500, is scheduled to appear in seven other races in the IndyCar series, including the Honda Indy 200 at Mid-Ohio on July 4, and the Big Machine Music City Grand Prix on August 8 in Nashville. You can also spot Hy-Vee as an associate sponsor for Graham Rahal's No. 15 car throughout the season, and as primary sponsor at the Bommarito Automotive Group 500 on August 21.

WITH HY-VEE



RACE FOR IN-STORE DEALS ALL SUMMER

Through the finish of the IndyCar Series season on September 26, Hy-Vee—with help from fellow sponsors Tyson, General Mills, Hormel, Smithfield and Mondelez—is bringing the race in-store. Look for these amazing deals and more all summer long!

Race Day Meat Bundle \$45

- 4 (8 oz.) Cheetos Bacon Wrapped Chicken Grillers
- 4 (3.75 oz.) Pork Bratwurst
- 4 (6 oz.) Gourmet Steakhouse Burgers
- 4 (5 oz.) Twice Baked Potatoes
- Party Size Frito-Lay Chips
- 2L Mtn Dew

Race Day Tailgate Pack (Fridays through Sundays only) \$10.45

- 8-piece chicken or chicken tender bucket
- Party Size Frito-Lay Chips
- 2L Mtn Dew

Race Day Meal Deal \$5.45

- Burger or Hot Dog
- Frito-Lay Chips
- 12 oz. can of Mtn Dew

Other Race Deals and Products at Hy-Vee

- Mtn Dew Mules at Hy-Vee Market Grille
- 45¢ Mtn Dew 30 oz. Fountain Drinks with a hot food purchase
- Cheetos Crunch Flamin' Hot Sushi Rolls
- Limited-Time Chicken Griller Flavors: Flamin' Hot Cheetos Jalapeño Popper and Cheetos Ham & Cheese



The No. 45 car will feature Hy-Vee as the primary sponsor throughout the series. Hy-Vee partners and food suppliers, including Cheetos and Mtn Dew Zero, are also sponsoring the car.



PEPSI WITH A SPLASH OF MANGO

THE PERFECT MATCH



THAT'S WHAT I LIKE 



PEPSI, the Pepsi Globe and THAT'S WHAT I LIKE are registered trademarks of PepsiCo, Inc.



★ ★ ★ OFFICIAL PARTNER ★ ★ ★

RUFFLES

LIMITED
TIME
ONLY



★
JAYSON
TATUM
USA BASKETBALL
ATHLETE



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Set the stage for outdoor family fun this summer with help from Hy-Vee. Here are 15 ways to get you started.

STARRING YOUR backyard



1 outdoor movie night

Press play on new ways to enjoy summer nights with outdoor movies. A projector, a white bedsheet and loads of Hy-Vee snacks and drinks are all you need to create a night at the theater. Bring the cinema home this summer!

Visit HSTV.com to watch the **Tablescapes** episode on how to create an outdoor movie night.

2

POPCORN BAR

The only thing better than popcorn and a movie? A popcorn bar and an outdoor movie. Sprinkle seasonings to create new flavors or mix in candy, dried fruit, nuts, pretzels—nothing is off limits! Make it extra sweet by drizzling chocolate or caramel syrup on top.



3

GET COMFY

Grab a front-row seat with outdoor furniture options from Hy-Vee. Comfort is key for movie night, so pile on the blankets and pillows for the best seat *outside* the house.



backyard water park

No pool? No problem!
Transform your yard into a
private water park.

4 frog pond water table

Kids can splash, play and use their
imaginations to create endless
frog-launching games at this Little
Tikes water table. It includes eight
accessories, stands just under 2 ft. tall
and is ideal for kids 2 years and older.



**JOE FRESH
SWIMWEAR**
GIVES THE
WHOLE FAMILY
A SPLASH-
AROUND
SUMMER.

5



WATER GUNS

Get active with a friendly
and fun water gun fight!
Split up into teams and
choose a prize for
the winners.

6



POOL TIME

Cool off in an inflatable
or plastic kiddie pool
from Hy-Vee. Enjoy being
outside, even on the
hottest summer days.

7



WATER SLIDE

Race down the double-lane
Zuro Water Slide Wipeout.
Plus, it includes a package
of Bunch O Balloons for
even more fun.

8



backyard cooler snacks

Cut down on trips in and out of the house when you
pack a cooler. Hy-Vee carries a range of cooler sizes from
handheld to 60-qt. rolling coolers that all keep food and
drinks chilled and ready to enjoy. Fill with fresh fruits and
veggies, Hy-Vee cheese snacks, refreshing beverages and
other favorites. So, roll on out, kick back and relax.

10 DON'T FORGET BUG PROTECTION!

Keep pests from
making you run
inside for cover.



**OFF! BUG
SPRAY**
Stop
harmful
and
annoying
bug bites
from
happening.



**CITRONELLA
BUCKET CANDLE**
Citronella helps
keep bugs away.

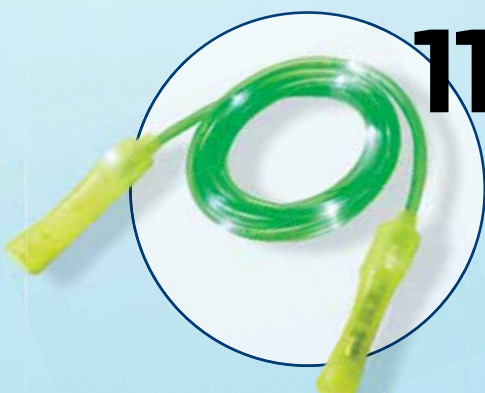


Tune in to
Just Pin It on
HSTV.com to learn
how to make your
own mosquito-
repelling candle.

9

FIRE UP THE GRILL

Hy-Vee sells
gas, charcoal
and smoker
grill options to
heat things up
this summer
during backyard
cookouts,
picnics or simple
weeknight dinners
with the family.



11

LIGHT-UP JUMP ROPE

The fun doesn't have to stop when the sun goes down. Light up the night with these jump ropes from Hy-Vee. See who can jump the longest to win this event at the backyard field-day festivities!



12

LAWN DARTS

This game has gotten a few upgrades over the years to make it safe for kids of all ages. The rules are simple: Land the dart within the target to earn points or cancel out the other teams' points.



13

CROQUET

Kids can learn to strategize with this traditional lawn game. Or, set it up for backyard picnics to get everyone on their feet—adults can have a little fun, too!

HyVee KIDSFIT

LOOKING FOR MORE WAYS TO GET KIDS ACTIVE AND HEALTHY THIS SUMMER? CHECK OUT KIDSFIT AT HY-VEE! VISIT HY-VEEKIDSFIT.COM FOR MORE INFORMATION AND TO JOIN THE CLUB.



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



14

USE YOUR NOODLE

These aren't just for floating in the pool. Get creative with a DIY pool noodle obstacle course. Leap over the tops or crawl under as quickly as you can. There are plenty of adventurous options.

Find helpful household uses for pool noodles on HSTV.com's What The Hack.

backyard field day

Jump and play the day away. Hy-Vee has the lawn games and toys to make for a successful at-home field day.

15

Hy-Vee easy picnic

A Hy-Vee picnic makes delicious mealtime memories. With a full menu of ready-to-enjoy foods, finding the right dish for every picnic-goer is super easy and oh so tasty.



ANGEL FOOD CAKE

This light and spongy treat is a sweet way to finish any summer meal.

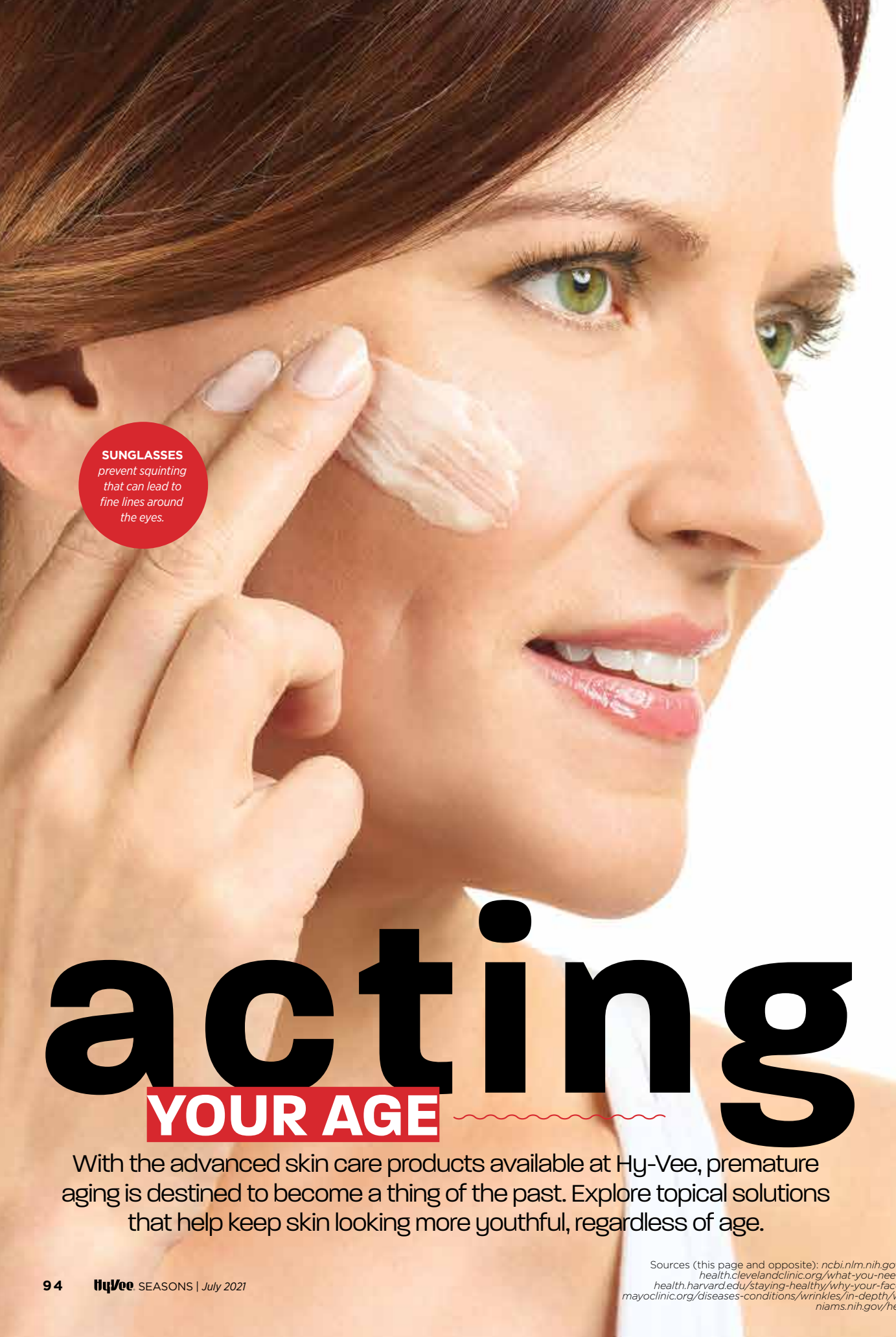
KITCHEN SIDES

Pick from cold side dishes like potato salad, coleslaw, macaroni salad and more at Hy-Vee.

FRIED CHICKEN

Crispy on the outside, tender and juicy on the inside; it doesn't get much better than that.

Order buckets of chicken at hy-vee.com/mealtime and get fast curbside pickup.



SUNGLASSES prevent squinting that can lead to fine lines around the eyes.

aging

YOUR AGE

With the advanced skin care products available at Hy-Vee, premature aging is destined to become a thing of the past. Explore topical solutions that help keep skin looking more youthful, regardless of age.

WHAT IS HAPPENING WHEN WE VISIBLY AGE?

Skin is the largest organ and vital for the many ways it protects the body. That is why it's important to take care of your skin. As we grow older, skin retains less water, becoming rough and dry. It's less elastic and also more transparent. Wrinkles, sagging skin, age spots, moles and pigmentation changes are more common.

Causes: Ultraviolet light exposure is a major cause of skin aging. Other factors include stress, smoking, alcohol and overuse of harsh cleansers.

Response: Fight premature aging and give skin a healthy, glowing look with products intended to turn back the clock.

BUILDING BLOCKS TO HAPPIER SKIN

- Fight skin aging by incorporating these items into your routine.
- **SUNSCREEN** Wear a sunscreen with a skin protection factor (SPF) of 30 or more to protect against the ultraviolet rays that cause skin damage.
 - **RETINOL** Replace the retinol that is lost through aging. Retinol promotes the formation of collagen, a protein that keeps skin from sagging. Note: Retinol should not be used by pregnant or breastfeeding women.
 - **MOISTURIZERS** Use moisturizing creams, gels and serums to plump up the skin and diminish wrinkles.
 - **EXFOLIANTS** Remove dead skin cells with water-base alpha hydroxy acids (AHAs) to work on the surface and oil-base beta hydroxy acids (BHAs) to penetrate pores.
 - **ANTIOXIDANTS** Apply an antioxidant serum with vitamins C and E to protect skin from free radicals that break down skin cells and cause wrinkling.

retinol AND OTHER RETINOIDS

- **WHAT THEY ARE** Retinoids, including retinol, are compounds derived from vitamin A. Retinol is a gentle, less-potent form available in over-the-counter skincare products. Other retinoids are prescription-strength compounds in FDA-approved creams such as Avita, Retin-A and Renova.
- **WHAT THEY DO** All retinoids are thought to induce collagen production in the upper layer of the skin and alter melanin, the pigment that causes liver spots. While working at different rates, retinoids improve skin texture and tone and minimize lines.



FIND THESE AT HY-VEE:

- 1 OLAY WRINKLE CORRECTION SERUM** Fight wrinkles and see smoother skin fast.
- 2 ROC RETINOL CORREXION EYE CREAM** Reduce puffiness, dark circles and wrinkles around the eyes.
- 3 OLAY REGENERATING CREAM CLEANSER** Restore smooth skin while gently exfoliating.
- 4 NATURE'S TRUTH HYALURONIC ACID SERUM** Fine lines and wrinkles fade away to reveal youthful-looking skin.
- 5 NEUTROGENA RAPID WRINKLE REPAIR** Nourish skin to fight the look of age spots and stubborn wrinkles.
- 6 NEUTROGENA BRIGHT BOOST ILLUMINATING SERUM** Improve skin tone for a brighter complexion.
- 7 OLAY RETINOL24 NIGHT MOISTURIZER** Apply for 24-hour hydration and visibly firmer skin.

WRINKLE CREAMS moisturize, improve skin tone and texture, and reduce wrinkles.

SKIN-CARE ROUTINE

APPLYING A SIMPLE REGIMEN LIKE THIS CAN KEEP SKIN LOOKING YOUNGER.



MORNING

- **WASH YOUR FACE** with warm water and a gentle facial cleanser to remove bacteria.
- **APPLY AN ANTIOXIDANT SERUM** to buffer skin against sun damage and give skin a glow.
- **APPLY A DAILY MOISTURIZER** containing SPF 30 sunscreen.



NIGHT

- **USE A MICELLAR WATER OR DEEP ACTION CREAM CLEANSER** to remove makeup, then wash face with warm water and a gentle facial cleanser.
- **APPLY AN EYE CREAM** to keep eyelid skin elastic and prevent some fine lines.
- **APPLY A HYDRATING NIGHT CREAM** to moisturize and reduce appearance of fine lines and wrinkles.

Sources (this page and opposite): ncbi.nlm.nih.gov/pmc/articles/PMC2699641/
health.clevelandclinic.org/what-you-need-to-know-about-aging-skin/
health.harvard.edu/staying-healthy/why-your-face-ages-and-what-you-can-do
mayoclinic.org/diseases-conditions/wrinkles/in-depth/wrinkle-creams/art-20047463
niams.nih.gov/health-topics/kids/healthy-skin

What are *you* looking forward to most once you get your vaccine?

COVID-19 vaccines available at all Hy-Vee Pharmacy locations with no appointment necessary.*

Visit [Hy-Vee.com/covidvaccine](https://www.hy-vee.com/covidvaccine) for details.



Scan this code with your smartphone camera to schedule your vaccine in advance.

HyVee® pharmacy

*Some restrictions apply.

health

Connect with dietitians through Hy-Vee's digital portal, build strong teeth and try Olympic-style home workouts.

98 1-ON-1 DIETITIAN ACCESS WITH HY-VEE'S PORTAL

104 HEALTHY TEETH TO SMILE ABOUT

108 GO FOR GOLD: WITHOUT LEAVING THE HOUSE

112 DIETITIAN Q&A: SPILLING THE BEANS ON CAFFEINE

114 CROSS OUT COVID: GET VACCINATED NOW

116 FOODS THAT BALANCE YOUR HORMONES



Hy-Vee's virtual portal connects you with a dietitian to create health goals, monitor progress and more.

1 ON 1 DIETITIAN

ACCESS WITH HY-VEE'S PORTAL



ONLINE ACCESS

Create an account and connect with a dietitian for nutrition services from the comfort of home using your computer, tablet or smartphone.

JOIN THE FREE VIRTUAL PORTAL FOR GROUP OR PRIVATE SERVICES.

CONNECT NOW

A dietitian is standing by to support, motivate and educate. Reach out today.

A recent study indicates routine health tracking could have a significant beneficial impact on health, regardless of age or current health status.

Monitoring your body's

changes keeps you familiar with what's normal for you so you can quickly take concerns to a nutritional or medical professional, helping keep serious issues at bay.

Hy-Vee's free virtual portal provides that tracking capability and so much more simply, efficiently and privately.

DIETITIAN DISCOVERY SESSION

Sign up for a one-on-one as soon as you join the portal for a better understanding of the many programs and services and to share health goals. Go to hy-vee.com/health/hy-vee-dietitians and follow the prompts to join.

SIGN UP ON MOBILE

It takes seconds to sign up for your free account. Once you're in, click the three lines at the top left corner to get to your dashboard.

Download the Healthie app on your smartphone.



Health Calendar

SEE AVAILABLE DATES FOR CLASSES AND TOURS, AND SELECT ONE-ON-ONE TIME WITH YOUR DIETITIAN. HEALTH TOPICS ARE UPDATED MONTHLY.

Healthy Hy-Vee Opportunities

Free Services

Immediately after sign-up, you get FREE services:

- Dietitian Discovery Session
- Access to Virtual Store Tours for nutrition education and product recommendations (Diabetes, Food and Fitness, Plant-based Eating, Heart Health and more)
- Chat Feature for access to your local Hy-Vee dietitian
- Simple, user-friendly Dashboard to establish goals, track food, monitor metrics, track activities, post selfies, and more.

Premium Services

Ask your dietitian about additional Hy-Vee programs and services:

- Access to Specialist Team (prices vary)*
- Schedule and attend Virtual Appointments (prices vary)
- Individual Nutrition Visit (\$125 per hour session)
- Hy-Vee Healthy Habits 4-week menu program (\$99)

*Customers with severe health issues may be referred to a Specialist Team Dietitian.

Join live virtual classes led by a Hy-Vee dietitian to promote total wellness. Win gift cards, products and more!

BILINGUAL SERVICES

¿Cómo puedo ayudarte? Bilingual dietitian available. Get started at hy-vee.com/health/hy-vee-dietitians

6 HY-VEE DIETITIAN PROGRAMS

Dietitians transform the complex science of food and nutrition into information your whole family can understand. Through the virtual portal, you and your dietitian can discuss goals and work together to develop the best ways to achieve them.



Scan the QR Code to find more dietitian services.

1 FREE NUTRITION TOURS

Participating Hy-Vee dietitians host nutrition tours that focus on diabetes-safe foods, blood pressure, cholesterol and more. Tours are online, virtual, group or individual. Contact your local Hy-Vee dietitian for details.

4 HEALTHY HABITS

Get one-on-one dietitian support during this 4-week menu program. You'll get grocery lists, balanced meal plans, snack ideas and simple recipes. Meet weekly or check in virtually with your dietitian to track progress, ask questions and keep your motivation up! Cost is \$99. Sign up today at hy-vee.com/stores/dietitian

2 MAKING THE CHANGE

Tailored to your personal health and wellness goals, these counseling packages are beneficial for those who want to create a lasting health impact with continued support. This is geared towards customers who have a new or existing health condition and need help navigating nutrition for long-term health. Prices vary per package.

5 LITTLE & JUNIOR CHEFS COOKING CLASSES

Are you looking to get your little ones comfortable in the kitchen? Join our Little (pre-K to 2nd grade) or Junior (3rd grade and older) Chefs in the Hy-Vee Kitchen virtual cooking classes!

3 BEGIN®

Hy-Vee's healthy lifestyle and weight management program is a 10-week one-on-one or group class led by a registered dietitian. Learn how to control hunger, discover what healthy portions look like, take a healthy shopping tour and more.



6 MONTHLY THEMED VIRTUAL EVENTS

Each month dietitians will rotate themes important to the health and wellness of their customers. These themes will have virtual classes and tours offered around this topic to help you with your wellness journey. (Applicable fees will vary.)



simple success

We've had amazing outcomes through our platform so far. Using the virtual dietitian phone app, customers can send pictures of menus while they're dining out for help following our goals, or digitally chat with us while shopping to ask about specific groceries. We've even helped an in-patient customer choose from the hospital meal offerings. We're more accessible to our customers than ever.

—Megan Callahan
Hy-Vee Dietitian



DISCOVER!
SCHEDULE A FREE DISCOVERY SESSION TO LEARN ABOUT WELLNESS SERVICES FOR YOUR FAMILY AT HY-VEE.COM/HEALTH/HY-VEE-DIETITIANS

The easy-to-use platform gives you confidential access to your dietitian, plus many Hy-Vee programs and services.

SIMPLE DASHBOARD NAVIGATION

From the dashboard, easily choose the pages you'd like to view or update: food journal, metrics (including graphs), activity tracker, goals, document upload, selfies and more.

DIETITIAN ONE-ON-ONE TIME

The portal offers multiple ways to communicate with your dietitian: Book appointments, schedule video calls, chat and more.

BOOK AN APPOINTMENT

from desktop or mobile. Click "Sessions" from the menu. Tap "Book." Follow the prompts. Click "Create Session."

An email confirmation will arrive with your appointment details you can add to your own calendar.

HyVee.

Home

Chat

Appointments

Documents

Forms

Billing

Packages

Dashboard

Food Journal

Activities

Selfies

Metrics

Metrics

Post an Entry



Food



Metric



Activity



Selfie

Next Appointment

JUL 01

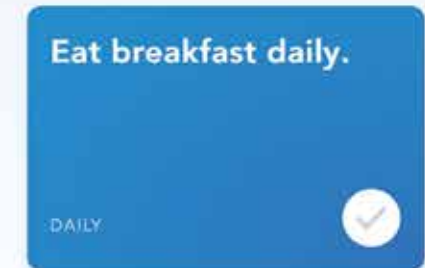
Discover Paige G

July 1st, 2021

Healthie Video

View all Appointments

Current Goals View all Goals →



CLIENT EXPERIENCE

The app makes it really easy to communicate with the dietitian with any questions or concerns that I have at any time of day. It's a great tool to keep track of our appointments. I have the ability to track my food, workouts and measurements. It's overall really easy to use. I like that I do have access to an app versus having to get on my computer to ask Amanda a question.

—Katy S.

PRIVACY

Hy-Vee dietitians and the portal are HIPAA-compliant. They follow legislation created to keep medical information private.*

*You will be asked to review and digitally sign the HIPAA Notice of Privacy Practice.

:ratio™
KETO* FRIENDLY
2G NET CARBS[†]
CRUNCHY AND DELICIOUS



NEW

SEE NUTRITION INFORMATION FOR CALORIES, TOTAL FAT AND SAT. FAT CONTENT. *Always consult your physician before starting an eating plan that involves regular consumption of high fat foods. Bars: †2G Net Carbs = 9G Total Carbs - 3G Fiber - 4G Sugar Alcohol. 5G Saturated Fat. 220 Calories.

bring home the
NUTRITION



50%
more
PROTEIN
 COMPARED TO REGULAR MILK

50%
less
SUGAR
 COMPARED TO REGULAR MILK



got milk?
 Proud Sponsor



HEALTHY TEETH TO SMILE ABOUT

**A SMILE IS
YOUR GREETING
TO THE WORLD.**
MAKE IT A HEALTHY AND
WELCOMING ONE BY
FOLLOWING GOOD DENTAL
HYGIENE PRACTICES.
HY-VEE HAS ALL THE
INGREDIENTS FOR A
SENSATIONAL
SMILE.

How important is dental hygiene? Experts say there's a critical connection between oral health and overall health.

Your mouth teems with bacteria which, without proper oral care, can multiply to levels that cause tooth decay and gum disease. Moreover, because the mouth is the entry point to digestive and respiratory systems, out-of-control bacteria can play a role in cardiovascular disease, pneumonia, infections of the heart and other health problems. Also, certain medications can reduce saliva flow that helps protect the mouth from disease-causing microbes.

#1 TIP: FLOSS!

Flossing is an important oral hygiene practice, according to the U.S. Department of Health and Human Services, noting that when plaque builds up on teeth along gum lines, tooth decay and gum disease can develop. Flossing helps prevent plaque by reaching areas a toothbrush can't—between teeth—dislodging

food particles that attract bacteria and contribute to plaque buildup. Although it hasn't been proved to cause heart disease, poor oral health does increase the risk of bacterial infection that can enter the blood stream and affect the heart valves. The American Dental Association recommends flossing daily and brushing for at least 2 minutes twice a day, along with regular dental cleanings and checkups.

KIDS DENTAL

Encouraging children to take good care of their teeth just makes sense. In addition to setting up a valuable lifelong practice, it can prevent cavities. The Centers for Disease Control and Prevention (CDC) reports that 20% of children ages 5 to 11, and 17% of adolescents ages 12 to 19, have at least one untreated decayed tooth. Untreated cavities can cause pain and infections that lead to problems eating, speaking, playing and learning, the CDC says, but can be prevented with fluoride toothpaste, as well as dental sealants applied by a dentist.

WHAT YOU NEED

Kids need encouragement to take care of their teeth. And those under 6 need instruction on technique as well. Hy-Vee has a variety of dental care products to help foster a good habit, including ACT Kids mouthwash, Colgate toothpaste and more.



59%

of adolescents age 12 to 19 had tooth decay in their permanent teeth, according to a National Health and Nutrition Examination Survey.

Sources (for entire story): nidcr.nih.gov/research/data-statistics/dental-caries/adolescents
cdc.gov/oralhealth/basics/childrens-oral-health/index.html
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THE RIGHT TOOLS FOR YOU

Keep your chompers looking and working their best with these products from Hy-Vee.

I HAVE SENSITIVE TEETH

Receding gums and damaged enamel can lead to sensitive teeth that become painful when exposed to hot, cold, sweet or acidic foods or beverages. Hy-Vee has toothpastes that prevent this painful sensitivity by building a protective shield.



I WANT WHITER TEETH

Everyone wants whiter teeth. Fortunately, there are more options than ever. From toothpastes with special whitening formulas to over-the-counter dental whitening kits that whiten teeth 25 times better than the leading whitening toothpastes, Hy-Vee has what you need.



I WANT TO PREVENT PLAQUE

Twice-a-day brushing is just the start. To prevent plaque, it also pays to floss daily to remove food particles. Also swish with an antibacterial mouthwash for 30 to 60 seconds to reduce plaque-causing bacteria.



I WANT TO GO NATURAL

Although fluoride is a mainstay in modern dental care, there are non-fluoride options including toothpastes with activated charcoal for teeth whitening and probiotics to restore beneficial bacteria in the mouth.



I WANT FRESHER BREATH

Regular brushing of teeth and tongue, followed by flossing and gargling are a good start. Hy-Vee even has toothpaste with built-in breath freshener.

GO FOR

GO
FOR
THE

WITHOUT
LEAVING THE
HOUSE

While the world's best athletes are showing off their skills on TV, turn your living room or backyard into your own Olympic stage with a workout inspired by some of the most popular summer sports.

The 2020 Summer Olympics begin on July 23 in Tokyo, Japan, after being postponed for a year due to COVID-19. With more than 200 countries eligible to participate, the Tokyo Games will bring thousands of elite athletes together to compete for gold, silver and bronze medals. But even though most top athletes spend years training to become the best of the best, anyone can use the Olympics as inspiration to try a new workout without spending hours at the gym. Many Olympic athletes train using basic exercises you can modify at home, and most successful Olympians focus on toning their entire bodies, not just perfecting one specific skill. This summer, use a favorite athlete or sport as motivation to try similar exercises and make your workout more fun.

THE TOKYO 2020 OLYMPIC GAMES ARE SCHEDULED TO INCLUDE 339 DIFFERENT EVENTS ACROSS 33 SPORTS. IN ADDITION TO POPULAR FAVORITES LIKE GYMNASTICS AND SWIMMING, THIS YEAR'S GAMES INCLUDE FIVE NEW SPORTS: SKATEBOARDING, SURFING, SPORT CLIMBING, KARATE AND THE RETURN OF BASEBALL AND SOFTBALL.

Find trendy Joe Fresh workout wear and athletic shoes from DSW at Hy-Vee.

GET WARM

Every Olympian knows it's crucial to warm up before the main event. Warm-ups help prevent injury and prepare your muscles, and the circulatory and respiratory systems. Olympic warm-ups can easily stretch into an hour or more while waiting for an event, but for most at-home workouts, five to 10 minutes is plenty. Take a short, slow walk, or do dynamic exercises like hip circles and arm swings.

34

DIFFERENT EVENTS ARE SCHEDULED FOR SUPER SATURDAY, AUGUST 7. IT'S THE HIGHEST NUMBER OF EVENTS ON ANY SINGLE DAY OF THE TOKYO 2020 GAMES.

11,091

ATHLETES ARE EXPECTED TO COMPETE AT THE TOKYO 2020 SUMMER OLYMPICS. TEAM USA EXPECTS TO HAVE MORE THAN 600 ATHLETES IN THE COMPETITION.

SUMMER SPORTS

WATCH FOR THESE SPORTS DURING THE GAMES, AND TRY EXERCISES INSPIRED BY THEM.

SWIMMING

There are 18 events each for men's and women's swimming, including breaststroke, butterfly and freestyle races, plus one mixed medley race. Even if your workouts don't include practicing in the pool, Olympic swimmers also do dryland exercises you can try to strengthen your upper body, core and leg muscles.

GYMNASTICS

Artistic gymnastics includes all-around competitions and individual events like floor exercise, balance beam, vault, uneven bars and rings. To train like a top gymnast, include exercises that increase flexibility, particularly core-strengthening exercises that will help improve balance and stability.

WEIGHTLIFTING

Olympic weightlifting is split into seven weight classes each for men and women, with the simple goal of lifting the most weight. Since form for safety is just as important as strength, it's easy to practice moves like the alternating snatches or the power clean at home to improve your arm, leg and overall strength.

BOXING

Also split into weight divisions for men and women, boxing has been part of the Olympic Games since 1904. Olympic boxing matches last for three rounds, each three minutes long, with five judges awarding points for hits. Boxing workouts usually tone the whole body, especially the arms.

ATHLETICS

The largest sport at the Summer Games, athletics includes 48 track, field and road events like the 4x100-meter relay, hurdles, pole vault, long jump and marathon. Training can look completely different for athletes across events, but cardio exercises and strength training can help you run faster and longer.

TRAIN LIKE AN OLYMPIAN

AT YOUR OWN PACE

MOST ELITE ATHLETES TONE THEIR ENTIRE BODIES WHEN GOING FOR GOLD. ADD SOME OF THESE OLYMPIC-INSPIRED EXERCISES TO YOUR NEXT TOTAL-BODY WORKOUT.

DID YOU KNOW...
OVER 6.2 MILLION CELL PHONES WERE DONATED AND RECYCLED TO CREATE TOKYO 2020'S BRONZE, SILVER AND GOLD MEDALS.



SWIMMING

DRYLAND EXERCISES HELP SWIMMERS BUILD STRENGTH.



1. FLUTTER KICKS

TARGETS: Abdominal muscles

Lie flat on back; raise legs up to 45-degree angle. Keeping legs straight and toes pointed, lower one leg (without touching the ground), while raising the other. Continue, alternating legs.



2. SUPERMAN

TARGETS: Lower back, ab muscles

Lie on stomach with arms and legs extended. Keeping arms and legs straight, simultaneously lift them a few inches off ground while arching back. Hold for up to 5 seconds, then slowly lower.



GYMNASTICS

BUILD OVERALL STRENGTH AND BALANCE TO TRAIN LIKE A GYMNAST.



1. PLANK

TARGETS: Ab, arm and leg muscles

Position elbows directly under shoulders with forearms flat on floor. Raise up onto your toes, keeping your body in a straight line from head to toe and drawing belly button in toward spine. Hold for 30 seconds.



2. PIKE

TARGETS: Abdominal muscles

Start in push-up position with palms flat on ground and feet hip-width apart. Without moving hands, walk feet in one or two steps and move hips up into an upside-down V. Hold, then lower back to push-up position.



WEIGHTLIFTING

FOR BEGINNERS, PRACTICE FORM BEFORE ADDING ANY WEIGHT.



1. DUMBBELL POWER CLEAN

TARGETS: Leg and arm muscles

Hold dumbbells in each hand at waist height. Bend at the knees into a squat, then explode back up into standing position, swinging dumbbells upward and catching at shoulder height. Lower dumbbells to waist and repeat.



2. DUMBBELL SNATCHES

TARGETS: Shoulder and leg muscles

Holding dumbbell with arm straight, squat down. Jump, pulling dumbbell over shoulders and catching with straight arm and knees bent. Slowly stand straight, keeping dumbbell over shoulder. Repeat, alternating arms.



BOXING

OLYMPIC BOXERS RELY ON ARM, CORE AND LEG STRENGTH.



1. AIR PUNCHES

TARGETS: Arm muscles

Stand with feet shoulder-width apart and raise fists to chin. Punch straight in front of you with knuckle forward, repeating three to five times before switching arms. Increase difficulty by holding light handweights.



2. FORWARD KICK LUNGE

TARGETS: Glutes and leg muscles

Standing with feet together, step backward with right leg into lunge. When bringing right leg forward, kick leg up straight in front of body. Return to starting position and repeat with left leg, alternating legs.



ATHLETICS

CARDIO AND STRENGTH EXERCISES HELP ATHLETES RUN FASTER.



1. STEP-UPS

TARGETS: Glutes and leg muscles

Using short step or box, place right foot on step. Press right heel into step to bring left leg up so left knee is at 90-degree angle and right leg is straight. Step down and repeat, alternating legs.



2. WALKING LUNGES

TARGETS: Glutes and leg muscles

Stand with feet shoulder-width apart. Step forward with right leg, bending knee and lowering so thigh is parallel to floor in lunge position. Repeat motion with left leg. Repeat, alternating legs and walking forward.



LISTENING TO YOUR BODY IS A HUGE PART OF OLYMPIC TRAINING. START SLOWLY, SPEND TIME COOLING DOWN POST-WORKOUT AND TAKE A REST DAY IF YOUR MUSCLES ARE SORE.

dietitian Q&A

SPILLING THE BEANS ON CAFFEINE

To power through a busy day, you might need help from caffeine. Learn the benefits, and the side effects, of that daily boost.



Elisa Sloss, RD, LD
Vice President,
HealthMarket

Q: What are the health benefits of caffeine?

A: First and foremost, caffeine helps people feel less tired and increases energy levels. Additionally, a healthy amount of caffeine may also improve mood and brain function, help boost your metabolism, speed up your reaction times and even help with memory. Basically, that delightful, first-sip feeling is a real thing!

Q: How does caffeine work in the body?

A: Caffeine is absorbed from the gut into the bloodstream and then travels to the liver where it's broken down into compounds that affect many organs—especially the brain. It works by blocking the neurotransmitter that makes you feel tired, thus keeping you awake and alert.

Q: Why should people monitor caffeine intake?

A: While there are so many great things caffeine can do, it all depends on consuming it in healthy doses. The right amount of caffeine can jump-start your day and help you feel happier, but too much caffeine can lead to caffeine dependency, anxiety, insomnia, digestive issues and fatigue once it leaves your system.

Q: Decaffeinated means it has no caffeine, right?

A: This might surprise most, but no! Decaf coffee simply has less caffeine than its regular counterpart. According to the FDA, it's almost impossible to remove all the caffeine from the coffee bean. So, while an 8 oz. cup of brewed coffee has

about 95 mg of caffeine, the same cup of decaf coffee will only have around 7 mg.

Q: What is the right amount of caffeine?

A: Healthy adults should aim to have no more than 400 mg of caffeine each day. This will reduce the likelihood of negative side effects like jitters, fast heartbeat or muscle tremors.

Q: What are some ways to get energized without caffeine?

A: Try getting regular exercise to boost energy, eat foods that are rich in carbs, protein and fats to keep blood sugar levels steady, drink lots of water to reduce fatigue and, most importantly, try to get enough sleep each night.

HOW MUCH IS IN EACH?

FIND OUT HOW MUCH CAFFEINE IS IN EACH OF THESE POPULAR DRINKS. KEEP IN MIND THAT IT MAY VARY BASED ON THE BEVERAGE TYPE AND BRAND, SO CHECK NUTRITION LABELS.

COFFEE

1 (8-oz.) cup of brewed coffee has about 100 mg of caffeine, while half-caff has a little more than 50 mg. For an added jolt of caffeine, espresso has about 65 mg of caffeine per 1.5-oz. serving.

TEA

1 (8-oz.) cup of black tea can have 50 to 75 mg of caffeine. Green teas only have around 15 mg, and there are decaffeinated versions that only contain around 2 mg per 1 (8-oz.) cup.

ENERGY DRINKS

1 (16-oz.) can of an energy drink has between 70 to over 100 mg of caffeine. Energy shots (like 5-Hour Energy) have roughly 215 mg.

SODA

1 (12-oz.) can has between 30 and 70 mg of caffeine, depending on the type. A lot of citrus sodas, like Sprite and 7-Up, are always caffeine-free.

CAFFEINE WITHDRAWAL

If you're experiencing some side effects from consuming too much caffeine and you want to cut back, this may result in caffeine withdrawal. Common symptoms include headaches, drowsiness, irritability and trouble concentrating.

HOW TO PREVENT THE BEST WAY TO REDUCE DEPENDENCY ON CAFFEINE IS TO DO IT SLOWLY. CUT BACK ON YOUR INTAKE GRADUALLY—DON'T TRY TO QUIT COLD TURKEY.

ABOUT 90% OF AMERICANS CONSUME CAFFEINE IN SOME FORM EVERY DAY.

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HY-VEE ANSWERS THE CALL

As a national partner in the Federal Retail Pharmacy Program to boost access to COVID-19 vaccines, Hy-Vee has played a key role in the nation's response to the pandemic.

Hy-Vee was prepared for the responsibility. As far back as last August, Hy-Vee pharmacies in Iowa joined a pilot program training pharmacy technicians to administer immunizations. More than 500 Hy-Vee technicians participated in the online and in-person training, including Kristen Lund, a certified technician at the Harlan, Iowa, Hy-Vee Pharmacy.

"When we first became certified to administer vaccines, it was primarily just for flu shots," Lund says, adding that it has since expanded to include all other immunizations available at Hy-Vee, including for COVID-19.

"Hy-Vee has been at the forefront of the COVID-19 vaccine rollout—working with federal, state and local governments for months to distribute and administer vaccines safely, efficiently and equitably," says Randy Edeker, Hy-Vee's chairman, CEO and president. "In partnership with local nonprofits, churches, community organizations and local governments, we have also been able to reach rural communities and bring greater vaccine access to underserved populations throughout the Midwest."

Lund, for one, is happy to be part of that effort. "It's been pretty rewarding to see how relieved and thankful people are to have that chance to come in," Lund says. "You hear about people who haven't seen their family for over a year, and it makes you feel good that you are a part of helping them get closer to seeing their family again."



FOR MORE THAN 50 YEARS, HY-VEE HAS BEEN COMMITTED TO PROVIDING TRUSTED PHARMACY SERVICES TO PATIENTS ACROSS OUR EIGHT STATES, IN BOTH URBAN AND RURAL COMMUNITIES. AT HY-VEE, WE PRIDE OURSELVES ON DEVELOPING PERSONAL RELATIONSHIPS WITH EACH OF OUR PATIENTS AS WE HELP THEM NAVIGATE THEIR HEALTH AND WELLNESS JOURNEY.



**RANDY EDEKER,
HY-VEE
CHAIRMAN, CEO
AND PRESIDENT**

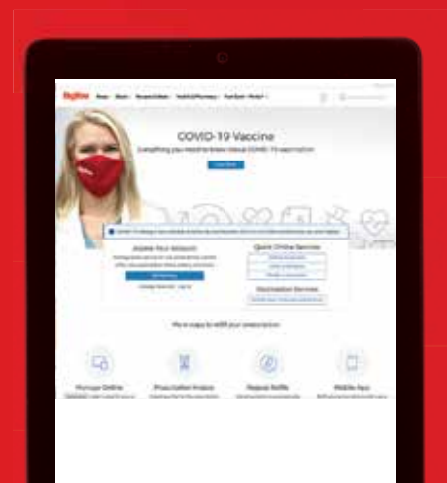
HOW TO GET THE COVID VACCINE AT HY-VEE

In-Store Pharmacy

Visit hy-vee.com/covidvaccine to find the latest information about the vaccines. You can schedule an appointment at your preferred pharmacy—or simply walk in to your local Hy-Vee pharmacy. You also can use the dropdown menu on the scheduler to find out which vaccine the pharmacy is offering.

Vaccination Clinics

Hy-Vee is partnering with community organizations to host free vaccination clinics at various locations in the community. If needed, participants can receive their second dose of the vaccine at a nearby Hy-Vee Pharmacy in the recommended time frame. Look for Hy-Vee's Healthy You Mobile vehicle, which will offer vaccinations for all.



Vaccines at Hy-Vee*

COVID-19

Pfizer-BioNTech

- Requires two doses; second dose must be administered 21 to 42 days after first dose.

Moderna

- Requires two doses; second dose must be administered 28 to 42 days after first dose.

Janssen (Johnson & Johnson)

- Requires one dose

Other Illnesses

Diphtheria	Pneumonia
Hepatitis B	Polio
HPV (human papillomavirus)	Rabies
Influenza (flu)	Rubella
Japanese encephalitis	Shingles (zoster)
Measles	Tetanus (lock jaw)
Meningococcal	Typhoid fever
Mumps	Yellow fever
Pertussis (whooping cough)	

*The COVID-19 vaccine is available at all Hy-Vee Pharmacies; availability of other vaccines may vary by location.



**HORMONES
ARE IMPORTANT
TO A BODY'S
FUNCTION,
AND FOOD CAN
INFLUENCE THEM.**

FOODS THAT INFLUENCE SPECIFIC HORMONES

ESTROGEN is important to sexual and reproductive development, as well as bone health, cholesterol control, mood and more. While prevalent in females, estrogen is found in smaller amounts in males. Foods to help balance estrogen: almonds, avocados, cruciferous vegetables like broccoli and kale, fruit, sunflower seeds

TESTOSTERONE is the main sex hormone found in men (and in smaller amounts in women). When it's too high, it can impact the heart, prostate and liver, among other things. Being too low can lead to reduced muscle mass, irritability, depression and lack of sex drive. Foods to help balance testosterone: fiber from fruits and vegetables, green tea, nuts, soy products

CORTISOL, a steroid hormone made in the adrenal gland, regulates metabolism, assists with memory, helps control blood sugar levels and even has an effect on blood pressure. Foods to help balance cortisol: chocolate, eggs, fish, plant-focused protein, tea

FOODS THAT BALANCE YOUR HORMONES

HEALTHY HORMONES

Hormones are chemical messengers that signal what to do and when to do it to various parts of the body. The hundreds of different hormones in your body play a critical role in your mental, physical and emotional states, regulating everything from appetite to sex drive. The body normally produces a precise amount of hormone needed for any particular function, but hormone imbalances do occur, causing insomnia, fatigue, weight gain, mood swings and other symptoms. A good diet can improve some hormone imbalances, while others may require medication. Contact a doctor if you believe you have an imbalance. Track symptoms by writing them down every day and bringing your notes to your doctor, who can arrange tests.

FOODS TO AVOID

SUGAR AND REFINED CARBOHYDRATES contribute to a number of health problems, including diabetes and obesity. Fructose in sugar increases levels of the hormone insulin and fosters insulin resistance, particularly in people who are overweight or obese. Diets high in refined carbohydrates may promote insulin resistance, leading to a buildup of glucose in the blood and a potential to develop type 2 diabetes.

ASK A DIETITIAN

Once you get a doctor's diagnosis, reach out to a Hy-Vee dietitian for help on food choices. Visit hy-vee.com/health and click on "Hy-Vee Dietitians."

FOODS TO ENJOY



HIGH- PROTEIN FOODS

WHY: Protein influences hormones that suppress appetite and make you feel full.

TRY: eggs, almonds, chicken breast, oats, cottage cheese, Greek yogurt, milk, broccoli, lean beef, tuna, quinoa, lentils, turkey breast, Brussels sprouts, peanuts, cheese



HEALTHY FATS

WHY: Hormones thrive on healthy fats, such as monounsaturated and polyunsaturated fats. Consuming a healthy fat at mealtime triggers hormones that make you feel full.

TRY: olive oil, unsalted nuts, avocados, dark chocolate, fatty fish, chia seeds, flaxseeds



HIGH-FIBER FOODS

WHY: High-fiber foods aid digestion and elimination, helping release excess estrogen from the body.

TRY: strawberries, apples, bananas, carrots, beets, artichokes, garbanzo beans, sweet potatoes, whole grains, beans, broccoli, Brussels sprouts and kale

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Taco Zucchini Boats

Hands On 25 minutes
Total Time 40 minutes
Serves 3 (2 each)

Hy-Vee nonstick cooking spray
3 large Wholesome Organic zucchini
2 tsp. Gustare Vita olive oil
½ cup finely chopped yellow onion
2 large cloves garlic, minced
1 lb. 93% lean ground turkey
1¼ cups Full Circle Market organic medium salsa, plus additional for serving
2 tsp. Hy-Vee chili powder

1 tsp. Hy-Vee ground cumin
½ tsp. Hy-Vee salt
½ tsp. Hy-Vee dried oregano leaves
¾ cup Hy-Vee finely shredded Mexican cheese
Hy-Vee plain Greek yogurt, for serving
Avocado, seeded, peeled and chopped, for serving
Chopped organic cilantro, for garnish

1. **PREHEAT** oven to 400°F. Lightly spray a 13×9-in. baking dish with nonstick spray; set aside.

2. **CUT** zucchini lengthwise in half. Use a spoon to scoop out zucchini pulp to make ½-in.-thick shells. Set pulp aside. Place zucchini shells in prepared baking dish. Bake for 15 minutes or until shells begin to soften.

3. **HEAT** oil in a large nonstick skillet over medium heat. Add zucchini pulp, onion and garlic; cook for 2 minutes or until softened. Add turkey; cook over medium-high heat for 6 to 8 minutes or until turkey is cooked (165°F), stirring occasionally. Stir in ¼ cups salsa, chili powder, cumin, salt and

oregano. Cook and stir for 2 minutes or until slightly thickened.

4. **SPOON** turkey mixture into zucchini shells. Bake, uncovered, for 10 minutes. Top each with 2 Tbsp. cheese; bake 5 minutes more or until filling is hot and cheese is melted. Serve with additional salsa, yogurt and avocado, and garnish with cilantro.

Per serving: 520 calories, 29 g fat, 10 g saturated fat, 0 g trans fat, 135 mg cholesterol, 1,460 mg sodium, 21 g carbohydrates, 19 g fiber, 12 g sugar (0 g added sugar), 39 g protein. Daily Values: Vitamin D 0%, Calcium 25%, Iron 15%, Potassium 25%

1 Chilled Broccoli-Mint Summer Soup

Microwave 1 (12-oz.) pkg. Full Circle Market frozen organic broccoli florets on HIGH according to pkg. directions for 7 minutes. Cook ¼ cup finely chopped shallots and 1 large clove garlic, minced, in 1 Tbsp. Gustare Vita olive oil in a small skillet over medium-low heat 1 to 2 minutes or until softened. Process broccoli, shallot mixture, 3 Tbsp. finely chopped mint, 3 Tbsp. fresh lemon juice, 2 Tbsp. chopped Italian parsley and ½ tsp. Hy-Vee salt until finely chopped in food processor. Add ¾ cup Full Circle Market organic low-sodium chicken broth; cover and process until smooth. Continue adding an additional 1 cup broth, ¼ cup at a time, for a creamy consistency. Cover and refrigerate 2 to 8 hours before serving. Garnish with Hy-Vee plain Greek yogurt and additional mint or parsley. Serves 4 (¾ cup each).

2 Curried Red Lentil Dip

Cook 1 cup red lentils in 3 cups water in a covered saucepan for 12 to 15 minutes or until very soft; drain. Meanwhile, drain 1 (15.5-oz.) can Full Circle Market organic garbanzo beans, reserving liquid. Place cooked lentils, beans, 2 Tbsp. reserved bean liquid, 2 Tbsp. Gustare Vita olive oil, 2 Tbsp. red curry paste, 1 Tbsp. tahini paste, 1 Tbsp. fresh lemon juice, 1 tsp. Hy-Vee garlic salt, ½ tsp. curry powder and ½ tsp. Hy-Vee cayenne pepper in a food processor. Cover and process until very smooth. If desired, add additional reserved bean liquid to reach desired consistency. Serve with fresh organic vegetable crudité. Makes 3 cups.

3 No-Bake Chocolate-Coconut Cookies

Soak 9 pitted Medjool dates in ½ cup boiling water for 5 minutes; drain well. Transfer dates to a food processor. Cover and pulse until chopped. Add ½ cup no-sugar-added peanut butter, 3 Tbsp. dark unsweetened cocoa powder and 2 tsp. Hy-Vee vanilla extract. Cover; pulse until combined. Add 1½ cups Full Circle Market unsweetened organic coconut flakes and 1 to 2 Tbsp. water; cover and pulse until mixture holds together. Shape or scoop mixture into 1¼-in. balls. Place on parchment-lined cookie sheet. Refrigerate for 1 to 2 hours. Store in an airtight container with plastic wrap between layers for up to 1 week. Serves 20 (1 each).

4 Strawberry-Almond Smoothie

Place 1½ cups organic medium strawberries, hulled and halved, in a blender. Add 1 organic banana, peeled, sliced and frozen; 1 cup Full Circle Market organic unsweetened original almond milk; ¼ cup Hy-Vee plain Greek yogurt; 3 Tbsp. Full Circle Market organic almond butter; 2 Tbsp. Full Circle Market organic 100% orange juice and 1 Tbsp. organic ground flaxseed. Cover and blend until smooth. Pour into 2 (12-oz.) glasses. Garnish with additional strawberries, if desired. Serves 2 (10 oz. each).

5 Quinoa Porridge

Rinse ½ cup Full Circle Market organic white quinoa under cold water; drain well and set aside. Combine ½ cup refrigerated unsweetened coconut milk, 1 tsp. Hy-Vee vanilla extract, ¼ tsp. Hy-Vee ground cinnamon and dash Hy-Vee ground nutmeg in a small saucepan. Bring to a gentle boil; stir in quinoa. Cover; simmer over low heat 12 to 15 minutes or just until milk is absorbed. Remove from heat. Stir in ½ cup organic apple-sweetened dried cranberries. Cover; let stand 2 to 3 minutes or until cranberries have softened. Serve topped with Chobani less sugar vanilla-cinnamon Greek yogurt and toasted Hy-Vee chopped walnuts. Serves 2 (¾ cup each).

QUICK AND EASY RECIPE IDEAS



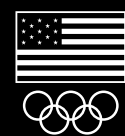
try
this

Start your day with a smoothie packed with fiber (strawberries and bananas) to help aid digestion and release excess estrogen.

MORE POWER FOR TEAM

USA

**POWER
ADE**



OFFICIAL SPORTS DRINK OF TEAM USA



Crystal Dunn #19

CRYSTAL DUNN
U.S. OLYMPIAN, SOCCER



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Healthy Oceans. Better Seafood.

100% of our fresh and frozen seafood is Responsible Choice, which means it was sustainably caught in a responsible manner to ensure seafood is available for generations to come.

HyVee

Get Vitamin C
one delicious
sip at a time.



Try this Patriot
Shaved Ice,
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30 MINUTES
OR LESS

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GLUTEN
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VEGETARIAN
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