

# HyVee® balance®

**LIVE IT!**

SMART WAYS  
TO GET FIT,  
EAT RIGHT &  
BE HEALTHY.

**ONE-PAN  
WONDERS**

FROM PREP TO  
PLATE—MEAL SOLUTIONS  
IN 30 MINUTES OR LESS

PAGE 100

# SERENA

## WILLIAMS

GAME. SET. MATCH! THE QUEEN OF TENNIS ACES LIFE

PAGE 30

MARCH 2018

~~\$4.95~~

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new  
sparkling water

i feel like i  
can be open  
around u

no calories  
no sweeteners  
all smiles™



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MARCH  
ISSUE 2018

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**SPRING INTO GEAR**

LOOK FOR THIS ICON FOR RECIPES YOU CAN MAKE IN 30 MINUTES OR LESS!

30 minutes or less

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**DONNA TWEETEN**  
EXECUTIVE VICE PRESIDENT,  
BRAND EXPERIENCE,  
CHIEF CUSTOMER OFFICER

**AFTER SERVING AS PRESIDENT OF AN IOWA MARKETING FIRM, DONNA TWEETEN JOINED HY-VEE IN 2006. IN 2016, SHE WAS NAMED MARKETER OF THE YEAR BY SUPERMARKET NEWS, A TRADE PUBLICATION THAT COVERS THE GROCERY INDUSTRY.**

Beginning this issue, *Hy-Vee Balance* will expand its original message of health and wellness to include a vibrant mix of culinary expertise, family-friendly recipes, useful product and a variety of features you've come to love from its sister publication, *Hy-Vee Seasons*. Along with these additions, this new-look *Hy-Vee Balance* will feature nutrition and fitness information, beauty and fashion tips, celebrity features, recipes and other content to help you reach and maintain a balanced lifestyle.

After more than a decade of print success, *Hy-Vee Seasons* came to a close this past December with its final issue. Although saying goodbye to *Seasons* was a difficult decision, we're enthusiastic to transition its award-winning content into *Hy-Vee Balance* to offer you a more dynamic publication with practical solutions for everyday living.

Pick up a free copy of *Hy-Vee Balance* at your local Hy-Vee or subscribe online at [hy-vee.com/balance](http://hy-vee.com/balance) to have 12 issues sent to your mailbox for \$20.

In this issue, get on the court with tennis superstar Serena Williams, page 30. We'll help you train like a champion with a breakdown of the most popular compound lifts on page 38. Is cooking prep keeping you from eating right? We've got you covered with time-saving, healthy sheet-pan dinners in "One-Pan Wonders," page 100 and more great recipes.

From myself and the rest of the Hy-Vee family, thank you for your continued support and loyal readership. We look forward to helping you find balance in your life.

# BALANCE ACT



We asked our editorial contributors:  
What's your favorite way to destress?



**FITNESS**

Daira Driftmier,  
Personal Trainer and  
Hy-Vee KidsFit Director  
By far it's working out!

**PHARMACY**

Angie Nelson  
Group Vice President,  
Retail Pharmacy  
A long walk or run is a great  
way to destress, but my  
all-time favorite way to  
destress is spending time  
with my family.

**NUTRITION**

Julie McMillin, RD, LD  
Assistant Vice President,  
Retail Dietetics  
My favorite way to destress  
is with a massage and  
lavender essential oil for  
aroma therapy.



**NUTRITION**

Shannon Muhs, MS, RD, LMNT  
Hy-Vee Dietitian, Papillion, Nebraska  
My yoga mat. I love to do yoga, especially in the  
winter. I enjoy going into a warm studio in the  
winter; it's more appealing to me to do yoga in  
winter than in the summer.

**NUTRITION**

Penelope Harris, MD  
Hematology Oncology  
University of Kansas-Cancer Center West  
Through prayer and [reflection].

**FITNESS**

Matt Hinkley, CSCS, FMS  
Kansas City Strength & Conditioning  
Lenexa, Kansas  
I am a big outdoorsman. Hunting, fishing—you  
name it. If I'm outside, I'm in good spirits.

Hy-Vee Balance is a product of Hy-Vee, covering health and wellness issues and featuring Hy-Vee products, services and offers, and advertisements from suppliers of Hy-Vee.

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Hy-Vee Balance recipes are tested by test  
kitchen food technologists to guarantee that  
they are reliable, easy to follow and good tasting.

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**Q & A**



**TIPS FOR  
COOKING  
MULTIPLE  
DISHES  
WITH A  
SINGLE  
OVEN**

**PREPPING  
THE DAY  
AHEAD IS  
DEFINITELY  
YOUR  
FRIEND.**

Glazes, sauces or oven-bakes that benefit from refrigerating overnight work best.

**MANAGE  
YOUR OVEN  
TIME WISELY.**

If you're cooking a ham or roast, bake your side dish or bread ahead of time, then warm it in the oven after the meat comes out.

**How can cooks  
“green” their  
meals on  
St. Paddy’s  
Day?**

When I think of Irish food I think of corned beef and cabbage. You could do a play on corned beef by tossing kale into a warm potato salad and dressing it with a whole grain mustard vinaigrette. Bright green Brussels sprouts cooked with salty bacon or prosciutto are also delicious. If you're throwing a party, puree fresh herbs in hummus for a naturally green dip.



**FOR AN IRISH TWIST ON A  
SHAKE, MIX UP YOGURT, AVOCADO  
AND MINT FLAVORING.**

**With basketball tournaments  
coming up, what’s a tasty sauce  
to put on meatballs?**

Time to get crazy, so turn meatballs into edible basketballs. Puree roasted red peppers in a blender, then cook the puree and heavy cream until you have a thickened sauce to mix with meatballs to make them orange-hued.

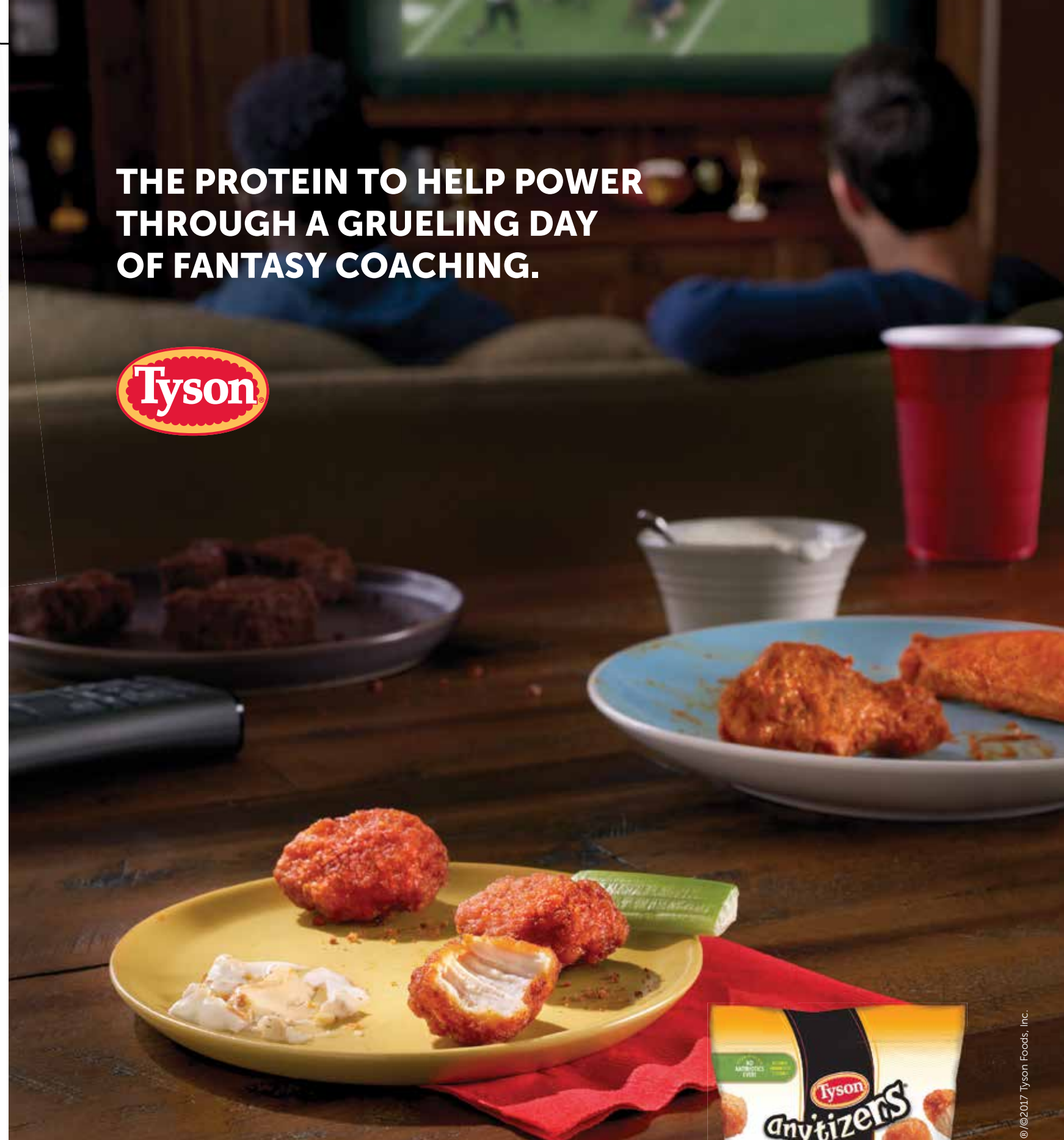
**What’s a good way to use up  
leftover Easter ham?**

One thing I like to do is soak some dried Great Northern beans and chunk up the ham to make a ham-and-bean dish in a Dutch oven. I throw in onion, carrots, parsnip, a bay leaf and possibly a cinnamon stick or fresh ginger for aromatics. Adding even half a bottle of beer or some white wine works well. I simmer everything for several hours and serve with corn bread.



PHOTOS: Tobin Bennett

**THE PROTEIN TO HELP POWER  
THROUGH A GRUELING DAY  
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\*3g of soluble oat fiber daily as part of a diet low in saturated fat and cholesterol may help reduce the risk of heart disease. Old Fashioned Quaker Oats has 2g per serving. ©2018 The Quaker Oats Company.

# LOADED PANCAKE SANDWICHES

- Total Time** 45 minutes  
**Serves** 2
- 2 Tbsp. Hy-Vee packed brown sugar**  
**3 tsp. Hy-Vee Select 100% pure maple syrup, divided, plus additional for serving**  
**⅔ cup buttermilk flapjack and waffle mix, such as Kodiak Cakes Power Cakes brand**  
**⅔ cup water**  
**Hy-Vee nonstick cooking spray**  
**1 Hy-Vee large egg, beaten**  
**Hy-Vee salt and black pepper, to taste**  
**2 (1.2-oz.) patties fully cooked turkey sausage**  
**2 (.5-oz.) slices Hy-Vee Cracker Cuts sharp Cheddar cheese**

- 1. STIR** together brown sugar and 1 tsp. maple syrup in a small bowl; set aside.
- 2. COMBINE** flapjack and waffle mix, water and remaining 2 tsp. maple syrup in a medium bowl.
- 3. COAT** a small skillet with cooking spray; heat over medium heat. Place a 2-in. metal ring or cutter in center of skillet. Spoon 2 Tbsp. batter inside ring. Sprinkle one-fourth of the brown sugar mixture on top and add 2 Tbsp. more batter. Cook 4 to 5 minutes until golden brown, flipping griddle cake and ring together when surface is bubbly; cook 3 minutes more. Remove griddle cake from skillet; keep warm. Repeat three more times.
- 4. WIPE** out skillet and spray with nonstick cooking spray; heat over medium heat. Add beaten egg, and season with salt and pepper. Cook over medium heat for 2 to 3 minutes or until set. Remove egg from skillet. Cut in half and fold each portion in half. Heat sausage patties according to package directions and top with cheese slices.
- 5. TO ASSEMBLE,** place a sausage patty, cheese side down, on a griddle cake. Top with egg portion and another griddle cake. Drizzle with additional syrup, if desired. Serve immediately.

**Per serving:** 370 calories, 12 g fat, 4.5 g saturated fat, 0 g trans fat, 145 mg cholesterol, 790 mg sodium, 50 g carbohydrates, 1 g fiber, 25 g sugar, 17 g protein

Check the stats on our healthier version of this popular fast-food breakfast sandwich.



**550 cal**  
**32 g fat**  
**1,280 mg sodium**

**370**  
**calories**

**12g**  
**fat**

**790mg**  
**sodium**

PHOTOS Tobin Bennett





# Bananas vs. Sports Drinks

**Bananas deliver the same energy boost but with a much bigger nutrition bang, and for a lot less money!**

## Better Fuel Absorption And More Nutritional Benefits

- A medium banana provides about 6 grams each of glucose and fructose, as well as nearly 3 grams of sucrose, a perfect ratio for efficient fuel absorption during exercise.
- You'll also get added nutritional benefits, including potassium, vitamins C and B6, fiber, manganese and plenty of antioxidant compounds in your routine.

## No Added Sugar Or Artificial Ingredients

- Typically, sports drinks contain lots of added sugar, artificial ingredients—even salt and caffeine.
- While one banana contains roughly 110 calories and natural sugars, a 20-ounce bottle of sports drink can contain double the calories and up to of 40 grams of processed sugar!

For more information, visit [www.dole.com/articles/bananas-vs-sports-drinks](http://www.dole.com/articles/bananas-vs-sports-drinks)

**The next time you finish your favorite workout, choose fruit carbs (especially bananas) to fuel your exertions and help you recover faster.**



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# CHIP CHIP

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Breakfast Biscuits



NILLA Wafers

Official Cookies & Crackers of the

# KALE

33  
CALORIES  
1 CUP, RAW

10%  
CALCIUM

5%  
IRON

5%  
DIETARY  
FIBER

7%  
POTASSIUM

525%  
VITAMIN K

Percentages represent  
daily values.



A forkful of **DARK GREEN CURLY KALE** is much more than just tasty and filling. It's also chock-full of **VITAMINS K, C AND A**. Antioxidants in kale **PREVENT CELL DAMAGE** and might even **PROTECT AGAINST CANCER**. The best part? You get a wealth of health benefits **WITHOUT TONS OF CALORIES**.

### FRESH PICKS

#### CHOP

Wash and cut raw kale before adding it to salads or smoothies. Add a bit of lemon to kale leaves and let them wilt before enjoying.

#### SAUTÉ

Cook torn kale in a skillet with olive oil and garlic to transform it into a nutrient-packed main course or side dish.

#### BAKE

For kale chips, toss washed and dried kale strips in olive oil with seasoning. Roast at 275°F for 20 minutes or until crisp.

PHOTO Tobin Bennett

Sources: <https://www.supertracker.usda.gov/foodapedia.aspx>  
<https://medlineplus.gov/ency/patientinstructions/000729.htm>



# WHOLE WHEAT KALE PASTA

**Total Time** 1 hour plus drying time | **Serves** 5

- 2 cups plus 4 cups tightly packed kale leaves, cored and roughly chopped**
- ¼ cup water**
- 1 cup semolina flour**
- ¾ cup Hy-Vee whole wheat flour**
- ½ cup plus ¼ cup Hy-Vee all-purpose flour, divided**
- ½ tsp. Hy-Vee salt**
- 3 Hy-Vee large eggs**
- 2 Tbsp. garlic-flavored olive oil, divided**
- 1 (8-oz.) pkg. sliced baby bella mushrooms**
- 2 cups cherry tomatoes, halved**
- ½ cup Hy-Vee Select shredded Parmesan cheese**

**1. PLACE** 2 cups kale in a microwave-safe bowl; add ¼ cup water. Cover and cook on high for 2 minutes or until steamed. Transfer kale mixture to a food processor. Cover and process until kale is a paste-like consistency. Strain mixture, reserving ¼ cup kale puree and ¼ cup liquid; set aside. Add additional water, if needed, to the kale cooking liquid to measure ¼ cup.

**2. STIR** together semolina flour, whole wheat flour, ½ cup all-purpose flour and salt in a large bowl. Pour mixture onto a clean work surface and make a deep well in the center. Whisk together eggs, reserved kale puree and cooking liquid. Add egg mixture to the well in dry ingredients; gradually mix, using your fingers to bring ingredients together into a firm dough. Knead the pasta until smooth and elastic, 8 to 10 minutes total. Use remaining ¼ cup all-purpose flour, as needed, if dough is sticky. Cover dough and let rest for 10 minutes.

**3. DIVIDE** dough into four equal portions. Feed dough through a pasta machine,\* according to manufacturer's directions, to make fettuccine. Let pasta dry up to 2 hours. Place in an airtight container and refrigerate up to 3 days or freeze up to 1 month.

**4. COOK** the pasta in a large pot of simmering, salted water until pasta is *al dente*, or firm to the bite, 4 to 8 minutes. Immediately drain the pasta; drizzle with 1 Tbsp. garlic-flavored olive oil and keep warm.

**5. FOR SAUCE,** cook remaining 4 cups kale and the mushrooms in the remaining 1 Tbsp. garlic-flavored olive oil in a large skillet until mushrooms are tender and kale is wilted. Stir in tomatoes. Serve sauce over pasta. Sprinkle with cheese.

**\*NOTE:** If you don't own a pasta machine, on a lightly floured surface, roll each dough portion into a 12-in. square about ⅛-in.-thick. Lightly dust both sides of each square with additional flour. Let stand, uncovered, about 20 minutes and cut into long strips.

**Per serving:** 350 calories, 9 g fat, 2.5 g saturated fat, 0 g trans fat, 115 mg cholesterol, 390 mg sodium, 53 g carbohydrates, 5 g fiber, 3 g sugar, 17 g protein

PHOTO Tobin Bennett

## EAT WHAT YOU CRAVE. CRAVE WHAT YOU EAT.



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## HOW TO

The secret  
behind  
successful  
sautéing is to use  
medium-high  
heat and a small  
amount of oil or  
fat. Preheat first,  
then add the  
ingredients you  
plan to sauté.

SAUTÉING **COOKS FOOD QUICKLY** TO HOLD  
TEXTURE AND FLAVOR, WHILE DELICATELY  
BROWNING. DERIVED FROM THE **FRENCH**  
**WORD FOR JUMP, SAUTÉING** REFERS TO  
THE MOTION OF FOOD TOSSED IN THE  
PAN. IN A PINCH? THIS COOKING  
METHOD'S A CINCH.

Look for a heavy-  
gauge nonstick  
skillet designed for  
sautéing at your  
local Hy-Vee.

PHOTOS Greg Scheidemann

# SAUTÉ



Avoid turning meats and larger pieces too often. They need the extra contact with the hot skillet so the food surfaces will brown, which delivers extra flavor.

## GOOD TO KNOW



### CHOOSING A SAUTÉ PAN

A stainless-steel sauté pan has a thick round base for maximum heat contact. A wide diameter and high, straight sides allow quick, light frying of chicken quarters or large amounts of veggies in relatively little fat. The high sides also prevent splattering or spilling as food is turned, stirred or shaken. Once the food is evenly browned, the pan can be partly or fully covered, enabling the contents to cook internally.



### SPLATTER SCREEN

Sautéing causes splattering and spitting of fat, especially if moist food is added to hot oil. Always pat food dry before sautéing. When placed over the pan, fine-meshed screens keep the fat where it belongs.

**Bonus Feature:**  
Learn how to sauté.  
Watch the video at  
[youtube.com/Hy-Vee](https://www.youtube.com/Hy-Vee)

1

### CHOOSE A FAT

You can use butter or oils, such as olive or canola, for sautéing. Butter may be used alone, but it has a tendency to burn; a mixture of butter and oil gives a dish a good butter flavor and also allows heating to a higher temperature before burning occurs.

2

### APPLY THE HEAT

Preheat a dry sauté pan over medium-high heat, then add enough oil or other fat to cover the bottom with a thin, even film. A well-seasoned or nonstick pan may require significantly less oil. Heat butter until it melts. Heat oil until it shimmers for red meat; for other meats, poultry, fish and vegetables, oil should be hot, but not hot enough to shimmer.

3

### BEGIN SAUTÉING

For larger pieces, avoid crowding the pan, which makes the food steam in its own moisture and prevents browning and caramelization. To develop flavor and color, let the food cook undisturbed until it is time to turn it. Turn larger pieces only once. Turn smaller pieces, such as shrimp or chopped vegetables, more often, in order to cook them evenly on all sides.



# SAVE TIME TO MAKE TIME TO EAT FRESH

Don't let your busy schedule rob you of a nutritious meal. All our Stir Fry Kits are prepared with delicious, savory sauces so you can make good food fresh and tastefully easy, every day.



Find this Mandarin Orange recipe at [www.taylorfarms.com](https://www.taylorfarms.com)







**DELICIOUS NEWS!  
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**GR-R-REAT news.**  
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## A Better World— One Bowl at a Time

Less than 1% of U.S. farmland is certified organic, but you can do something about it. Get behind a growing movement one tasty bite at a time. Look for products with the Certified Transitional seal to help support farmers on the journey to convert their farmland to organic.

**t** For more information on transitional farming, check the back of your Kashi® box or visit [kashi.com/transitional](http://kashi.com/transitional).

**New!**

Kashi Cereal, Bars, Cookies or Crackers: select varieties 4.25 to 16.3 oz. 2/\$6.00

Kashi Powder 1.58 oz. \$2.49

Kashi Frozen Entrées or Waffles: select varieties 9 or 10.1 oz. \$3.29



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**FIVE WAYS**

**1 LAZY DAY SANDWICHES**  
Spread PB&J or layer American cheese slices between bread and toast until golden. Use American cheese; other types may ooze into the toaster.

**2 PITA MELTS**  
Cut off the top of a mini pita and add your favorite sweet or savory filling to make a pizza, sandwich or s'mores. Toast, cut side up, until warm and gooey.

**3 SWEET POTATO TOAST**  
Toast ¼-in. slices of sweet potato for 10 minutes or until light brown. Serve with your choice of toppings. Go wild! Our pick: hummus, avocado and red onion.

**4 SWEET OR SAVORY CHIPS**  
Spray both sides of an 8-in. flour tortilla with cooking spray. Sprinkle with sea salt or cinnamon-sugar mix. Cut tortilla in half; toast until warm. Cut into chips and cool.

**5 FROM FREEZER TO TOASTER**  
For a crispy snack or meal in less than 10 minutes cook mozzarella sticks, fish sticks, veggie burgers or pretzels in the toaster.

**TOAST THIS!**  
FIVE WAYS TO USE A TOASTER

SURE, WE LOVE WHAT A TOASTER CAN DO IN THE MORNING. BUT WHY STOP THERE? POP IN A GRILLED CHEESE OR FROZEN VEGGIE BURGER FOR A WARM AND TOASTY SNACK. TRY OTHER FUN TRICKS TOO, LIKE TOASTING CHIPS OR MAKING YUMMY S'MORES. ALL GOOD TO THE LAST CRUMB!

**Bonus Feature:**  
Make more than toast. Watch the video at [youtube.com/Hy-Vee](http://youtube.com/Hy-Vee)

Looking for a toaster? Find good-performing, two-slice toasters at your local Hy-Vee.

WORDS Candice Nielsen PHOTOS Greg Scheidemann and Tobin Bennett

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# WAKE UP

*like Sviatoslav Mykhailiuk*



## SVIATOSLAV MYKHAILIUK

- Guard, Kansas Jayhawks
- Communication Studies Major
- Two-Time Academic All-Conference Selection



### BIG MAN, BIG BREAKFAST

Standing 6-foot 8-inches tall and weighing 205 pounds, Mykhailiuk needs serious sustenance to maintain the energy needed to compete at the Division I level. He starts his day with an omelette and potatoes, a meal that's loaded with the protein, carbs and healthy fats necessary to keep him fueled throughout the day.

*Potatoes are rich in fiber, which helps keep Mykhailiuk full and focused throughout the morning.*



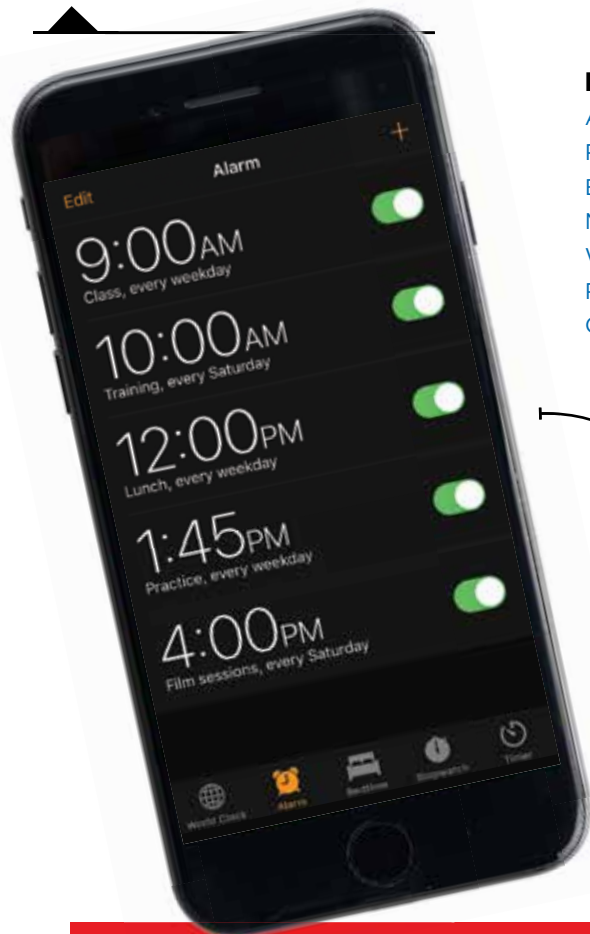
### INTERNATIONAL

A NATIVE OF CHERKASY, UKRAINE, MYKHAILIUK REPRESENTED HIS COUNTRY AT THE 2014 FIBA BASKETBALL WORLD CUP. AS A COLLEGIATE PLAYER, MYKHAILIUK IS IN HIS SENIOR SEASON AT KANSAS, WHERE HE HAS HELPED THE JAYHAWKS WIN THREE REGULAR SEASON CONFERENCE TITLES AND ONE CONFERENCE TOURNAMENT TITLE.

### CLASS ACT

As a student-athlete, Mykhailiuk is more than accustomed to early mornings and hectic schedules. After a 9 a.m. wake-up call, Mykhailiuk, a first-team academic all-conference honoree in 2015-16, attends a tutoring session before class. On game days, he gets shots up before classes to stay locked in before the game.

*Mykhailiuk makes time management a priority in order to keep up with school and basketball.*



**tip:**

Mykhailiuk encourages those struggling to live a healthy lifestyle to **envision their future** and think about how a healthy lifestyle might **positively impact their life**. Every morning, Mykhailiuk **wakes up with a purpose**—to improve in all aspects of life. In order to produce results, he thinks about his family and goals he wants to achieve.

PHOTOS Jeff Jacobsen, Kansas Athletics (profile & logo) and Cameron Sadeghpour

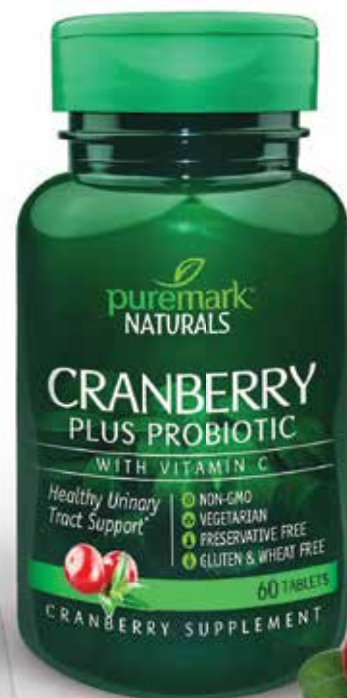
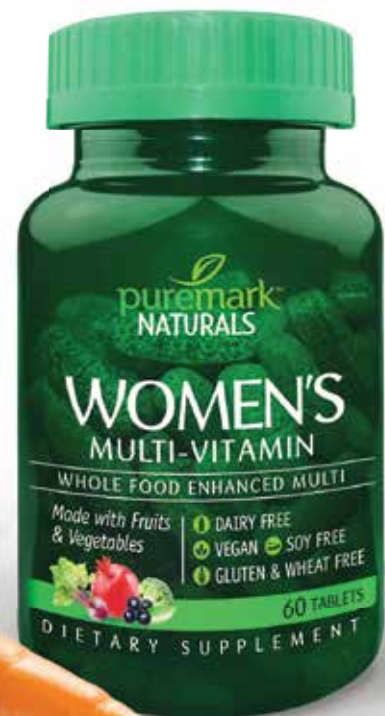






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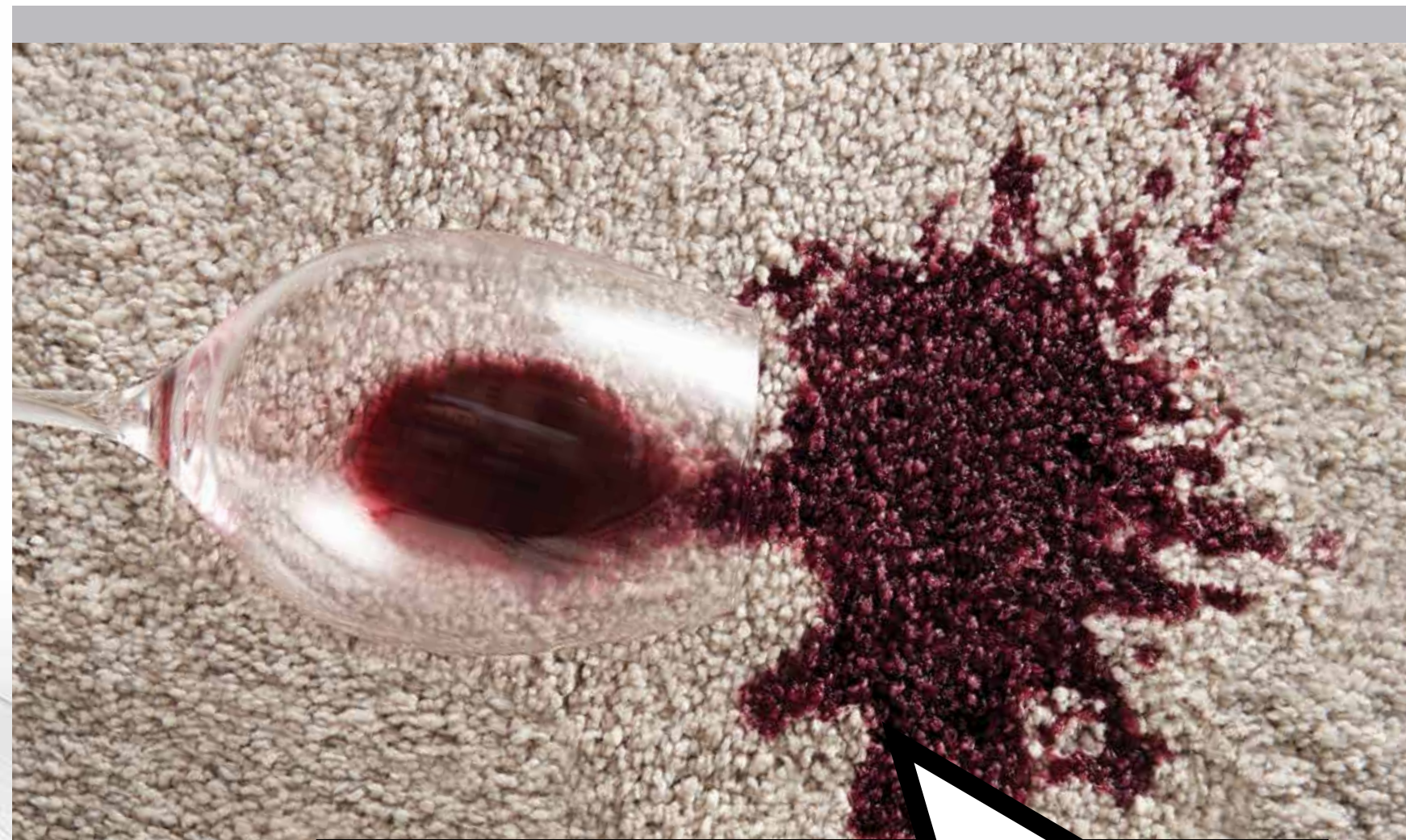
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## DON'T WINE ABOUT IT

SEE IT! DO IT! NOTHING TO IT! WHETHER YOU'RE CLEANING, ORGANIZING OR NEEDING SOME KITCHEN ADVICE, HERE ARE HANDY TIPS THAT'LL MAKE YOUR DAILY TASKS EASIER AND MORE EFFICIENT.

QUICK FIXES



## OH NO! CARPET STAIN

Quickly **blot** as much of the stain as you can with a white cotton cloth. **Pour cold water** directly on the stain to dilute what remains and continue blotting. **Apply soda paste**, made with a three-to-one ratio of baking soda to water, to the affected area (first, try it on an inconspicuous area). Once the paste dries, **vacuum** the mess. Voila!

INSTRUCTIONS ARE NOT GUARANTEED TO WORK IN ALL CASES AND ON ALL CARPET TYPES.

WORDS Candice Nielsen PHOTOS Greg Scheidemann



# GIVE THIS A WHIRL



Your blender is more than just a glorified smoothie-making machine. Use it to **grind** almonds, cashews or peanuts into a creamy nut butter, **pulse** chopped apples and water into fresh applesauce or **blend** cooked veggies into creamy soups or sauces. The possibilities are endless!



Grind a couple lemon slices in your disposal to keep it smelling fresh.



## A CUT ABOVE

An apple slicer glides through potatoes just as easily, creating perfect wedge fries. Halve each potato and place, flat side down, on a cutting board. Push the tool through the potato. Then toss the wedges on a baking sheet with olive oil and salt. Bake in a 400°F oven until crisp.

## SPICE IT UP

Spring cleaning? Add the spice rack to your to-do list. Pop open the lid of each container to check the color and aroma. If the spice is colorful with a strong scent, you're in the clear. If not, make a dash for the trash.

NO  
CORKSCREW?  
NO  
PROBLEM



Try this ingenious hack to uncork a bottle. Drive a 4-in. screw into the cork, leaving one inch exposed. Using pliers, slowly pull up on the top of the screw until the cork releases. Pour a glass and enjoy!



dietitian's  
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TASTES JUST  
LIKE SUGAR



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THE  
SUGAR  
AND  
CARBS,  
NOT THE  
TASTE.

GREEK YOGURT, 5.3 OZ  
6-7g NET CARBS\*

ICE CREAM, PINT  
4-6g NET CARBS\*

GRANOLA, 11 OZ  
2-3g NET CARBS\*

NUT BARS,  
38g INDIVIDUAL BARS  
5-6g NET CARBS\*

SWEETENER POUCH, 16 OZ  
0g NET CARBS\*

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\* Net carbs can be calculated by subtracting dietary fiber, tagatose/allulose (sugar), and sugar alcohol from total carbohydrates since they have a low glycemic response.



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PHOTO Greg Scheidemann

MARCH  
ISSUE VOL. 2



QUEEN OF THE COURT  
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THE JET SET  
BEAUTY AND THE BEARD  
HEAVY METAL | EYE SPY  
ONLINE VS. INSTORE: BEST OF BOTH WORLDS  
FOODS THAT SUPPORT RECOVERY  
FLASH FROZEN | MEATLESS FRIDAYS  
LET THEM EAT CAKE | SPRING INTO BRUNCH  
ONE-PAN WONDERS





**QUEEN**  
*of the*  
**COURT**

TENNIS CHAMPION  
SERENA WILLIAMS SCORED THE  
GOLD FROM FOUR OLYMPIC GAMES AND  
OWNS AN INCREDIBLE 39 GRAND SLAM TITLES—  
23 SINGLES, 14 DOUBLES AND 2 MIXED DOUBLES. SHE'S  
THE ROYAL QUEEN OF TENNIS, A GLOBAL PHENOMENON  
WHO BALANCES A HARD-HITTING PERSONA WITH HER  
EQUALLY SUCCESSFUL SOFTER SIDE—DESIGNING CLOTHES  
AND NAIL PRODUCTS, HEADING CHARITIES AND SPENDING  
TIME WITH THE LOVE OF HER LIFE, REDDIT CO-FOUNDER ALEXIS  
OHANIAN, AND THEIR ADORABLE NEW BABY.

A firestorm of determination and energy, Serena Williams is considered one of the greatest tennis players of all time. She's earned her place at the top through hard work, simultaneously mastering wins at all four major tournaments—Wimbledon and the U.S., French and Australian Opens. She's a strategic warrior who through the 90s, along with big sister, Venus, literally transformed the game of tennis, overwhelming competitors with a never-before-seen combination of grace and power. She didn't just earn her crown, she went out and took it.

SERENA WILLIAMS

PHOTO Tim Clayton/Corbis/Getty Images



# CHAMPION AT HEART

## SERENA STATS

**1.**  
LAST SPRING, SERENA REGAINED THE NO. 1 RANKING ON THE WOMEN'S TENNIS ASSOCIATION TOUR, A WEEK BEFORE SHE ANNOUNCED SHE WAS PREGNANT.

**2.**  
SERENA HAS NOTCHED TWO "SERENA SLAMS." WHAT'S A "SERENA SLAM?" WINNING FOUR CONSECUTIVE MAJORS IN A ROW.

**3.**  
SERENA HAS EARNED INDIVIDUAL GOLD MEDALS AT THREE OLYMPICS—IN 2000, 2008 AND 2012.

**TO AN OUTSIDER, SERENA'S ENDLESS LIST OF CAREER ACHIEVEMENTS MAY LOOK GLAMOROUS,** but they were far from it. She was trained to work hard and stay focused under pressure. Her father, Richard Williams, a former sharecropper, wanted his youngest daughters to have opportunities in life. He knew tennis could provide that, so he studied countless books and videos to help him guide young Serena's and Venus' training. He became a student of the game to teach his own children.

Living in Saginaw, Michigan, at the time, Richard moved the family to Compton, California—a city with a tough reputation.

No, this wasn't an oversight by Richard but a calculated opportunity to teach his kids about perseverance and the value of hard work, by experiencing hardship firsthand.

At age three, Serena was practicing two hours a day on a public court near their new home. By 14, she turned professional and two years later ranked 99th in world rankings. By 18, she captured her first title at the 1999 U.S. Open and the following year won her first Olympic gold medal in Sydney.

The lessons Serena learned as a kid paid off. Her career skyrocketed, and throughout she has endured ups and downs, including injuries and losses. She had knee surgery in August, 2003, and a month later her half-sister, Yetunde Price, was murdered in a drive-by shooting. The period of downturn was so bad that by 2006 some mused her tennis career was over. But her faith, and a trip to West

Africa, fueled a new competitiveness in her. Though she faced more injuries and a series of health setbacks, including a lung clot, she persevered. In 2009, she regained her position among the women's tennis elite, winning both the singles and doubles competitions in the Australian Open and Wimbledon. She also released her autobiography, *Queen of the Court*.

In 2012, Serena stumbled at the French Open and lost early. A year later she was back, winning her second French Open title along with her 16th Grand Slam singles title. Afterwards, in an interview with ESPN, she said, "I'm still a little bit upset about that loss last year." But she drew from a long practice of perseverance, which she knew would pay off, explaining that it's "how you recover. I think I've always said a champion isn't about how much they win, but it's about how they recover from their downs, whether it's an injury or whether it's a loss."

Serena's known as the tennis star fashionista who rocks ground-breaking designs on the court and off. Over the years fans have been wowed by her runway-look athletic wear that has excited the game almost as much as her powerful backhand.

At her finest there's her black, skin-tight Lycra cat suit with micro shorts worn at the 2002 U.S. Open Quarterfinal, a leopard-pattern tennis dress with hot-pink headband and nails from the 2014 U.S. Open and an array of styles worn for other competitions—from sleek dresses to hip-hugger shorts with a wide belt and tiny patch pockets—in shocking colors and combinations, including fire-engine red, neon lime and pink, and sunny orange.

For Wimbledon, where white attire is required, she's made her mark wearing an elegant white tennis dress with a turtleneck and a flowy, pleated skirt; a white blazer over a mini skirt; and possibly the most talked-about design of the 2008 English event, a white trench coat.

Designing clothes comes naturally to Serena and her sister, Venus. Both studied fashion at the Art Institute of Fort Lauderdale after graduating from high school. Once established as sports stars, their natural love of design blossomed. Serena's work includes a line of sportswear for Nike and a ready-to-wear line for Home Shopping Network. She's presented her line at New York Fashion Week to audiences that include *Vogue* Editor in Chief Anna Wintour, Beyonce and other fashion icons.

"I've always loved fashion. I was always that girl that played with my dolls, and I went to fashion school, so it's not just made-up for me. It's actually something that I really enjoy and that I have a lot of fun with," she told *Vogue.com* in September 2015.

Serena has pushed her brand into film, television, fashion and most recently to Silicon Valley tech, joining the board of SurveyMonkey last year.

"I find balance by having so many things going on. For me, it almost clears my mind," she told *PeoplestyLe* in 2016. "My whole life I've been so busy that I kind of need to keep that going. I don't like to sit still and do nothing! That's just kind of how it is. But training comes first. I do everything around that."

In September, Serena gave birth to her daughter, Alexis Olympia Ohanian Jr., and in November she married Reddit cofounder Alexis Ohanian. Even with the new addition and relationships, she maintains her desire to return to the court.

"I used to think I'd want to retire when I have kids, but no. I'm definitely coming back," she told *Vogue* in an interview before Olympia was born.

"Walking out there and hearing the crowd...there's no better feeling in the world...If anything, this pregnancy has given me a new power."

“THE BEST THING ABOUT LIFE IS THAT EVERY DAY IS AN OPPORTUNITY TO WORK ON YOURSELF, TO DREAM A NEW DREAM AND THINK BIGGER... TO LAUGH, SMILE AND EXPERIENCE MORE... TO LOVE THE WORLD AROUND YOU A LITTLE LONGER THAN JUST THE DAY BEFORE.”



PHOTO Kyodo News/Getty Images





PHOTO Volkan Furuncu/Anadolu Agency/Getty Images

# HOLDING COURT

with the

# QUEEN

**Q. How do you find balance in your life?**

**A.** Sometimes it's hard to find balance because there are a lot of different areas of my life and they all seem equally important. It can be difficult to say no to things or to hold off on something that someone is pressing me to do, but becoming a mom has helped put everything into perspective for me. I just try to be present for whatever I'm doing. If I'm working or training, then my attention is focused on that and I know that I've set that time aside specifically for that. When I'm spending time with my family, I'm really intentional about being present with them and not letting anything distract me.

**Q. What's the number one quality you strive to have?**

**A.** Kindness.

**Q. What does success mean to you?**

**A.** Success to me means setting goals for yourself and achieving them. I don't like to hold myself to other people's interpretation of success. At the end of the day I think as long as you are proud of the work that you've done and feel truly passionate about it, then you're successful.

**Q. What's the proudest moment of your career?**

**A.** Winning the 2017 Australian Open with Olympia. (NOTE: Serena was pregnant with her daughter at the time.)

**Q. What's the most important life lesson that tennis has taught you?**

**A.** Tennis has taught me so much about resilience and how to get back up after being knocked down. I've had to go through so much of that in my life, and each time I come back better and stronger.

**Q. Who's impacted your career the most?**

**A.** Both Venus and my dad have been really influential in my career because they both know me and can push me in a way that no one else can. Although the support from my mom and the rest of my family has had a huge impact on my career as well.

**Q. What did you want to be when you were a kid?**

**A.** I've always wanted to be a tennis player.

**Q. At what age did you start playing tennis?**

**A.** For as long as I can remember!

**Q. If you could play a match against any person, past or present, who would it be?**

**A.** Chris Evert.

**Q. What is your favorite hobby, outside of tennis?**

**A.** I have a lot of different hobbies, and I'm extremely passionate about anything that allows me to be creative. I love to paint and design, whether it's interior design or fashion design. I'm really hands-on with my own design projects and am always trying to get involved in everyone else's projects! I also love dancing and try to take different dance classes whenever I can, even when I'm training.

**Q. How do you prepare for the day?**

**A.** Lately I've been starting with a light breakfast or a smoothie and a quick simple workout like a walk or bike ride before I do anything else. I don't really have a crazy morning routine and I like to switch things up, but I try to be consistent with those two things at least.

**Q. How does motherhood affect your life? Career?**

**A.** Motherhood has been the most incredible experience I've ever had. I've never been so in love or so proud of anything before. Olympia is by far my greatest accomplishment in life.

**Q. What does keeping a healthy lifestyle mean to you?**

**A.** To me, keeping a healthy lifestyle obviously means taking care of yourself physically with exercise and a proper diet, but taking care of yourself mentally and emotionally is equally as important, and sometimes for me that means knowing when to slow down and rest.

**Q. What role does nutrition play in your life?**

**A.** Nutrition is a huge part of my life! I'm very conscious of the foods I'm eating because I always want to be sure that I'm giving my body the energy it needs to perform at its best.

**Q. What tips do you have for readers regarding eating healthy?**

**A.** Obviously I think it's really important to follow a healthy diet and to pay attention to what you're eating, but I don't believe in following a super-strict diet. When I'm competing, I'm a little more conscious of what I eat, but otherwise I firmly believe in balance, and of course moderation is key!

**Q. What advice would you give to new mothers with busy schedules?**

**A.** It's obviously important to find a balance between work and family life, but my advice would be to be fiercely protective of your time at home. When you're at home spending time with your family, don't let anything distract you from that. There could be a million things going through your mind, but be intentional about putting the phone down, not looking at the to-do list, and just being present.

“EVER SINCE I WAS A LITTLE GIRL, MY DREAM WAS TO BE THE BEST TENNIS PLAYER IN THE WORLD. LUCK HAS NOTHING TO DO WITH BEING GOOD AT THE SPORT. I HAVE SPENT MANY, MANY HOURS—COUNTLESS HOURS—ON THE COURT WORKING FOR MY ONE MOMENT IN TIME, NOT KNOWING WHEN IT WOULD COME BUT BELIEVING THAT IT WOULD.”



## DESIGN IN MOTION

Serena's expertise extends farther than the court with her love of style. A certified fashion designer, Serena attended the Art Institute of Fort Lauderdale and has created for fitness mega-brands like Nike and Puma, and even developed her own clothing line, Aneres. Along with HSN, Serena launched her Signature Statement collection of athleisure styles featuring sleek handbags, jewelry and effortless clothing for any moment. Her sophisticated yet affordable brand even debuts new lines regularly at prestigious New York Fashion Week.



“MY DESIGNS ARE INSPIRED BY ALL WOMEN. I WANT WOMEN TO KNOW THAT IT’S OKAY TO LOVE AND EMBRACE WHO YOU ARE...TO BE UNAPOLOGETICALLY BOLD AND BEAUTIFUL IN ANYTHING YOU’RE WEARING.”

PHOTO Taylor Hill/FilmMagic/Getty Images



“KNOWING THAT I CAN BE AN EXAMPLE TO OTHER PEOPLE REALLY MOTIVATES ME TO WORK HARD. EVERYTHING I HAVE NOW IS BECAUSE I WORKED FOR IT. NOTHING HAS EVER BEEN HANDED TO ME, AND I WANT TO CONTINUE TO SHOW PEOPLE THAT TRUE SUCCESS CAN ONLY COME FROM HARD WORK.”

PHOTO Tobin Bennett

## SERENA *GIVES BACK*

**GIVING BACK HAS ALWAYS BEEN** a part of who Serena Williams is. Serena founded two charitable vehicles through which she provides aid to communities across the globe—The Serena Williams Fund and The Williams Sisters Fund, the latter of which she founded with her sister, Venus Williams.

“My philanthropic efforts focus on what I believe are two of the most significant issues of our time: creating equity through education and assisting victims of senseless acts of violence. I am passionate about making the biggest impact I possibly can, now and in the future,” says Serena.

Through The Serena Williams Fund, Serena has built schools in Kenya and Jamaica, and has financially supported schools in her hometown of Compton, California, a city that is near and dear to her heart. The Williams Sisters Fund also recently opened the Yetunde Price Resource Center in Compton, California. The resource center—named for Serena’s and Venus’ sister who was tragically killed in 2003—helps those suffering from individual or community violence through case management services and an array of therapeutic programs. In addition, in 2016 Serena partnered with Gatorade to refurbish and rename tennis courts in the Compton area that were named in the Williams sisters’ honor.



# lifted

SCORE A TOTAL BODY WORKOUT USING COMPOUND WEIGHT LIFTING, SUCH AS SQUATS AND DEADLIFTS, THAT INVOLVE MORE THAN ONE MUSCLE GROUP AND ALSO MULTIPLE JOINTS. TARGETING MUSCLES AND NEIGHBORING AREAS PLACES THE RIGHT STRESS FOR GAINING OVERALL FITNESS.

WORDS Beau Berkley PHOTOS Tobin Bennett



Every gym has at least one muscle-bound behemoth who loads up a barbell with all the plates in the weight room and, with beads of sweat hanging from his brow, lifts the mass of iron from the floor with near-perfect form. It may seem intimidating, but fear not.

Pumping iron will improve your muscle tone and definition, but you probably won't turn into the Hulk. The real benefit is better movement and performance of daily tasks such as carrying a bag of groceries, pulling a child in a wagon and improving metabolic cardio respiratory function.

"Squats are an excellent example [of everyday movement]," says Daira Driftmier, certified personal trainer and Director of Hy-Vee KidsFit and Hy-Vee Fitness. "So often we have to bend down, so we need to learn to bend down properly so we don't increase our chances of injury."

How it works: Compound movements place tension on the body's muscle groups through pushing, pulling, squatting, pressing and lifting and are completed with a range of motion that requires the body to work dozens of muscles and multiple joints. Thanks to the sheer number of muscles working at the same time, compound movements can lead to greater muscle development in a shorter amount of time, as opposed to isolation movements that work a single muscle.

Driftmier suggests that those who are new to compound lifts like squat, dead lift or bench press master the basics before graduating to a plate-packed barbell.

"Simply start with [a few] basic movements and add on until your confidence gets stronger and, sooner or later, you'll be doing things you never thought you could do before," Driftmier says.



## DAIRA DRIFTMIER

### WEIGHS IN

CERTIFIED PERSONAL TRAINER AND DIRECTOR OF HY-VEE KIDSFIT HAS SOME HELPFUL HINTS ON HITTING THE WEIGHTS.

#### Q: WHAT IS A FUNCTIONAL LIFT?

A: It's a movement that is going to increase your function of daily life or an activity that would make those daily tasks easier.

#### Q: WHY IS IT IMPORTANT TO WORK MULTIPLE MUSCLE GROUPS AT THE SAME TIME?

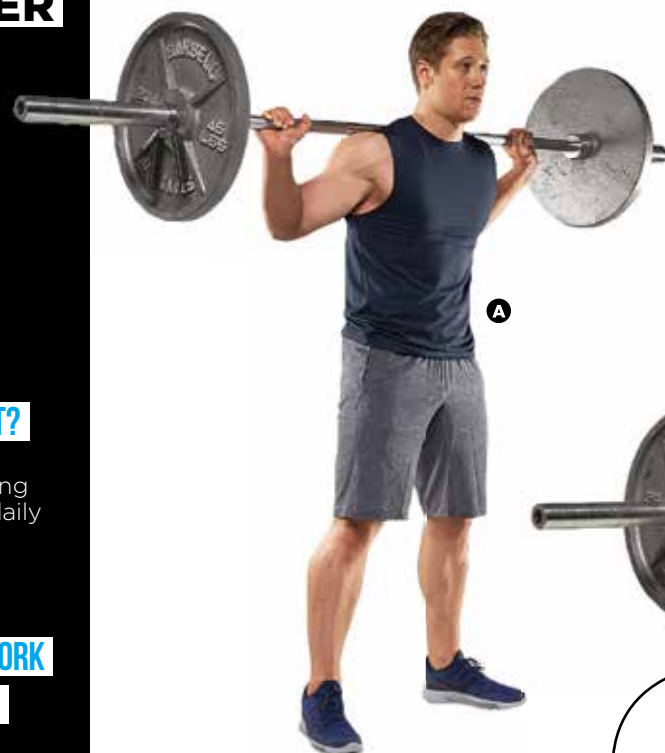
A: When you work multiple muscle groups at the same time, you are promoting more functional living. How often are you isolating your movement to just squatting down? If you're squatting down, you're usually picking something up.

#### Q: CAN COMPOUND MOVEMENTS AID IN WEIGHT LOSS?

A: [For weight loss] it's highly advantageous to perform high-calorie-burning exercises, and compound movements burn calories at a higher rate. Not only do you burn calories while you exercise, your muscles are going to burn calories throughout the day because they're growing—they're breaking down and building back up—so they get stronger.

## THE BIG THREE

Dead lift, bench press and squat are three of the most recognizable compound movements and are staples in strength-training programs. Informally called "The Big Three," these lifts can fit into your routine even if you don't have grand plans of squatting 500 pounds. Start small and focus on form. For those with a history of injury, start with body-weight exercises, *opposite*, to avoid injury and to practice technique.



A



B

#### DAIRA'S TIP:

Be confident, keep core tight and squat with your weight back, knees out and your feet flat!

## SQUATS

Squats build lower-body muscle and burn calories at a high rate due to the number of muscles used during the lift. (Inexperienced lifters should practice body-weight squats to safely work on form.):

A) Grip the racked bar slightly wider than shoulder width before dipping your head underneath the bar so that it is behind your neck and above your shoulder blades. Retract your shoulder blades and raise your chest while maintaining a straight spine. Lift the weight off the rack and place feet slightly wider than shoulder-width apart.

B) Keeping your back straight and head up, sink back into the hips and bend your knees until your thighs are parallel to the ground. Push from the heels of your feet until upright to return to the starting position.



A

#### DAIRA'S TIP:

Drive your feet into the ground and engage your lats by gripping the bar hard and squeeze it like you are trying to rip the bar in half.



B

## BENCH PRESS

Bench pressing utilizes the elbow and shoulder joints and engages the triceps and anterior deltoids. Bench pressing does come with an element of danger, so always have a spotter at the ready:

A) Grip the bar with both hands slightly wider than shoulder-width apart and lift bar from the rack.

B) Slowly lower the weight by bending at the elbows until the bar touches your chest, and press the bar straight up.

## DEAD LIFT

The dead lift targets muscles that make up the posterior chain (back muscles, glutes and hamstrings), which can help reduce back pain. Beginners should start with light weight to focus on form:

A) Walk up to the bar until your shins touch with feet about shoulder-width apart. Hinge at the hips while keeping a flat back, with head down and in alignment with the spine.

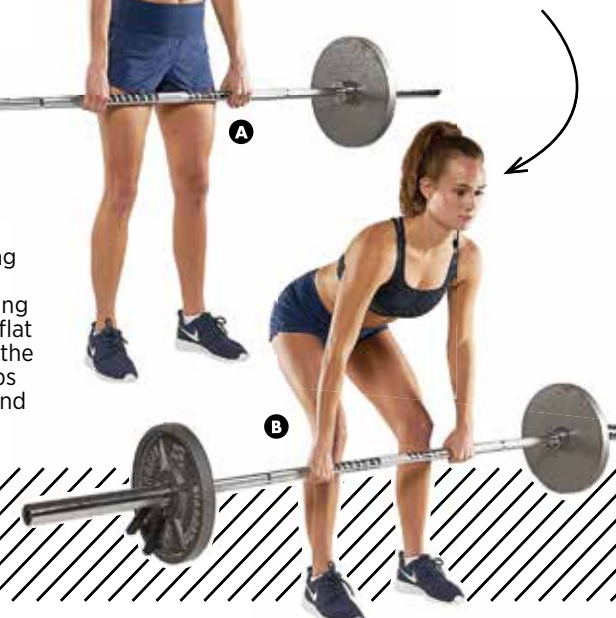
B) Grip the bar with shoulders hovering directly above the bar. Begin standing up by pushing from your heels and bring your hips forward, keeping your back flat and neutral the whole time. Return to the starting position by slowly pushing hips back and lowering the bar to the ground in a controlled motion.



A

#### DAIRA'S TIP:

Stay tight and maintain tension through the entire movement. Keep your chest up to help prevent your lower back from rounding.



B

## QUICK & EASY BODY-WEIGHT EXERCISES

### BODY-WEIGHT SQUAT

Begin with arms straight out in front of your body and feet slightly wider than shoulder-width apart. Keeping your back straight and head up, sink back into the hips and bend your knees until your thighs are parallel to the floor. Push from the heels of your feet until upright to return to the starting position.



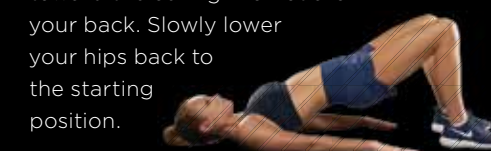
### PUSH-UP

Begin with hands facedown on the ground and arms extended to keep your upper body off the ground. Extend your legs so your knees are off the ground and toes are supporting the backside. Slowly lower your upper body to the ground, bending at the elbows and keeping your head in line with a flat back. Touch your chest to the floor and push your body back up to the starting position.



### GLUTE BRIDGE

Lie on your back with knees bent and feet flat on the floor. In a controlled motion, squeeze your glutes and raise your hips up toward the ceiling. Do not arch your back. Slowly lower your hips back to the starting position.





# HOME SWEAT HOME

## HOME GYM ESSENTIALS

Cut the hassle and high cost of using a professional gym and create your own workout station. The items needed are easy to find (some are sold at your local Hy-Vee!) and take up little space—store them in a closet or under the bed. Retrieve them when you're ready to work out and you'll save on monthly dues.



PHOTOS Tobin Bennett (opposite); Cameron Sadeghpour (this page)

### FOAM ROLLER

Enhance recovery and loosen up tight muscles with a foam roller. Find one in the Hy-Vee HealthMarket.



### KETTLEBELLS

Ideal for time-efficient full-body workouts and can improve flexibility, strength and endurance. Newcomers to kettlebell workouts should start with light weights to master form.



### DUMBBOUNDED

#### WISE UP WITH WEIGHTS

DUMBBELLS ARE A SAFE SUBSTITUTE FOR BULKY BARBELLS AND CAN BE STASHED IN A CORNER. USE A SINGLE DUMBBELL TO FOCUS ON ONE ARM OR LEG MUSCLE AT A TIME AND SHORE UP ANY MUSCLE IMBALANCES. DUMBBELLS COME IN VARIOUS INCREMENTS, ALLOWING YOU TO PICK WEIGHTS FOR YOUR STRENGTH AND BODY SIZE.



**Cardio Accessories** Running regularly as a quick workout might save you more than just time. A study published in *Progress in Cardiovascular Diseases* found that runners live up to three years longer than nonrunners. Start with a comfortable pair of running shoes for solid support and acquire some accessories like a stopwatch or step counter to track time and progress.



SPEND 5 TO 10 MINUTES WARMING UP BEFORE BEGINNING A WORKOUT

Sources: <https://www.acefitness.org/education-and-resources/professional/expert-articles/5675/5-benefits-of-dumbbell-training>  
<https://healthforgood.heart.org/Move-more/Articles/Warm-Up-Cool-Down>  
<https://www.ncbi.nlm.nih.gov/pubmed/28365296>

Not just for downward dog, a yoga mat is the perfect place to warm up with static stretches.

## YOGA MAT



5 DAYS PER WEEK

THE AMERICAN HEART ASSOCIATION RECOMMENDS 30 MINUTES OF MODERATE EXERCISE

### ON THE SIDE

EXPAND YOUR EXERCISE EQUIPMENT INVENTORY. A HOME GYM IS FULLY STOCKED AND OPEN 24/7.



### RESISTANCE BANDS

Workout with resistance bands to mimic a free-weight workout and keep muscles under tension through the exercise.



### MEDICINE BALL

Use a medicine ball to develop power and strength. For medicine ball moves, flip to page 119.



### PLYO BOX

Jumping and stepping on a plyo box works the entire body and counts as cardio. Start with a shorter box and work your way up.



### JUMP ROPE

A quick, efficient way to strengthen lower body muscles, jumping rope also improves coordination and burns fat.



### BALANCE TRAINER

Hopping on a balance trainer builds core strength and improves balance.



CLIMB YOUR WAY  
TO A HEALTHY  
BMI WITH A  
WORKOUT THAT'S  
FAMILY-FRIENDLY,  
MENTALLY  
CHALLENGING AND  
BENEFICIAL FOR  
ALMOST EVERY  
MUSCLE GROUP.

# IF WALLS COULD TALK

PHOTOS Cameron Sadeghpour and Tobin Bennett

Swap out a typical gym day this week for something new—a visit to an indoor rock-climbing facility. It's a new perspective on a total body workout. **Tone your entire body** as you scale the wall or boulders. **Work deltoids, triceps and biceps** by stretching your upper body to reach and grip; **activate your legs and core** as you push your body upward.

The rewards include **improved flexibility, balance, strength and confidence** as you gradually take on challenges. Experienced climber Aaron Stevens, a Climbing Wall Association instructor and board member, says, "I'm always surprised by what a person can physically do if their mind is in the right spot."

GEAR  
UP

INVEST IN CLIMBING SHOES AND A CHALK BAG, THE CURE FOR SWEATY HANDS. FLEXIBLE, THICK-SOLED CLIMBING SHOES ARE JUST RIGHT FOR BEGINNERS.

ROCK  
CLIMB

## MAKE THE CLIMB

TO COMBAT  
EXHAUSTION,  
TAKE BREAKS  
AND THINK  
CREATIVELY  
ABOUT HOW  
TO GRIP  
HOLDS.

Start with a beginner course, and climb with a qualified guide, such as a certified instructor or an experienced friend. Decide what kind of climbing you'd like to do. Most indoor facilities offer top-rope climbing, bouldering and lead climbing, each focusing on certain techniques for getting to the top.

**TOP-ROPE CLIMBING** Climbers use strong rope and a safety harness to ascend to the top of a route where the rope is anchored. A belayer, the person who pulls in slack rope as you climb, helps guide you from the ground. There are two ways to approach the wall—for speed or technique. Beginners should focus on technique to build up flexibility and endurance.

**BOULDERING** Ropes and harnesses are not used; instead you push your way up a shorter route on the climbing wall, using a thick floor mat (climbers call them crash pads) to safely buffer falls. Chalk, climbing shoes, a crash pad and a spotter standing below are all you need to enjoy the challenge of real and artificial boulders.

**LEAD CLIMBING** With few or no permanent anchors, climbers must create and place their own anchors to stay safely on routes. A type of climbing equipment called quickdraws are used.

### GEAR UP

#### • Rock Climbing Shoes

Fitted climbing shoes provide the friction you need to properly grip footholds. They're not made for walking or running, so only put them on when climbing.

• **Harness** Made up of a snug-fitting waist belt and two loops for your legs, a harness keeps you securely attached to the climbing rope.

• **Chalk** Improve your grip by using chalk to fight sweaty palms. Purchase a chalk pouch to keep chalk easily accessible as you climb or boulder.

• **Carabiners** Connect to climbing rope with one of these strong, locking metal rings. Beginners should purchase locking carabiners.

• **Belay Device** Your belayer will use this to increase friction as he or she helps to lower you, extend your rope or catch a fall.

• **Ropes** Invest in a set of great ropes as this is the most important part of your gear when climbing.

• **Climbing Clothing** Avoid anything too constricting or loose enough to get in the way of your ropes. Pick pieces that will wick away sweat.

• **Helmet** Protect your brain with a climbing helmet that fits snugly when climbing outdoors.

• **Crash Pad** Fall or jump back on a soft, safe place, your crash pad, when bouldering.

## TOP 6 HEALTH BENEFITS

### Better Flexibility

Stretching or leaping to reach the next hold is a given in climbing or bouldering. It's recommended that climbers stretch twice a week to excel.

### Toned, Strengthened Muscles

Almost every major muscle group gets activated in even a single climb. Climbing is a cardio and strength workout at once as your arms, core and legs team up to scale the wall.

### Brain Training

Problem-solving is nonstop as climbers determine where to navigate next and how much energy they have left.

### Reduced Stress

Increased levels of norepinephrine dissolve stress when climbing.

### Confidence Boosts

Your comfort zone widens as you brave new routes and problems. One of the most common fears, heights, is conquered with every successful climb.

### Chronic Disease Prevention

Getting your blood pumping as you climb reduces your chances of facing heart disease, high blood pressure, high blood cholesterol and diabetes.

MANY CLIMBING  
FACILITIES OFFER  
CLASSES AND  
EQUIPMENT RENTAL  
FOR KIDS AND  
ADULTS. SEARCH  
ONLINE FOR INDOOR  
ROCK CLIMBING  
WALLS AND  
BOULDERS NEAR  
YOU. ONE 2014 STUDY  
SAID THAT OVER 1,000  
PEOPLE WERE TRYING  
ROCK CLIMBING FOR  
THE FIRST TIME EVERY  
DAY IN THE U.S.  
JOIN THE CLUB!

## SEE YOU AT THE TOP

Sources: <http://www.climbingbusinessjournal.com/gyms-and-trends-of-2016/>  
<https://minds.wisconsin.edu/handle/1793/23659>  
<https://www.olympic.org/news/five-things-you-need-to-know-about-sport-climbing>  
<http://www.bbc.com/sport/olympics/41348585>  
<http://www.mensfitness.com/training/pro-tips/ask-mens-fitness-indoor-rock-climbing-good-workout>  
<http://www.healthguidance.org/entry/17446/1/Health-Benefits-of-Bouldering-and-Traversing.html>  
<http://www.texasrockgym.com/5-surprising-benefits-of-indoor-rock-climbing/>  
<https://www.health.harvard.edu/diet-and-weight-loss/calories-burned-in-30-minutes-of-leisure-and-routine-activities>



# THE JET SET

Spring break destinations may be calling your name. But don't spring-break your wallet—prep before you pack. You'll avoid tourist-priced necessities and snacks with a trip to Hy-Vee first. Load up on must-haves from scrunchies to sunscreen and nuts to nail polish, and pick up a few basic clothing items. You'll save time and cash!



Check out F&F Clothing at select Hy-Vee stores.

**F&F**

## FLIGHT PLAN

Whether you're traveling alone, with a few friends, or your family, efficiently packing ahead of time is the only way to fly. Experienced travelers avoid distractions, stress and worry by preparing needed supplies before they travel. Don't wait until you get to the beach to buy sunscreen at twice the cost. Avoid waiting until you reach that Caribbean island to score anti-nausea meds that might not be safe. Travel prepared with help from Hy-Vee. You'll save money and reduce stress—making for an even better vacation.

PHOTOS Greg Scheidemann



# THE SOLO



THE MOST POPULAR ITEM BOUGHT AT AIRPORTS? BOTTLED WATER, SAYS HUDSON GROUP, WHICH OPERATES MORE THAN 950 AIRPORT SHOPS. AFTER THAT: COKE, KING-SIZE PEANUT M&M'S, AND THE WALL STREET JOURNAL.

**YOUR CARRY-ON BAG** SHOULD BE SMALL ENOUGH TO FIT UNDER AN AIRLINE SEAT OR OVERHEAD BIN, BUT BIG ENOUGH TO TOTE MUST-HAVE ITEMS. FOR LIGHT PACKERS OR SHORT STAYS, THIS ONE BAG MAY BE ALL YOU NEED.

**PLUGGED IN** Keep a battery backup to quickly recharge your devices. Inexpensive headphones are an easy way to stay entertained without risk of losing pricey electronics.

**SMART TRAVELER** Have an extra pair of jeans, a couple shirts and undergarments in case your luggage is lost.

**SMART TRAVELER** Stash cash in a variety of places—inside shoes or the pocket of a packed pair of jeans.

Sources: <https://www.tsa.gov/travel/security-screening/whatcanibring>  
<http://www.cnn.com/travel/article/airport-newsstand-best-selling-purchases/index.html>





# ALL IN THE FAMILY

## SMART

Plan your outfits, pack light with layers and wash clothing while you're on vacation. You'll save money and the stress of managing too many clothes.

## TRAVELER



A **CHECKED BAG** CAN HOLD MORE THAN JUST CLOTHING FOR YOUR MULTI-DAY TRIPS. SAVE IN THE LONG RUN BY INCLUDING THESE HELPFUL EXTRAS.

**HAPPY CAMPERS**  
Keep your kids entertained during long car rides or at restaurants with quiet toys, games and a snack or two.

**DINING IN**  
Many hotels offer in-room microwaves or refrigerators. Take advantage of cost-saving amenities with a trip to Hy-Vee before you go. Tuck a few shelf-stable foods in your bag for breakfast or lunch and save big over restaurant meals.

**SAFE TRAVELS**  
Create a destination-appropriate relief kit suited for the entire family. Pack sunscreen, bug spray, bandages, antiseptic ointment, a thermometer, anti-nausea pills, pain relievers and other essential items to keep your vacation happy and healthy.



# THE ADVENTURER

**BACKPACKS AND DAY BAGS** CARRY THE MOST VALUABLE ITEMS YOU DON'T WANT TO LOSE—BILLFOLDS, CAMERAS, LAPTOPS, TRAVEL DOCS, MUST-HAVE MEDS. STOCK UP ON EATS, TOILETRIES AND FIRST AID ITEMS THAT KEEP YOU COVERED WHETHER YOU'RE HIKING THROUGH A FOREST OR TREKKING TO A HOSTEL. PACK LIKE A PRO WITH ITEMS FROM HY-VEE.

**PERSONAL MED KIT**  
Roughing it means possible scrapes and cuts. Pop a travel-size first aid kit into your pack that includes adhesive bandages and antibacterial ointment. Toss in a packet of tissues, too, in case pollen or other allergens hit you.

**FAST FOOD**  
Sustain yourself with protein bars, nuts and jerky available in easy-to-open packets and bags. Cleanup afterward is easy with portable, individually wrapped anti-bacterial wipes.

## SMART

Make photocopies of important documents—your passport, identification, health insurance card and travel docs. Keep them on you but not in your bag in case it gets stolen.

## TRAVELER





# BEAUTY and the BEARD

CODDLE YOURSELF WITH TOOLS AND PRODUCTS THAT LET YOU CLEAN UP YOUR ACT.

Take good care of the man (or woman) in the mirror. Maintain a (mostly) germ-free zone by regularly cleaning and replacing your hygiene tools and products. You'll improve your appearance at the same time.

DON'T GET TOO ATTACHED TO YOUR RAZOR. REPLACE THE BLADES IF THEY ARE NICKED, IRRITATE YOUR SKIN OR JUST DON'T GET THE JOB DONE.



DULL OR CRACKED RAZOR BLADES GOT YOU FEELING LESS THAN FRESH? STOP DRAGGING THOSE INEFFECTIVE EDGES ACROSS YOUR SKIN AND LOOK FOR NEW SHAVING GADGETS AT HY-VEE.

PHOTOS Cameron Sadeghpour

## KEEP IT ALL CLEAN

### 1 HAIR

#### CLEAN SHAVE

Running a less-than-sharp blade over your skin invites nicks and scrapes, creating a welcome mat for bacteria and infection. Replace your blades every five to six uses, or about every three weeks if you don't shave often. To discourage moisture that leads to rust and bacteria growth, store razors upright to dry and cover the blades.



#### BEARDS

Just like the hair on top of your head, a beard needs to be shampooed, conditioned and styled. Beard shampoos clean and freshen the whiskers while a conditioner, and an occasional application of beard oil, help soften and tame the hair and eliminate beard dandruff. An antibacterial beard balm goes further to kill microscopic germs. Use a clean beard brush and trimmer for daily grooming.

#### GOOD HAIR DAY

Washing removes oil and dirt from your hair but also dries it out. Apply a conditioner after washing and limit hair washings—especially if your hair is curly—to no more than every other day. Brushes and combs hold dirt, dried skin, leftover product and dust. To clean hair styling tools, remove excess hair and wash the tools with shampoo.

### 2 BODY

#### HAND-TO-HAND COMBAT

In case you aren't aware, your hands are teeming with bacteria. That's why, since childhood, you've been told to wash your hands. A 20-second scrub with tried-and-true soap and water is recommended by the Centers for Disease Control and Prevention. Hand sanitizers are not a valid substitute.

#### LOOFAH GOT TO BE KIDDING

Showers and baths offer a delightful place to relax, but you may not be the only one soaking up the steamy tranquility. Body sponges, including loofahs and synthetic sponges, tend to be bacterial playgrounds. After each use, rinse any sponge with clear water and hang it to dry outside the shower. Natural sponges aren't easy to clean, so replace them frequently. Scrub your synthetic scrubber in soapy water with some alcohol, rinse it in clear water and let it dry in the sun.



Sources: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC3223236/>  
<https://www.cdc.gov/handwashing/when-how-handwashing.html>  
<http://www.ada.org/en/about-the-ada/ada-positions-policies-and-statements/statement-on-toothbrush-care-cleaning-storage-and->

WHETHER YOU'RE TRYING TO KEEP YOUR BEARD TRIM AND PRIM OR SHOW OFF YOUR PEARLY WHITES, HY-VEE IS YOUR GO-TO ONE-STOP SHOP FOR ALL HYGIENIC MUST-HAVES.

### 3 MOUTH

#### PEARLY WHITES

According to the American Dental Association, your mouth is a preferred hangout for microorganisms and they can transfer to your toothbrush. While no clinical evidence says the bacteria can compromise your health, it's recommended you rinse your brush well after every use and store it in an upright position to air-dry. Replace toothbrushes every three to four months.



### 4 SKIN/EYES

#### PRETTY CLEAN

Makeup brushes, sponges and mascara wands get used daily and often receive little care. Wash brushes and sponges in shampoo, then rinse them until the water runs clear. Replace makeup tools every year. Mascara has a shelf life of three months or less. Throw it out earlier if it cakes or flakes or if you contract an eye infection.

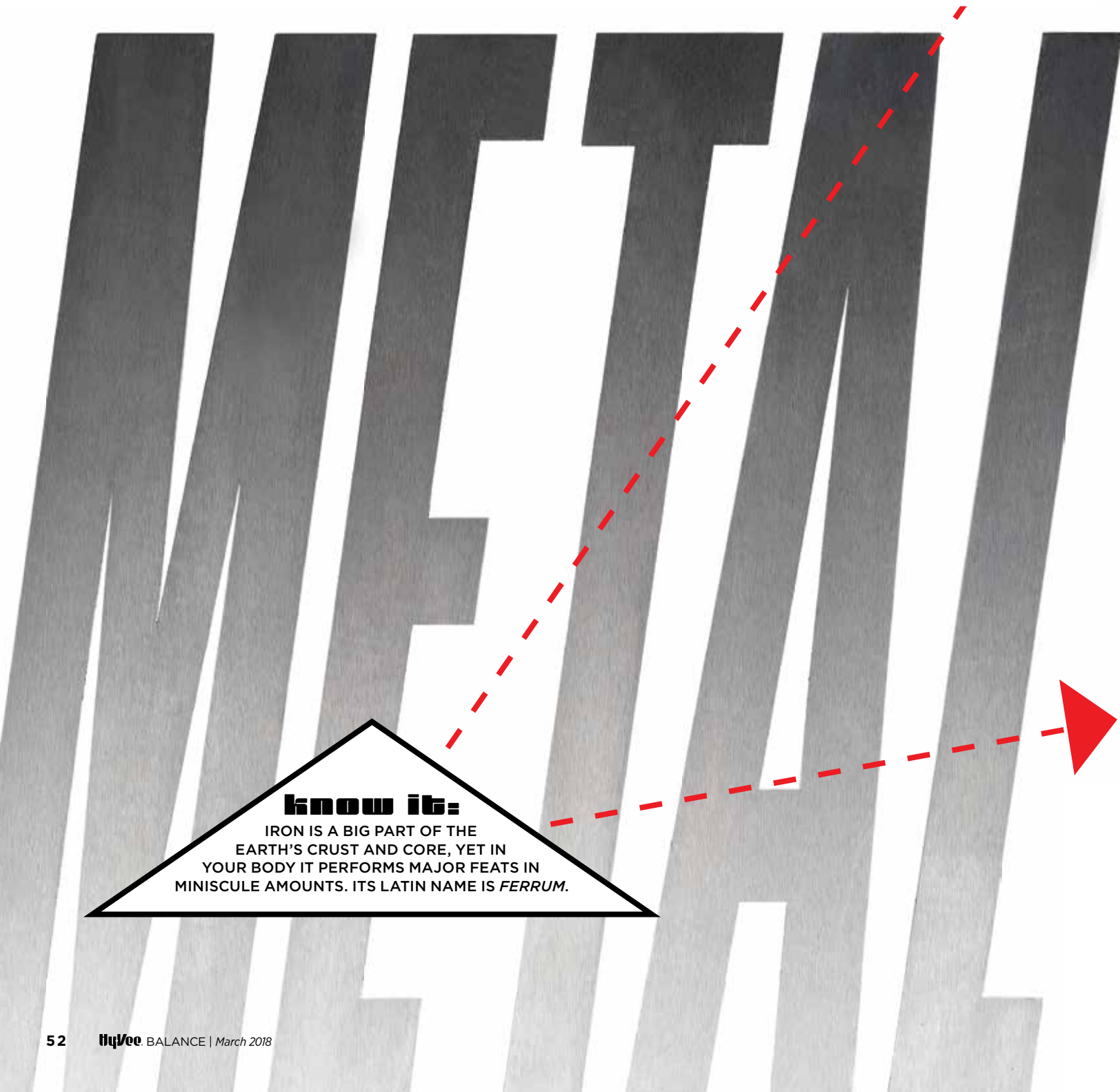




SHORE UP YOUR ENERGY—BOTH MENTAL AND PHYSICAL—WITH THE RIGHT AMOUNT OF IRON IN YOUR DIET. THIS VITAL MINERAL, FOUND IN MEATS, LEAFY GREENS AND FORTIFIED FOODS, IS ESSENTIAL FOR A HEALTHY LIFE.



# HEAVY



**know it:**  
IRON IS A BIG PART OF THE EARTH'S CRUST AND CORE, YET IN YOUR BODY IT PERFORMS MAJOR FEATS IN MINISCULE AMOUNTS. ITS LATIN NAME IS *FERRUM*.



## PUMPING IRON

Just a few milligrams of iron can mean the difference between feeling energized and feeling exhausted. This micronutrient carries oxygen to all parts of your body to keep your brain sharp, feed muscles, support your immune system and much more. According to the World Health Organization, anemia plagues 30 percent of the world's population. A deficiency of this vital micronutrient during pregnancy can increase risks of premature birth, low birth weights, delayed growth and poor cognitive development.

**THE COMBINATION OF IRON CARRIED BY HEMOGLOBIN AND OXYGEN FROM YOUR LUNGS GIVES BLOOD ITS BRIGHT RED COLOR.**

Men need 8 milligrams of iron a day, women need between 8 and 18 milligrams. For pregnant women, 27 milligrams are recommended. Signs that you're iron deficient include fatigue, shortness of breath, dizziness, rapid heartbeat and hair loss. Easy fix: Pump more iron into your diet.

**Iron-Rich Foods:** Iron-rich foods include meats (especially beef), poultry and fish. Nonmeat sources include eggs (with yolks), leafy greens like spinach and kale, broccoli, legumes such as lima beans, peas and pinto beans, and iron-enriched pasta, rice and cereals. Your body absorbs iron from meats more easily than from plant sources. However, adding foods rich in vitamin C boosts your ability to absorb iron from any source.

**Iron-Fortified Foods:** Some U.S. manufacturers have fortified their wheat flours, pasta and cereals with iron for many years, to the extent that the *Journal of American College of Nutrition* now notes we should keep balance in mind, because certain cereals may contain more iron than might be recommended for some people. A pregnant woman or an infant may need the iron-fortified foods, for example, while a man who already consumes adequate iron in his diet may ingest too much by eating a cereal that has 120 percent of the U.S.D.A.'s recommended daily allowance.

**Iron Supplements:** Take with care. Balance multivitamins/multiminerals with your dietary intake; use other supplements under a doctor's supervision.

PLANT-BASED SOURCES OF IRON ARE HARDER FOR YOUR BODY TO ABSORB, SO IT'S A GOOD IDEA TO INCLUDE VITAMIN C-RICH FOODS WITH THEM. YOUR BODY ABSORBS MEAT SOURCES OF IRON ABOUT

# 2 TO 3

TIMES MORE EFFICIENTLY THAN IT DOES PLANT-BASED SOURCES. KEEP YOUR TOTAL IRON INTAKE BALANCED, HOWEVER. (SEE "DAILY IRON NEEDS," PAGE 54.)

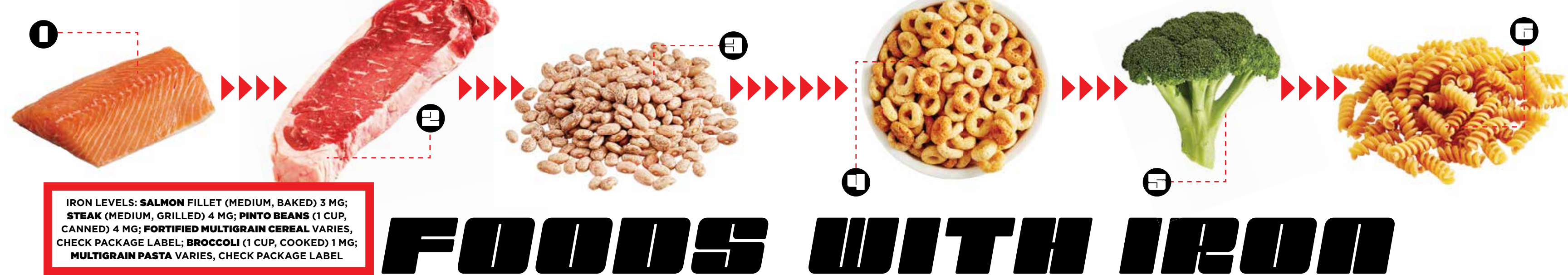
**VEGETARIAN** - -

Iron-rich **EDAMAME, KIDNEY BEANS AND SPINACH** + vitamin C-rich **BELL PEPPER** and **TOMATOES** help the body maximize iron absorption.

WORDS Kristi Chew PHOTOS Cameron Sadeghpour and Greg Scheidemann

Sources: <http://www.who.int/nutrition/topics/ida/en/>  
<https://www.cdc.gov/mmwr/PDF/wk/mm5140.pdf>  
<http://www.tandfonline.com/doi/abs/10.1080/07315724.2001.10719039>





**CAN  
cast  
iron  
HELP?**

## GETTING THE ANSWERS

More on iron levels from Dr. Penelope Harris, Hematology & Oncology, University of Kansas Cancer Center West, Kansas City, KS

**Q: What are some causes of iron deficiency or anemia?**

A: Blood loss, as from heavy monthly periods or in the gastrointestinal tract. We typically screen people with iron deficiency for colon cancer if there's no obvious cause.

**Q: What are some common symptoms?**

A: Pica—a craving for something such as ice or sometimes starches. Also shortness of breath, fatigue, and occasionally restless legs as well as other symptoms.

**Q: What is your guidance on taking iron supplements?**

A: The iron in a multivitamin is usually safe; however, I do not recommend taking iron pills for anemia or for energy without having iron deficiency proven. Taking iron pills without a diagnosis of iron deficiency can be harmful and sometimes leads to excess iron. Also, if you truly have iron deficiency, the cause should be identified so a diagnosis, such as colon cancer, won't be missed.

**Q: What is hemochromatosis?**

A: It's an inherited disorder, common in those with Northern European ancestry, leading to iron overload due to increased absorption of iron from foods. It can lead to organ damage such as liver failure, diabetes, heart failure and hypothyroidism.

**Q: Can people increase their iron intake by eating certain foods cooked in cast iron?**

A: Yes, I recommend using a cast-iron skillet for those who have problems with iron deficiency.

## DAILY IRON NEEDS



Up to 6 mos.:  
0.27 mg/day;  
7 mos.-1 yr.:  
11 mg/day



1-3 yrs.:  
7 mg/day;  
4-13 yrs.:  
8-10 mg/day  
14-18 yrs.:  
11-15 mg/day

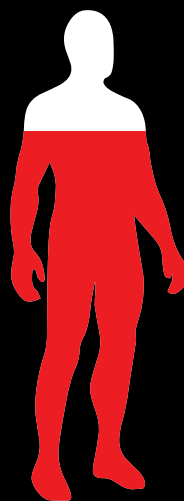


19-50 yrs.:  
18 mg/day;  
51 and older:  
8 mg/day



19 yrs.  
and older:  
8 mg/day

## HOW TO TEST



A doctor checks your iron level by getting a "complete blood count" that includes red blood cell and hemoglobin levels. It's often part of a routine blood workup for a physical exam. Unusual results trigger further testing for iron levels.

## WEIGHING THE ODDS

**TOO LITTLE IRON** (iron deficiency or anemia)

**Causes:** Poor diet, vegan and vegetarian diets, digestive disease, blood loss from some part of the body

**Symptoms:** weakness, fatigue, difficulty concentrating, pale skin, shortness of breath, rapid heartbeat, pounding or "whooshing" in the ears, headache after exercise, sore tongue, brittle nails, hair loss

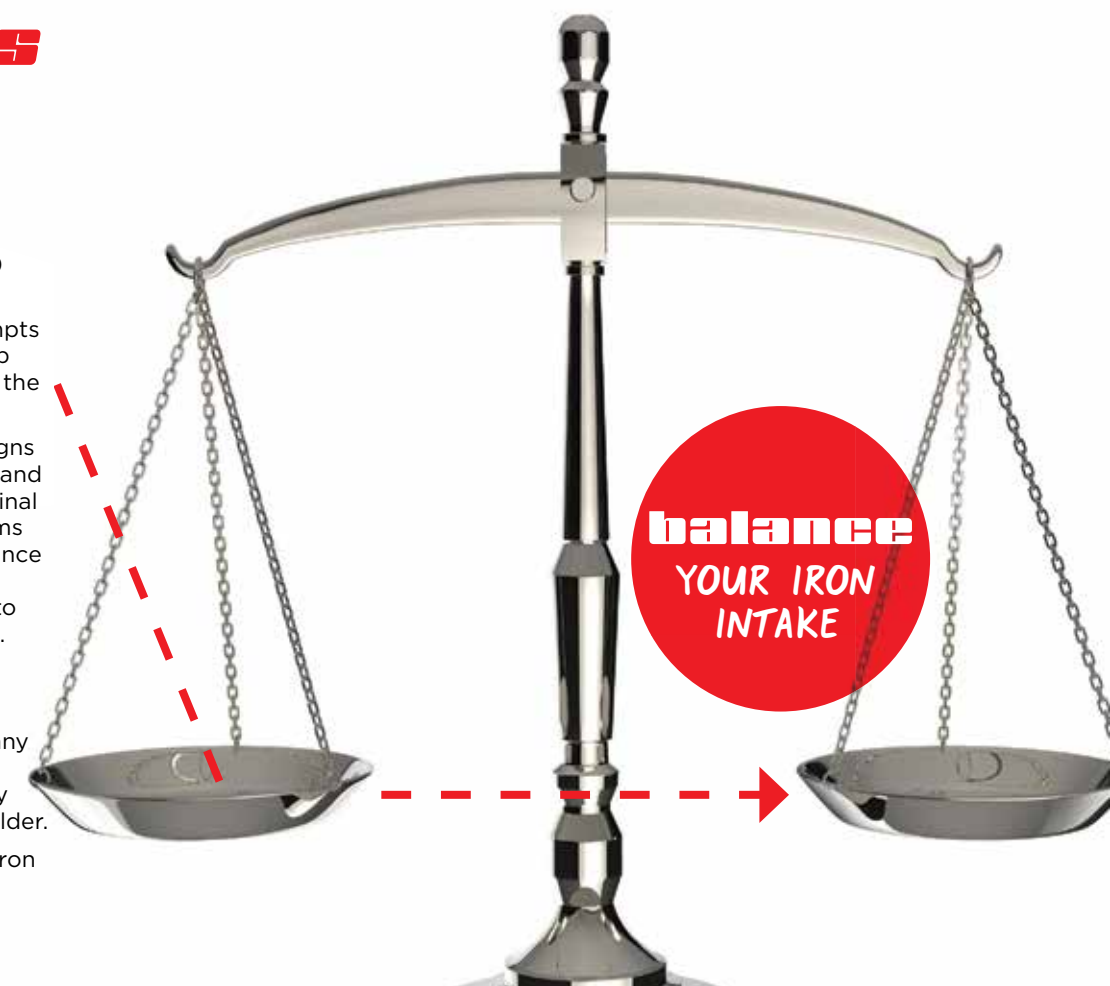
**How to treat:** iron-rich foods, supplements, certain doctor-prescribed medications. Add vitamin C-rich foods to help absorb dietary iron.

**TOO MUCH IRON** (hemochromatosis)

**Causes:** Genetic condition that prompts your body to absorb too much iron from the food you eat

**Symptoms:** Early signs can include fatigue and joint and/or abdominal pain. Later symptoms may include impotence or diabetes. The condition can lead to heart or liver failure. Some people with hereditary hemochromatosis never have symptoms. Many people don't have symptoms until they reach their 50s or older.

**How to treat:** Low-iron diet, blood removal (phlebotomy) on a regular basis



**10%**

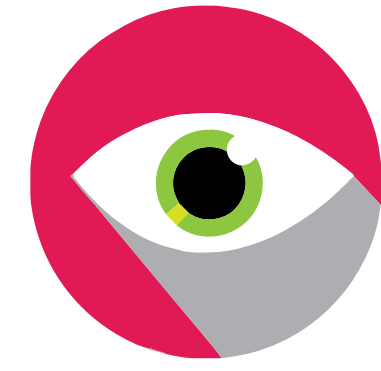
According to the Centers for Disease Control and Prevention, up to 10 percent of U.S. **WOMEN** of childbearing age have **IRON DEFICIENCY ANEMIA**.

Sources: <http://www.eatright.org/resource/health/wellness/preventing-illness/iron-deficiency>  
<https://www.ncbi.nlm.nih.gov/books/NBK236498>





PHOTOS Cameron Sadeghpour



## DON'T BLINK

Take a hard look at the risk of losing your 20/20 vision and you'll find sight isn't a gift everyone receives or gets to

keep—especially as the years fly by. Think of the benefits of healthy eyes—love at first sight, enjoying and creating art, seeing your child for the first time, color coordinating outfits and items, driving and the list goes on. Don't turn a blind eye to the hazards that could cost you your vision or diminish your sight. Take notes on how to keep your

peepers sharp and safe. Get to know your eyes and let them rest when serious screen time comes into play. Invest in eye protection and make sure you're keeping up on regular eye appointments. As you'll see, our sight changes and matures in the blink of an eye! So, get to know your optometrist (or ophthalmologist).

## AT A GLANCE

SIGHT IS ONE OF THE MOST IMPORTANT OF OUR FIVE PRIMARY SENSES, YET MILLIONS OF AMERICANS CAN'T SEE CLEARLY. DON'T WAIT FOR BLURRY VISION BEFORE YOU KEEP AN EYE ON YOUR OCULAR HEALTH. TAKE CARE AND TAKE CONTROL.

## 20/20 NORMAL VISION

GLASSES AND CONTACTS HELP US SEE AT THIS LEVEL, BUT SOME HAVE EVEN BETTER VISION AND CAN SEE 20/15. TO GET A DRIVER'S LICENSE IN NEARLY EVERY STATE, YOU MUST HAVE AT LEAST 20/40 VISION.

## IN SIGHT AND ON THE MIND

**AT A GLANCE** "Our eyes are delicate structures of nervous tissue that are susceptible to damage," says Dr. Michael Griess, clinical assistant professor of ophthalmology and visual sciences at Carver College of Medicine at the University of Iowa. "Our overall health can have a significant impact on the health of our eyes, as can our exposure to the elements and hazards of daily life." Many factors pose a danger to your perfect vision. While some conditions may be hereditary or age-related, other risks to ocular health are environmental and can be avoided with proper protection.

**EYES ON THE PRIZE** The first step to eye care is simply to take care. "In younger age groups, trauma is often the most common cause of eye problems," says Dr. Griess. "Safety protection for sports and for high-risk occupations such as construction and agriculture is paramount to preventing injuries." Invest in your eyes by purchasing the right equipment, whether it's a sports mask or safety goggles. Then take a look at the bigger picture. "In the older age groups, our overall health begins to have more of an impact on our eye health," Dr. Griess says. "Controlling hypertension, diabetes, high cholesterol, and not smoking are some of the most important things we can do to keep our eyes healthy and prevent common causes of blindness as we age."

**CORRECTIVE CARE** Vision impairment comes in several forms:

- **Nearsightedness** means distant objects, such as street signs or wall clocks, appear blurry.
- **Farsightedness** makes focusing on close-up objects, such as text in a book, difficult.
- **Astigmatism**, a curving of the cornea, causes blurred or distorted vision.

To diagnose these conditions, school-age children should have their vision checked every one to two years. Most vision impairment can be corrected with glasses, contact lenses or corrective surgery.

## COLOR ME IMPRESSED

### COLOR BLINDNESS

Imagine a pine tree at Christmas or a stenciled heart on a valentine. Most individuals picture a tree in some shade of green and a heart in a shade of red. But some people have color vision deficiency, referred to as color blindness, and cannot perceive differences in colors. This can be inherited through abnormal color-detecting molecules located in the retina or be the result of eye or brain damage. No cure exists for color blindness, but tablet and smartphone apps such as Kolorami and Color Blind Pal help people with color blindness discriminate among colors. These tools help people pick out ripe bananas, nail an outfit for a night out, read color-coded signage or decipher challenging color charts and graphs.



## AGE-RELATED RISKS

### GLAUCOMA

A group of diseases which damage the eye's optic nerve, glaucoma can result in vision loss and even blindness. Though no cure exists, you can protect your eyes through regular eye exams. In some cases, increased eye pressure or irregular blood pressure can contribute to glaucoma.

### AGE-RELATED MACULAR DEGENERATION (ARMD)

The leading cause of blindness, the progressive degeneration of photoreceptors in the retina is known as ARMD. Females, smokers, and those who have poor diets, a family history of the disease, light-colored irises, cardiovascular disease, hypertension and hypercholesterolemia are at a higher risk.

### CATARACTS

Proteins within the lens of the eye clump together over time, forming cataracts that cloud the lens and impair vision. Cataracts typically affect people over the age of 60. Additional risk factors include diabetes, smoking, drinking and environmental factors such as sun damage or trauma. Treatment for cataracts is limited to surgery, which is typically highly effective.

## A CLOSER LOOK

**ORBIT** (1): Protective, bony eye socket where the eyeball rests.

**SCLERA** (2): White tissue covering nearly the entire surface of the eyeball, connected to the orbit by six muscles, which allow the eye to move and rotate.

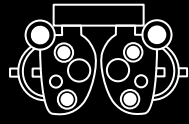
**RETINA** (3): Sensitive-to-light tissue lining the back of the eye.

## KEEPING HEALTH IN SIGHT



### MAKE AN APPOINTMENT

STAY ON TOP OF YOUR OVERALL HEALTH WITH REGULAR CHECKUPS. INCORPORATE AN ANNUAL EYE EXAM INTO YOUR ROUTINE.



### TAKE AN EXAM

ASK YOUR DOCTOR ABOUT A COMPREHENSIVE DILATED EYE EXAM TO DETECT COMMON EYE DISEASES IN THEIR EARLY STAGES.



### CHECK THE CHARTS

KNOW YOUR RISK BY REVIEWING YOUR FAMILY EYE HEALTH HISTORY. MANY EYE DISEASES AND CONDITIONS ARE HEREDITARY.

# FEAST FOR YOUR EYES

## PROTECT YOUR SIGHT BY EATING RIGHT

Many foods, especially fruits and veggies, are rich in nutrients that strengthen vision and keep it healthy. Prep meals with dark leafy greens, such as spinach, kale, and collard greens, that are rich in lutein and zeaxanthin. These antioxidants, as well as vitamins C and E, have been linked to lower risk of age-related macular degeneration, cataracts and dry eye. Opt for protein sources rich in omega-3 fatty acids (think salmon, tuna or halibut), which benefit eye health and may help prevent glaucoma. Most importantly, strive for a balanced diet that helps you nail down a healthy weight. Obesity may increase your risk of diabetes and other conditions that can be detrimental to eye health.

## FIVE POINTS OF FOCUS

- 1 DITCH DIRT AND DISINFECT.** Wash hands thoroughly and avoid touching or rubbing eyes. When changing contact lenses, make sure hands are clean and dry. Disinfect contact lenses according to your doctor's instructions and replace them as needed.
- 2 WEAR PROTECTIVE EYEWEAR.** Look for safety glasses and goggles, safety shields, and eye guards designed to provide the right protection for your activities or tasks.
- 3 QUIT (BETTER YET, NEVER START) SMOKING.** Bad for your overall health, smoking increases the risk of developing age-related macular degeneration, cataracts and optic-nerve damage.
- 4 THROW SOME SHADE.** Sunglasses are a staple beyond the beach. A high-quality pair protects eyes from the sun's damaging ultraviolet rays. Shop for sunglasses that block 99 to 100 percent of both UVA and UVB radiation.
- 5 GIVE IT A REST.** Eyeballs are not immune to strain and fatigue, especially if your days are filled with screen time. The National Eye Institute suggests the 20-20-20 rule: Every 20 minutes, look about 20 feet in front of you for 20 seconds.

## SEEING PINK

### CONJUNCTIVITIS

One of the most common (and dreaded) eye conditions, pink eye is the inflammation of the thin clear tissue that lines the inside of the eyelid and covers the sclera. Itchy, painful and often crusty, an infected eye swells, turns pink and becomes sensitive to light. About 3 million cases of pink eye occur in the U.S. each year and treatment depends on the cause. Viral conjunctivitis is often caused by the common cold virus, and acute bacterial conjunctivitis (caused by bacterial infection), is highly contagious. Allergic conjunctivitis is a reaction and not contagious.

2.4  
MILLION AMERICANS

INJURE THEIR EYES  
EACH YEAR

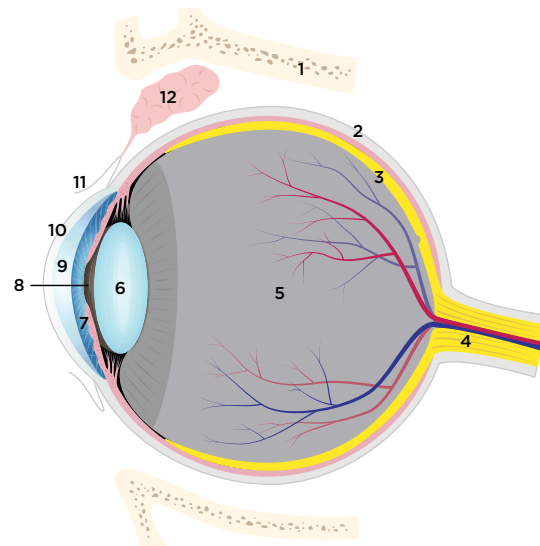
NEARLY  
35%

OF ALL EYE  
INJURIES  
OCCUR IN  
PEOPLE  
AGES 18-45



SHELF LIFE FOR  
EYE MAKEUP, WHERE  
BACTERIA GROWS,  
AS RECOMMENDED  
BY THE AMERICAN  
ACADEMY OF  
OPHTHALMOLOGY

3  
MONTHS



**OPTIC NERVE** (4): Bundle of over 1 million nerve fibers connecting the retina to the brain.

**VITREOUS BODY** (5): A clear colorless jelly that fills the eyeball behind the lens.

**LENS** (6): Focuses light toward the back of the eye and changes shape to help the eye focus.

**IRIS** (7): Colored part of eyeball containing muscle that dilates to control light reaching the retina.

**PUPIL** (8): Dark center of the eye through which light passes.

**AQUEOUS HUMOR** (9): A transparent fluid that fills the space between the lens and the cornea.

**CORNEA** (10): Clear dome-shape frontal portion of the eye through which light enters.

**CONJUNCTIVA** (11): Clear membrane that covers the surface of the eyeball as well as the inner surface of the eyelid.

**LACRIMAL OR TEAR GLAND** (12): Located in the orbit under the outside edge of the eyebrow and produces tears to keep the eye lubricated.

See sources on opposite page

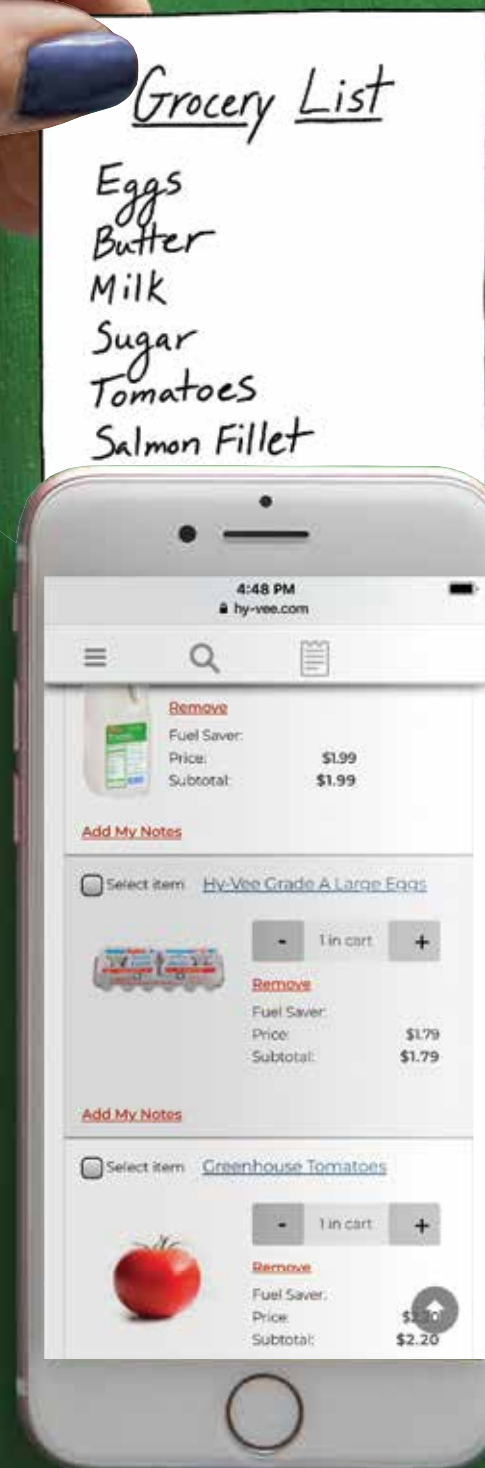
Sources: <https://www.nei.nih.gov/health/healthyeyes/healthyeyes>  
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[https://www.nei.nih.gov/health/glaucoma/glaucoma\\_facts](https://www.nei.nih.gov/health/glaucoma/glaucoma_facts)



# ONLINE BEST OF BOTH WORLDS! IN-STORE

SHOPPING FOR GROCERIES HAS NEVER BEEN EASIER. TAKE ADVANTAGE OF IN-STORE DIETITIANS, COOKING TIPS AND FREE SAMPLES. OR ORDER GROCERIES FROM THE COMFORT OF HOME FROM YOUR COMPUTER OR SMARTPHONE.

WORDS Kristi Chew PHOTOS Greg Scheidemann



## SHOP YOUR WAY

Take control over your grocery shopping. In the store you can squeeze the fresh produce, get food or pharmacy advice, buy a fresh basil plant, pick up prescriptions and even drop clothes off to be dry cleaned or purchase stamps. Use Hy-Vee's convenient Aisles Online service to order groceries and other products from your smartphone or home computer, then either pick them up at a time you designate online or have Hy-Vee deliver them to your door. With Aisles Online you can also maintain a list of items you use routinely. Either way, save money with Hy-Vee coupons, fuel savings, weekly deals and other features.

# 130 DOLLARS

WEEKLY MEDIAN SPENDING ON FOOD FOR AMERICAN FAMILIES, ACCORDING TO A 2017 GALLUP POLL

## WHAT'S IN-STORE?

**MOST PEOPLE STILL SHOP IN THE STORE. HOW ELSE CAN YOU SQUEEZE THE AVOCADO, SAMPLE A CEREAL, JUDGE THE MARBLING OF A STEAK OR CHECK OUT WHAT'S NEW AND IN SEASON AT THE PRODUCE DEPARTMENT? YOU CAN ALSO:**

- 1 Ask store associates for prep or cooking tips on any food you're curious about.
- 2 Graze the food court for tonight's dinner—Asian cuisine, freshly prepared pizza, ready-to-heat dinners. Browse the Produce Department for fresh cut-up veggies or fruit to jump-start a meal.
- 3 Savor any samples offered by the bakery, produce or meat departments. Some stores routinely offer samples on certain days of the week.
- 4 Browse the HealthMarket for health-conscious items you might try. Some stores have videos describing protein supplements or other topics.
- 5 Buy a fresh bouquet from the Floral Department.
- 6 Ask a store dietitian about lower-sodium meal or recipe options.
- 7 Take advantage of other in-store opportunities, such as kids' cooking classes and group workshops for creating weeknight meals to freeze and share.

**"I PREFER TO SHOP IN THE STORE FOR VEGGIES AND MEAT SELECTIONS. I LIKE TO LAY MY EYES ON THOSE TYPES OF FOODS BEFORE BUYING."  
— WILL RICHARDSON, HY-VEE SHOPPER, WEST DES MOINES, IOWA**



# 84%

OF U.S. ADULTS SAY THEY SHARE THEIR HOUSEHOLD'S GROCERY-SHOPPING DUTY.

**— THAT MEANS MORE MEN ARE GROCERY-SHOPPING**



# WHAT'S ONLINE?

Go to [hyveeaislesonline.com](http://hyveeaislesonline.com) to create an account. Browse the “aisles” and departments, or use the search tool to find items. Your cart indicates what you’re spending at any moment. When done, click “Checkout.” Select whether you’ll pick up your groceries at the store or want them delivered (check first; not all stores deliver). If picking up at the store, use the convenient reserved parking spot. Store staff will roll the groceries to your car and help you load them. Here’s more of what you can do with Aisles Online:



- 1** Keep a running list of what you need. Add items to your cart throughout the week and place your order only when you’re ready.
- 2** Maintain a shopping list of staples. Aggregate them in the “My Frequent Purchases” section in Aisles Online. Customers who use their Fuel Saver + Perks card in the store or have previously made Aisles Online purchases will now see a “My Frequent Purchases” section populated with all their go-to items. Browse this page for sales, Fuel Saver discounts and digital coupons.
- 3** Search and view recipes, then select ingredients from them; they’ll show up right in your Aisles Online cart. You’ll see options available in your store.



USE YOUR **HY-VEE FUEL SAVER + PERKS CARD** EACH TIME YOU SHOP, WHETHER ONLINE OR IN-STORE, TO EARN DISCOUNTS ON GAS. IF YOU DON’T HAVE ONE, PICK ONE UP IN THE STORE—IT’S FREE.

**“(AISLES ONLINE) GIVES ME AT LEAST TWO EXTRA HOURS EACH WEEK. MY ELDERLY PARENTS USE IT TOO AND ARE GRATEFUL FOR ITS CONVENIENCE.”**

**— HY-VEE SHOPPER KAYE MCILRATH, CEDAR RAPIDS, IOWA**



**Keep a running list** of what you need. Add items to your cart throughout the week and **place your order only when you’re ready.** Search and view recipes, then select ingredients from them. They’ll show up right in your Aisles Online cart

**9% OF AMERICANS ORDER GROCERIES ONLINE AT LEAST ONCE A MONTH, ACCORDING TO A 2017 GALLUP POLL**



The free mobile app makes it easy to access the latest discounts. Download digital coupons and keep an eye out for app-exclusive offers every Monday. Also use the app to share lists, locate products in the store, refill prescriptions and more.

**43% OF MILLENNIALS SAY THEY SHOP ONLINE FOR GROCERIES AT LEAST OCCASIONALLY**



## **HY-VEE DEALS**

Visit [Hy-VeeDeals.com](http://Hy-VeeDeals.com) for deep discounts—including the week’s hottest deals—and Hy-Vee Fuel Saver + Perks specials.



## **START CLIPPING**

View Exclusive Digital Coupons by category and “clip” them to your Hy-Vee Fuel Saver + Perks card. Scan at checkout, and save.



## **MEGA AD**

Stuffed with featured savings, food tips, recipes, gift ideas, shopping information and so much more. Find it each month in your mailbox!





# FOODS THAT SUPPORT RECOVERY

FUEL YOUR WORKOUT AND RECOVER FROM SORENESS. WITH THE RIGHT NUTRIENT BALANCE, LET COMPLEX CARBS SUPPLY THE ENERGY FOR EXERCISE SO PROTEIN CAN CONCENTRATE ON ITS MAIN JOB OF MAINTAINING BODY PROCESSES AND CELL REPAIR.

GO FOR PROTEIN WITH ESSENTIAL AMINO ACIDS THAT HELP HEAL WOUNDS AND MUSCLE TEARS. BEST BETS ARE EGGS, LOW-FAT COTTAGE CHEESE, YOGURT AND LEAN MEATS LIKE CHICKEN AND TURKEY. COMPLEX CARBS CAN BE FOUND IN UNREFINED FOODS, LIKE FRUITS, VEGETABLES AND WHOLE GRAINS.

Sources: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4672013/>  
<https://www.mayoclinic.org/drugs-supplements-whey-protein/art-20363344>  
 Opposite: <https://www.accessdata.fda.gov/scripts/InteractiveNutritionFactsLabel/protein.html>



Total Time 20 minutes | Serves 4.

- 2 Tbsp. fresh lime juice
- 2 Tbsp. finely chopped shallots
- 1 tsp. Hy-Vee honey
- ¼ tsp. Hy-Vee kosher sea salt
- ¼ tsp Hy-Vee black pepper
- 2 Tbsp. Hy-Vee Select extra virgin olive oil
- 2 cups baby spinach leaves
- 2 cups baby arugula leaves
- 8 fresh strawberries, sliced
- 1 avocado, peeled, seeded and sliced
- ½ red onion, sliced
- 4 Hy-Vee large eggs, hard-boiled and sliced
- 2 Tbsp. Hy-Vee Select blue cheese crumbles
- 2 Tbsp. Hy-Vee walnuts
- Fennel fronds, for garnish

- 1. WHISK** together lime juice, shallots, honey, salt and pepper for lime vinaigrette. Slowly whisk in oil.
  - 2. ARRANGE** spinach and arugula in four salad bowls.
  - 3. TOP** with sliced strawberries, avocado, red onion, egg slices, blue cheese and walnuts. Garnish with fennel fronds, if desired. Serve with lime vinaigrette.
- Per serving: 290 calories, 23 g fat, 4.5 g saturated fat, 0 g trans fat, 190 mg cholesterol, 260 mg sodium, 14 g carbohydrates, 6 g fiber, 5 g sugar, 10 g protein

**PROTEIN-PERFECT**  
 A hard-boiled egg has all nine essential amino acids that repair damaged muscle. Our bodies cannot make them—they must come from food.

**30**  
 minutes  
 or less

# STRAWBERRY AND AVOCADO SALAD

WORDS Kristi Chew PHOTOS Tobin Bennett



# TROPICAL BREEZE SHAKES



## SMART POWER

Mango is a complex carb that fuels energy and supplies hefty doses of vitamins A, B-6 and C.

Total Time 6 minutes | Serves 3

1 (16-oz.) bag Hy-Vee frozen mango chunks  
1 medium banana, peeled and sliced  
1½ cups Hy-Vee orange juice  
½ cup Hy-Vee low-fat cottage cheese  
Hy-Vee vanilla extract, to taste

1. **PLACE** mango, banana, orange juice and cottage cheese in a blender. Cover and blend until smooth. Add vanilla to taste. Divide mixture among 3 (8-oz.) glasses.

Per serving: 190 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 0 mg sodium, 46 g carbohydrates, 3 g fiber, 38 g sugar, 3 g protein

30  
minutes  
or less

## SPREAD THE NEWS

Chickpeas in hummus have it all—protein, fiber and complex carbs. Make it your go-to condiment. Try other flavors: garlic, sundried tomato, or artichoke.



# 5-MINUTE VEGGIE WRAP

30  
minutes  
or less

Total Time 5 minutes  
Serves 1

1 Tbsp. Hy-Vee Select red pepper hummus  
1 burrito-sized whole wheat flour tortilla  
¼ cup spinach  
2 Tbsp. shredded carrot  
1 Tbsp. Hy-Vee Select feta cheese crumbles  
¼ cup red bell pepper strips

1. **SPREAD** hummus on center of tortilla. Top with spinach, carrot, feta and bell pepper strips.

2. **FOLD** in sides of tortilla and roll tightly.

Per serving: 270 calories, 8 g fat, 2.5 g saturated fat, 0 g trans fat, 10 mg cholesterol, 720 mg sodium, 37 g carbohydrates, 22 g fiber, 3 g sugar, 11 g protein



# FLASH frozen

SHOP THE FREEZER AISLE FOR HIDDEN GEMS LIKE RICED CAULIFLOWER, VEGGIE-GRAIN BLENDS AND SEASONAL FRUITS. TURN THESE AND OTHER FROZEN FOODS INTO MEALS JUST AS NUTRITIOUS AS THOSE MADE FROM FRESH PRODUCE.

Within hours of harvest, fully ripe fruits and vegetables get frozen to lock in their fresh taste and nutrition. University of Georgia researchers found that frozen fruits and veggies are just as nutritious as their fresh counterparts—and some frozen versions retain more nutrients, like vitamin A, than fresh foods.

WORDS Lois White PHOTOS Tobin Bennett & Greg Scheidemann

**Total Time** 45 minutes | **Serves** 4

**Hy-Vee no-stick cooking spray**

**1 (12-oz.) pkg. frozen riced cauliflower with lemon and garlic**

**1 Hy-Vee large egg**

**2 oz. aged white Cheddar cheese, shredded (about ½ cup)**

**½ cup frozen mashed sweet potatoes and carrots with brown sugar, thawed**

**¼ tsp. Hy-Vee ground cumin**

**1 Tbsp. Hy-Vee Select extra virgin olive oil**

**2 cups frozen stir-fry pepper and onion blend**

**12 oz. frozen fully cooked grilled chicken strips**

**Hy-Vee sour cream, fresh cilantro and/or sliced green onion, optional**

**1. PREHEAT** oven to 400°F. Draw four 6-in. circles on parchment paper. Turn paper over and use to line a rimmed baking pan. Spray parchment with no-stick cooking spray; set aside.

**2. HEAT** cauliflower mixture in microwave according to package

directions. Drain in a colander, pressing out liquid. Combine egg and cheese in a medium bowl. Stir in cauliflower mixture, combining well. Divide mixture into four portions. Shape each portion into a circle on prepared parchment on pan. Bake for 15 minutes or until centers are firm. Cool for 10 minutes on a wire rack. Remove cauliflower rounds from parchment and cool on a wire rack.

**3. HEAT** sweet potatoes and carrots in microwave according to package directions. Stir in cumin; set aside.

**4. HEAT** oil in a large skillet over medium-high heat. Add stir-fry blend; cook and stir until heated through. Remove from skillet. Add chicken to skillet; cook and stir until heated through.

**5. SPREAD** sweet potatoes mixture on cauliflower rounds. Top with chicken strips and stir-fry blend. Serve topped with with sour cream, fresh cilantro and/or green onion slices, if desired.

**Per serving:** 280 calories, 13 g fat, 5 g saturated fat, 0 g trans fat, 110 mg cholesterol, 730 mg sodium, 11 g carbohydrates, 4 g fiber, 5 g sugar, 28 g protein

## TIP

STIR CUMIN INTO MASHED SWEET POTATOES FOR A HUMMUSLIKE SPREAD THAT ALSO WORKS AS A TASTY DIP.

LOST ADAS  
cauliflower-  
chicken



# SHRIMP & CORN Chowder



Total Time 15 minutes | Serves 4

1 (10-oz.) bag frozen chickpeas and spinach superfood blend  
8 oz. frozen fully cooked shrimp with tails  
1 cup Hy-Vee frozen corn  
2 cups Hy-Vee 33%-reduced-sodium chicken broth  
1 (10.5-oz.) can Hy-Vee condensed cream of celery soup  
½ tsp. Old Bay seasoning  
½ cup baby spinach leaves  
Lemon wedges, for serving

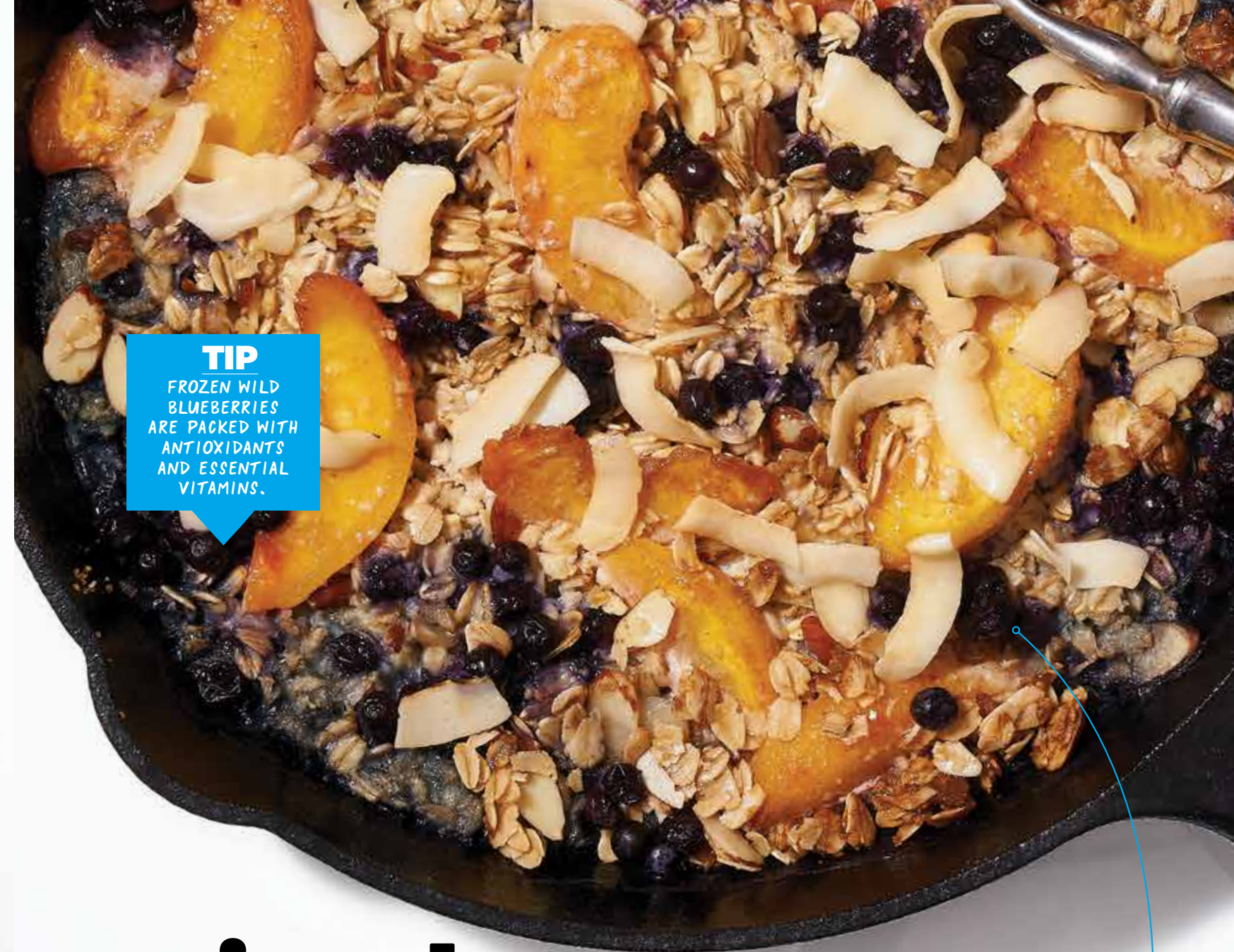
**1. STIR** together superfood blend, shrimp, corn, chicken broth, condensed soup and Old Bay seasoning in a large stockpot. Cook and stir over medium heat until soup and shrimp are heated through. Stir in fresh spinach leaves. Squeeze lemon wedges over each serving.

Per serving: 220 calories, 5 g fat, 0.5 g saturated fat, 0 g trans fat, 75 mg cholesterol, 1,300 mg sodium, 29 g carbohydrates, 4 g fiber, 5 g sugar, 13 g protein

**30**  
minutes  
or less

## TIP

A SQUEEZE OF LEMON BRIGHTENS THE FLAVOR AND BALANCES THE RICHNESS OF THIS HEARTY SOUP.



## TIP

FROZEN WILD BLUEBERRIES ARE PACKED WITH ANTIOXIDANTS AND ESSENTIAL VITAMINS.

# mixed fruit OATMEAL BAKE

Total Time 50 minutes | Serves 6

2 cups Hy-Vee old-fashioned oats  
½ cup Hy-Vee sliced almonds plus additional ¼ cup almonds, toasted  
½ cup Hy-Vee packed brown sugar  
2 tsp. Hy-Vee ground cinnamon  
½ tsp. Hy-Vee salt

1½ cups Hy-Vee frozen sliced peaches, divided  
1¼ cups Hy-Vee frozen wild blueberries, divided  
¼ cup Hy-Vee honey  
2½ cups Hy-Vee unsweetened almond milk  
¼ cup coconut flakes

**1. PREHEAT** oven to 350°F.

**2. COMBINE** oats, ½ cup almonds, brown sugar, cinnamon and salt in a large bowl.

**3. TOSS** together 1 cup each frozen peaches and wild blueberries in a separate bowl; drizzle with honey. Add fruit mixture to oat mixture; combine well. Transfer mixture to a 10-in. cast-iron

skillet. Pour milk on top. Bake 30 to 40 minutes or until set.

**4. SERVE** topped with remaining ¼ cup each thawed peaches and blueberries, coconut flakes and toasted almonds.

Per serving: 330 calories, 11 g fat, 2.5 g saturated fat, 0 g trans fat, 0 mg cholesterol, 280 mg sodium, 57 g carbohydrates, 7 g fiber, 32 g sugar, 7 g protein





Screamin' Sicilian or King Cheese Pizza: select varieties 20.2 to 26.45 oz. \$5.99



Palermo's Thin Crust Pizza: select varieties 14.5 to 16.9 oz. 4/\$8.88



Palermo's Pizza: select varieties 14.2 to 22.95 oz. \$3.99



Palermo's Breakfast Pizza 24.45 oz. 2/\$10.00



Connie's Pizza: select varieties 20.36 to 25.49 oz. 2/\$10.00



A Family of Brands  
Since 1964

SPRING INTO SAVINGS!



Screamin' Sicilian Singles: select varieties 9.1 to 10 oz. 3/\$9.00

What's Your Pizza Mood? | Visit [palermospizza.com/mood](http://palermospizza.com/mood)



FRESH  
NEW LOOK  
SAME GREAT TASTE

Freschetta Pizza: select varieties 14.54 to 30.88 oz. 2/\$8.00

Edwards  
I CAME. I THAWED.  
I CONQUERED.

Amazing cookie-crumb crust and velvety layers, as easy as one-two-thaw.



Edwards Pie: select varieties 23.5 to 36 oz. \$4.99

FIND US IN THE FREEZER AISLE



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A fresh Hy-Vee Bakery  
pretzel bun goes well  
with this savory  
veggie burger.

CAN'T "BEET" THIS TASTE!

CHECK OUT  
THIS AMAZING  
QUINOA BEET BURGER  
PG. 77

A STRAIGHT-UP VEG BURGER

# MEATLESS FRIDAYS

WORDS Lois White PHOTOS Greg Scheidemann

Beet greens are  
good too! They add  
fiber and flavor to  
salads and stir-fries.

EATING A MEATLESS MEAL ONE DAY A WEEK FOR DIETARY OR RELIGIOUS REASONS IS A SMALL CHANGE THAT CAN IMPROVE YOUR HEALTH. STUDIES SHOW A PLANT-BASED DIET CAN HELP PREVENT HEART DISEASE, CERTAIN CANCERS AND DIABETES. TRY OUR FOUR TASTY WAYS TO FIX NUTRIENT-RICH BEANS, LENTILS, VEGGIES AND WHOLE GRAINS—ALL MAKE MEATLESS EATING EXTRA ENJOYABLE!

Source: <http://www.todaysdietitian.com/newarchives/010713p38.shtml>



## TIP

MAKE YOUR OWN TARTAR SAUCE TO CUT CALORIES AND FAT. THE SAUCE BRIGHTENS THE FLAVOR OF FISH AND FRIES.

## GLUTEN-FREE FISH & CHIPS

Total Time 50 minutes | Serves 6

Hy-Vee no-stick cooking spray  
1 recipe Tartar Sauce, *below*  
1 (19-oz.) bag Hy-Vee frozen sweet potato fries  
¼ cup Hy-Vee white vinegar  
2 tsp. Hy-Vee salt  
1 tsp. Hy-Vee cayenne pepper  
1½ lb. Hy-Vee Fish Market frozen Alaska pollock fillets, thawed  
2 Hy-Vee large eggs, lightly beaten  
1 (4.5-oz.) bag gluten-free barbecue-flavored crackers, crushed

**1. PREHEAT** oven to 375°F. Line a rimmed baking pan with foil; spray with no-stick spray. Line a baking sheet with a wire rack; spray rack with nonstick spray. Prepare Tartar Sauce; cover and refrigerate until ready to serve.

**2. PLACE** sweet potato fries on prepared baking pan for chips. Combine vinegar, salt and cayenne pepper in a small bowl; drizzle mixture over fries. Bake for 20 minutes or until crispy.

**3. RINSE** fish; pat dry with paper towels. Place eggs in a shallow dish. Place crushed crackers in a second shallow dish. Dip fish into eggs; coat fish with crumbs. Place on prepared rack on baking sheet. Bake for 15 minutes or until fish flakes easily when tested with a fork (145°F). Serve fish and chips with Tartar Sauce.

**Tartar Sauce:** Combine ½ cup mayonnaise, 1 tsp. Hy-Vee dill pickle relish, 1 tsp. Hy-Vee stone-ground mustard and 1 tsp. fresh lemon juice. Garnish with fresh dill, if desired.

**Per serving:** 470 calories, 23 g fat, 3.5 g saturated fat, 0 g trans fat, 110 mg cholesterol, 1,230 mg sodium, 51 g carbohydrates, 5 g fiber, 12 g sugar, 24 g protein

## QUINOA BEET BURGERS

*Pictured on pg. 74*

Total Time 2 hours | Serves 6

1 lb. beets, peeled and cubed  
4 oz. Yukon gold potatoes, peeled and cubed  
1 small yellow onion, sliced  
1 cup Hy-Vee Select red quinoa, cooked  
½ cup Hy-Vee Select Traditional feta cheese  
¼ cup Hy-Vee plain bread crumbs  
1 Hy-Vee large egg, lightly beaten  
2 cloves garlic, minced  
½ tsp. Hy-Vee salt  
¼ tsp. Hy-Vee ground cumin  
1 recipe Carrot Slaw, *below*  
6 Hy-Vee Bakery pretzel buns, split and toasted  
¾ cup Hy-Vee Homestyle guacamole

**1. PLACE** beets, potatoes and onion in a microwave-safe bowl. Cook, uncovered, on high 6 to 8 minutes or until beets are tender. Cool slightly; drain liquid.

**2. TRANSFER** beet mixture to a food processor. Cover and process until smooth, scraping sides of processor as needed. Transfer pureed mixture to a large bowl. Stir in quinoa, cheese, bread crumbs, egg, garlic, salt and cumin. Cover and refrigerate 1 hour.

**3. PREPARE** Carrot Slaw; cover and refrigerate until ready to serve.

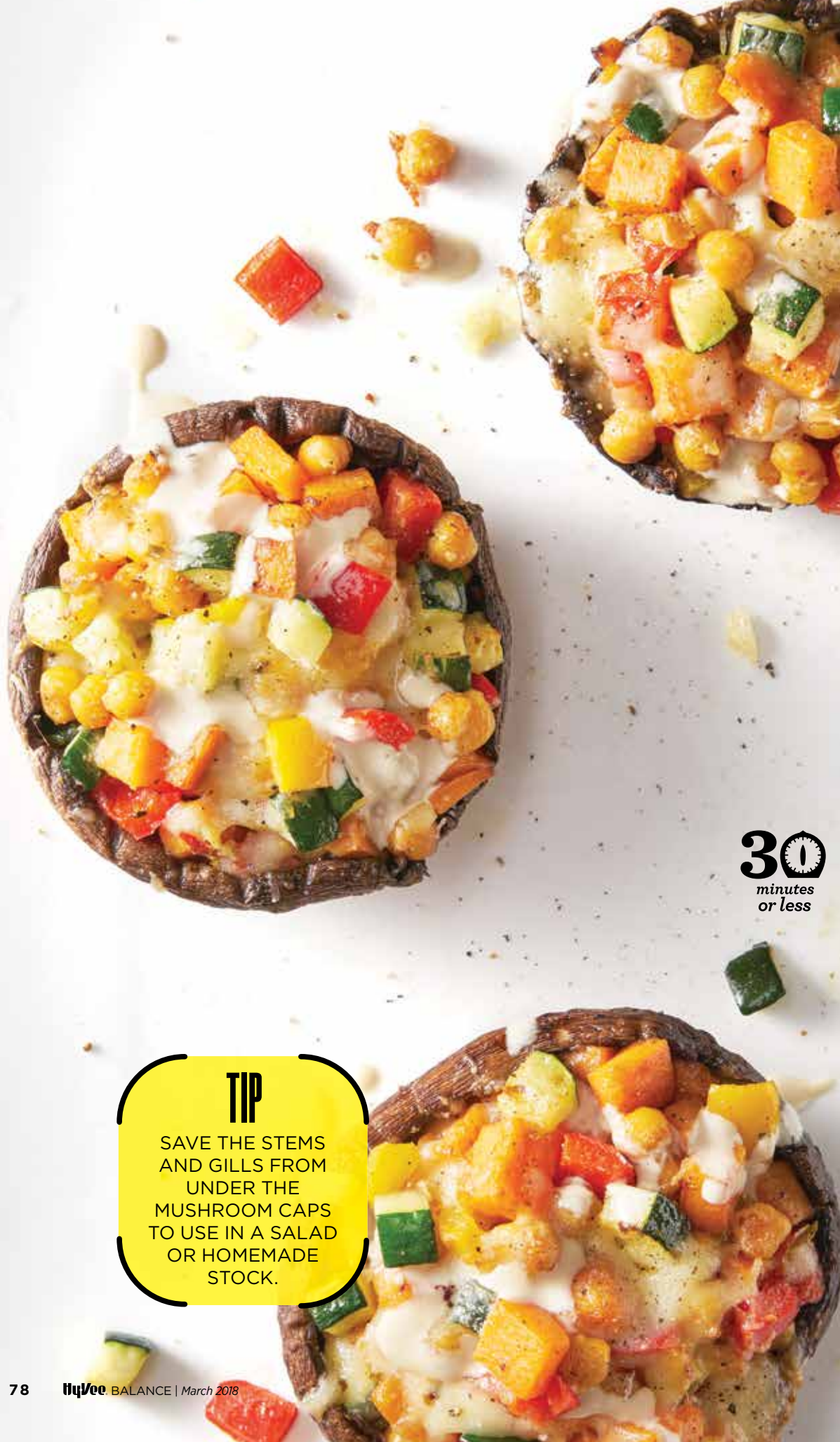
**4. PREHEAT** oven to 400°F. Line a rimmed baking pan with parchment paper. Form beet mixture into six patties. Place patties on prepared pan. Bake 25 to 30 minutes or until done (165°F). To serve, spread bun bottoms with guacamole. Add beet patties, Carrot Slaw and bun tops.

**Carrot Slaw:** Combine 1 cup each shredded carrots and chopped kale, 1 cup sliced red onion, 2 Tbsp. Hy-Vee apple cider vinegar and Hy-Vee salt and pepper to taste.

**Per serving:** 580 calories, 10 g fat, 2.5 g saturated fat, 0 g trans fat, 40 mg cholesterol, 1,260 mg sodium, 100 g carbohydrates, 11 g fiber, 16 g sugar, 21 g protein

OVEN-FRYING IS EASY AND REDUCES FAT.





## STUFFED PORTABELLA MUSHROOMS

**Total Time** 30 minutes  
**Serves** 6

- 2 (10-oz.) pkg. Hy-Vee Signature large portabella mushroom caps (6)
- 2 Tbsp. Hy-Vee Select olive oil, divided
- Hy-Vee salt and black pepper, to taste
- 1 (15-oz.) can Hy-Vee no-salt-added garbanzo beans, drained and rinsed
- 2 cups peeled and chopped sweet potatoes
- 1 cup chopped zucchini
- 1 red bell pepper, seeded and chopped
- 1 yellow bell pepper, seeded and chopped
- 4 oz. Hy-Vee pepper Jack cheese, shredded (1 cup)
- ¼ cup tahini
- 2 Tbsp. fresh lemon juice
- ¼ cup water

**1. PREHEAT** oven to 400°F. Line a rimmed baking pan with parchment; set aside. Wipe mushrooms clean; scrape out the gills and remove the stems. Place mushrooms, cap sides down, on prepared baking pan. Drizzle with 1 Tbsp. oil. Roast in the oven for 5 minutes. Remove from oven. Season with salt and pepper; set aside.

**2. HEAT** remaining 1 Tbsp. oil in large skillet over medium heat while mushrooms are roasting. Add garbanzo beans and sweet potatoes; cook for 10 minutes or until lightly browned. Stir in zucchini and red and yellow bell pepper. Season to taste with salt and black pepper. Spoon sweet potato mixture onto each mushroom. Top with cheese. Roast 5 minutes more or until cheese is melted.

**3. WHISK** together tahini and lemon juice; whisk in water until smooth. Serve with mushrooms.

**Per serving:** 300 calories, 17 g fat, 5 g saturated fat, 0 g trans fat, 20 mg cholesterol, 170 mg sodium, 28 g carbohydrates, 4 g fiber, 6 g sugar, 13 g protein

**30**  
minutes  
or less

### TIP

SAVE THE STEMS AND GILLS FROM UNDER THE MUSHROOM CAPS TO USE IN A SALAD OR HOMEMADE STOCK.

LENTILS OFFER A GREAT MEAT SUBSTITUTE. THEY PROVIDE FIBER, PROTEIN AND IRON.

### TIP

DOCTOR UP MASHED POTATOES WITH HERBS AND GRUYÈRE.

## SHEPHERD'S LENTIL PIE

**Total Time** 1 hour plus standing time | **Serves** 8

- Hy-Vee no-stick cooking spray
- 1 Tbsp. Hy-Vee Select olive oil
- 1 (8-oz.) pkg. sliced mushrooms
- 1 cup chopped onion
- 2 cloves garlic, minced
- 1 cup chopped carrots
- 1 cup sliced celery
- 2 cups Hy-Vee vegetable stock
- 1½ cups uncooked Hy-Vee Select lentil blend, rinsed and drained

- 1 cup dry red wine
- 1 tsp. Hy-Vee dried thyme
- 1 (14.5-oz.) can Hy-Vee fire-roasted tomatoes with seasonings
- 1 (24-oz.) pkg. refrigerated mashed potatoes
- 1 (5.2-oz.) container garlic & fine herbs cheese spread
- 6 oz. Gruyère cheese, shredded (1½ cups)

**1. PREHEAT** oven to 400°F. Spray a 2-qt. rectangular baking dish with cooking spray; set aside.

**2. HEAT** oil over medium-high heat in a Dutch oven. Add mushrooms, onion, garlic, carrots and celery. Cook and stir until mushrooms are tender. Add stock, lentils, wine and thyme to Dutch oven. Bring mixture to boiling; reduce heat. Simmer, covered, 20 minutes.

**3. ADD** tomatoes. Bring mixture to boiling; reduce heat. Cook, uncovered, for 10 to 15 minutes or until mixture is slightly thickened. Transfer to prepared baking dish.

**4. COMBINE** mashed potatoes and cheese spread in a medium bowl. Spread on top of lentil mixture in baking dish. Sprinkle with cheese. Bake for 15 minutes or until heated through. Let stand 5 minutes before serving.

**Per serving:** 460 calories, 20 g fat, 10 g saturated fat, 0 g trans fat, 50 mg cholesterol, 800 mg sodium, 46 g carbohydrates, 4 g fiber, 8 g sugar, 20 g protein





Breakstone's  
Cottage Doubles:  
select varieties  
4.7 oz. \$.99



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select varieties  
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Maxwell House Boost  
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## MACARONI & CHEDDAR

IT'S NOT MAC AND CHEESE.  
IT'S MACARONI & CHEDDAR.



Cracker Barrel Macaroni & Cheese:  
select varieties  
14 oz. \$2.99

NO ARTIFICIAL FLAVORS OR DYES  
FIND US IN THE DINNER AISLE

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HILLSHIRE FARM® TURKEY  
IS SLOW ROASTED FOR HOURS.  
AND DEVoured IN SECONDS.



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# EAT

LET THEM EAT

## OR A GALETTE, PUDDING, BROWNIES OR BARS

ENJOY ONE OF OUR DELICIOUS DESSERTS WITHOUT ANY GUILT. THIS MIX OF SPLURGES CONTAINS PLENTY OF NUTRITIONAL INGREDIENTS LIKE AVOCADOS, FRESH BERRIES, CARAMELIZED PINEAPPLE, SHREDDED CARROTS OR WHOLESOME OATS. OUR OOEY-GOOEY BROWNIES (THEY REALLY ARE DELICIOUS) CONTAIN NO GLUTEN.

# BAKE

**Total Time** 1½ hours plus cooling time  
**Serves** 12

- Hy-Vee no-stick cooking spray
- 1 cup packed Hy-Vee brown sugar, divided
- 1 pint Hy-Vee Short Cuts pineapple chunks
- 1 Tbsp. Hy-Vee honey
- 1 Tbsp. dark rum
- 3 tsp. Hy-Vee ground cinnamon, divided
- 2 cups Hy-Vee all-purpose flour
- 2 tsp. Hy-Vee baking soda
- 2 tsp. Hy-Vee salt
- 1 tsp. Hy-Vee ground nutmeg
- 3 cups finely shredded carrots, lightly packed
- ¾ cup Hy-Vee granulated sugar
- ¼ cup Hy-Vee vegetable oil
- 3 Hy-Vee large eggs
- 1 recipe Creamy Icing, *below*
- Chopped walnuts, for garnish, optional

**1. SPRAY** a 9-in. round cake pan with cooking spray. Line bottom of pan with parchment paper; coat paper with spray. Set pan aside.

**2. PREHEAT** oven to 375°F. Sprinkle ½ cup brown sugar in a baking pan. Arrange pineapple on top; top with honey, rum and 1 tsp. cinnamon. Roast 25 minutes, turning pineapple once. Cool; cut into ½-in. chunks, using 1 cup for cake.

**3. COMBINE** flour, remaining 2 tsp. cinnamon, baking soda, salt and nutmeg in a bowl. Beat carrots, granulated sugar, remaining ½ cup brown sugar and oil together in a mixing bowl. Beat in eggs, one at a time. Stir in flour mixture and pineapple.

**4. POUR** batter into prepared pan. Bake 40 to 50 minutes or until knife inserted near center comes out clean. Cool cake in pan on wire rack 10 minutes. Remove cake from pan and cool completely.

**5. CUT** cake horizontally into two layers and ice with Creamy Icing as desired. Cover and refrigerate for up to 3 days. Garnish with walnuts, if desired.

**Creamy Icing:** Beat 6 Tbsp. Hy-Vee salted butter, softened, and ¾ (8-oz.) pkg. Hy-Vee cream cheese, softened, until fluffy. Slowly beat in 1½ cups Hy-Vee powdered sugar, beating until mixture is smooth.

**Per serving:** 440 calories, 17 g fat, 8 g saturated fat, 0 g trans fat, 75 mg cholesterol, 730 mg sodium, 68 g carbohydrates, 2 g fiber, 49 g sugar, 5 g protein

FRESH CARROTS AND CARAMELIZED PINEAPPLE MAKE THIS CAKE ULTRAMOIST BUT NOT OVERLY SWEET.



## PINEAPPLE CARROT CAKE





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Super Premium Ice  
Cream: select varieties  
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select varieties  
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Kemps Ice Cream  
Sandwiches:  
select varieties  
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DECADENT  
IT'S MADNESS

Sweet  
Me  
CREAMERY



Try all seven premium-crafted flavors.

Ice Cream crafted from pure milk, sweet cream and gourmet ingredients.

GLUTEN-FREE

# BROWNIES

**Total Time** 60 minutes plus  
cooling time | **Serves** 9

**Hy-Vee no-stick cooking spray**  
**9 Tbsp. Hy-Vee unsalted butter**  
**2 cups Hy-Vee semisweet chocolate**  
**chips**

**1½ cups Hy-Vee sugar**

**¼ cup Hy-Vee baking cocoa plus**  
**additional, for serving**

**½ tsp. Hy-Vee salt**

**½ tsp. Hy-Vee vanilla extract**

**4 Hy-Vee large eggs**

**1. PREHEAT** oven to 350°F. Line an  
8×8×2-in. baking pan with heavy foil,  
extending foil over edges of pan. Coat  
foil with cooking spray; set pan aside.

**2. COMBINE** butter and chocolate  
chips in a medium microwave-safe

bowl. Microwave on high at 30-second  
intervals until chips are melted,  
stirring mixture several times. Stir  
in sugar, cocoa, salt and vanilla until  
combined. Whisk in eggs, one at a  
time, until combined.

**3. POUR** batter into prepared baking  
pan; spread evenly. Bake for 40 to  
45 minutes or until center feels firm  
to the touch. Cool on a wire rack for

2 hours. Use foil to lift uncut bars out  
of pan. Place on a cutting board; cut  
into bars. Sprinkle with additional cocoa,  
if desired.

**Per serving:** 450 calories, 25 g fat,  
15 g saturated fat, 0 g trans fat,  
115 mg cholesterol, 170 mg sodium,  
59 g carbohydrates, 3 g fiber, 54 g sugar,  
5 g protein



TREAT YOURSELF  
TO A WARM, GOOEY  
BROWNIE RIGHT OUT  
OF THE OVEN ONCE  
IN A WHILE.





# PEANUT BUTTER

## CHOCOLATE-AVOCADO

**Total Time** 10 minutes  
**Serves** 4

**2 very ripe avocados, seeded, peeled and halved**  
**½ cup Dutch processed cocoa**  
**½ cup agave nectar**  
**½ cup Hy-Vee vanilla almond milk**  
**1 tsp. Hy-Vee vanilla extract**  
**Chopped pistachios, for garnish**

**1. PLACE** avocados, cocoa, agave nectar, almond milk and vanilla in a blender. Cover and blend until smooth. Divide mixture among four dessert dishes. Garnish with pistachios, if desired.

**Per serving:** 330 calories, 18 g fat, 2 g saturated fat, 0 g trans fat, 0 mg cholesterol, 30 mg sodium, 47 g carbohydrates, 10 g fiber, 31 g sugar, 4 g protein

**30**  
minutes  
or less

THIS SURPRISINGLY  
LUSCIOUS DESSERT  
IS GLUTEN-  
DAIRY- AND  
EGG-FREE.

**Total Time** 1 hour 15 minutes plus cooling time | **Serves** 12

**1 recipe Pecan Pastry, below**  
**3 Tbsp. quick-cooking tapioca**  
**2 Tbsp. Hy-Vee sugar**  
**3 cups raspberries, blackberries and blueberries**  
**½ tsp. grated orange zest**  
**2 Tbsp. fresh orange juice**  
**Hy-Vee skim milk**  
**1 Tbsp. chopped pecans**  
**Whipped cream, optional**

**1. PREHEAT** oven to 375°F. Prepare Pecan Pastry. Roll pastry into a 13-in. circle on a large piece of lightly floured parchment paper. Slide paper with pastry onto baking sheet; set aside.

**2. STIR** together tapioca and sugar in a large bowl for filling. Add berries, orange zest and juice, and toss until coated. Mound filling in center of pastry, leaving the outer 2 in. uncovered. Fold uncovered pastry up over filling, pleating as necessary and using paper to lift pastry border. Lightly brush pastry edges with milk and sprinkle with pecans.

**3. BAKE** for 50 to 55 minutes or until filling is bubbly and crust is golden. If necessary, to prevent overbrowning, cover edge of tart with foil during the last 5 to 10 minutes of baking. Cool for 30 minutes on baking sheet on a wire rack. Serve topped with whipped cream, if desired.

**Pecan Pastry:** Stir together 1¼ cups Hy-Vee all-purpose flour, toasted Hy-Vee pecans ground into ¼ cup and ½ tsp. Hy-Vee salt. Using a pastry blender, cut in ¼ cup Hy-Vee shortening and ¼ cup Hy-Vee cold salted butter until pieces are pea-size. Sprinkle 1 Tbsp. ice water over part of the flour mixture; toss with a fork. Push moistened pastry to side of bowl.

Repeat moistening flour mixture, using 1 Tbsp. water at a time, until flour mixture is moistened, about 3 to 4 Tbsp. total. Gather flour mixture into a ball, kneading gently until it holds together.

**Per serving:** 170 calories, 10 g fat, 3.5 g saturated fat, 0 g trans fat, 10 mg cholesterol, 100 mg sodium, 19 g carbohydrates, 2 g fiber, 5 g sugar, 2 g protein

NATURALLY  
SWEET BERRIES  
ON A FLAT  
ROUND PASTRY OR  
BREAD. KNOWN AS  
A GALETTE.

# BERRY-PECAN GALETTE





Smart Balance Oil  
24 fl. oz. \$3.28



Smart Balance Spray  
6 oz. \$2.68



Duncan Hines Perfect Size  
Cake With Drizzle:  
select varieties  
3.7 to 4.6 oz. \$1.19



Duncan Hines Classic Cake  
Mix: select varieties  
15.25 oz. \$1.18



Duncan Hines Brownie Mix:  
select varieties  
18 or 21 oz. \$1.29

# HAPPINESS



Duncan Hines  
Perfect Size for 1 Mix:  
select varieties  
8.4 to 10.5 oz. 2/\$5.00



# IN A HOT MINUTE



FRESH BERRIES  
AND WHOLESOME  
OATS MAKE A  
CRUMBLY GOOD  
YET HEALTHY  
BAR COOKIE.

## STRAWBERRY OATMEAL SQUARES

**Total Time** 55 minutes | **Serves** 9

**Hy-Vee no-stick cooking spray**

**1 cup Hy-Vee old-fashioned rolled oats**  
**¾ cup Hy-Vee all-purpose flour**  
**¾ cup packed Hy-Vee brown sugar**  
**¼ tsp. Hy-Vee ground cinnamon**  
**¼ tsp. Hy-Vee ground ginger**  
**6 Tbsp. Hy-Vee salted butter, melted**  
**2 cups sliced fresh strawberries**

**2 Tbsp. fresh lemon juice, divided**  
**1 Tbsp. Hy-Vee granulated sugar**  
**½ cup Hy-Vee powdered sugar**

**1. PREHEAT** oven to 375°F. Line an 8×8×2-in. baking pan with heavy foil, extending foil over the edges of the pan. Coat foil with cooking spray; set pan aside.

**2. COMBINE** oats, flour, brown sugar, cinnamon and ginger in a medium bowl.

Stir in butter until crumbly. Reserve ½ cup crumb mixture. Press remaining crumb mixture into bottom of pan.

**3. TOSS** together strawberries, 1 Tbsp. lemon juice and granulated sugar. Spoon mixture over crust in pan. Top with reserved crumb mixture. Bake 30 to 35 minutes or until fruit is bubbly and crumb topping looks golden. Cool in pan on a wire rack.

**4. COMBINE** powdered sugar and remaining 1 Tbsp. lemon juice for glaze. Use foil to lift uncut bars out of pan. Drizzle glaze over top and cut into bars.

**Per serving:** 210 calories, 8 g fat, 5 g saturated fat, 0 g trans fat, 20 mg cholesterol, 65 mg sodium, 33 g carbohydrates, 2 g fiber, 18 g sugar, 3 g protein



SPRING INTO

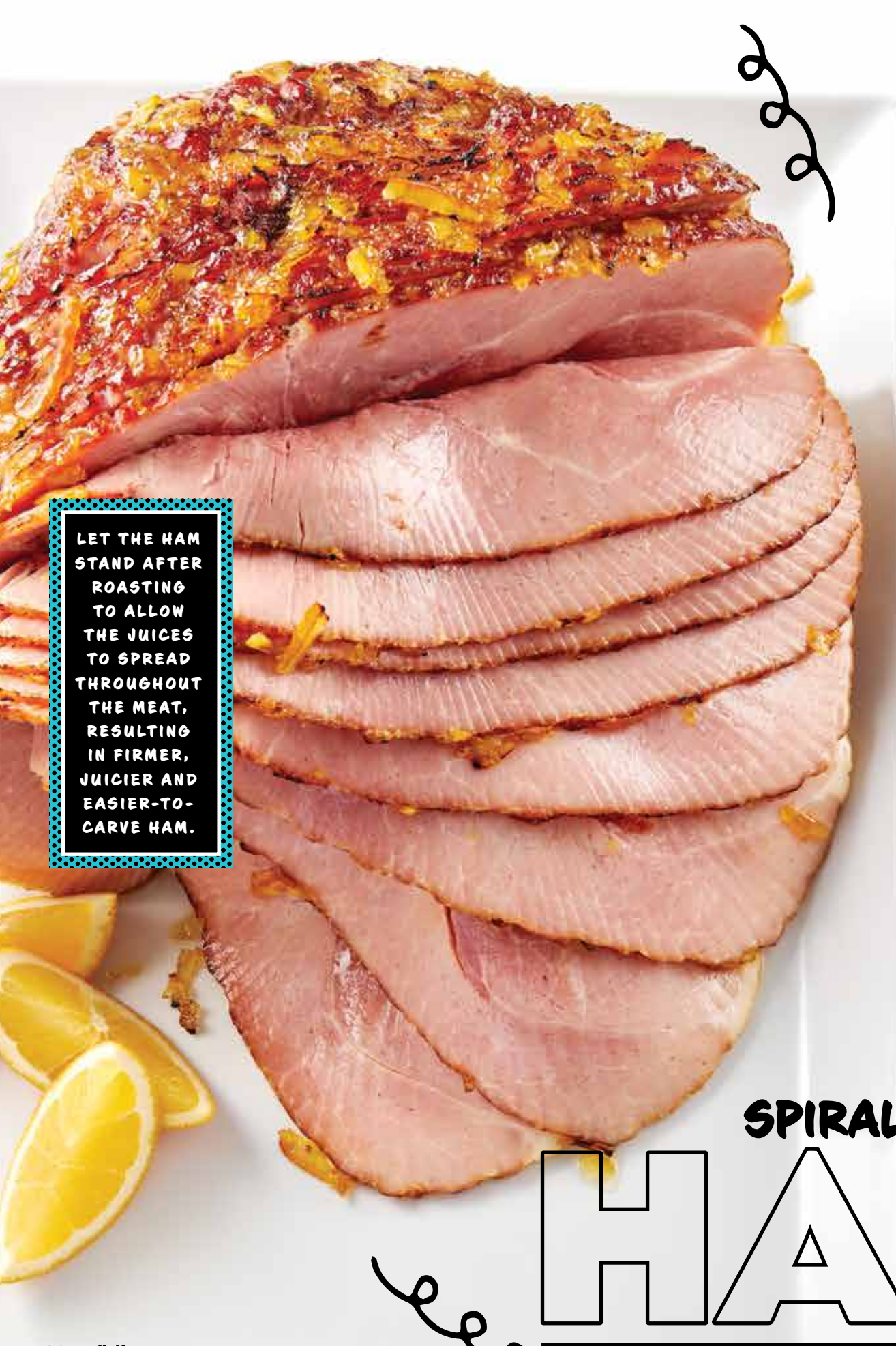
# BRUNCH

EFFORTLESSLY ELEVATE YOUR EASTER BRUNCH. A STICKY MARMALADE-MUSTARD GLAZE DOCTORS UP A SPIRAL-CUT HAM WHILE SPRING GREENS BRIGHTEN THE FLAVOR OF A VEGGIE FRITTATA. DO A DONUT TWIST ON FRENCH TOAST CASSEROLE AND SET OUT AN ARRAY OF CROWD-PLEASING TOPPINGS. OUR TWO-INGREDIENT MIMOSAS WHIP UP IN A BREEZE. JUST POUR THE JUICE AND ADD THE BUBBLY AS GUESTS WALK THROUGH THE DOOR. CHEERS TO A DELIGHTFUL MORNING FEAST!

WORDS Lois White PHOTOS Greg Scheidemann

DONUT  
FRENCH  
TOAST BAKE,  
FEATURING  
HY-VEE  
FRESH FRIED  
DONUTS!

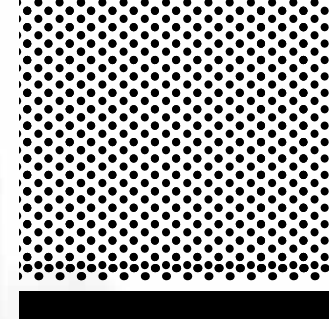




LET THE HAM STAND AFTER ROASTING TO ALLOW THE JUICES TO SPREAD THROUGHOUT THE MEAT, RESULTING IN FIRMER, JUICIER AND EASIER-TO-CARVE HAM.

SPIRAL-GLAZED

HAM



Total Time 1½ hours | Serves 24

- 1 (9-lb.) unglazed fully cooked bone-in spiral-sliced ham
- 1 cup orange marmalade
- 1 Tbsp. Hy-Vee stone-ground mustard
- 1 Tbsp. Hy-Vee apple cider vinegar
- 1 tsp. grated fresh ginger

**1. PREHEAT** oven to 300°F. Place ham in a roasting pan and pour about ¾ cup water into bottom of pan. Cover with foil and roast for 1 hour or until heated through. Remove ham from oven. Increase oven temperature to 400°F.

**2. COMBINE** marmalade, mustard, vinegar and ginger in a small saucepan; cook and stir over medium-low heat until bubbly. Remove from heat.

**3. UNCOVER** roasted ham; brush glaze over the ham to cover completely. Return ham to the oven and roast, uncovered, for 20 minutes or until glaze is caramelized and bubbly. Let stand for 10 minutes before serving.

Per serving: 250 calories, 6 g fat, 1 g saturated fat, 0 g trans fat, 105 mg cholesterol, 1,690 mg sodium, 11 g carbohydrates, 0 g fiber, 10 g sugar, 38 g protein

PRETTY-IN-PINK GRAPEFRUIT

MIMOSAS

Total Time 5 minutes  
Serves 6 to 8

- 3 cups Hy-Vee ruby red grapefruit juice, chilled
- 1 (750-ml) bottle Prosecco or dry sparkling wine, chilled\*
- Pomegranate seeds, for garnish

**1. FILL** stemware glasses or champagne flutes half full with grapefruit juice. Top off with Prosecco and stir lightly. If desired, garnish each drink with a few pomegranate seeds. Serve immediately.

**\*Note:** For a nonalcoholic cocktail, replace the Prosecco with club soda or sparkling water.

Per serving: 110 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 25 mg sodium, 12 g carbohydrates, 0 g fiber, 10 g sugar, 0 g protein

30 minutes or less

DROP A FEW POMEGRANATE SEEDS INTO EACH GLASS.







# THE FAMILY-FRIENDLY FRITTATA

FRESH TARRAGON ADDS SWEET ANISE FLAVOR TO EGGS.

Total Time 55 minutes  
Serves 8

12 Hy-Vee large eggs, lightly beaten  
2 cups Hy-Vee 2% reduced-fat milk  
1 Tbsp. chopped fresh tarragon or 1 tsp. dried tarragon  
½ tsp. Hy-Vee salt  
¼ tsp. Hy-Vee black pepper  
4 oz. asparagus, trimmed  
2 Tbsp. water  
1 medium tomato, cut into wedges  
1 cup baby arugula, plus additional for garnish  
½ cup chèvre goat cheese, crumbled

1. **PREHEAT** oven to 300°F.

2. **COMBINE** eggs, milk, tarragon, salt and pepper in a large bowl; set aside

3. **PLACE** asparagus in a microwave-safe bowl; add water. Cook, covered, on high 2 minutes. Toss together asparagus, tomato, arugula and cheese in a 12-in. oven-safe skillet. Pour egg mixture over top. Bake for 35 to 45 minutes or until a knife inserted near the center comes out clean. Top with additional arugula just before serving.

Per serving: 160 calories, 90 g fat, 4 g saturated fat, 0 g trans fat, 295 mg cholesterol, 280 mg sodium, 5 g carbohydrates, 1 g fiber, 4 g sugar, 14 g protein

# HY-VEE DONUTS

## FRENCH TOAST BAKE



MADE-FROM-SCRATCH DONUTS ARE FRIED DAILY IN THE HY-VEE BAKERY. CHOOSE FROM 28 VARIETIES AND FLAVORS!

Total Time 55 minutes plus refrigerating time | Serves 12

Hy-Vee no-stick cooking spray  
6 Hy-Vee Bakery glazed donuts, halved crosswise

6 Hy-Vee large eggs, lightly beaten  
2 cups Hy-Vee 2% reduced-fat milk  
2 Tbsp. Hy-Vee vanilla extract  
¾ tsp. Hy-Vee salt  
Hy-Vee powdered sugar

1 cup Hy-Vee Select 100% pure maple syrup  
1 medium banana, peeled and sliced  
1 cup fresh strawberries, halved or quartered  
Whipped cream, optional

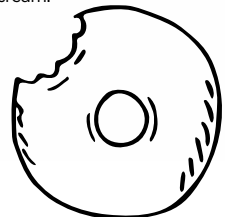
1. **COAT** a 3-qt. rectangular baking dish with cooking spray. Arrange donuts, halves together, in baking dish; set aside. For custard, whisk together eggs, milk, vanilla and salt in a medium bowl.

Carefully pour over donuts in dish. Using the back of a serving spoon, press donuts to coat with custard. Cover dish and refrigerate for 6 hours or overnight.

2. **PREHEAT** oven to 350°F. Remove dish from refrigerator; let stand at room temperature 10 minutes. Bake, uncovered, 45 to 50 minutes or until a knife inserted near the center comes out clean. Cool 10 minutes. Dust with powdered sugar.

3. **HEAT** maple syrup until warm. Serve French toast topped with banana, strawberries and maple syrup. If desired, top with whipped cream.

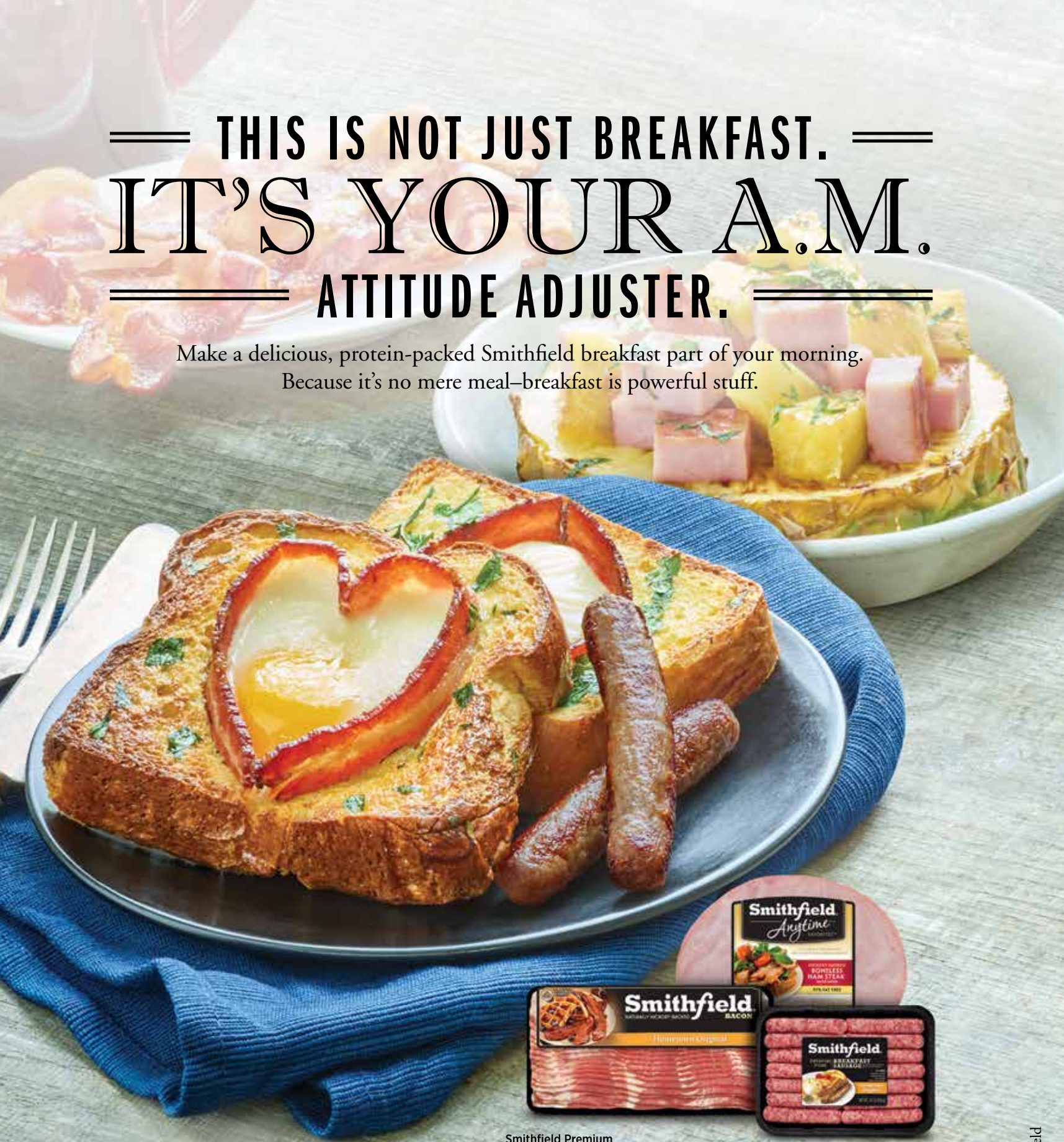
Per serving: 340 calories, 12 g fat, 5 g saturated fat, 0 g trans fat, 95 mg cholesterol, 390 mg sodium, 49 g carbohydrates, 1 g fiber, 32 g sugar, 7 g protein





# == THIS IS NOT JUST BREAKFAST. == IT'S YOUR A.M. == ATTITUDE ADJUSTER. ==

Make a delicious, protein-packed Smithfield breakfast part of your morning.  
Because it's no mere meal—breakfast is powerful stuff.



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**Smithfield.**

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Sausage Link or Patty:  
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# Easter WITH EASE



..... get to .....  
**THE FUN FASTER**

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select varieties  
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Frontera Bowl:  
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Alexia Vegetables:  
select varieties  
12 oz. \$3.99



Banquet Family Serve  
Salisbury Steaks  
27 oz. \$3.29



Marie Callender's Pie:  
select varieties  
28 to 42 oz. \$6.99



Hunt's Tomatoes  
or Tomato Sauce:  
select varieties  
14.5 or 15 oz. \$0.98



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select varieties  
10 to 14.2 oz. \$3.99



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only happens  
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most important meal of the day to the next level.

**Instant.  
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# ONE-PAN WONDERS

## SHEET-PAN DINNERS

WORDS Lois White PHOTOS Tobin Bennett

SHORT ON TIME? SET A WHOLE MEAL'S INGREDIENTS ON A SHEET PAN, SLIDE IT INTO THE OVEN AND ROAST TO SAVORY GOODNESS. HY-VEE'S SHORT CUTS—PRECUT PRODUCE—MAKE IT EVEN EASIER TO ENJOY A HOME-COOKED DINNER AND A SUPER-FAST CLEANUP.

FIND MORE  
ONE-PAN  
RECIPES AT  
HY-VEE.COM



## SWEET POTATO AND EGG OVEN BAKE

Total Time 40 minutes  
Serves 5

Hy-Vee no-stick cooking spray  
1 large sweet potato, peeled and cut into chunks  
12 oz. Brussels sprouts, trimmed and halved  
2 Tbsp. Hy-Vee Select olive oil  
2 cloves garlic, minced  
1 tsp. ancho chili powder  
Hy-Vee salt and black pepper, to taste  
1 (15-oz.) can Hy-Vee black beans, drained and rinsed  
½ cup Hy-Vee frozen corn  
1 red bell pepper, seeded and cut into 5 rings  
5 Hy-Vee large eggs  
Cilantro leaves, for garnish

**1. PREHEAT** oven to 425°F. Spray a 15×10-in. baking pan with no-stick cooking spray; set aside.  
**2. PLACE** sweet potato and Brussels sprouts on prepared pan. Add olive oil, garlic and chili powder to vegetables; toss gently to coat. Sprinkle with salt and black pepper. Roast for 15 minutes.

**3. REMOVE** pan from oven. Add black beans and corn. Use a large spoon to create five indentations in vegetables; place a red pepper ring in each. Gently crack an egg into each pepper ring, keeping the yolk intact. Season eggs with additional salt and black pepper.

**4. RETURN** pan to oven and bake for 10 to 12 minutes or until egg whites are set. Garnish with cilantro, if desired.

Per serving: 370 calories, 17 g fat, 3.5 g saturated fat, 0 g trans fat, 185 mg cholesterol, 390 mg sodium, 42 g carbohydrates, 13 g fiber, 9 g sugar, 16 g protein





# MEDITERRANEAN-CRUSTED HALIBUT

## MASTER FLAKY & FLAVORFUL FISH USING A SHEET PAN.

**Total Time** 25 minutes  
**Serves** 4

Hy-Vee no-stick cooking spray  
2 small zucchini and/or yellow summer squash, cut into ½-in. slices  
4 oz. Hy-Vee Short Cuts asparagus spears, cut into 2-in. lengths

¼ cup Hy-Vee Select olive oil, divided  
Hy-Vee salt and black pepper  
2 tsp. chopped fresh Italian parsley and/or basil, plus more for garnish  
4 (5 to 6-oz.) fresh or frozen skinless halibut fillets  
½ cup Hy-Vee panko bread crumbs

¼ cup Hy-Vee Select crumbled Mediterranean herb feta cheese  
Lemon wedges, for serving

**1. PREHEAT** oven to 350°F. Spray a 15×10-in. baking pan with no-stick cooking spray. Add zucchini and/or summer squash and asparagus to pan. Drizzle with 2 Tbsp. olive oil.

Season with salt and pepper and sprinkle with herbs.

**2. RINSE** fish; pat dry. Place in pan with vegetables. Sprinkle lightly with salt and pepper. Combine panko, cheese and remaining 2 Tbsp. oil. Sprinkle mixture on fish; press lightly.

**3. ROAST** 15 to 20 minutes or until fish flakes easily with a

fork (145°F). If desired, sprinkle with additional herbs. Serve with lemon wedges.

**Per serving:** 350 calories, 18 g fat, 3.5 g saturated fat, 0 g trans fat, 75 mg cholesterol, 300 mg sodium, 14 g carbohydrates, 1 g fiber, 2 g sugar, 32 g protein

**30**  
minutes  
or less

TURN YOUR SHEET-PAN MEAL INTO A POWER BOWL. JUST ADD RICE.



## SWEET-AND-SOUR CHICKEN RICE BOWL

**Total Time** 35 minutes  
**Serves** 4

Hy-Vee no-stick cooking spray  
3 Tbsp. Hy-Vee sweet-and-sour sauce, plus additional for serving, if desired  
1 tsp. grated fresh ginger  
1 lb. boneless, skinless chicken breast halves  
1 cup Hy-Vee Short Cuts fresh pineapple chunks  
1 (0.56-oz.) bag Hy-Vee Short Cuts steamable broccoli florets  
1 medium red bell pepper, seeded and cut into chunks, or 1 cup Hy-Vee Short Cuts red bell pepper chunks  
2 cups hot cooked Hy-Vee brown rice

**1. PREHEAT** oven to 425°F. Spray a 15×10-in. baking pan with no-stick cooking spray; set aside.

**2. COMBINE** sweet-and-sour sauce and ginger in a small bowl. Place chicken pieces on prepared pan. Brush with sweet-and-sour sauce mixture and top with pineapple. Roast for 15 minutes.

**3. REMOVE** pan from oven; add broccoli and pepper. Return to oven and roast for 10 to 15 minutes more or until chicken is done (165°F) and vegetables are tender. Cut chicken into bite-size strips.

**4. DIVIDE** rice among serving bowls. Top with chicken, vegetables and pineapple. Top with additional sweet-and-sour sauce, if desired.

**Per serving:** 290 calories, 2 g fat, 0 g saturated fat, 0 g trans fat, 55 mg cholesterol, 220 mg sodium, 39 g carbohydrates, 3 g fiber, 10 g sugar, 30 g protein



**Total Time** 55 minutes  
plus marinating | **Serves** 4

**¼ cup** chopped shallot  
**¼ cup** Hy-Vee  
Worcestershire sauce  
**2 Tbsp.** lemon juice  
**3 Tbsp.** Hy-Vee Select  
olive oil, divided  
**1 clove** garlic, minced  
**¾ lb.** beef boneless top  
sirloin steak, about  
**1-in.-thick**  
**Hy-Vee no-stick cooking**  
**spray**  
**12 oz.** new potatoes,  
halved or quartered  
**Hy-Vee salt and black**  
**pepper**  
**1 lb.** green beans, trimmed  
**1 cup** red and/or yellow  
cherry tomatoes, halved  
**4 cups** spinach and  
arugula salad blend  
**½ cup** crumbled blue  
cheese  
Chives, for garnish

**1. COMBINE** shallot,  
Worcestershire sauce,  
lemon juice, 2 Tbsp. oil and  
garlic in a large resealable  
plastic bag. Add steak.  
Seal bag and marinate for  
30 minutes.

**2. PREHEAT** oven to  
400°F. Spray a 15×10-in.  
baking pan with no-stick  
cooking spray. Place  
potatoes in one half of  
prepared pan. Drizzle  
with remaining 1 Tbsp. oil  
and sprinkle with salt and  
pepper. Roast for  
20 minutes, stirring once.  
Remove pan from oven.

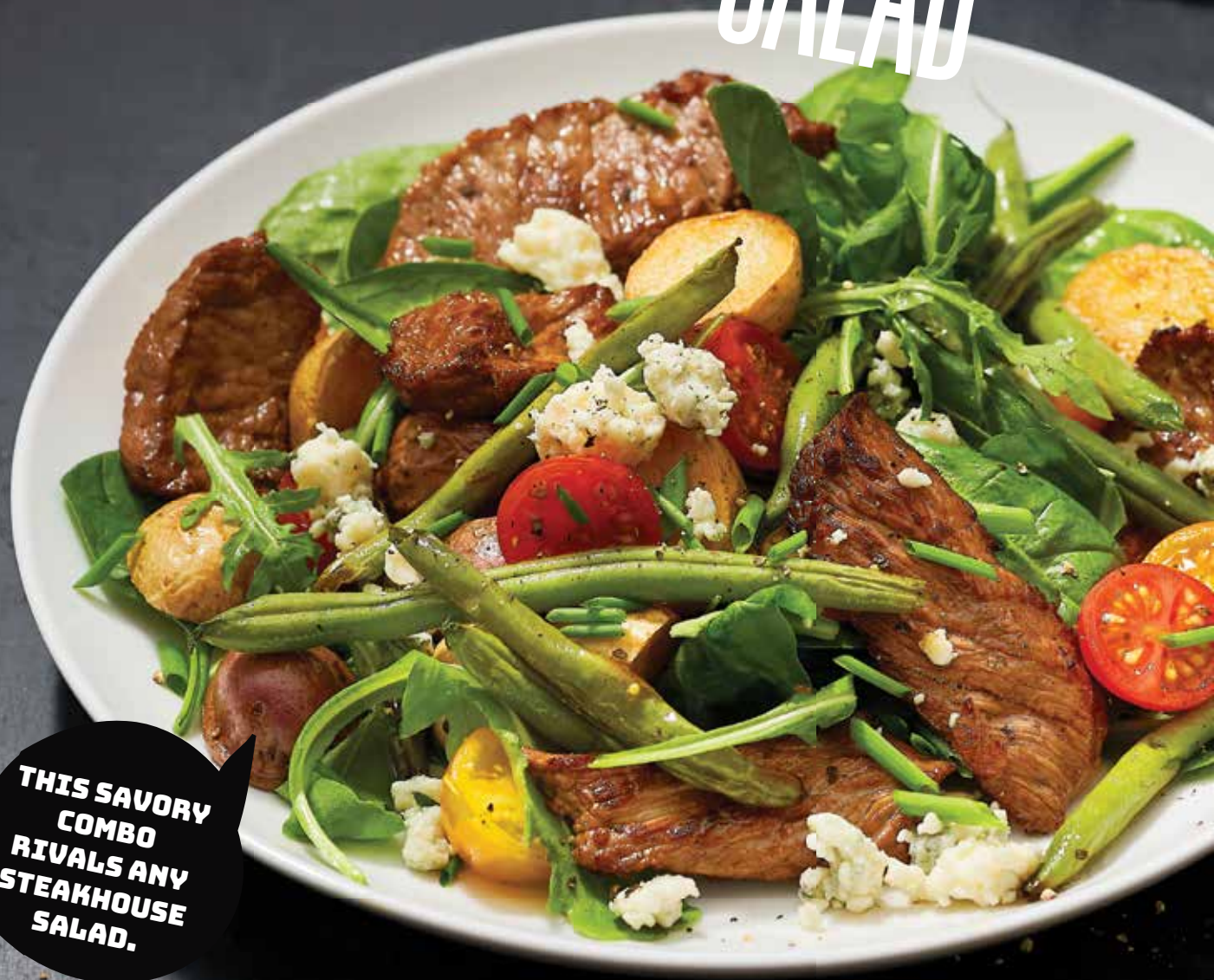
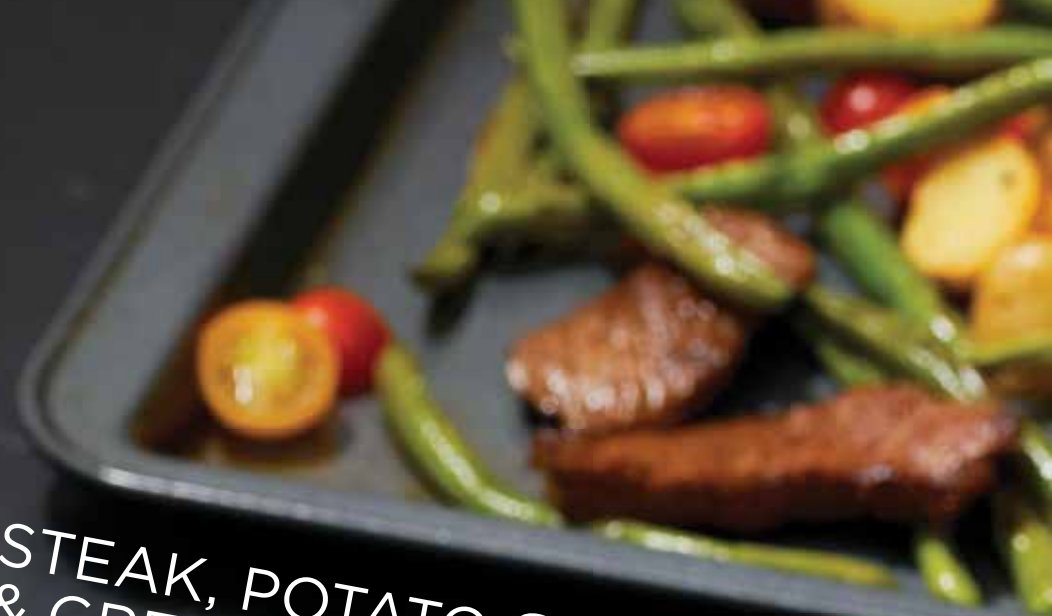
**3. REMOVE** steak from  
marinade; discard  
marinade. Cut steak into  
strips; add steak strips and  
green beans to pan. Return  
pan to oven and roast  
15 to 20 minutes more or  
until steak is medium-rare,  
turning steak halfway  
through. Remove pan from  
oven; add tomatoes. Cover  
and let stand for 5 minutes.

**4. SERVE** meat and  
veggies over salad greens.  
Sprinkle with blue cheese  
crumbles. Garnish with  
chives, if desired.

Per serving: 340 calories,  
16 g fat, 8 g saturated fat,  
0 g trans fat,  
75 mg cholesterol,  
330 mg sodium,  
24 g carbohydrates, 6 g fiber,  
6 g sugar, 26 g protein

## STEAK, POTATO & GREEN BEAN SALAD

THIS SAVORY  
COMBO  
RIVALS ANY  
STEAKHOUSE  
SALAD.



## THE SHEET PAN: A BUSY COOK'S NEW FAVORITE WAY TO GET A NUTRITIOUS DINNER ON THE TABLE.

## MAPLE-DIJON PORK CHOPS WITH SQUASH AND BEETS

**Total Time** 55 minutes  
**Serves** 4

**Hy-Vee no-stick cooking spray**  
**12 oz.** beets, peeled and quartered  
**1 (1½-lb.)** acorn squash, cut  
crosswise into ¾-in.-thick slices  
**1 Tbsp.** Hy-Vee Select olive oil  
**Hy-Vee sea salt and black pepper**  
**1 Tbsp.** Hy-Vee salted butter  
**2 Tbsp.** Hy-Vee Select pure  
maple syrup  
**1 Tbsp.** Hy-Vee Dijon stone-  
ground mustard  
**4 bone-in** pork top loin chops, cut  
½-in.-thick (1½ lb.)  
**2 tsp.** chopped fresh rosemary  
**½** red onion, cut into wedges  
**1** sweet apple, such as Honeycrisp  
or Fuji, cored and cut into  
julienne strips

**1. PREHEAT** oven to 425°F. Spray a  
15×10-in. baking pan with no-stick  
cooking spray; set aside.

**2. PLACE** beets on one-third of  
prepared pan. Arrange acorn squash  
slices in center of pan. Drizzle with  
oil and sprinkle with salt and pepper.  
Roast for 20 minutes.

**3. PLACE** butter in a microwave-safe  
measure. Microwave on high for  
20 seconds or until melted. Stir in  
syrup and mustard. Rub pork chops  
with rosemary; season with salt and  
pepper. Place pork chops in pan  
with beets and squash. Generously  
brush pork chops and squash with  
maple syrup mixture. Scatter onion  
wedges around pork chops.

**4. ROAST** about 20 minutes or until  
pork chops are done (145°F) and  
squash and beets are tender. Serve  
pork topped with apple.

Per serving: 570 calories, 23 g fat,  
8 g saturated fat, 0 g trans fat,  
145 mg cholesterol, 270 mg sodium,  
40 g carbohydrates, 6 g fiber,  
17 g sugar, 52 g protein





Green Giant Mashed Cauliflower: select varieties  
20 oz. \$4.99



Green Giant Riced Vegetables: select varieties  
12 oz. \$2.49



Green Giant Steamers Vegetables: select varieties  
7 to 10 oz. \$1.49



Green Giant Vegetables: select varieties  
14.5 to 15.25 oz. \$0.79



Ortega Taco Sauce: mild or medium  
16 oz. 2/\$5.00



Ortega 3 Pack Taco Seasoning  
3.75 oz. 2/\$4.00



Tone's Mini Spices: select varieties  
1 to 1.55 oz. 4/\$5.00

# A New Take on Noodles

New Green Giant® Veggie Spirals are the perfect swap-in for traditional pasta. Veggie Spirals are gluten free and come without sauce or seasoning so you can prepare them just the way you like!



## Baked Zucchini Spirals and Meatballs Parmesan

**Total Time** 30-35 minutes | **Serves** 2

**1 (12-oz.) package Green Giant Veggie Spirals™ Zucchini**  
**8 oz. fully cooked turkey meatballs**  
**½ cup tomato sauce, plus ¼ cup for topping**  
**½ cup part-skim ricotta cheese**  
**2 Tbsp. grated parmesan cheese, plus 1 Tbsp. for topping**

**1. PREHEAT** oven to 350°F.

**2. COOK** Green Giant Veggie Spirals™ Zucchini according to package directions and drain very well. Keep warm.

**3. COOK** the meatballs according to the package directions, if store-bought. If homemade, heat until warmed through.

**4. MIX** all ingredients together in a medium sized bowl, except sauce and cheese for topping.

**5. SPRAY** an oven proof baking dish (1.5 quart or 8×8-in.), with nonstick cooking spray and place the mixed ingredients in the baking dish. Top the dish with the extra sauce and cheese.

**6. PLACE** into the preheated oven until bubbling, about 15 minutes. Serve hot.



Green Giant Vegetable Spirals or Tots: select varieties  
12 or 16 oz. 2/\$7.00



RECIPE FOR

# Endless ways to pesto

ALWAYS FLAVORFUL, ALWAYS PERFECT.



Barilla Basil Pesto Sauce  
6 oz. \$2.79

You'll never run out of delicious ways to enjoy Barilla® pesto sauce!



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# SPROUTED GRAIN

SLIGHTLY SPROUTED GRAINS YIELD BIG HEALTH BENEFITS IN BREADS AND OTHER FOODS. SPROUTED GRAIN BREADS CONTAIN LESS STARCH AND **MORE OF THE SIMPLE NUTRIENTS** THAT MANY FIND **EASIER TO DIGEST**.

## PERFECT PROTEIN

Breads made with a variety of sprouted grains deliver complete proteins with all the essential amino acids. They may be less allergenic to people sensitive to grain protein.

## VITAMINS & MINERALS

The amount and absorption rate of some nutrients, including B vitamins, vitamin C, folate and iron, increase when grain is sprouted, according to research studies.

## FILLING FIBER

THE TINY SPROUTS USE UP SOME OF THE GRAIN'S STARCH. ADDITIONALLY, FIBER CONTENT INCREASES, MAKING SPROUTED GRAINS GOOD FOR YOUR DIGESTIVE HEALTH.

## EASY TO DIGEST

Sprouted grains' simpler molecules are easier to digest. Some sprouted grain products are called flourless, because the kernels are ground into the dough; these products are frequently sold frozen.

Browse the Hy-Vee HealthMarket for sprouted grain breads and hit your health goals!

PHOTO Tobin Bennett

Sources: <https://wholegrainscouncil.org/whole-grains-101/whats-whole-grain-refined-grain/sprouted-whole-grains>  
<http://www.todaysdietitian.com/newarchives/060415p18.shtml>  
[https://wholegrainscouncil.org/whole-grains-101/health-studies/search?keys&grain%5B0%5D=65&items\\_per\\_page=12](https://wholegrainscouncil.org/whole-grains-101/health-studies/search?keys&grain%5B0%5D=65&items_per_page=12)



# MAKE ONE BETTER CHOICE EACH DAY



Bolthouse Farms Plant Protein Milk: select varieties 48 fl. oz. \$3.49

## Bolthouse Farms® Plant Protein Milk

10g PLANT PROTEIN.

50% MORE CALCIUM\*

VEGAN

NON GMO

\*Than dairy milk



Try **Bolthouse Farms®** refrigerated dressings for less fat and fewer calories than other leading brands.

Bolthouse Farms Dressing: select varieties 14 fl. oz. 2/\$6.00



# Annie's

HOME GROWN



## Fill your Basket... with Bunnies!



Annie's Fruit Snacks, Snack Mix, Granola Bars, Puffs or Popcorn: select varieties 4 to 9 oz. 2/\$6.00



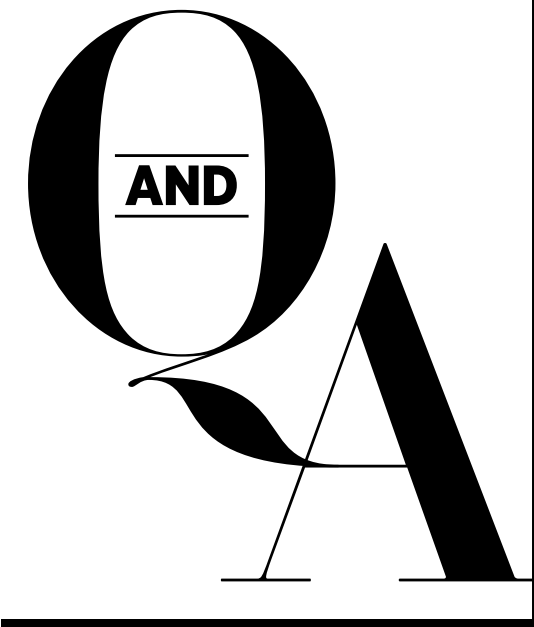
Annie's Cookies or Crackers: select varieties 6.5 to 8.4 oz. 2/\$5.00



Julie McMillin, RD, LD

### HY-VEE DIETITIANS:

A Registered Dietitian, Julie McMillin is always excited to help Hy-Vee customers expand their food smarts. Start with seeds to go the extra mile!



# SEED

**Q: Why should seeds be part of a regular diet?**

**A:** *Seeds may be one of the most perfect foods. They naturally pack a nutritional punch and are high in fiber, vitamin E and monounsaturated fats. Some are also a great source of protein and other vitamins and minerals many of us are lacking in our everyday diet. Best of all, they are an easy additon to any meal.*

**Q: What are some easy ways to add seeds to a daily diet?**

**A:** Simply add a sprinkle of seeds to your current favorite foods, whether it be an afternoon snack, entree or dessert. For example, I add chia seeds to my peanut butter to boost my fiber intake.

**Q: Are roasted or salted seeds still good for you?**

**A:** Roasting or toasting the seed helps to open the outer shell, making the nutrients easier for the body to absorb. However, be wary of high sodium in salted snacking seeds like sunflower or pumpkin.

**Q: Are there any negative side effects to adding seeds to a diet?**

**A:** Any time you are increasing the fiber in your diet, be sure to do so gradually and drink plenty of water.

**Q: What are seeds comparable to, nutrient-wise?**

**A:** Seeds are similar and often categorized with nuts, which are also strong sources of protein and healthy fats despite their small stature.

**Q: How can I give my meals a nutritional boost?**

**A:** *March is National Nutrition Month and dietitians across the country will be helping you go further with food. Seeds are an easy way to achieve just that. They are easy to add to your favorite entrees, snacks or even desserts.*



# SEEDS 101

SEED SCHOOL IS IN SESSION. FAMILIARIZE YOURSELF WITH THESE POPULAR SEEDS AND REAP THE NUTRITIONAL BENEFITS TODAY.

## SESAME

A favorite of sandwich connoisseurs, sesame seeds are more than time-honored bun toppers. Sesame seeds are loaded with polyunsaturated fats, which can lower the risk of heart disease. Adding sesame seeds to your diet can quickly boost fiber intake and may also benefit blood pressure.

## HEMP

Like chia and flax seed, hemp seed boasts omega-3 fats and magnesium. However, the distinctive characteristic of this great powerhouse is its protein content. Hemp seed is one of the few plant sources considered to be a complete protein and contains all nine essential amino acids, making it a great choice for those on a vegetarian diet.

## CHIA

This little seed is virtually tasteless yet packed with fiber. Adding just an ounce of chia seeds to yogurt, smoothies, oatmeal or peanut butter delivers 11 grams of fiber, which is almost half of the daily recommendation. Chia seeds will also absorb their weight in liquid, making you feel fuller for longer.

## FLAX

Flax is an oldie but a goodie. Its distinctive nutty flavor is a great addition to any baked good. You can purchase flax seed whole, but it must be ground or toasted to get the full benefit. These seeds are a great source of magnesium and fiber; they're also known as a leading source of omega-3 fats. Because of the high fat content, remember to keep ground flax seed refrigerated.

## POMEGRANATE

Brimming with antioxidants and anti-inflammatory properties, pomegranate seeds are a great nutritional tool for battling high blood pressure, high cholesterol and the buildup of free radicals. Cut the seeds from a pomegranate fruit or buy them packaged for a quick snack, or use them as toppings for salad or yogurt.

## PUMPKIN

Pumpkin seeds are easily identified and are one of the more common types of seeds. Like other seeds, they are a great source of magnesium, plus they pack protein and can be a nutritious sidekick to any snack.

PHOTO: Cameron Sadeghpour



# KRAVE

## BETTER

# CRAFTED, ARTISANAL, GOURMET FLAVORS.

# NOT TO MENTION DELICIOUS, TENDER, AND ALL-NATURAL\*.

\*NO ARTIFICIAL INGREDIENTS, MINIMALLY PROCESSED

Krave Jerky:  
select varieties  
1 oz. \$1.78

Krave Jerky:  
Chili Lime and  
Sweet Chipotle  
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Krave Jerky:  
select varieties  
1.25 oz. \$2.78

Krave Jerky:  
select varieties  
2.7 oz. \$4.49



@KRAVEjerky | kravejerky.com





# Feed Your Wild Side.®



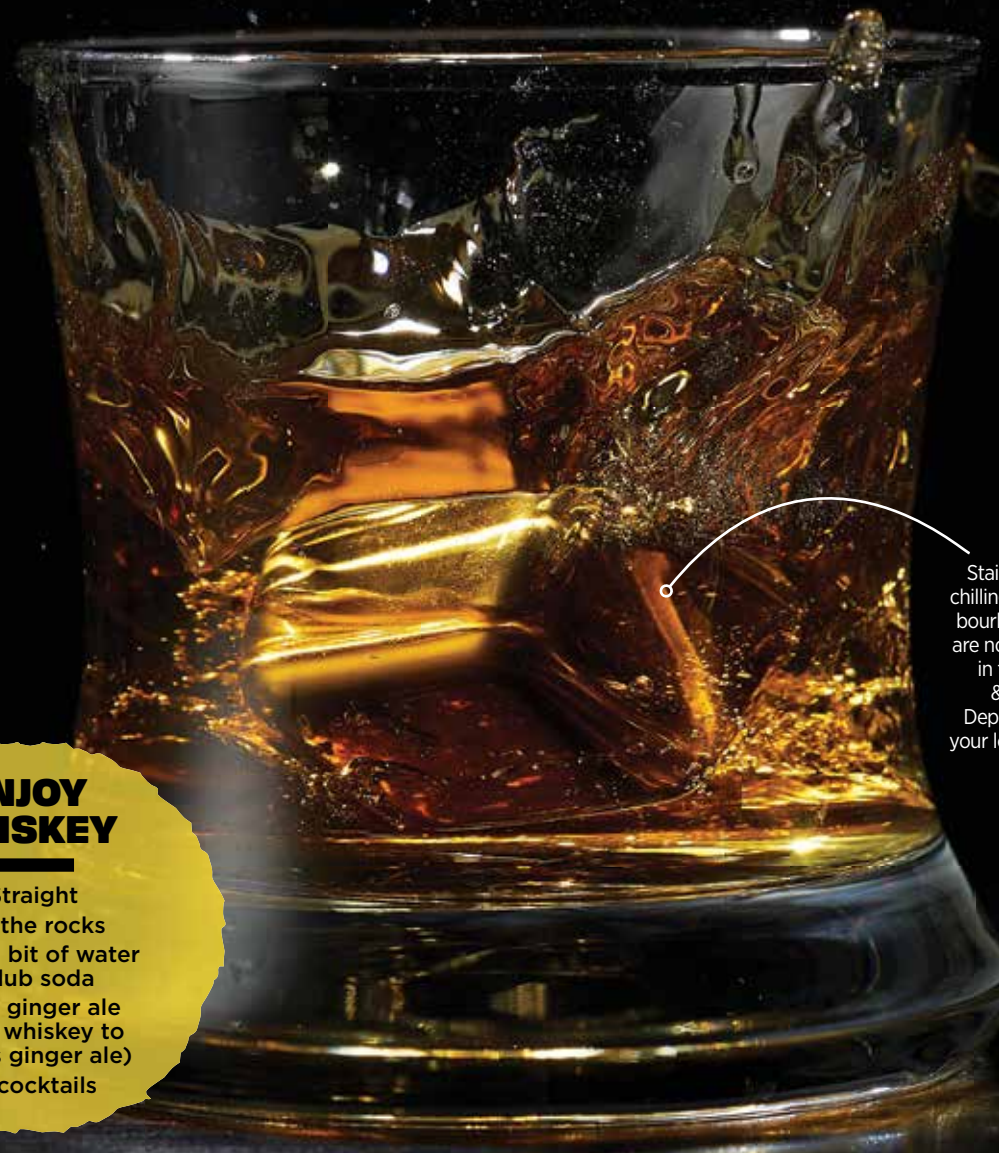
Jack Link's Jerky:  
select varieties  
2.85 oz. \$4.99

JackLinks.com

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PHOTOS Tobin Bennett

# IRISH SPIRITS



## ENJOY WHISKEY

- Straight
- On the rocks
- With a bit of water or club soda
- With ginger ale (1 part whiskey to 2 parts ginger ale)
- In cocktails

Stainless steel chilling cubes and bourbon glasses are now available in the Wine & Spirits Department at your local Hy-Vee.

## BOTTLES

**IN HONOR OF  
ST. PATRICK'S  
DAY—  
MARCH 17<sup>TH</sup>**

Irish or not, St. Patrick's Day gives you good reason to try a few new whiskeys and beers. If you're eating traditional food, dry Irish stout plays nice with a rich and hearty Irish beef stew. Or red ale with caramel notes pairs perfectly with corned beef and cabbage. If you're looking for something to warm you after braving the parade, consider an Irish coffee, a cup of sweetened brewed coffee spiked with Irish whiskey. When it comes to dessert, Baileys Irish Cream sips beautifully on its own over ice.



**JAMESON WHISKEY**  
A triple distilled Irish whiskey with a light floral fragrance and flavor notes of toasted nuts, spice and vanilla.



**GUINNESS DRAUGHT BEER**  
A smooth, dark and creamy Irish dry stout with a coffee-and-malt aroma and sweet and bitter notes.



**BUSHMILLS WHISKEY**  
An Irish grain whiskey aged five years, then blended with distilled whiskey. Has flavor notes of honey, fruit, spicy vanilla and oak.



**BAILEYS IRISH CREAM**  
Versatile Irish whiskey-and-cream-based liqueur with smooth and unique cocoa character and vanilla notes



**KILLIAN'S IRISH RED BEER**  
An Irish lager, made by MillerCoors Co., that has a rich amber color, thick creamy head and caramel malt taste.



NEW!



sweet & spicy

# COCONUT WATER WITH A KICK

a little bit sweet, a little bit spicy

Zico Coconut Water:  
select varieties  
16.9 fl. oz. \$2.29

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# The PERFECT PICKS

for March



## WINNING REFRESHMENT FOR EVERY FAN



COCA-COLA® IS THE OFFICIAL FAN REFRESHMENT OF MARCH MADNESS®



TASTE THE FEELING®

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Goldfish:  
select varieties  
30 or 34 oz. \$7.99

Campbell's:  
select varieties  
11 to 13 oz. 2/\$4.00

V8 Red or Blends:  
select varieties  
46 fl. oz. 2/\$5.00

Campbell's SLOW COOKER

Pepperidge Farm Buns or Rolls: select varieties  
14 to 15 oz. \$2.99

Pace Salsa or Picante:  
select varieties  
16 oz. 2/\$4.00

Swanson Chicken:  
4.5 oz. 2/\$4.00

### SLOW COOKED CREAMY BUFFALO CHICKEN SLIDERS


Campbell's PEPPERIDGE FARM

FOR THIS RECIPE AND MORE, VISIT US AT: [Campbell's kitchen.com](https://www.campbellskitchen.com)

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# LOAD UP ON SAVINGS. NOT SUGAR.

- 5** Calories Per Serving
-  No Artificial Sweeteners

Bai:  
select varieties  
18 fl. oz. 3/\$5.00



Body Armor:  
select varieties  
16 fl. oz. or 1 L.  
10/\$10.00

## MORE NATURAL BETTER HYDRATION

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## BEAU OF THE BALL MEDICINE BALL WORKOUT

Perform this full-body medicine ball workout to tone muscle, burn fat and see if you have what it takes to be a (medicine) baller.

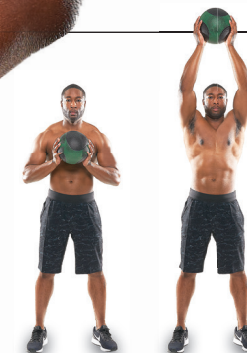
### 1 OVERHEAD LUNGE FULL BODY

Stand with feet shoulder-width apart. Raise the medicine ball straight above your head with arms extended. Take a large step forward, bending at the knee until thigh is parallel to the floor and knee lines up over ankle. Push upward, drawing left foot even with the right. Repeat on opposite side.



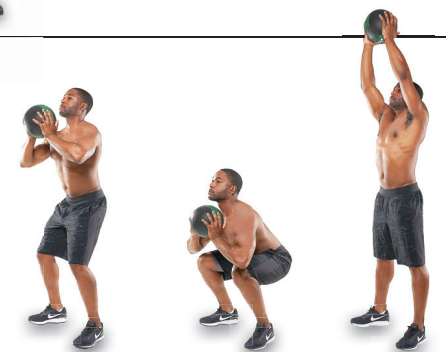
### 2 OVERHEAD SHOULDER PRESS UPPER BODY

Stand with feet shoulder-width apart, holding medicine ball at chest level and almost touching your sternum. Maintaining a straight spine, press the ball up toward the sky. Slowly lower the ball back to chest level.



### 3 SQUAT THRUSTERS LOWER BODY

Stand with feet hip-width apart, holding a medicine ball in front of your chest. Squat down by bending at the knees and dipping at the hips until legs are parallel. Press from the heels while simultaneously extending your arms and pressing the ball toward the sky. Lower ball back to chest level and repeat.



### 4 SIDE-TO-SIDE CORE

Sit down with feet on the floor and knees bent. Lean slightly back until your torso is at a 45-degree angle from the floor. Hold the medicine ball slightly in front of your chest. Engage the core and twist your torso until the ball touches the ground. Alternate sides in a slow, controlled motion with feet off the floor.



Perfect form with  
**Medicine Ball Moves.**  
Visit [youtube.com/Hy-Vee](https://www.youtube.com/Hy-Vee)

PHOTOS Tobin Bennett



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EMPLOYEE OWNED

Do what  
**FUELS  
RIGHT**



 **PURINA**

Your Pet, Our Passion.



Beyond Dog or  
Cat Food:  
select varieties  
3 to 4 lb. \$8.99



Save 2¢ per gallon  
with each item  
purchased



Dog Chow or  
Cat Chow Natural:  
select varieties 13 or 16 lb.  
(price varies by store)



Save 4¢ per gallon  
with each item  
purchased



Friskies Party Mix:  
select varieties  
2.1 oz. 4/\$5.00



Purina One Dog Food:  
select varieties  
31.1 lb. \$33.99



Save 5¢ per gallon  
with each item  
purchased



Purina One Cat  
or Dog Food:  
select varieties 6.3 to 8 lb.  
(price varies by store)



Save 2¢ per gallon  
with each item  
purchased



Purina One Treats:  
select varieties  
5 or 7 oz. \$4.49



Save 1¢ per gallon  
with each item  
purchased





**HY-VEE PHARMACIST:**  
**ANGIE NELSON**  
Group Vice President,  
Retail Pharmacy

**Q. How does a Hy-Vee telepharmacy differ from a full-service pharmacy?**

**A. Our telepharmacy locations have most of the same services as our typical retail pharmacies except some of the process is provided remotely. Other services such as immunizations are only provided when the pharmacist is onsite.**

**Q. How do customers interact with pharmacists remotely?**

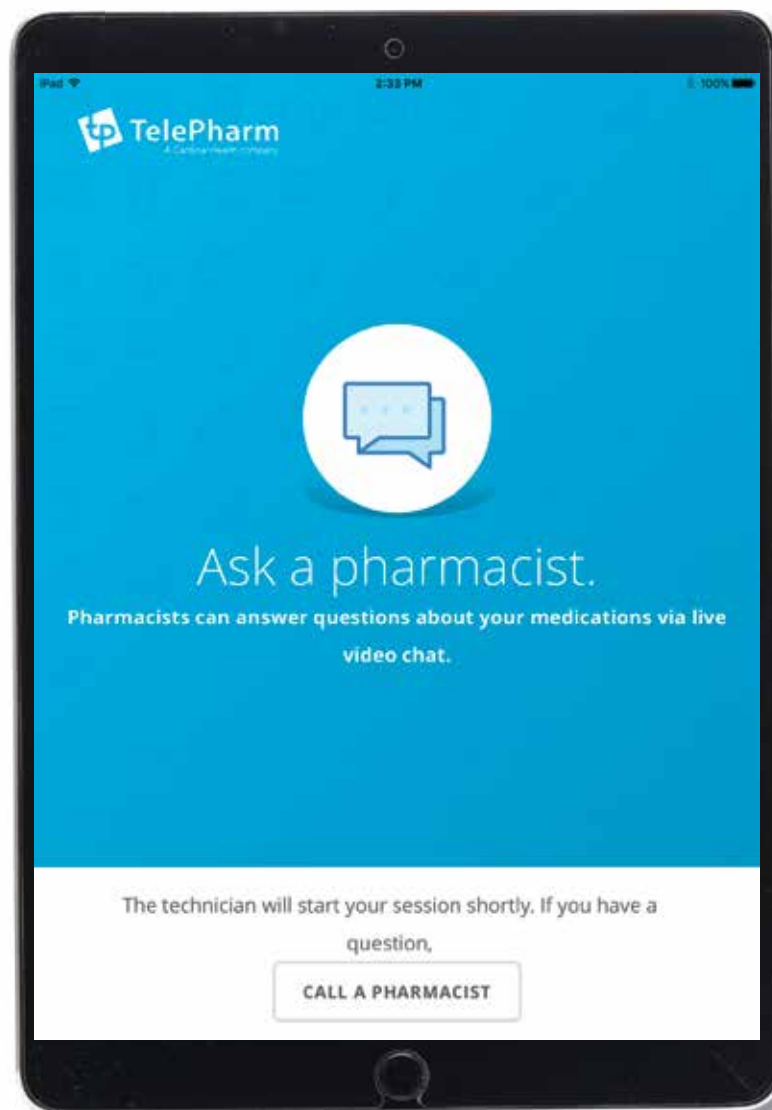
**A. Pharmacists are still able to provide medication counseling to our patients. There is an iPad that the patients are able to “FaceTime” with our pharmacists. There is also a phone handset available that patients can use for more private conversations.**

**Q. Why did Hy-Vee implement telepharmacies?**

**A. Our telepharmacy locations provide an exciting and innovative outlet for Hy-Vee to bring our pharmacy services and Hy-Vee products to communities that may not have pharmacy services.**

**Q. How does a pharmacist differ from a pharmacist tech?**

**A. A pharmacy technician doesn’t have the same level of education as a pharmacist. However, any pharmacy technician working in our telepharmacies have passed a certification exam.**



# ASTHMA

STOP COUGHING AND WHEEZING YOUR WAY THROUGH SPRING. HERE ARE WAYS TO FIGHT ASTHMA, WHICH AFFLICTS 25 MILLION PEOPLE ACROSS THE UNITED STATES.

Use **daily inhalers** for long-term management of asthma. Clinically prescribed corticosteroids reduce swelling in airways sensitive to certain inhaled substances. Daily inhalers help prevent symptoms from starting. People with severe asthma may need corticosteroid pills for day-to-day control.

**Quick-relief inhalers** with beta2-agonists immediately relax tight muscles around your airways. Use this inhaler when you first notice symptoms. Carry it with you at all times. If you find you’re using it more than twice a week, check with your doctor; you may need to change your asthma management plan.

**ASTHMA CAN BE ALLERGY-INDUCED (REACTIONS TO DUST, ANIMAL FUR, MOLD, POLLEN AND OTHER COMMON ALLERGENS) EXERCISE-INDUCED (NARROWED AIRWAYS TRIGGER SEVERE SHORTNESS OF BREATH) WHICH IS COMMON IN TEENAGERS AND YOUNG ADULTS, OR OCCUPATIONAL CAUSED BY SUBSTANCES IN THE WORKPLACE SUCH AS WOOD DUST, GRAIN DUST, AND CHEMICALS.**

**About 7 million asthmatics in the United States are kids.** Asthma often begins in childhood. Its exact cause is unknown; researchers suspect genetics, certain respiratory diseases during childhood, or exposure to allergens when the immune system is developing may be factors. The best way to diagnose asthma is with a lung function test, a medical history and a physical exam.

## FIGHT THE INFLAMMATION

Asthma is a chronic condition in which airways from the lungs swell; mucus further narrows the airways. It’s incurable but manageable. Symptoms range from coughing and wheezing to chest tightness and shortness of breath so severe they require emergency care and could be fatal, so it’s important to manage your symptoms. Many people who have asthma also have allergies, but asthmatics react to more than dust, pollen and common triggers; they’re also reacting to stress, infection, medications or household chemicals. Manage asthma with daily meds from inhalers; treat flare-ups with quick-relief inhalers that open airways fast. Don’t rely on the latter to control asthma day to day.

**“PROPER TECHNIQUE WHEN USING AN INHALER IS IMPORTANT. ASK YOUR HY-VEE PHARMACIST. WE WILL BE GLAD TO SHOW YOU HOW TO PROPERLY USE YOUR INHALER.” — ANGIE NELSON, HY-VEE GROUP VICE PRESIDENT, RETAIL PHARMACY**

PHOTO: Tobin Bennett

Source: <https://www.nhlbi.gov/health/health-topics/topics/asthma/>



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Olay Total Effects:  
select varieties  
1.7 fl. oz. \$19.99



Save 3¢ per gallon  
with each item  
purchased



Gillette or  
Venus Razor  
select varieties:  
\$8.99



Herbal Essences or  
Aussie Shampoo  
or Conditioner:  
select varieties:  
4.9 to 13.5 oz.  
\$2.99



Always or Tampax:  
select varieties  
24 to 54 ct. \$6.97



Crest Toothpaste  
6.4 oz. or Oral-B 2 ct.:  
select varieties  
\$1.89



Prilosec:  
Original or  
Wildberry  
14 ct. \$10.49



Old Spice, Secret  
Deodorant,  
Old Spice or Olay  
Body Wash:  
select varieties  
2.6 to 22 oz. \$3.99



Always  
Discreet:  
select  
varieties:  
10 to 66 ct.  
\$11.99

# ACTIVATED CHARCOAL

ACTIVATED CHARCOAL HAS BECOME A POPULAR HEALTH TREND, CLAIMING TO WHITEN TEETH, DEODORIZE, NOURISH SKIN AND ASSUAGE PESKY HANGOVERS. HOWEVER, RESEARCHERS HAVEN'T BEEN AS QUICK AS YOUR FAVORITE CELEBRITY TO SUPPORT ACTIVATED CHARCOAL.

## WHAT IS IT?

DIFFERENT THAN THE CHARCOAL FOR THE GRILL ON YOUR PATIO, ACTIVATED CHARCOAL IS HEATED AT HIGH TEMPERATURES IN THE PRESENCE OF A GAS THAT CAUSES THE CHARCOAL TO BECOME POROUS, ALLOWING IT TO TRAP CERTAIN CHEMICALS SO THEY CAN'T BE ABSORBED BY THE BODY.

## PROS:

- Due to its ability to wrangle toxic substances, activated charcoal is used medically as a treatment for certain types of poisonings.
- Commonly used for water filtration, activated charcoal snatches up metals and potentially harmful organic material from drinking water and, according to the Environmental Protection Agency, is considered a safe treatment.

## CONS:

WHEN IT COMES TO CURRENT HEALTH AND COSMETIC TRENDS, THE CLOUT OF ACTIVATED CHARCOAL STARTS TO GET HAZY.

- The American Dental Association claims that there is no clinical evidence to suggest that activated charcoal in toothpaste is effective for teeth whitening.
- Activated charcoal masks may help exfoliate skin by binding dirt and other toxins, but there's not enough research to back that point.
- Activated charcoal may be effective at reducing pain and bloating caused by intestinal gas, but has not been proven to put a halt to flatulence.
- Don't stop searching for a miracle hangover cure just yet. There's little evidence to suggest that activated charcoal will get you up off the floor or reduce your pounding headache.

PHOTOS: Cameron Sadeghpour and Tobin Bennett



Sources: <https://semspub.epa.gov/work/HQ/158701.pdf>  
<http://waterquality.cce.cornell.edu/publications/CCEWQ-03-ActivatedCarbonWtrTrt.pdf>  
<https://www.ncbi.nlm.nih.gov/pubmed/3521259>  
[http://jada.ada.org/article/S0002-8177\(17\)30412-9/fulltext](http://jada.ada.org/article/S0002-8177(17)30412-9/fulltext)  
<https://www.ncbi.nlm.nih.gov/pubmed/3710499>  
<https://www.ncbi.nlm.nih.gov/pubmed/9934757>





Dr. Ruth MacDonald  
Professor and Chair  
Food Science and Human Nutrition  
Iowa State University

# Are GMO foods safe?

For the answer, we asked Dr. Ruth MacDonald, a respected leader in nutrition and food science, what she wants consumers to understand about the safety of genetically modified foods.

## GMOs are safe.

We've consumed foods from genetically modified crops for years and there's no evidence of any risk to human health.

## There are no health risks.

The World Health Organization, American Pediatric Association, National Academy of Medicine and others have analyzed thousands of studies and concluded that GMOs are safe.

## We enjoy the safest food supply in the world.

Genetic modification has been used for decades and GMO crops are the most tested in the history of agriculture. There is no evidence of risk to people, animals or the environment.



“As a farmer and a mom, I only feed my family foods that I trust to be safe. Not only are GMOs safe for my family and yours, but GMO technology is better for our environment because it allows us to use less pesticides on our crops. That's good for everyone. – Sara Ross, Minden, Iowa”

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NEW

LOVE *beauty* AND *planet*

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& a little ♥ for the planet



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Shampoo, Conditioner or  
Body Wash: select varieties  
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Suave Body Wash, Suave  
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or Conditioner, Axe or DoveMen  
Body Wash: select varieties  
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Lysol Toilet Bowl  
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2/\$4.00



# This spring, don't just clean, protect\* with Lysol®



## Kill 99.9% of germs with 0% bleach\*\*

### WHAT IT TAKES TO PROTECT™

\*Help Protect from the spread of germs

\*\*Kills germs on surfaces when used as directed

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FIT FINDS

# ALLERGY

ANTIDOTES



## 1. TOPCARE ALL DAY ALLERGY

Take care of allergy symptoms like sneezing, runny nose and sore throat for 24 hours.

## 3. NOW ESSENTIAL OILS

Essential oils like lemon and peppermint may contain antifungal properties, leading to improved indoor air quality.

## 2. TOPCARE ALLERGY RELIEF TABLETS

Get complete relief from allergy symptoms like runny nose; itchy, watery eyes; and sneezing.

## 4. TOPCARE NASAL SPRAY

Unclog nasal congestion and hydrate dry passageways.

## 5. HY-VEE SEVERE ALLERGY PLUS SINUS HEADACHE

Minimize pain and discomfort from allergy headaches and sinus pressure.



1



2



3



4

**SAY SAYONARA TO  
SPRINGTIME SNIFFLES  
AND SNEEZES. SHOP FOR  
THESE PRODUCTS AT  
HY-VEE AND BREATHE  
FREELY IN THE FACE OF  
ALLERGY PROBLEMS  
POSED BY POLLENS  
FROM GRASS AND  
OTHER PLANTS.**



5

Sources: <https://www.ncbi.nlm.nih.gov/pubmed/29077554>  
<https://www.allergy.org.au/patients/allergic-rhinitis-hay-fever-and-sinusitis/sinusitis-and-allergy>



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EMPLOYEE OWNED

Pampers  
Pure

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Fragrance  
Parabens  
Latex\*

100% Pampers Protection



Diapers & Wipes with Pure Protection that Works.

\*Natural Rubber Latex ©2018 P&G

BRINGING UP BABY



## BREAST OR BOTTLE? MAKE THE RIGHT CHOICE

FED IS BEST! THE DECISION TO BREASTFEED OR BOTTLE-FEED IS A **PERSONAL CHOICE**. HAVING A **HAPPY, HEALTHY BABY** IS WHAT COUNTS. BUT IF YOU'RE ON THE FENCE ABOUT IT, **HERE'S THE LATEST** TO HELP YOU WEIGH YOUR OPTIONS.

### BREASTFEEDING

**YES, IT CAN BE A CHALLENGE, BUT THE HEALTH AND MENTAL BENEFITS ARE ENORMOUS FOR BOTH YOU AND YOUR BABY.**

**1** The American Academy of Pediatrics recommends exclusively breastfeeding for up to 6 months, and supplementing with solids after 6 months while continuing to breastfeed for up to 1 year. Colostrum (early breast milk) and mature milk have antibodies and hormones that protect your baby from illness, and proteins, sugars and fats to nourish. Recent research suggests breastfeeding reduces risk of Sudden Infant Death Syndrome and fosters emotional attachment between mom and baby.

**2** If you're still not convinced that putting baby to breast is best for you, you may choose to bottle-feed your baby with expressed milk so that your little one can benefit from the immune-boosting and nutritional aspects of your milk. See if your insurance company offers a free breast pump and other resources. More questions? Reach out to a local lactation consultant who can help you perfect your breastfeeding relationship.

### BOTTLE FEEDING

If you like the convenience of formula or to meet certain medical conditions, you can easily provide nutrition to your baby without guilt or regret. The Food and Drug Administration

requires all infant formula to contain 29 specific nutrients important for healthy growth. And since formula is more filling than breast milk, feedings can be less frequent. The responsibility for feedings can

be shared by both parents. Plus, on average, bottle-fed babies tend to sleep through the night sooner in their development than breastfed babies—a total win for sleep-deprived parents!

**NUMBER OF  
U.S. INFANTS  
WHO ARE FED  
FORMULA FROM  
BIRTH**

**1 MILLION**

**81**  
PERCENT OF  
U.S. BABIES  
START  
OUT BEING  
BREASTFED.



Sources: <http://pediatrics.aappublications.org/content/129/3/e827>  
<https://www.nichd.nih.gov/health/topics/breastfeeding/conditioninfo/Pages/benefits.aspx>  
<https://www.fda.gov/food/guidanceregulation/guidancedocumentsregulatoryinformation/infantformula/ucm056524.htm>  
<https://www.fda.gov/ForConsumers/ConsumerUpdates/ucm048694.htm>  
<https://www.fda.gov/ForConsumers/ConsumerUpdates/ucm048694.htm>  
breastfeeding/ 52% pf tj, are breastfed for il, tp 6, pmtjs/ breastfeeding





SAVE \$5 ON YOUR NEXT SHOPPING TRIP  
WHEN YOU BUY \$25 IN HUGGIES BABY ITEMS.  
OFFER VALID 3.4.18-3.31.18

# baby ON THE GO WITH HUGGIES

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Huggies, Pullups or  
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34 to 132 ct. \$24.94



Huggies 3x Wipe:  
select varieties  
72 to 184 ct. \$5.97



Huggies Soft Pack Wipes:  
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Kleenex Facial Tissue:  
select varieties 3 or 4 pk.  
\$4.48



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Paper Towels: select varieties  
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Cottonelle Flushable  
Wipes 336 ct. \$12.99



Scott Bath Tissue  
20 rolls \$12.99



Frito Lay Variety Packs:  
select varieties  
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LOOK FOR SPECIFICALLY MARKED  
PACKAGES IN-STORE FOR A CHANCE  
TO WIN A HASBRO GAME PACK  
WORTH UP TO \$80.00!\*



\*WHILE SUPPLIES LAST





# GET THE GOODS

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

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Frigo Assorted Cheese:  
select varieties  
5 to 15 oz. \$2.99



Reser's Main Street  
Bistro Side Dishes:  
select varieties  
20 or 24 oz. \$2.99



Land O' Frost Bistro  
Favorites, Breakfast Cuts  
or Simply Delicious:  
select varieties  
5 to 7 oz. \$2.99



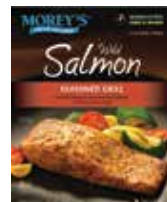
Sugardale Bacon:  
select varieties  
16 oz. \$4.88



Louisa Pasta:  
select varieties  
16 to 22 oz. \$3.99



noosa yoghurt:  
select varieties  
5.5 to 8 oz. \$1.99



Morey's Marinated Fish:  
select varieties  
10 oz. \$6.99



Man Dip:  
select varieties  
10 oz. \$3.99

## PANTRY



Pretzel Crisps:  
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Microwave Pop Corn:  
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Jolly Time Weight Watchers  
Pre-Popped Pop Corn:  
select varieties  
4 oz. 2/\$4.00



Skinny Pop Popcorn:  
select varieties  
4.4 or 5.5 oz. 2/\$5.00



McCormick Taco, Chili or  
Mexican Seasoning:  
select varieties  
1 to 1.5 oz. 3/\$2.00



McCormick Gravy:  
select varieties  
.87 or 1 oz. \$0.99



McCormick Wet Gravy:  
select varieties  
12 oz. \$1.68



Uncle Ben's Rice:  
select varieties  
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Zatarain's Rice  
Sides or Dinners:  
select varieties  
6 to 8 oz. \$1.68

## BEVERAGES



Idahoan Potatoes:  
Flavored Mashed Pouches,  
Cups or Casseroles:  
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16 to 32 oz. \$2.48



Old Orchard Healthy  
Balance or Cocktails:  
select varieties  
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Atkins Bars, Endulge  
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Gatorade or Propel:  
select varieties  
6 pk., 12 or 16.9 fl. oz.  
2/\$7.00



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Bowls or Cut Crystal  
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Dish Detergent:  
original or orange  
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Suavitel:  
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\$1 OFF Spice Island  
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It's what's  
**INSIDE**  
that counts!



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Nestea:  
select varieties  
6 pack 2/\$5.00



Nestle Pure Life:  
select varieties  
6 pack 16.9 fl. oz.  
3/\$4.00



Tradewinds Tea:  
select varieties  
1 gallon \$2.99



# BRING MORE FLAVOR TO YOUR TABLE.



## STOUFFER'S® Spinach Mac & Cheese | Serving size: 5

- 3 STOUFFER'S® Mac & Cheese Entrées (12 oz.)
- 1 cup Spinach (fresh, chopped)
- 1 cup Sun-dried Tomatoes (jarred)

**DIRECTIONS:** Cook mac & cheese according to package. **Pour** into oven-safe baking dish with spinach and tomatoes. **Mix. Bake** (approx. 25 minutes or until spinach is tender).

**TRY THIS:** Add bacon, green chiles, jalapenos.



## NESTLÉ® TOLL HOUSE® Chocolate Dipped Pretzels | Serving size: 8

- 1½ cups NESTLÉ® TOLL HOUSE® Morsels
- 1 tbsp. Coconut Oil
- Mini Pretzels (8 oz.)

**DIRECTIONS:** Melt morsels and coconut oil; **stir. Dip** pretzels in mixture. **Place** pretzels on baking tray covered with parchment paper. **Put** in freezer to harden. **Store** leftovers in the fridge.

**TRY THIS:** Add sea salt, chopped nuts, sprinkles, drizzled white or dark chocolate.



- |  |  |   |  |   |   |
|--|--|---|--|---|---|
| DiGiorno Stuffed Crust Pizza or Crispy Pan Pizza: select varieties<br>18.84 to 29.6 oz. \$6.99 | Stouffer's Simple Dishes or Classics: select varieties<br>8.87 to 12.75 oz. 2/\$5.00 | Outshine Frozen Bars: select varieties<br>4 to 12 ct. 3/\$10.00 | Coffee-mate Artisan: select varieties<br>14 fl. oz. \$3.29 | Nestlé Morsels: select varieties<br>20 to 24 oz. \$4.99 | Nestlé King Size Candy Bar: select varieties<br>3 to 3.7 oz. 2/\$3.00 |
|--|--|---|--|---|---|

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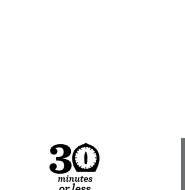
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30 MINUTES OR LESS



GLUTEN FREE



VEGETARIAN DISH

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Peanut Butter

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NEW LOOK!

Spring into warmer weather with even more balance in your life. We give you the low-down on antioxidant-packed asparagus, teach you how to rest properly, manage allergies, create mood-enhancing meals and other practical ways to live a better life.





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With Hy-Vee Aisles Online\* you can order your groceries from the comfort of home. We'll choose only the freshest items — then you can pick them up and we'll bring your groceries to your car. Or you can even have them delivered to your home. Try Hy-Vee Aisles Online today!



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