

HyVee® balance®

WINNING TAILGATE RECIPES

FRESH & FUELING
PAGE 40

7 PILATES MOVES

PAGE 76

BETTER BODY IMAGE

HAPPIER,
HEALTHIER
KIDS

PAGE 66

KIRK HERBSTREIT TALKS:

- COLLEGE FOOTBALL
- FAMILY
- FITNESS

PAGE 32

SEPTEMBER 2018

\$4.95
FREE IN-STORE

KICKOFF

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Perrier Slim Cans:
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Sparkling Fruit Beverages:
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THE LINEUP

SEPTEMBER
ISSUE 2018



BODY
BOOTCAMP

17



FIT FOR FALL



21

NUTRIENT
POWER

32

GET IN
THE GAME



62

HEALTHY
YOU
MOBILE



72

LIFE IN
BALANCE

50

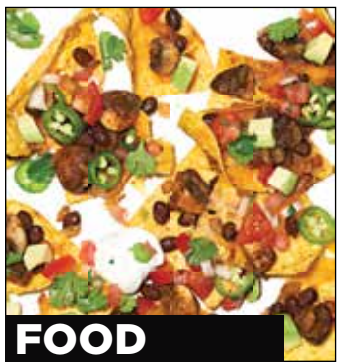
WEEKNIGHT
DISH





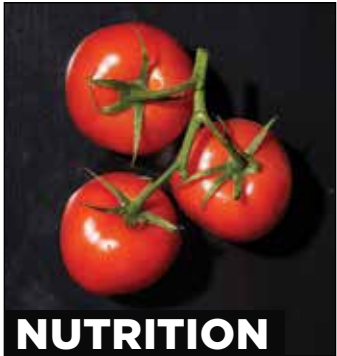
30
minutes
or less

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



FOOD

- 13 MEAL MAKEOVER**
A better-for-you version of your favorite boneless wings.
- 24 FINDS**
Simplify weeknight meals with these healthy dinner kits.
- 40 TAILGATE WINNING EATS**
Gear up for game day without sacrificing your health.
- 50 WEEKNIGHT DISH**
Delicious family meals to share with the ones you love.



NUTRITION

- 9 DIETITIAN TIPS**
Five lifestyle changes that can help lower your cholesterol.
- 21 NUTRIENT POWER**
All the health benefits of grapes, plus a delicious salad recipe.
- 58 FOODS THAT HELP YOU FOCUS**
Power foods to help you get in the zone.
- 105 WHAT'S TRENDING**
Get the scoop on nutritional yeast.



HEALTH

- 15 PHARMACY FAQ**
Refill prescriptions easily with Hy-Vee delivery.
- 27 HEALTHY LIVING**
Facts you need to know about Medicare Part D.
- 80 THE WAITING ROOM**
How to find the right doctor for you.
- 114 PHARMACY**
Brush up on signs, symptoms and treatment of food allergies.



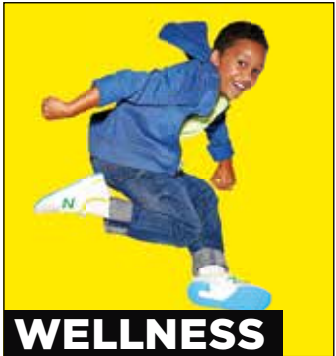
FITNESS

- 17 BODY BOOTCAMP**
Tone and tighten your core with these ab exercises.
- 76 PILATES**
Master stability and control with simple Pilates workouts.
- 89 EQUIP YOURSELF**
Want to learn how to get the most out of the lat pulldown machine? We show you the ropes.



LIFESTYLE

- 32 GET IN THE GAME**
Talking sports, life and balance with Kirk Herbstreit.
- 95 COOL (SOY) BEANS**
Learn how soybeans can be part of a healthy diet.
- 119 QUICK FIXES**
Save time with these kitchen quick fixes.



WELLNESS

- 62 A HEALTHIER YOU**
Hy-Vee's mobile clinics make it convenient to stay on top of your health.
- 66 TALKING TO KIDS ABOUT BODY IMAGE**
Help children build a healthy, positive body image.
- 72 LIFE IN BALANCE**
Tackle your to-do list and feel stress-free.
- 82 BACK IT UP**
Understand and manage back pain.



**A NEW TRIO OF
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FLAVORS**



Ortega Taco Sauce or Flavor Cravers: select varieties 8 or 15.24 fl. oz. \$1.79



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15g
PROTEIN

4g
NET CARBS*

<1g
SUGAR*

Quest Protein Cookie:
select varieties
2.08 oz. 3/\$5.00

* VARIES BY FLAVOR

QUEST
NUTRITION®

LIFE IS BETTER WHEN YOU CAN FEED YOUR CRAVINGS

PROGRESS



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

College football is back! And in this issue of *Hy-Vee Balance* we break down the upcoming season with ESPN College Football Analyst and Sports Emmy Award-Winning Kirk Herbstreit about his all-American upbringing, love for family and his journey to become the voice of college football in "Get in the Game," [page 32](#).

Every fall, the school year offers a chance for progress for kids and parents alike. Success, happiness—whatever you'd like to call it—is rarely attributed to our major milestones but rather the consistent, everyday decisions that accrue over time. So, the next time you have the opportunity to make a healthy choice, just remember, you're headed in the right direction even if you don't see immediate results. In time, you'll be thankful.

Kick off college football tailgate season the right way with healthy, reinvented gameday classics, [page 40](#). Or learn the impact of the family table on childhood development and helpful conversation starters in "Weeknight Dish," [page 50](#).

Trying to tone up? Cut the cardio and check out our Pilates workout, [page 76](#) to get lean. We've got your back if you suffer from lower posterior problems—follow the doctors' orders on [page 82](#).

Let *Hy-Vee Balance* reshape your family's understanding of healthy living as we offer simple solutions to help you improve your quality of life.



We asked our editorial contributors:
What's your favorite healthy game day snack?

FITNESS

Daira Driftmier,
Personal Trainer and
Hy-Vee KidsFit Director
Hummus is a great party snack and there are so many different kinds now. Roasted red pepper is our family favorite. We pair it with veggies, whole grain crackers or chips.

PHARMACY & NUTRITION

Angie Nelson
Group Vice President, Retail Pharmacy
Wow! How can you choose one? If I have to choose one, it would have to be veggies with hummus.

FITNESS

Ashlee Richardson, PT,
Certified Pilates Instructor
Pilates Center of Omaha
Omaha, Nebraska
Buffalo cauliflower.

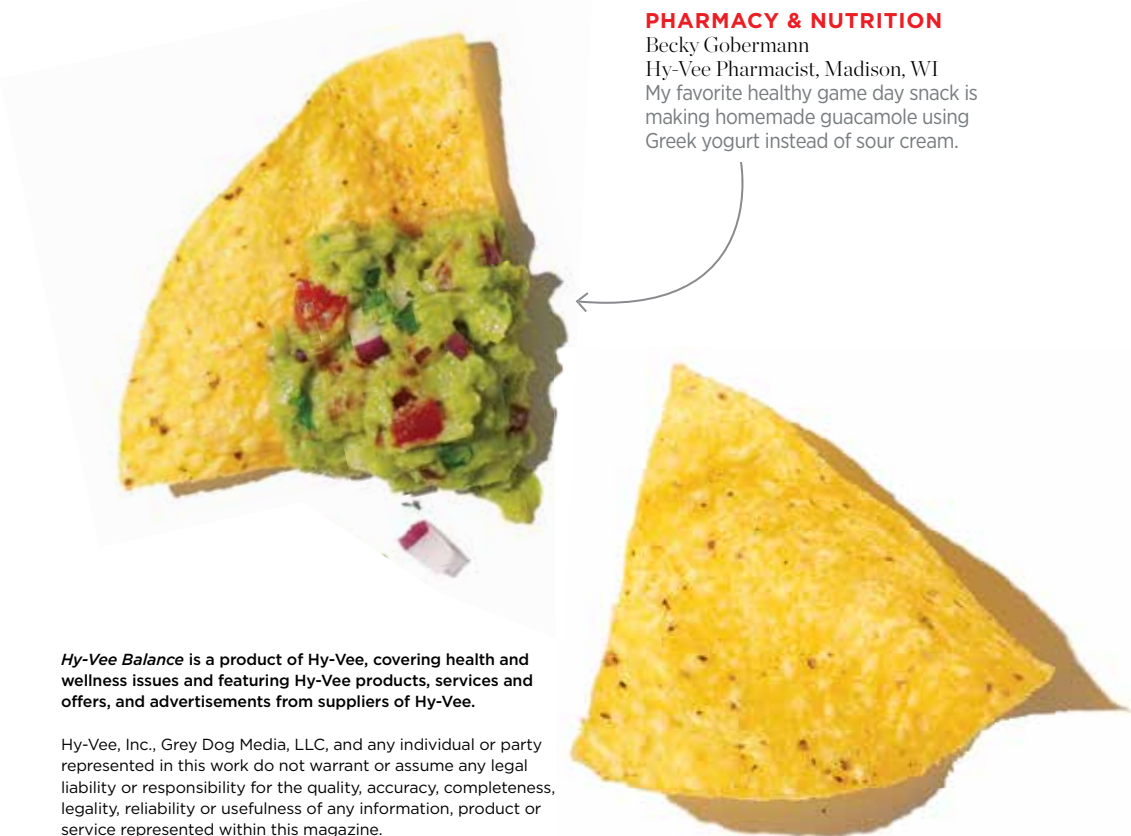
PHARMACY & NUTRITION

Kevin C. Sloan
Psychologist
Beaumont Weight Control Center
Royal Oak, MI

If I am participating it would probably be protein bars and protein drinks. If I am watching, raw veggies would most likely be the choice.

PHARMACY & NUTRITION

Becky Gobermann
Hy-Vee Pharmacist, Madison, WI
My favorite healthy game day snack is making homemade guacamole using Greek yogurt instead of sour cream.



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**Prices effective
September 4, 2018 through
October 1, 2018
(while quantities last).**

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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.

Please recycle after use.



AMP[®]
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ENERGY DRINK

AMP Organic Energy:
select varieties
12 or 16 fl. oz.
10/\$10.00



**5 SIMPLE
INGREDIENTS**



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ORGANICALLY UNSTOPPABLE

one of a kind™



Fairlife Milk:
select varieties
52 fl. oz. \$3.49

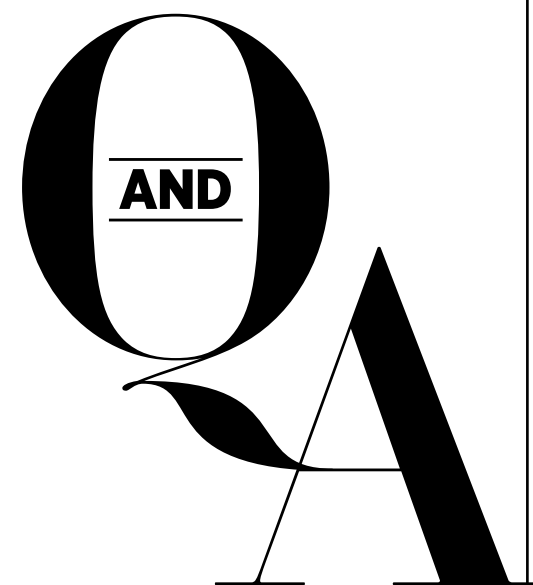
What makes fairlife® one-of-a-kind? We concentrate milk's goodness to give you **50% more protein and 50% less sugar.*** It's ultra-filtered, ultra-nutritious and ultra-delicious.

*as compared to regular milk



Julie McMillin, RD, LD
Assistant Vice President,
Retail Dietetics

A Registered Dietitian, Julie McMillin loves to help Hy-Vee customers expand their nutrition smarts.



Q: What is cholesterol?

A: *It's the waxy, fat-like material your body makes to help digest food. You need a certain amount of cholesterol to produce hormones, vitamin D and other substances. Your liver makes cholesterol; it's also found in foods from animal sources like meat, egg yolks and cheese.*

Q: Why is it harmful?

A: Your body does need a certain amount of cholesterol, but if you consume too much it increases in your bloodstream and can produce waxy plaque in blood vessels that can lead to coronary artery and heart disease. The plaque narrows arteries and can even block them, which disrupts the oxygen supply to the heart, possibly causing a heart attack. If plaque ruptures, a blood clot can form and further block the artery. Plaque also can form on arteries that feed your brain and limbs; blockages in those can cause carotid artery disease or stroke.

Q: What are “good” and “bad” cholesterol, and what are healthy levels?

A: High-density lipoprotein (HDL), or good cholesterol, carries cholesterol from other parts of your body to your liver for removal. Healthy HDL levels are more than 40 milligrams per deciliter (mg/dL) for men and more than 50 mg/dL for women. Low-density lipoproteins (LDL) are the cholesterol that can form plaque in arteries. A blood cholesterol of less

than 100 mg/dL is optimal. Get your cholesterol checked through a blood test at a doctor's office; it's also often part of a routine physical exam.

Q: How can I avoid unhealthy cholesterol levels?

A: High cholesterol can run in families, and you're at greater risk if you smoke, are in your mid-forties or older or are overweight. But the most common cause of high cholesterol is a lifestyle of unhealthy eating and lack of exercise. Eat lots of fruits and vegetables, and avoid saturated and trans fats in red meats, dairy products, baked goods and fried or processed foods. Eat unsaturated “good” fats—avocado, nuts and olive oil—and opt for skim milk over whole milk. Go for high-fiber foods like apples, bananas, oranges, beans and oatmeal, and limit sugary carbs and alcohol. Aim for at least 30 minutes of moderate or stronger exercise a day.

Q: How do I find out if my cholesterol is elevated?

A: *Ask your doctor for a blood test. Often there are no signs or symptoms of high cholesterol, so it's important to get a test, especially if you have a family history of heart disease or high cholesterol.*

Q: What should I do if it's above normal?

A: If diet, exercise and other lifestyle changes can't bring your cholesterol down, your doctor may prescribe a cholesterol-lowering drug, such as a statin.

KNOW YOUR CHOLESTEROL

Sources: medlineplus.gov/hdlthegoodcholesterol.html
medlineplus.gov/ldlthebadcholesterol.html
medlineplus.gov/cholesterol.html

5 WAYS TO LOWER CHOLESTEROL

These lifestyle changes can help keep cholesterol levels in a healthy range. If your cholesterol is high or you have a family history of high cholesterol, talk to your health care provider and come up with an easy-to-manage plan of attack.

1 LOSE WEIGHT

By losing five to 10 percent of your body weight, you may be able to reduce cholesterol levels significantly, according to the Mayo Clinic. Work small changes into your daily activity: Use the stairs instead of taking the elevator, or park farther from your office. Cut calories—munch on carrot sticks instead of potato chips or take a healthy homemade lunch to work instead of eating fast food. Hy-Vee offers a healthy lifestyle program called Begin™, which offers guidance in healthful eating, weight loss and exercises. Contact the Hy-Vee dietitians for more information.

2 QUIT SMOKING

It's never too late to quit. If you do, you may improve your good cholesterol level. What's more, your blood pressure decreases within 20 minutes after quitting, according to the Mayo Clinic. Risk of heart attack lowers within 24 hours of quitting smoking. Within a year the risk of heart disease is just half that of someone who smokes. Hy-Vee offers a Quit for Good™ program, a series of classes led by a trained pharmacist.

3 GET ACTIVE

Exercise can improve cholesterol levels. Work 30 minutes of moderate exercise into your daily routine—even 10-minute intervals several times a day—to raise good cholesterol. Take a walk during your lunch hour, bike to work or take an early-morning run. Do a few situps while watching TV. Finding an exercise partner can help. And consider joining a group that works out together.

4 DRINK ALCOHOL IN MODERATION

Interestingly, moderate use of alcohol has been linked with higher levels of good cholesterol, but there hasn't been enough research to recommend alcohol to nondrinkers. It's recommended that women of all ages and men older than 65 limit themselves to one alcoholic beverage per day; up to two drinks for men 65 and under.

5 EAT THE RIGHT FOODS

LIMIT SATURATED FATS FROM RED MEAT, BUTTER, CHEESE AND OTHER DAIRY PRODUCTS. THE AMERICAN HEART ASSOCIATION RECOMMENDS THAT LESS THAN 6 PERCENT OF DAILY CALORIES COME FROM SATURATED FAT. CHOOSE LEAN PROTEIN: FISH, SKINLESS CHICKEN BREASTS, LEAN BEEF CUTS (EYE OF ROUND, TOP SIRLOIN, SIRLOIN TIP), LOW-FAT DAIRY PRODUCTS AND MONOUNSATURATED FATS FROM OLIVE, PEANUT AND CANOLA OILS.

WHOLE GRAINS, FRUITS AND VEGETABLES CAN ALL HELP LOWER CHOLESTEROL. FOODS RICH IN OMEGA-3 FATTY ACIDS, INCLUDING WILD SALMON, WALNUTS, ALMONDS AND GROUND FLAXSEED, CAN HELP INCREASE GOOD CHOLESTEROL AND REDUCE TRIGLYCERIDES. OATMEAL CONTAINS SOLUBLE FIBER, WHICH CAN HELP REDUCE BAD CHOLESTEROL LEVELS. KIDNEY BEANS, APPLES, PEARS, BARLEY AND PRUNES ARE ALSO GOOD SOURCES OF SOLUBLE FIBER.



PHOTO Tobin Bennett



These extraordinary oats contain a soluble fiber called beta-glucan. Beta-glucan traps some of the bad cholesterol. And then shows it a thing or two. Yeah, this fiber doesn't like cholesterol. But when part of a diet low in saturated fat and cholesterol, it loves a healthy heart.* So you've got that in common.

QUAKER

*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.



Seventh Generation Disinfectant Spray: select varieties 13.9 fl. oz. \$5.49



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Seventh Generation Paper Towels or Facial Tissue: select varieties 1 roll or 85 ct. \$2.49



Seventh Generation Diapers or Training Pants: select varieties 22 to 40 ct. \$10.99



Seventh Generation Dish Soap, Hand Soap or Cleaner: select varieties 12 to 32 fl. oz. \$3.49



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**NO ARTIFICIAL FLAVORS
OR PRESERVATIVES**



TRY OUR NEW PASTA TODAY

Knorr Pasta Selects:
select varieties
3.5 to 6.2 oz. 2/\$3.00

BETTER-FOR-YOU BONELESS CHICKEN BITES



Prep 10 minutes
Air-Fry 10 minutes
Serves 1

Hy-Vee nonstick spray
3 Tbsp. Hy-Vee plain panko bread crumbs
3 Tbsp. Hy-Vee whole wheat flour, plus additional for dusting
¼ tsp. Hy-Vee garlic powder
¼ tsp. Hy-Vee black pepper
¼ tsp. Hy-Vee paprika

½ tsp. Hy-Vee salt
1 Hy-Vee large egg, lightly beaten
4 tsp. Gustare Vita classic olive oil
4 to 6 tsp. water
6 oz. Hy-Vee True chicken breasts, cut into 10 to 12 bite-size pieces
3 Tbsp. Honey Barbecue, Asian Zest or Garlic Parmesan sauce (recipes, left)

1. PREHEAT air fryer to 375°F. Lightly spray air fryer basket with nonstick spray. Combine panko, 3 Tbsp. whole wheat flour, garlic powder, black pepper, paprika and salt in a large bowl. Whisk in egg, oil and 4 tsp. water until combined. Add additional water if needed. Set aside.

2. DUST chicken pieces with additional whole wheat flour. Roll each chicken piece in panko batter until coated. Arrange coated chicken in single layer in air fryer basket. Air-fry for 5 minutes; shake or turn and cook 5 minutes more or until chicken is done (165°F).

3. TOSS chicken with 3 Tbsp. desired sauce and serve immediately.

Per serving (with 3 Tbsp. Honey Barbecue sauce):
750 calories, 28 g fat, 5 g saturated fat, 0 g trans fat, 310 mg cholesterol, 970 mg sodium, 74 g carbohydrates, 3 g fiber, 41 g sugar (38 g added sugar), 52 g protein.
Daily values: Vitamin D 6%, Calcium 6%, Iron 20%, Potassium 20%

CRISPY AIR-FRIED CHICKEN:
Ours contains about 50 percent less fat than deep-fried boneless chicken offered by popular fast-food chains.

1,140 cal
51 g fat
116 g carbs
3,170 mg sodium



ASIAN ZEST

COMBINE ⅓ cup Hy-Vee honey, ⅓ cup Hy-Vee Sriracha sauce, 2 Tbsp. rice wine vinegar, 2 Tbsp. Hy-Vee soy sauce, 4 tsp. fresh lemon juice, 1 tsp. Hy-Vee crushed red pepper, ½ tsp. fresh-grated ginger and ½ tsp. Hy-Vee salt in a small saucepan. Bring to boiling; reduce heat. Gently boil 20 to 30 minutes or until reduced to 1 cup.

GARLIC PARMESAN

WHISK together 1 (5.3-oz.) container Hy-Vee plain Greek yogurt, 2 Tbsp. Hy-Vee skim milk, 2 Tbsp. Gustare Vita garlic-flavored olive oil, 2 Tbsp. Hy-Vee grated Parmesan cheese, 1 tsp. finely chopped basil, 1 tsp. Hy-Vee crushed red pepper, 1 tsp. Hy-Vee dry mustard powder, ½ tsp. Hy-Vee salt, ¼ tsp. finely chopped thyme, ¼ tsp. Hy-Vee black pepper and ¼ tsp. Hy-Vee chili powder in a microwave-safe bowl. **MICROWAVE** on HIGH at 15-second intervals until warm. Makes 1 cup.

HONEY BARBECUE

COMBINE 1 (6-oz.) can Hy-Vee tomato paste, ⅔ cup water, ½ cup Hy-Vee honey, ½ cup Hy-Vee white vinegar, ¼ cup mild molasses, 1 tsp. Hy-Vee salt, ½ tsp. liquid smoke and ½ tsp. Hy-Vee cayenne pepper in a small saucepan. Bring to boiling; reduce heat. Gently boil 5 to 10 minutes or until reduced to 1 cup.

750
calories
28 g
fat
74 g
carbs
970 mg
sodium

PHOTOS: Tobin Bennett

HYDRATE



Hydrive or Body Armor:
select varieties
16 fl. oz. 4/\$5.00

Bai, Neuro or Fiji:
select varieties
11, 14.5 or 18 fl. oz.
3/\$5.00

Vita Coco Coconut Water:
select varieties
16.9 fl. oz. 2/\$4.00

Core Water:
select varieties
30.4 fl. oz. 2/\$3.00

AB-OUT TIME

A strong core is critical for stability, alleviating back pain and getting the most out of other exercises. Here's how to upgrade from run-of-the-mill sit-ups and crunches with four new moves.

1 SEATED TWIST ABDOMINALS, OBLIQUES

Sit on the floor with knees bent and upper body at 60-degree angle from the floor. Keeping knees together and hands on opposite shoulders, slowly twist your upper body until your right elbow is past your rib cage. Alternate.



2 LEG RAISES LOWER ABDOMINALS

Lie on your back with hands at sides and legs outstretched on the floor. Raise both legs until your body forms a 90-degree angle. Keep shoulders on the floor throughout the exercise and do not allow back to arch.



3 FLUTTER KICKS ABDOMINALS

Lie on your back with hands under the outer edges of glute muscles. Lift legs about six inches off the floor. Lift your right foot six inches higher, then quickly lower it to six inches while lifting your left foot six inches.



4 REVERSE CRUNCH LOWER ABDOMINALS

Lie on your back and lift legs so your body forms a 90-degree angle. Contract your ab muscles and lift your bottom off the floor. Keep your shoulders on the floor throughout the exercise.



THE REAL WORLD

A HEALTHY MIDSECTION HAS BENEFITS BEYOND THE GYM OR THE BEACH. EVERYDAY ACTIVITIES LIKE BENDING OVER, TWISTING OR KEEPING GOOD POSTURE REQUIRE STRONG ABS.

PHOTOS Tobin Bennett

Source: acefitness.org/education-and-resources/professional/prosource/april-2014/3764/abs-abs-abs



Great Taste starts with **PREMIUM** Saltine Crackers



PREMIUM BLT Toppers



Spicy Tuna Melts



Nabisco Premium Saltine Crackers: select varieties 9 to 16.96 oz. 2/\$5.00



Sausage Fajita Morning Bake



Nabisco Premium Rounds: select varieties 10 oz. 2/\$4.00



Nabisco Family Size Premium Crackers: select varieties 24 oz. 2/\$7.00



As True as it gets.

We make TruMoo® with no GMO ingredients. We use real milk, real cocoa and real cane sugar, for a truly great taste your family loves. It's our way of staying true to you.

No high fructose corn syrup | No artificial ingredients



TruMoo Chocolate Milk: select varieties 1 gallon \$3.99



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Cracker Barrel Macaroni and Cheese: select varieties 12 or 14 oz. \$3.99



Planters NUT-rition Cans or Boxes: select varieties 7.5 to 11.5 oz. \$4.49



Food Network Sauces, Dinners or Salad Dressings: select varieties 4 to 15 oz. 2/\$5.00



Oscar Mayer Frozen Snacks, Velveeta Cheesy Bites, TGI Fridays Sliders or Delimex Taquitos: select varieties 7.75 to 23 oz. \$5.49



Gevalia or McCafé Premium Pods or Coffee: select varieties 6 to 12 ct. or 12 oz. \$5.99



STEP UP YOUR BBQ



Heinz BBQ Baked Beans: select varieties 16 oz. 2/\$3.00

NEW HEINZ BAKED BEANS



NUTRIENT POWER

GRAPES

Bite into a grape—red, green or black—and you'll get more than a burst of juicy, sweet goodness. Grapes are filled with polyphenols, which help **INCREASE GOOD CHOLESTEROL**, and vitamin K, essential for **BLOOD CLOTTING**. Vitamin B6 along with other B vitamins helps **METABOLIZE PROTEINS, CARBS AND FAT**.

104
CALORIES

9%
CARBS

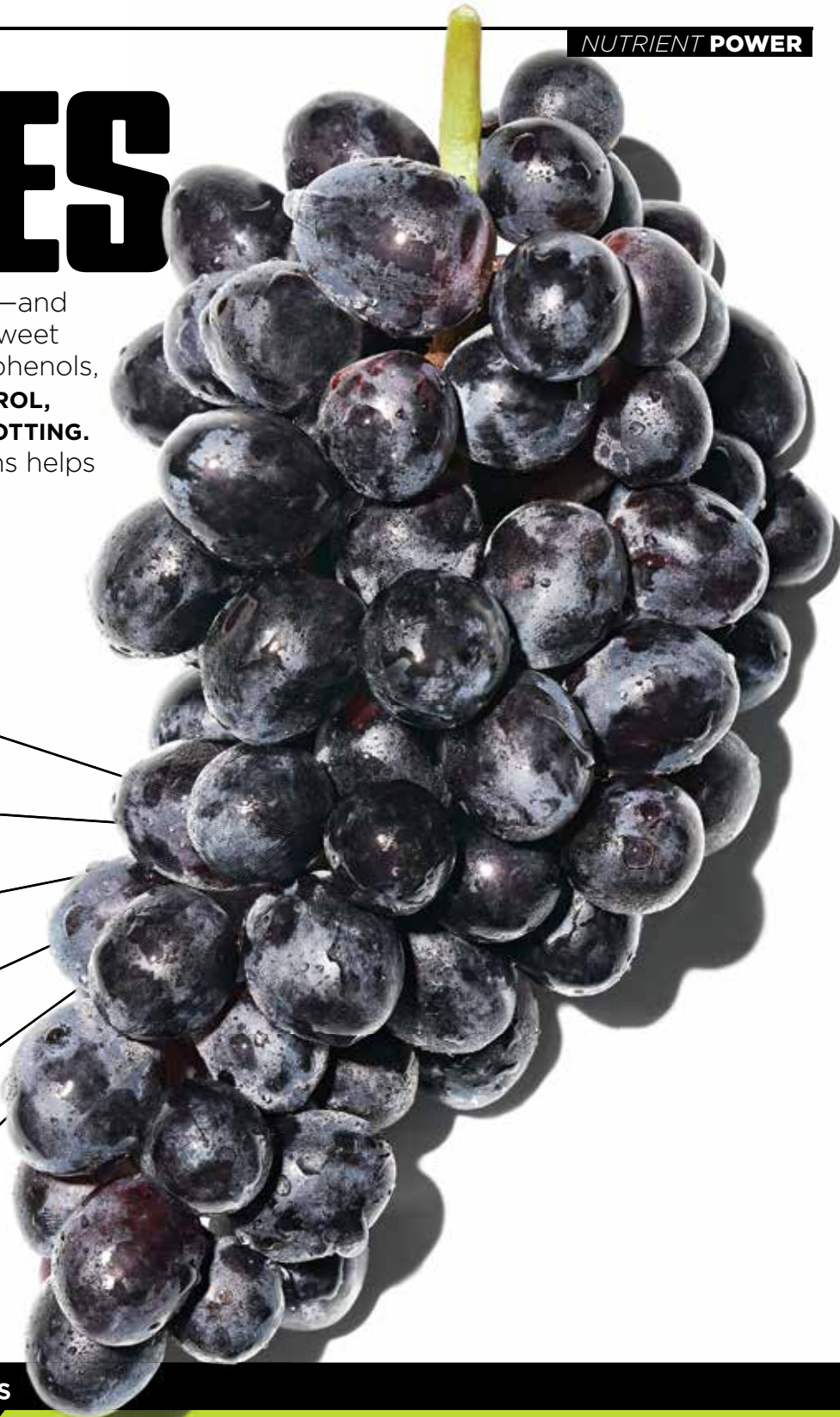
23G
SUGARS

10%
VITAMIN B6

24%
VITAMIN K

5%
DIETARY
FIBER

Serving: 1 cup seedless
Percentages represent
daily values based on a
2,000-calorie diet.



FRESH PICKS

BUY

Choose plump, firm and vibrant fruit still attached to stems. Stems should be green and pliable. The powdery white bloom is a natural protection against spoilage.

STORE

Keep unwashed grapes in a perforated plastic bag in a refrigerator crisper drawer for up to 10 days.

PREPARE

Wash in cold water; pat dry. Halve grapes and remove seeds, if necessary. Toss grapes into salads, desserts and sauces. Or roast or juice grapes.

Sources: www.supertracker.usda.gov/foodapedia.aspx
www.ncbi.nlm.nih.gov/pmc/articles/PMC2728696/
www.ncbi.nlm.nih.gov/pubmed/18398872
www.ncbi.nlm.nih.gov/pmc/articles/PMC2728695/

GRAPE, FENNEL, CHICKEN & QUINOA SALAD

SERVE THIS SALAD WARM OR COLD FOR AN EASY WEEKNIGHT DINNER.

Prep 40 minutes
Serves 4

½ cup Hy-Vee Select uncooked tricolored quinoa
2 tsp. lemon zest
¼ cup fresh lemon juice
1 tsp. Hy-Vee honey
1 tsp. Hy-Vee salt
¼ tsp. Hy-Vee black pepper
2 Tbsp. Gustare Vita olive oil
4 cups torn red Swiss chard
12 oz. cooked Hy-Vee rotisserie chicken breasts, sliced
1½ cups red, green and black grapes, halved
½ fennel bulb, thinly sliced
½ cup Hy-Vee walnuts, toasted
Fennel fronds, for garnish

1. PREPARE quinoa according to package directions. Cool. Whisk together lemon zest and juice, honey, salt and pepper for vinaigrette. Slowly whisk in olive oil; set aside.

2. ARRANGE red chard, quinoa and chicken on four serving plates. Top each with grapes, sliced fennel and walnuts. Serve with vinaigrette. If desired, garnish with fennel fronds.

Per serving: 400 calories, 24 g fat, 4.5 g saturated fat, 0 g trans fat, 55 mg cholesterol, 340 mg sodium, 26 g carbohydrates, 4 g fiber, 12 g sugar (1 g added sugar), 23 g protein. Daily Values: Vitamin D 0%, Calcium 4%, Iron 15%, Potassium 10%

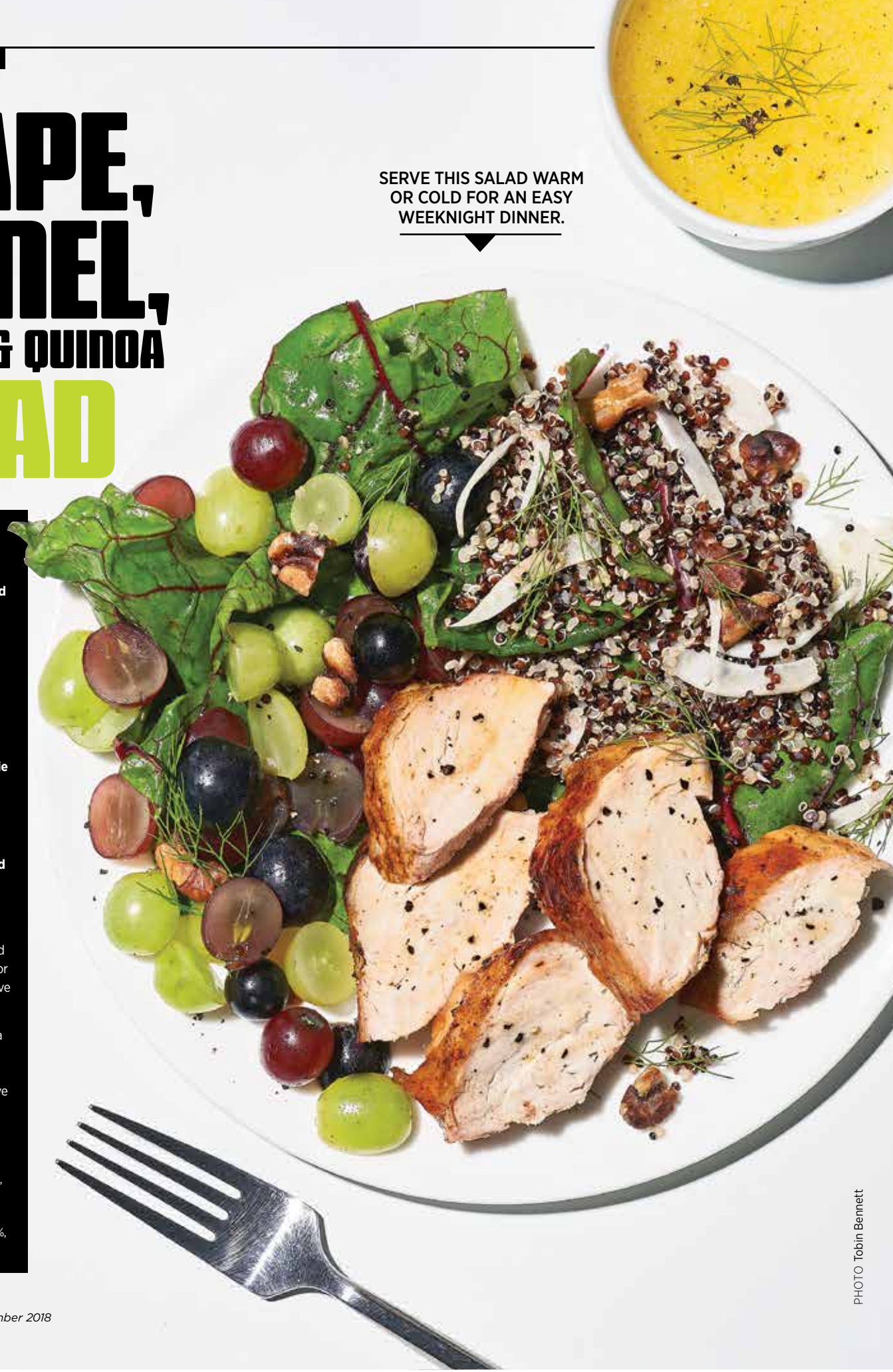


PHOTO Tobin Bennett

Just a hint of subtle sweetness in mild and creamy Greek Yogurt



12g protein | 9g sugar

READY-MADE MEALS

SIMPLIFY FAMILY MEALS with prepared dinner kits. Find everything you need for an entire meal in one package, without sacrificing the flavor and health benefits of a homemade meal.

1 TYSON TASTEMAKERS MEAL KIT Tomato Braised Chicken Cacciatore

2 FRONTERA TACO SKILLET Barbacoa

3 TYSON ENTRÉE KIT Roasted Ginger Chicken

4 OPAA! Gyros Kit with Pocket Pita Bread

5 FOOD NETWORK KITCHEN INSPIRATIONS Meal Kits

6 HY-VEE MEALTIME KIT Ancho Honey Citrus Pork Chops

7 DOLE PREMIUM SALAD KIT Southwest Salad

FIND THESE PREPARED MEALS AND MORE AT YOUR LOCAL HY-VEE!

Wrap up a delicious meal with chicken raised with no antibiotics ever.

Keep it real.
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KRISTIN WILLIAMS
Hy-Vee Senior Vice President
Chief Health Officer

If you're one of the 60 million Americans on Medicare, you may be thinking about Medicare Part D prescription coverage. Or perhaps you're already on it and are considering changes.

Medicare prescription drug coverage saves money for millions of people, but it can be complicated to understand and use. That's why Hy-Vee pharmacies will offer customers a free medication review and Part D plan comparison during the enrollment period this fall.* If you're about to turn 65, or are 65 or over, you should also check out www.medicare.gov/part-d/index.html to learn more.

SOME BASICS

Even if you're covered by Medicare Part A (hospitalization) and/or Part B (doctor visits, lab tests, X-rays, screenings, etc.), you are not automatically enrolled in prescription drug coverage. You can get prescription coverage separately through one of the following (you must already have Part A and/or Part B):

Medicare Prescription Drug Plan (Part D) This is a stand-alone plan administered by a private insurer. You can find additional information about plans in your area and what medications the plan covers at www.medicare.gov/find-a-plan/questions/home.aspx

Medicare Advantage Plan (Part C) An alternative to get Medicare A and B benefits, which might include prescription drugs. The advantage is that all services are rolled into one plan.

When can you sign up? Your initial enrollment period is the 7-month period that begins 3 months before the month you turn 65 and ends 3 months after. Or you can sign up during the annual fall enrollment period; this year it's Oct. 15-Dec. 7. During these periods you also can switch to another policy offered in your area or disenroll from Medicare drug coverage altogether.

What does it cost? Private plans vary in premiums (what you pay each month to receive coverage), deductible (what you pay before coverage kicks in) and co-payment (your portion of the cost of each service) as well as the drugs covered. Each calendar year, plans may change costs and benefits or even withdraw from Medicare. Review your plan every year to ensure that it covers the drugs you need now and during the upcoming year.

During the Part D open enrollment period (October 15 to December 7) your Hy-Vee Pharmacy is offering free medication reviews and plan comparisons.* We can help you navigate the system so you can determine which option is best for you.

THE AVERAGE MONTHLY PREMIUM FOR MEDICARE PART D IN 2018 WAS \$41. PREMIUMS CAN VARY WIDELY AMONG PROVIDERS.



Crystal Farms String Cheese: select varieties 16.7 or 20 oz. \$6.99



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Simply Potatoes Mashed: select varieties 24 oz. \$2.99



Crystal Farms Ricotta Cheese: select varieties 8 oz. \$2.98

*Hy-Vee does not endorse any particular plan. Hy-Vee and its pharmacists are not licensed insurance agents and Hy-Vee and its pharmacists do not make specific plan recommendations. Hy-Vee encourages all patients to think about their own personal considerations, including medical and financial, when selecting a plan. For a complete listing of plans in your area please call 1-800-MEDICARE (TTY users should call 1-877-486-2048) or visit www.medicare.gov

Sources: www.medicare.gov/part-d/index.html
www.medicareresources.org/faqs/when-is-the-next-medicare-open-enrollment-period/
www.kff.org/medicare/issue-brief/medicare-part-d-in-2018-the-latest-on-enrollment-premiums-and-cost-sharing/

THE AVERAGE MONTHLY PREMIUM FOR MEDICARE PART D IN 2018 WAS \$41. PREMIUMS CAN VARY WIDELY AMONG PROVIDERS. — KAISER FAMILY FOUNDATION



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PHOTO Brian Gomsak

SEPTEMBER

ISSUE VOL. 2



GET IN THE GAME

TAILGATE
WINNING EATS

WEEKNIGHT
DISH

FOODS THAT
HELP YOU
FOCUS

A HEALTHIER
YOU

TALKING TO KIDS
ABOUT BODY IMAGE

LIFE IN BALANCE

PILATES

THE WAITING ROOM

BACK IT UP

EQUIP YOURSELF

• • • • • GET IN THE GAME • • • • •

KIRK

HERBSTREIT

HERBSTREIT

Tune in to ESPN College
GameDay on Saturdays from
8 a.m. to 11 a.m. CST during
the college football season for
analysis and predictions from
Kirk and the rest on the
biggest games of the day.

HE'S A THREE-TIME SPORTS EMMY AWARD-WINNING FOOTBALL ANALYST ON ESPN COLLEGE GAMEDAY AND PROVIDES COLOR COMMENTARY FOR GAMES ON ABC AND ESPN. FIND OUT HOW THIS ALL-AMERICAN HOMETOWN HERO BECAME THE VOICE OF COLLEGE FOOTBALL.

WORDS Aaron Ventling PHOTOS Brian Gomsak





A revolving roster every season adds a new, dynamic mix of players and coaches to college football. Millions of fans, glued to their televisions each week, demand a talented commentator prepped to share compelling stories, stats and strategies. In the midst of chaos—upsets, rabid, outspoken fans and fast-paced games—Kirk Herbstreit is the voice of reason. He calms the storm and invites everyone to be part of the team.

Four months out of the year, Herbstreit doesn't stop. Just as he did as a quarterback at Ohio State University, Herbstreit spends his weekdays diligently working toward game day.

"I prepare for Saturdays like my kids do for their final exams during the school year," Herbstreit says. "My Saturdays are my final exams. If I do my job that week, I prepare for one hundred percent of what that final is gonna be. Typically, I only need to use twenty percent."

Being prepared is what gives him the edge and keeps viewers tuning in week after week. "It's incredible how much power that gives you. I don't think anybody is as prepared as I am when I go on the air."

Growing up in central Ohio, Herbstreit was raised on college football. His father, Jim, was a captain on the 1960 Ohio State University football team and briefly coached under Woody Hayes and, later, Bo Schembechler at Miami University of Ohio.

Herbstreit's parents were very supportive of his athletic interests. His Texas-born mom had an infectious spirit and encouraged him to be tough and not be afraid to get hurt.

KIRK ON SET

Kirk Herbstreit is prepped and ready for a day in front of the cameras. Each week during football season he, Lee Corso, Rece Davis, Desmond Howard, David Pollack and Maria Taylor analyze highlights, players and coaches and visit football stadiums across the United States to bring college football to life for enthusiastic fans.

"Her father, my grandfather, had an old saying: You have to skin a little bark to have a little fun," he says.

"My parents divorced when I was about eight or nine," says Herbstreit, who relied on sports and friends to cope. "Those were my two outlets where I spent the majority of my time and was able to escape some of the pain and heartache," he says. It was then that he started watching football with passion.

"I think, honestly, I might have been trained for my future job without even really knowing it," Herbstreit says. He didn't just watch the games each week—he studied them. "You could say something to me when I was little and probably not get a reaction, because I was listening to the announcers, listening to the crowd, watching the smallest nuances of the game and just digesting."

At Centerville High School, he started as quarterback, and with the help of his coach, Bob Gregg, was named the 1987 Gatorade Ohio State Player of the Year.

"My high school football coach was a game changer for me. He was a former Marine and incredibly tough on his players," Herbstreit says. "If you stuck with his program you learned work ethic, perseverance, about getting knocked down and getting back up."

After playing for Ohio State, he focused on covering college sports at a local radio station, later moving to television.

When he tested for *College GameDay* at 25 years old, in 1996, his chances of being chosen for the job were poor. "They literally told me, you're not gonna get this job, but it would be good for you to go through the audition," he says. "I was nervous to death doing the audition—terrified, actually, sitting next to Lee Corso. They ended up hiring me."

Herbstreit knew most viewers wouldn't know him, so he focused on being well prepared. Years later, after winning three Sports Emmys, the man inside is still the same as he was in 1996. He still wants people to say: That guy seems to be pretty prepared and well informed. "I go all the way back to my high school coach for instilling that in me," Herbstreit says.



"I'M ON A TREADMILL AND THAT TREADMILL DOESN'T STOP—IT'S LIKE FULL SPRINT," HERBSTREIT SAYS. "THAT'S BEEN A REAL STRUGGLE FOR ME OVER THE YEARS, OF TRYING TO FIND BALANCE."



BEHIND the MIC WITH Kirk HERBSTREIT

Q. What was your dream job growing up?

A. To play football for Ohio State and shortstop for the Cincinnati Reds. If I could do those two things, I would have conquered the world.

Q. How do you find balance in your life?

A. Getting outside of my comfort zone to try different things, because I definitely stay in the sports world the majority of the time.

Q. What does healthy living mean to you?

A. I'm married to an absolute health nut and she's all about clean eating. Those are things that I didn't pay attention to most of my life. I've always looked at healthy living as, I'm gonna work out and eat. She coached me and our boys on the importance of clean eating. When you're eating clean and drinking water you have much more energy during the day and better sleep at night. And man, it's actually true. I kind of rolled my eyes when she was saying it, and then I did it and sure enough, it makes a huge difference.

Q. What kind of workouts do you do?

A. Sometimes cardio. I do what's called HIIT, which is high intensity interval training. I enjoy the HIIT cycle—you can get a really intense workout within 30 to 40 minutes. I think it's

actually even better for you when you're my age.

Q. Favorite game you've covered?

A. THAT'S LIKE WHICH OF YOUR KIDS DO YOU LIKE THE BEST KIND OF QUESTION—THAT'S A REALLY HARD ONE. PROBABLY THE USC-TEXAS NATIONAL CHAMPIONSHIP. LAST YEAR'S ALABAMA-GEORGIA GAME WAS RIDICULOUS.

Q. Favorite game as a fan?

A. As a fan, I would say when the Reds won the World Series in 1990—they went wire to wire. I was able to sneak down to go to [the game] in Cincinnati.

Q. Best college football player you've ever watched?

A. Reggie Bush.

Q. If you could change one rule in college football, what would it be?

A. I WOULD LIMIT INSTANT REPLAY TO TWO MINUTES OR LESS. SOMETIMES THE INSTANT REPLAY JUST DRAGS THE GAME OUT. I'M

COOL WITH INSTANT REPLAY, I JUST THINK SOMETIMES IT GOES ON TOO LONG.

Q. Heisman pick for the year?

A. I'm gonna go with Tua Tagovailoa. I think it's a given he starts, and I think whoever starts quarterback for Alabama this year is going to have a big year. His teammate, Damien Harris, could be up there, too.

Q. Proudest moment of your life?

A. I know the hokey answer is to say when your kids are born, but something happens to you when your kids are born. It's just really hard to describe until you have a kid.

Q. Do the possible dangers of playing football concern you at all, having sons who play?

A. Absolutely. I'm very aware of the studies and of the importance of my boys understanding how to protect their head when they're involved in a tackle or being tackled. I think the game teaches too many valuable life skills for me to say to my kids right now, 'nope, you can't play.' I still feel like we're learning and research is being done, but I've met so many football players that are in their 70s that are not impacted by it at all. So I don't know enough about it to be able to say to my boys, 'you can't play.'



I'M A BIG BELIEVER THAT THINGS HAVE A WAY OF WORKING THEMSELVES OUT, IF YOU CHOOSE SOMETHING YOU LOVE, THAT YOU HAVE PASSION FOR."



TEAM EFFORT

Herbstreit has partnered with Eckrich, the official smoked sausage and deli meat of the College Football Playoffs. Eckrich's quality meats and dedication to college football won him over. Each year the company backs a \$1 Million Dollar Challenge giving lucky fans a chance to throw for the win (to learn more go to football.Eckrich.com). "I've been really lucky that my relationship with them has become much, much more. They have great products, but more importantly for me, they're incredible people that I look forward to working with every year." Look for Eckrich quality meat products at your local Hy-Vee.



Kirk Herbstreit on set during a commercial video shoot.

Q: WHAT'S THE DIFFERENCE BETWEEN COLLEGE AND PROFESSIONAL FOOTBALL?

A: "THE EMOTION, THE PASSION, THE CONSISTENT ENTHUSIASM, THE MARCHING BANDS, THE STADIUMS, THE ALUMNI, THE TAILGATING, THE ENTIRE VIBE AROUND A COLLEGE GAME IS SO DIFFERENT FROM PROFESSIONAL FOOTBALL."

GAME ON!



"I'm incredibly blessed because of the shows I work on. I work on two shows where I actually like to go to work. What percentage of Americans, if they're really being honest, can say they go to bed on Sunday nights and they can't wait to go to work the next day?" Herbstreit says. "I have a job where I feel that way. I love what I do. I love college football." But being in the limelight can be challenging, especially for a guy who's paid to have an opinion on everybody's favorite team.

"I'm a very rational guy. If you told me, 'man, I can't believe you said that about Matt Campbell,' my instinct is to help you understand what I meant by what I said." Herbstreit's job requires honest commentary and analysis based on his understanding of the facts. "We may disagree, but you're

going to walk away saying, 'okay, you know what, I don't agree with what he said, but I don't hate him anymore. I understand.'"

Though he's confident of his opinions, it's not always easy for him.

"I would label myself as a pleaser, and when you're a pleaser it's very hard when people say things about you that are hurtful," Herbstreit says.

"There's not a book that you can read on how to live in the public eye, so the tendency is to pull back. And when you do that, it can be very isolating," Herbstreit says. "I try to branch out and do things. It's hard for me, but I think we all have to try to get comfortable with being uncomfortable. And for me, being uncomfortable is doing new things and doing things with people that aren't in my inner circle."

**KIRK
HERBSTREIT**

BORN
Centerville, OH

COLLEGE
Ohio State University

YEARS
1989-1993
co-captain (1992)

POSITION
Quarterback

**SPORTS
EMMY AWARDS**

Best Studio Analyst
(2010, 2011)

Best Sports Event Analyst
(2018)

12-Time Nominee for a Sports Emmy Award

LIGHTER, FRESHER, HEALTHIER, BEST-EVER

TASTE GATE

#WINNING! EATS

GET YOUR GAME-DAY BUZZ ON WITH THIS WINNING LINEUP OF PARTY FOOD FAVES.
SIMPLE SWAPS, LIKE BEANS IN PLACE OF CHILI ON NACHOS
AND UPPING FRESH INGREDIENTS, SCORE BIG ON FLAVOR AND NUTRITION.

WORDS Lois Carpenter PHOTOS Tobin Bennett

Prep 20 minutes
Grill 15 minutes
Serves 8

1 Tbsp. Gustare Vita olive oil
1 white onion, chopped
1 (8-oz.) pkg. whole baby bella mushrooms, chopped
1½ tsp. Hy-Vee chili powder
1 tsp. Hy-Vee cumin
½ tsp. Hy-Vee salt
1 (15-oz.) can Hy-Vee black beans, drained and rinsed
1 Tbsp. fresh lime juice
8 cups Hy-Vee restaurant-style tortilla chips
½ cup Hy-Vee shredded sharp Cheddar cheese
2 jalapeño peppers, seeded and sliced*
1 avocado, peeled, seeded and cut in chunks
¼ cup Hy-Vee pico de gallo
¼ cup Hy-Vee plain Greek yogurt
Cilantro, for garnish

1. HEAT oil in a skillet over medium heat; add onion and cook until softened. Add mushrooms, chili powder, cumin and salt. Cook for 5 minutes or until mushrooms are tender. Add beans and lime juice to skillet; cook until mixture thickens and beans are heated through. Set aside.

2. PREHEAT a charcoal or gas grill for direct grilling over medium heat. Layer two sheets of heavy-duty aluminum foil on a baking sheet. Fold up foil edges to form a 1-in. border.

3. ARRANGE chips on foil; top with mushroom mixture, cheese and jalapeño slices. Grill 4 to 5 minutes, or until cheese is melted. Top with avocado chunks and pico de gallo. Add Greek yogurt and, if desired, cilantro.

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

Per serving: 300 calories, 17 g fat, 3.5 g saturated fat, 0 g trans fat, 5 mg cholesterol, 490 mg sodium, 31 g carbohydrates, 7 g fiber, 2 g sugar (0 g added sugar), 9 g protein. Daily values: Vitamin D 0%, Calcium 8%, Iron 10%, Potassium 6%



A GRILLED VERSION OF NACHOS WITH MUSHROOMS AND BEANS IS SO SAVORY YOU WON'T MISS THE GROUND BEEF.

LOADED
VEGGIE
NACHOS



SOUTHERN BRISKET QUESADILLAS

BELL PEPPERS, JALAPEÑOS,
ONION AND SWEET PICKLES RAMP
UP FLAVOR WITHOUT ADDING
MANY CALORIES.

Prep 30 minutes

Slow Cook 10 to 12 hours (LOW) or 6 to 8 hours (HIGH) | **Grill** 6 to 8 minutes

Serves 8 (3 wedges each)

2 cups Shredded Slow-Cooker Brisket, below
**½ cup Hy-Vee Hickory House Texas Cattle
Drive BBQ Sauce**

¼ cup chopped Hy-Vee sweet pickles

¼ cup chopped red onion

**¼ cup Hy-Vee Short Cuts chopped
red bell pepper**

1 jalapeño chile pepper, seeded and chopped*
**8 (7¼-in.) Hy-Vee refrigerated whole wheat
flour tortillas**

Hy-Vee nonstick cooking spray

**8 oz. Hy-Vee Pepper Jack cheese, shredded
(2 cups)**

Cornichons, for garnish

1. PREPARE a charcoal or gas grill for direct cooking over medium-high heat.

2. PLACE Shredded Slow-Cooker Brisket and barbecue sauce in a saucepan. Heat through over low heat. Stir in sweet pickles, red onion and peppers.

3. SPRAY one side of each tortilla with nonstick spray. Place tortillas, sprayed sides down, on a baking sheet. Sprinkle ¼ cup cheese on half of each tortilla. Top with brisket mixture. Fold tortillas in half, pressing gently. Grill tortillas for 6 to 8 minutes or until cheese is melted, turning once. Cut each quesadilla into 3 wedges. Garnish with cornichons, if desired.

Per serving: 570 calories, 36 g fat, 15 g saturated fat, 0 g trans fat, 115 mg cholesterol, 850 mg sodium, 33 g carbohydrates, 0 g fiber, 7 g sugar (1 g added sugar), 29 g protein. Daily values: Vitamin D 0%, Calcium 15%, Iron 10%, Potassium 2%

SHREDDED SLOW-COOKER BRISKET: Heat 1 Tbsp. Gustare Vita olive oil in a large skillet over medium heat. Add 1 cup Hy-Vee Short Cuts chopped onion and 2 cloves garlic, minced. Cook and stir until softened. Remove from skillet; set aside. Trim fat from 1 (2.7-lb.) brisket; season with Hy-Vee salt and black pepper. Place brisket in a 3½- or 4-qt. slow cooker. Sprinkle onion and garlic mixture over meat. Add 2 cups Hy-Vee reduced-sodium beef broth and 2 Tbsp. Hy-Vee Worcestershire sauce to slow cooker. Cover; cook on LOW 10 to 12 hours or on HIGH 6 to 8 hours. Remove brisket from slow cooker. Let stand 10 minutes. Using two forks, shred meat; discard fat. Makes 3½ lbs. shredded meat.

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

30
minutes
or less

Prep 15 minutes | **Cook** 7 minutes

Serves 8 (1 slider each)

1 (8.6-oz.) pkg. sweet apple coleslaw kit

½ cup Hy-Vee Short Cuts pineapple, chopped

1 lb. 93%-lean ground turkey

¼ cup finely chopped green onions

2 tsp. chipotle seasoning

⅓ tsp. Hy-Vee cayenne pepper

1 Tbsp. Gustare Vita olive oil

**4 (0.75-oz. each) slices Hy-Vee provolone
cheese, halved**

**4 slices of Hy-Vee center-cut bacon, cut in
half lengthwise and crisp-cooked**

8 Hy-Vee whole wheat slider buns, split

1. ASSEMBLE coleslaw according to package directions. Fold in chopped pineapple; set aside.

2. COMBINE ground turkey, chopped green onions, chipotle seasoning and cayenne pepper in a large bowl. Divide mixture into 8 (2-oz.) patties.

3. HEAT oil in a large skillet over medium heat. Add patties and cook for 7 to 10 minutes or until browned and cooked through (165°F), turning once. Top with cheese.

4. TO SERVE place burgers on bun bottoms. Add bacon slices. Top with coleslaw mixture and bun tops.

Per serving: 270 calories, 11 g fat, 3.5 g saturated fat, 0g trans fat, 55 mg cholesterol, 370 mg sodium, 22 g carbohydrates, 1 g fiber, 6 g sugar (0 g added sugar), 19 g protein. Daily values: Vitamin D 0%, Calcium 8%, Iron 10%, Potassium 0%

CHIPOTLE TURKEY SLIDERS



CABBAGE, A
MEMBER OF THE
CRUCIFEROUS
VEGETABLE FAMILY,
IS A GOOD SOURCE
OF VITAMIN C AND
ALSO VITAMIN K,
WHICH CONTRIBUTES
TO BONE HEALTH.

Source: www.nutrition-and-you.com/cabbage.html





Total Time 10 minutes
Serves 6 (8 oz. each)

2 cups Hy-Vee ruby red grapefruit juice

½ cup tequila

¼ cup agave nectar

2 tsp. lime zest

¼ cup fresh lime juice

2 (12-oz. each) bottles pale lager beer

Lime and/or grapefruit wedges and/or peel strips, for garnish

1. COMBINE grapefruit juice, tequila, agave nectar, and lime zest and juice in an airtight container. Store mixture in refrigerator or cooler until ready to serve.

2. TO SERVE, pour mixture into a 2-qt. pitcher. Add beer; stir until well combined. Serve in ice-filled glasses. Garnish with lime and/or grapefruit, if desired.

Per serving: 160 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 0 mg sodium, 23 g carbohydrates, 0 g fiber, 10 g sugar (0 g added sugar), 1 g protein. Daily values: Vitamin D 0%, Calcium 0%, Iron 0%, Potassium 4%



GRAPEFRUIT IS ABOUT 90 PERCENT WATER. ADDING IT TO A COCKTAIL WILL HELP KEEP YOU HYDRATED.

30
minutes
or less

GRAPEFRUIT BEERGARITA

Prep 15 minutes
Roast 25 minutes
Serves 6 (3 Tbsp. each)

1 garlic bulb, unpeeled

1 Tbsp. Gustare Vita olive oil

1 (15-oz.) can Hy-Vee no-salt-added garbanzo beans

2 Tbsp. fresh lemon juice

2 Tbsp. tahini paste

½ tsp. Hy-Vee salt

1. PREHEAT oven to 375°F. Cut off top ½ in. of garlic bulb; remove loose outer layers. Place bulb, cut end up, on double thickness of foil. Drizzle with oil. Bring foil up around bulb to loosely enclose. Roast 25 minutes or until garlic is softened; cool. Squeeze bulb to pop out cloves.

2. DRAIN beans, reserving 2 Tbsp. liquid. Combine garlic pulp, beans and reserved liquid, lemon juice, tahini and salt in a food processor. Cover and process until smooth, scraping sides as needed. Cover and refrigerate.

Per serving (hummus base): 110 calories, 6 g fat, 0.5 g saturated fat, 0 g trans fat, 0 mg cholesterol, 200 mg sodium, 13 g carbohydrates, 4 g fiber, 1 g sugar (0 g added sugar), 4 g protein. Daily values: Vitamin D 0%, Calcium 4%, Iron 6%, Potassium 0%

ROASTED GARLIC HUMMUS: Roast 2 additional garlic bulbs as directed in recipe; add to hummus base and process. Drizzle dip with olive oil and top with finely chopped fresh garlic, if desired. Makes 1¼ cups.

CARROT HARISSA HUMMUS: Roast 2 medium carrots, drizzled with 2 tsp. Gustare Vita olive oil, in a 375°F oven for 15 minutes or until tender; add to hummus base with 1 Tbsp. harissa chili paste and process. Drizzle dip with olive oil, if desired. Makes 2 cups.

CILANTRO JALAPEÑO HUMMUS: Add ¾ cup cilantro leaves and 2 seeded and chopped jalapeño peppers* to hummus base and process. Drizzle dip with olive oil and top with finely chopped jalapeño and cilantro, if desired. Makes 1½ cups.

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

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Tastes like **VICTORY.**



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NATIONAL FOOTBALL LEAGUE



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FAMILIES WHO FREQUENTLY
COOK MEALS AT HOME EAT
HEALTHIER AND CONSUME
FEWER CALORIES. MAKE IT PART
OF YOUR ROUTINE WITH OUR
SIMPLE RECIPES AND IDEAS.

WORDS Lois Carpenter PHOTOS Tobin Bennett

S

Sneak in some family time while prepping dinner. After all, the kitchen is one of the most secure, comfortable, loving places to gather in your home. The smell of food cooking, the chatter about the day's events, the clang of utensils and the taste of the food: These memories will stick with your family for the rest of their lives. The same goes for spending time at the dinner table. Research shows if your family does it several times a week, it can help lower risk of obesity, substance abuse and eating disorders, and increase the chance of children graduating from high school. There's also a 24 percent greater likelihood that children will eat healthier.

COOK WITH KIDS

Cooking up quality time in the kitchen enhances your relationship with the kids. Give them simple tasks like measuring ingredients or shredding cheese or lettuce. If they get involved, they will enjoy the food even more. Start with easy recipes, using ingredients everyone likes.



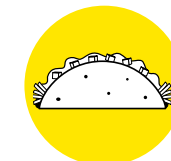
BOWL 'EM OVER!

RAMEN NOODLES
+ STEAMED
BROCCOLI AND
BELL PEPPERS +
STIR-FRIED BEEF
STRIPS + BROTH



BUILD A PIZZA!

PURCHASED
FLATBREAD
CRUST + SAUCE
+ DESIRED MEAT
AND VEGGIES +
CHEESE



WHIP UP TACOS!

TACO-SEASONED
TURKEY BURGER +
CHEESE + LETTUCE
+ TOMATO SLICES
+ WHOLE WHEAT
TORTILLA + SALSA

HY-VEE OFFERS DOZENS OF SHORTCUT SOLUTIONS to help busy families like yours spend more time around the dinner table and enjoy home-cooked, healthy meals. Consider these services:

- **Fresh prepared foods** Take-and-bake pizzas, deli salads, Short Cuts produce, bakery desserts, ready-to-go kabobs, signature burgers and brats and more.
- **Hy-Vee Mealtime Kits** Boxed meal kits include ingredients and simple instructions to make chef-inspired meals at home.
- **Cooking classes** Check to see if your local Hy-Vee offers a Simple Fix freezer meal prep class. Participants pay a small fee and spend about 2 hours preparing a week's worth of meals that serve a family of four to six.
- **Aisles Online shopping** Place an order, and your local Hy-Vee does the shopping for you. Conveniently pick up your groceries or have them delivered.

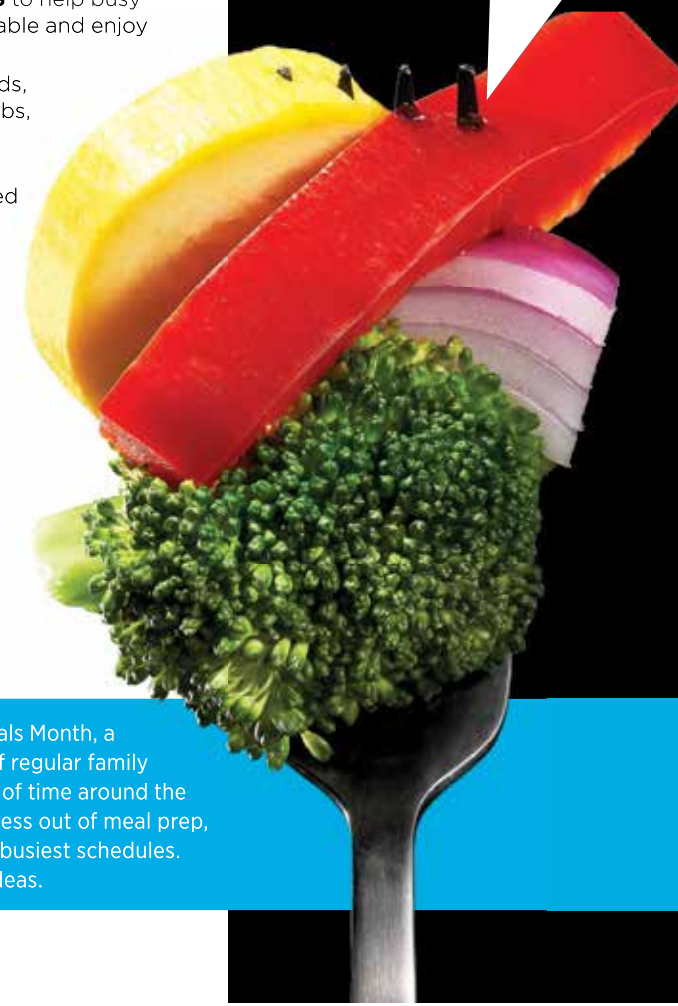
**KITCHEN-TESTED RECIPES
LOOK FOR 30-MINUTE RECIPES AND MEAL
IDEAS AT HY-VEE.COM/RECIPES-IDEAS. ALSO
CHECK OUT HY-VEE'S NEW COOKING GUIDE,
"SAVE TIME. TAKE SHORTCUTS."**

LIGHTEN YOUR LIFT

Stock your pantry with pasta, grains and canned goods. Sweet potatoes also have a good shelf life. Fill the fridge with lemons, mustard, cheeses and herbs, such as parsley. Stash an array of fruits and veggies in the freezer.

Hy-Vee
**Short
CUTS**

**HY-VEE
SHORT CUTS
PREWASHED
AND PRECUT
PRODUCE WORKS
WELL FOR FAST
MEAL PREP.**



Hy-Vee is proud to be a recognized leader in National Family Meals Month, a nationwide event designed to promote the significant benefits of regular family meals. This September, gather your family and reap the rewards of time around the table. With an array of products and services to help take the stress out of meal prep, Hy-Vee makes it easy to fit this important practice into even the busiest schedules. Try our simple meals or visit hy-vee.com/familymeals for more ideas.

Source: [www.jpeds.com/article/S0022-3476\(14\)00777-X/fulltext](http://www.jpeds.com/article/S0022-3476(14)00777-X/fulltext)

SOUPER **ADD-INS**

MAKE THE MOST HEALTHFUL SOUP with tasty stir-ins that add texture and boost nutrition. To thicken soup, stir in mashed sweet potato, squash or canned beans. Rinsing beans with cold water reduces sodium by a third. When using soft herbs—basil, parsley or cilantro—sprinkle them on just before serving. Hardier herbs, like sage and rosemary, can be added during cooking.



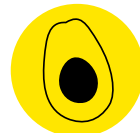
TOASTED CROUTONS—HY-VEE BAKERY WHOLE GRAIN BREAD ADDS TEXTURE AND CRUNCH.



BROWN RICE, QUINOA OR WHOLE-GRAIN PASTA—STIR SOME IN FOR A HEARTIER SOUP.



BASIL, THYME OR ROSEMARY—FRESH, AROMATIC HERBS GIVE ORDINARY SOUPS EXTRAORDINARY TASTE.



AVOCADOS—THIS HEART-HEALTHY TOPPER ADDS RICHNESS AND BOOSTS FLAVOR.



FRESH VEGGIES—EVEN STEMS AND TOPS BECOME TENDER WHEN COOKED, AND THEY ADD FIBER.

KEEP MEALTIMES HAPPY. WHEN KIDS HAVE A GOOD TIME, THEY'LL WANT TO EAT TOGETHER MORE OFTEN.

EATING TOGETHER PAYS OFF

Studies show that kids from elementary to high school age who eat meals with their families four or more times a week earn better test scores and are more likely to succeed in school.

— National Center on Addiction and Substance Abuse at Columbia University

Making meals allows you to control portions and choose healthful ingredients. The more meals that families share, the better they consume more fruits, vegetables, fiber, calcium-rich foods and vitamins.

Pairing nutritious food with lively conversation goes a long way in shaping values and preparing kids for the future. Engaging children in interesting discussions allows you to set good examples for eye contact and listening skills while giving them a chance to express their opinions and to interact on a personal level.

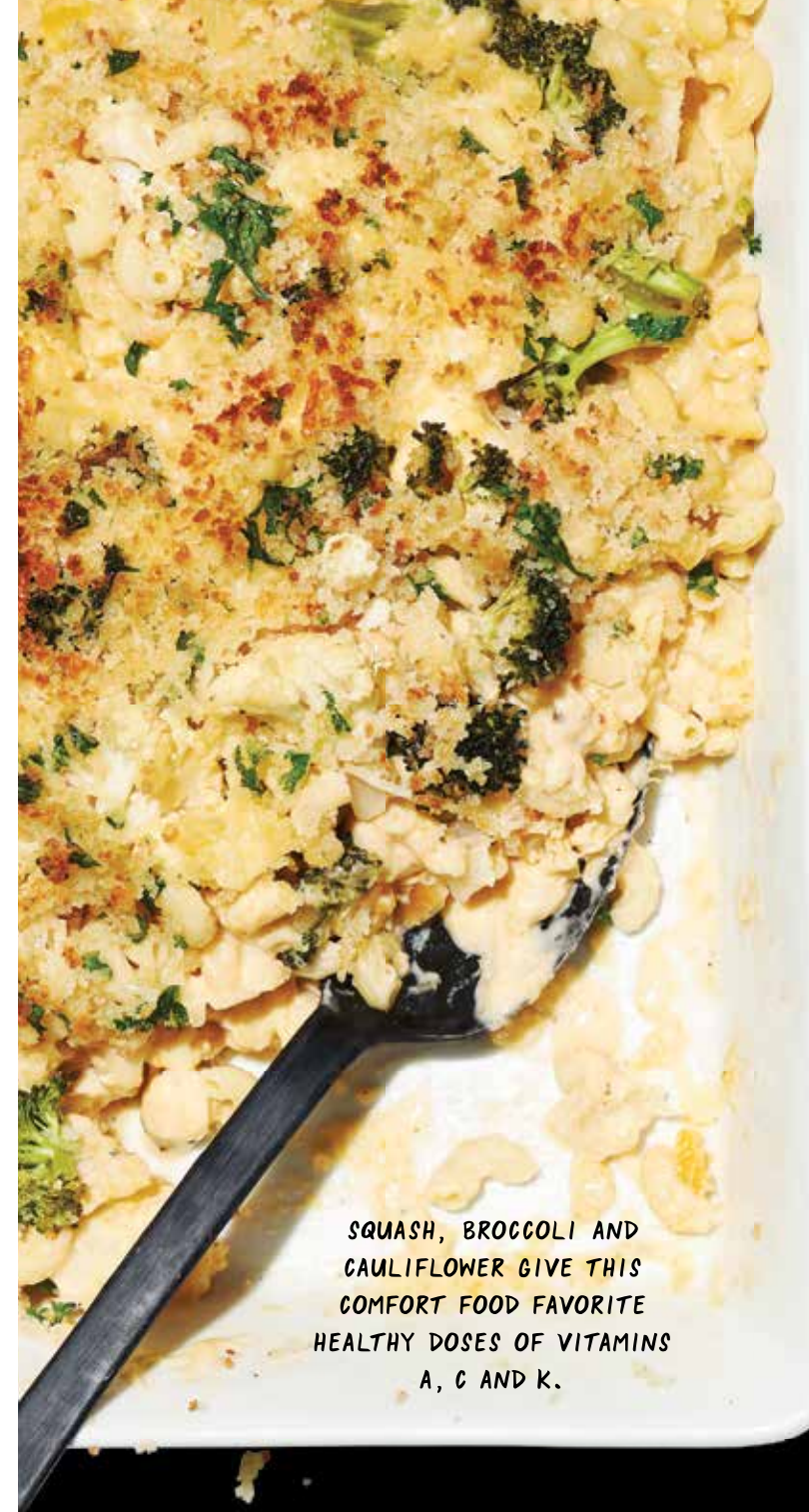
TABLE TALK

MAKE IT FUN

Ask age-appropriate questions. While preschoolers or elementary-age kids might want to talk about a favorite book or what they like most about school, a high school or college student will most likely discuss a favorite class, a group project or sports activity. Be sure to engage everyone at the table.



WHILE AT THE TABLE, TURN OFF THE TELEVISION, COMPUTER AND ANY OTHER DEVICES THAT DISTRACT.



SQUASH, BROCCOLI AND CAULIFLOWER GIVE THIS COMFORT FOOD FAVORITE HEALTHY DOSES OF VITAMINS A, C AND K.

VEGGIE-STUFFED MAC 'N' CHEESE

Prep 1 hour | Bake 20 minutes
Serves 6

1½ cups Hy-Vee Short Cuts broccoli florets, cut into 1-in. pieces
1½ cups Hy-Vee Short Cuts cauliflower florets, cut into 1-in. pieces
1 cup Hy-Vee Short Cuts cubed butternut squash
½ cup Hy-Vee Short Cuts chopped white onion
3 Tbsp. Gustare Vita olive oil, divided
Hy-Vee salt, to taste
Hy-Vee nonstick cooking spray
2½ cups dry elbow macaroni
1½ Tbsp. Hy-Vee all-purpose flour
1½ cups Hy-Vee 2% reduced-fat milk
⅛ tsp. Hy-Vee ground nutmeg
¼ tsp. Hy-Vee black pepper
1½ cups finely shredded Hy-Vee extra sharp Cheddar cheese, shredded
½ cup plus 1 Tbsp. Hy-Vee Select shredded Parmesan cheese, divided
3 Tbsp. Hy-Vee plain panko bread crumbs
1 Tbsp. finely chopped parsley

1. PREHEAT oven to 425°F. Line a rimmed baking pan with foil. Spread broccoli, cauliflower, squash and onion in separate rows on prepared pan. Drizzle with 1 Tbsp. oil. Season with salt to taste. Roast 15 minutes or until tender, stirring each row of veggies halfway through. Transfer squash to a bowl and mash with a potato masher. Set broccoli, cauliflower, and onion aside.

2. REDUCE oven temperature to 350°F. Spray a 2-qt. baking dish with nonstick spray; set aside.

3. COOK macaroni in lightly salted water according to package directions. Drain.

4. WHISK together 1 Tbsp. oil and flour in a medium saucepan. Add milk, nutmeg and pepper. Cook and stir until thickened and bubbly. Cook and stir 1 minute more. Remove from heat. Stir in Cheddar cheese and ½ cup Parmesan cheese until melted. Stir in squash, broccoli, cauliflower, onion and macaroni. Pour into prepared baking dish.

5. COMBINE panko, remaining 1 Tbsp. Parmesan cheese, parsley and remaining 1 Tbsp. oil. Sprinkle on mac 'n' cheese. Bake for 20 minutes or until top is golden.

Per serving: 450 calories, 21 g fat, 8 g saturated fat, 0 g trans fat, 35 mg cholesterol, 370 mg sodium, 49 g carbohydrates, 3 g fiber, 6 g sugar (0 g added sugar), 19 g protein. Daily values: Vitamin D 0%, Calcium 35%, Iron 10%, Potassium 10%



GLUTEN-FREE
CAULIFLOWER
PIZZA CRUSTS,
AVAILABLE AT
YOUR HY-VEE
HEALTHMARKET,
ARE LOW IN
CALORIES,
SUGAR AND
SODIUM. THEIR
LIGHT FLAVOR
LETS THE PIZZA
INGREDIENTS
TAKE CENTER
STAGE.



Whip up this
**Cauliflower
Crust Pizza** at
[youtube.com/
Hy-Vee](https://youtube.com/Hy-Vee)

CAULIFLOWER CRUST PIZZA WITH SAUSAGE AND VEGGIES

Prep 15 minutes

Bake 15 to 20 minutes

Serves 3 (2 slices each)

4 oz. mild Italian pork sausage

1 (9½-in.) frozen cauliflower pizza crust

½ cup Hy-Vee pizza sauce

½ (8-oz.) pkg. fresh mozzarella cheese, sliced

½ cup Hy-Vee Short Cuts bell pepper strips

½ cup Hy-Vee Short Cuts zucchini and summer squash slices

1 cup Hy-Vee shredded low-moisture part-skim mozzarella cheese

Fresh oregano, finely chopped

Fresh basil leaves

1. PREHEAT oven to 425°F. Cook sausage in skillet until meat is browned. Drain.

2. PLACE frozen crust on a baking sheet. Spread pizza sauce on crust. Top with mozzarella slices, sausage and vegetables; sprinkle with shredded mozzarella. Sprinkle oregano and basil leaves on top.

3. BAKE for 15 to 20 minutes or until cheese is melted and edges are golden brown. Cut into wedges.

Per serving: 450 calories, 23 g fat, 11 g saturated fat, 0 g trans fat, 85 mg cholesterol, 1,070 mg sodium, 41 g carbohydrates, 1 g fiber, 5 g sugar (0 g added sugar), 27 g protein.
Daily values: Vitamin D 0%, Calcium 40%, Iron 10%, Potassium 10%

GRILLED FLANK STEAK SANDWICHES

Prep 25 minutes

Marinate 8 to 24 hours

Grill 15 to 20 minutes | **Rest** 5 minutes

Serves 5

1 (1.5-lb.) flank steak

¾ cup coarsely chopped Italian parsley

¼ cup coarsely chopped fresh mint

2 Tbsp. coarsely chopped fresh rosemary

4 cloves garlic, minced

2 Tbsp. fresh lemon juice

2 Tbsp. Hy-Vee soy sauce

¼ cup Gustare Vita olive oil

1 recipe Herb Spread, below

5 (1-oz.) slices Hy-Vee Bakery whole grain seeded bread, cut in half

1 large tomato, sliced

¼ cup thinly sliced red onion

1¼ cups arugula

1. TRIM fat from steak. Score both sides of steak in a diamond pattern by making shallow diagonal cuts at 1-in. intervals. Place steak in a large resealable plastic bag set in a shallow bowl; set aside.

2. PLACE parsley, mint, rosemary, garlic, lemon juice and soy sauce in a blender. Cover and blend until well combined. With blender running, slowly add oil. Pour herb mixture over beef. Seal bag. Marinate in the refrigerator for 8 to 24 hours, turning bag occasionally.

3. PREPARE Herb Spread. Cover and refrigerate until ready to serve.

4. PREPARE a charcoal or gas grill for direct cooking over medium heat. Drain meat; discard marinade. Grill steak 15 to 20 minutes for medium-rare (145°F) to medium (150°F) doneness, turning once halfway through. Cover steak loosely with foil and let stand for 5 minutes. While steak is standing, lightly toast bread slices. Thinly slice the steak across the grain.

5. ASSEMBLE sandwiches. Spread bread slices with Herb Spread. Place tomato slices and steak slices on top of five bread slices. Add red onion and arugula. Top with remaining bread slices.

HERB SPREAD: Combine ¼ cup Hy-Vee plain Greek yogurt, 2 Tbsp. olive oil mayonnaise, 1 minced garlic clove, 1 Tbsp. finely chopped chives, 1 Tbsp. finely chopped Italian parsley and 1 Tbsp. fresh lemon juice. Makes ½ cup.

Per serving: 410 calories, 21 g fat, 4.5 g saturated fat, 0 g trans fat, 85 mg cholesterol, 690 mg sodium, 19 g carbohydrates, 5 g fiber, 5 g sugar (0 g added sugar), 35 g protein.
Daily values: Vitamin D 0%, Calcium 8%, Iron 20%, Potassium 15%



P.F. Chang's Bowl:
select varieties
11 oz. \$4.49



Banquet Mega Meal:
select varieties
13 to 15 oz. \$2.29



Frontera Skillet:
select varieties
20 oz. \$7.88



Marie Callender's
Dinner or Pot Pie:
select varieties
11.5 to 16 oz. \$3.19



Banquet Sliders:
select varieties
10.08 or 11.7 oz. \$5.29



Hunt's Manwich:
select varieties
15 to 16 oz. \$1.00

P.F. CHANG'S
HOME MENU

Stay in.
Eat like you didn't.

Try NEW P.F. Chang's®
Home Menu Bowls

New!
DAN DAN
NOODLES

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O
THAT'S
GOOD!
real. nutritious deliciousness



“THE CLASSIC, CHEESY
PIZZA YOU LOVE... NOW
WITH A NUTRITIOUS *Twist*”

O

The crust is made with 1/3 cauliflower.*
(but you can't tell)



O, That's Good! Pizza:
select varieties
22.6 to 24.1 oz. 2/\$11.00

It's pizza that loves you back!

*Less than 1/2 cup vegetables per serving
©2018 Mealttime Stories, LLC





FOOD FOR THOUGHT
Your brain works 24/7. What you feed it affects its structure and function. Eating the right vitamins, minerals and fats helps ensure cognitive health.

FOODS **FOR** FOCUS

AVOCADOS

Avocados contain folate, a B vitamin. Deficiency can lead to neurological disorders such as depression and to cognitive impairment.

BANANAS

In addition to several B vitamins, bananas contain vitamin C, an antioxidant that studies suggest may delay cognitive decline in the elderly.

BEETS

Beets are a good source of folate to combat fatigue and forgetfulness.

BERRIES & GRAPES

Both are good sources of the antioxidant vitamin C. One cup of strawberries has more than 100 percent of the daily recommended amount of vitamin C.

BROCCOLI

Broccoli is rich in vitamin C and contains folate and other B vitamins thought to improve mood and increase production of hemoglobin.

COFFEE & DARK CHOCOLATE

Dark chocolate and cocoa contain flavonols,

which studies suggest may act as antioxidants. Coffee contains the B vitamin riboflavin.

DARK LEAFY GREENS

Deficiency of vitamin E, found in leafy green vegetables, has been linked with poor memory in older individuals.

EGG YOLKS

Studies suggest a relationship between choline in egg yolks and cognition. Other sources of choline include chicken, turkey and veal.

FLAXSEEDS

Omega-3 fatty acids in flaxseeds may help reduce cognitive decline in the elderly.

NUTS

Cognitive decline in patients with Alzheimer's disease has been linked to low levels of copper, found in nuts.

TURMERIC

Curcumin in turmeric is a strong antioxidant and has been associated with reduced memory loss in studies of Alzheimer's disease.

WILD SALMON

Wild salmon is rich in omega-3s and several B vitamins that can have positive effects on memory.

foods that HELP YOU focus

CERTAIN FOODS AFFECT YOUR LEARNING, REASONING, MEMORY AND MOOD, STUDIES INDICATE.

WORDS Kristi Chew
PHOTOS Tobin Bennett

Sources for entire article: www.ncbi.nlm.nih.gov/pmc/articles/PMC2805706/
www.health.harvard.edu/blog/nutritional-psychiatry-your-brain-on-food-201511168626
nutritiondata.self.com/



30
minutes
or less

KALE SALAD &

salmon

with
Blueberry
Vinaigrette

Prep 15 minutes | Bake 10 to 15 minutes | Serves 4

1 recipe Blueberry Vinaigrette, right

1 (1-lb.) wild salmon fillet
2 Tbsp. Gustare Vita extra virgin olive oil, divided
2 tsp. finely chopped rosemary
1 tsp. orange zest
½ tsp. coriander
¼ tsp. Hy-Vee salt
3 cups kale leaves, stems removed
1 cup Hy-Vee Short Cuts broccoli florets, cut into bite-size pieces
2 Tbsp. fresh orange juice

½ cup fresh blueberries
1 large red beet, cooked and cut into thin wedges
¼ cup Hy-Vee chopped English walnuts, toasted
Orange wedges, for serving

1. PREHEAT oven to 425°F. Line a rimmed baking pan with foil. Prepare Blueberry Vinaigrette. Cover and refrigerate until ready to serve.

2. PAT salmon dry with paper towels and place on prepared pan. Combine 1 Tbsp. oil, rosemary, orange zest, coriander and salt. Rub mixture on top of salmon.

Bake for 10 to 15 minutes or just until fish flakes when tested with a fork.

3. TOSS together kale and broccoli in a large bowl. Drizzle remaining 1 Tbsp. oil and orange juice over greens mixture. Gently massage with fingers until kale is dark green and tender. Toss in blueberries and beets.

4. DIVIDE kale mixture and salmon among four serving plates. Sprinkle walnuts over top. Serve with Blueberry Vinaigrette and orange wedges.

BLUEBERRY VINAIGRETTE:

Place ½ cup fresh blueberries, 2 Tbsp. white balsamic vinegar, 1 Tbsp. Hy-Vee honey, 1 tsp. Hy-Vee Dijon mustard and ½ tsp. Hy-Vee salt in a blender. Cover and blend until pureed. Add 3 Tbsp. Gustare Vita extra virgin olive oil. Blend until smooth. Makes ½ cup.

Per serving: 490 calories, 37 g fat, 6 g saturated fat, 0 g trans fat, 60 mg cholesterol, 330 mg sodium, 15 g carbohydrates, 2 g fiber, 11 g sugar (4 g added sugar), 26 g protein. Daily Values: 60% Vitamin D, 4% Calcium, 6% Iron, 15% Potassium

SUPER MEAL

Check off six of the Foods for Focus listed on page 59. Salmon, beets, broccoli, kale, berries and walnuts deliver omega-3s and vitamins B, C and E as well as copper.

EASY
WAYS TO

5 boost focus

1 KALE PESTO

Place 2 cups packed torn kale leaves, stems removed; 1 cup packed fresh basil leaves; ½ cup Gustare Vita extra virgin olive oil; ½ cup Hy-Vee chopped English walnuts, toasted; 4 Hy-Vee Short Cuts cloves garlic; 1 tsp. lemon zest and ½ tsp. Hy-Vee sea salt in a food processor. Process until nearly smooth. Stir in ½ cup Hy-Vee Select shredded Parmesan cheese. Serve pesto over cooked chicken.

2
HEALTHY TRAIL MIX
Dried blueberries + Chopped dark chocolate + Walnuts + Coconut chips

3

AVOCADO-EGG TOAST

Spread toasted whole grain bread slices with mashed avocado and top with hard-boiled egg slices and radish slices. Season as desired.

4 BREAKFAST OATMEAL TOPPER

Banana slices + Flaxseeds + Fresh blueberries + Almonds

5 STRAWBERRY-MINT GREEN TEA

Cut 1 cup Hy-Vee Short Cuts strawberries into slices. Place strawberries, 2 Hy-Vee green tea bags, 2 Tbsp. Hy-Vee honey and 1 Tbsp. mint leaves in a 1½- to 2-qt. glass measuring cup. Pour 4 cups boiling water over berry mixture; let stand 5 minutes. Remove and discard tea bags. Cover and refrigerate tea mixture at least 2 hours. Strain tea and serve in tall ice-filled glasses. Garnish with additional strawberry slices and mint leaves, if desired.



DO YOU WANT TO BE HEALTHIER?

WORDS Steve Cooper



STAYING ON TOP OF YOUR HEALTH IS NOW EASIER. WHEN ONE OF THE NINE HY-VEE "HEALTHY YOU" BUSES STOPS AT YOUR LOCAL STORE OR COMMUNITY SPOT, HOP ON FOR THE HEALTH OF IT.

THIS CONVENIENT, LOW-COST SERVICE can relieve anxieties over health concerns. Stepping on the bus for a screening might alert you to serious conditions to follow up with your doctor. Or it might just give you peace of mind.

Any of the nine wellness buses may be opening its door at a store near you soon. These rolling clinics and their crews have what's needed to spot many types of heart disease, diabetes, hypertension, poor bone density and other common ailments.

HIGH-TECH MOBILE

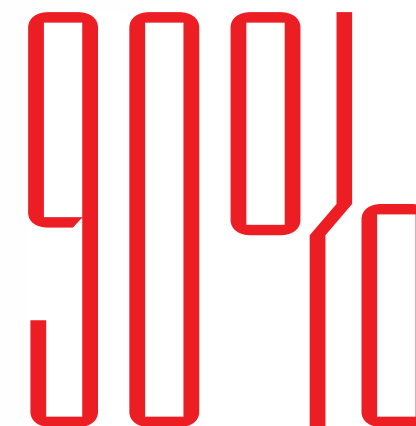
When the last of the Healthy You buses parks at year's end, the fleet of 33-foot Winnebago RVs will have driven a combined total of 250,000 miles across the Midwest and performed thousands of free and low-cost medical screenings. The Hy-Vee Healthy You Mobile can be reserved or scheduled by your business or local organization.



WELCOME ABOARD Those entering the Healthy You bus for the first time are struck by how pleasant, calm and comforting the clinic can be.

The fully staffed team includes two Hy-Vee dietitians or Hy-Vee pharmacists and a receptionist. After taking care of paperwork, you'll have a 15- to 20-minute exam in a quiet screening room.

If you come for one of the several common vaccines, a trained and experienced pharmacist will be on board to administer them. For preventive exams, blood will be drawn. If your tests show high cholesterol, blood sugar, blood pressure, body fat percentage or other conditions, see your doctor.



A NEW ANTI-SHINGLES VACCINE CALLED SHINGRIX HAS PROVEN TO BE MORE THAN 90 PERCENT EFFECTIVE. IT'S AVAILABLE FOR THOSE WHO NEED IT AT THE HEALTHY YOU BUS.

THE CENTERS FOR DISEASE CONTROL AND PREVENTION

SCREEN TEST

Q: WHAT'S INVOLVED IN THE OVERALL SCREENING?

A: The Healthy You signature offer is a biometric screening. Blood drawn from a finger prick is tested for cholesterol, triglycerides and glucose. Additionally, the dietitian or pharmacist will take your resting blood pressure and measure your height, weight and waist. Your body mass index will also be determined. Fast for 9 to 12 hours prior to testing.

Q: HOW MUCH DOES THIS SCREENING COST?

A: \$45

Q: ARE OTHER TESTS AVAILABLE?

A: Yes. One that we have added is the hemoglobin A1C test. It gauges your average blood sugar level over the previous two to three months. This can help diagnose type 2 diabetes and prediabetes, and assess how well you are managing your blood sugar levels if you have diabetes. In November, we will offer the A1C for free at 300 Hy-Vee locations. We hope to give away the 3,000 tests for free.

Q: HOW QUICKLY CAN I SEE MY RESULTS?

A: Blood test results are obtained in the bus, and you'll receive a detailed explanation of them from Hy-Vee professionals. If some issues need to be examined by a physician, you'll be referred to your family doctor. Hy-Vee dietitians can offer cooking and lifestyle information if needed.

SEPTEMBER SCHEDULE

IF YOU HAVE QUESTIONS ABOUT THIS SCHEDULE, CONTACT THE DIETITIAN AT YOUR LOCAL HY-VEE.

- Monday, 9/3**

 - Sheldon, IA, Sheldon Celebration Days & Flu Shot Clinic (7:30am-5pm)
 - Topeka, KS-Labor your Legs (Evening-Time TBD)

Tuesday, 9/4-9/9

 - Owatonna, MN- Flu Shot Clinics (Times TBD)

Tuesday, 9/4

 - Shawnee, KS-Flu Shot clinic (12-7pm)

Wednesday, 9/5

 - WDM HealthMarket-Wellness Wednesday with Screenings (7:30-10:30am)

Thursday, 9/6

 - Mason City Drugstore-Wellness Day (1-4pm)

Friday, 9/7

 - Mason City, IA, Wellness Day (10am-3pm)

Saturday, 9/8

 - Milan, So Long Summer Event (Time TBD)
 - Mankato #1, Touch A Truck event (9am-Noon)
 - Galesburg (Galesburg High School Field House), Kid's Day Jump with Jill Event (12-4pm)
 - Windsor Heights, Kids & Family Event (10am-1pm)
 - Lakeville, MN, Back to School Orange Theory Event (12-2pm)

Tuesday, 9/11

 - Cedar Rapids, IA (various locations), Flu Vaccination Clinic (6am-6pm)
 - Grand Island, Flu Shot Clinic, Husker Harvest Days (8am-4pm)
 - Shawnee, KS, Flu Shots (12-7pm)

Wednesday, 9/12

 - Kirksville, MO (Unionville Store at 2525 Main St.), Vaccinations (9am-1pm)
 - Canton, IL, Shingrix Vaccinations (10am-3pm)
- Thursday-Friday, 9/13-14**

 - Cedar Rapids, IA (various locations), Flu Vaccination Clinic (6am-6pm)

Thursday, 9/13

 - Vermillion, SD, Flu Shot Clinic (10am-6pm)
 - Prairie Village, MO, Flu Shots (All day)

Friday-Sunday, 9/14-16

 - Owatonna, MN (Steele County Fairgrounds), Walk to End Alzheimer's (8am-noon)

Friday, 9/14

 - Olathe #1, Flu Shots (8:30am-3:30pm)

Saturday, 9/15

 - Austin, MN (Municipal Pool at 600 North Main St.), Harvest Fest (10am-2pm)

Sunday, 9/16

 - Sioux City, ALS Walk (more info and times to come)
 - Owatonna, MN (Steele County Fairgrounds), Walk to End Alzheimer's (8am-Noon)

Monday-Tuesday, 9/17-18

 - Chariton, IA, Flu Shot Clinic (TBD)

Monday-Monday, 9/17-24

 - Mankato, MN (410 South Riverfront Dr.), Flu Shot Clinic (8am-5pm)

Monday, 9/17

 - Cedar Rapids, IA (various locations), Flu Vaccination Clinic (6am-6pm)
 - Olathe #1, Fu Shots (8:30am-3:30pm)

Tuesday, 9/18

 - Iowa City, IA (310 North 1st Ave.), Vaccinations (10am-2pm)
 - Wauke, IA (1005 E. Hickman Rd.), Flu Shot Clinic (7-11am)
 - Shawnee, KS, Flu Shots (12-7pm)

Wednesday, 9/19

 - Cedar Rapids, IA (various locations), Flu Vaccination Clinic (6am-6pm)
 - Blue Springs, MO- Flu Shots (All day)
- Thursday, 9/20**

 - Chariton, IA (Court Ave.), Flu Shot Clinic (TBD)
 - Marshall, MN (900 East Main St.), KidsFit Event (TBD)

Thursday-Friday, 9/20-21

 - Cedar Rapids, IA (various locations), Flu Vaccination Clinic (6am-6pm)
 - Overland Park #2-Flu Shots (All Day)

Friday-Saturday, 9/21-22

 - Kansas City, MO (National World War 1 Museum and Memorial at 2 Memorial Dr.), JDRF Walk (7am-noon)

Saturday, 9/22-9/23

 - Ankeny #2-Store Re-Grand Opening (11am-3pm)

Saturday, 9/22

 - Omaha, NE (Boys Town Hospital at 139th & Pacific), Newborn Expo/Car Seat Safety Check Event (10am-1pm)
 - Forest City, IA (Winnebago), Winnebago Picnic & Flu Shots (TBD)
 - Independence, MO (William Chrisman High Shool at 1223 North Nolan Rd.), KidsFit Event (9am-noon)

Sunday, 9/23

 - Madison, WI (Fitchburg UW Health at the American Center at 4602 East Park Blvd.), JDRF One Walk (9:30am-noon)
 - Lincoln #3, Belmont Neighborhood for Streets Alive (12:30-4:30pm)
 - Osage Beach, MO, King's Academy Church 5k (1-3pm)

Monday, 9/24

 - Cedar Rapids, IA (various locations), Flu Vaccination Clinic (6am-6pm)
 - Olathe #1, Flu Shots (8:30am-3:30pm)

Tuesday-Wednesday, 9/25-26

 - Chariton, IA (Court Ave.), Flu Shot Clinic (TBD)

- Tuesday, 9/25**
- Shawnee-Flu Shots (12-7pm)
 - Davenport (LaFayette Park), Voter Registration Event (2-6pm)

- Wednesday, 9/26**
- West Des Moines, IA (LMC at 4200 University Ave, Suite 200), Biometric Screenings for LMC (7-11am)
 - Lee's Summit (John Knox Village), Flu Shots (5:30am-2pm)

- Wednesday-Friday, 9/26-28**
- Cedar Rapids, IA (various locations), Flu Vaccination Clinic (6am-6pm)

- Thursday, 9/27**
- Lee's Summit (John Knox Village), Flu Shots (6am-2pm)
 - Ottumwa (Bridge View Center), Senior Expo and Flu shots (8am-5pm)

- Friday, 9/28**
- Chariton, IA (Court Ave.), Flu Shot Clinic (TBD)
 - Ankeny, IA (Ankeny Prairie Trail), Grand Re-Opening Celebration (11am-4pm)
 - Mankato, MN (410 South Riverfront Dr.), Touch-A-Truck Event (9am-noon)
 - Fitchburg, WI, Flu Shots (TBD)

- Friday-Saturday, 9/28-29**
- Centerville, IA (609 North 18th St.), Pancake Day (10am-2pm)

- Saturday, 9/29**
- Brookings, SD (790 22nd Ave. South), 5K Fun Run/Walk with Super Heroes (8am-noon)
 - Marshalltown, IA (802 South Center St.), Oktoberfest Grand Parade (9:30am-2pm)
 - Ankeny (On With Life Therapy Grounds), Parkinson's Optimism Walk (9am-1pm)
 - Fairfield-Annual Fall Festival (10am-1pm)

- Sunday, 9/30**
- Peoria, JDRF Diabetes Walk (9-11:30-am)
 - Des Moines, LLS Walk (Evening-Time TBD)

LIFESTYLE FOR KIDS

The Healthy You Mobile also is equipped with fun supplies and educational materials to teach kids about food, exercise and other healthy lifestyle topics. The Hy-Vee KidsFit program is headed by Director Daira Driftmier, who'll stir up outrageous fun and fitness for kids in September. "The health mobile pulls into a Hy-Vee parking lot and the next you know Daira, her team and the kids are all having a blast," says Aaron Wiese, Hy-Vee Vice President of HealthMarket, Health/Wellness Strategy.

Take a look at the Healthy You schedule, above, and see what's coming to your town soon.



HyVee[®]
pharmacy

GET A
FLU
SHOT
GET



NO APPOINTMENT NECESSARY.
HIGH DOSE AND QUADRIVALENT AVAILABLE.

FUEL SAVER OFFER AVAILABLE TO MEDICARE RECIPIENTS.
SEE PHARMACY FOR DETAILS. RESTRICTIONS APPLY.



40% OF ELEMENTARY SCHOOL GIRLS AND **25%** OF ELEMENTARY SCHOOL BOYS **WANT TO BE THINNER.**

TALKING TO
KIDS
ABOUT
BODY
IMAGE

CHILDREN OF ALL AGES ARE SUSCEPTIBLE TO NEGATIVE FEELINGS ABOUT THEIR APPEARANCE, WHETHER IT'S THEIR SKIN, HAIR OR WEIGHT. HERE'S HOW PARENTS CAN HELP.

Body image is how a person thinks and feels about his or her physical attractiveness and the social and romantic currency attached to it. Although almost every adult has certainly struggled with loving how they look (83 percent of women and 74 percent of men are unhappy with their bodies, according to a 2018 Ipsos global market research survey) studies show that most parents are unaware that children as young as preschool-age are already developing their own body image.

WORDS Hilary Braaksma and Kristi Chew PHOTOS Tobin Bennett

I AM
STRONG

In fact, children as young as 5 express dissatisfaction with their bodies, and preschoolers can already understand that society judges people based on appearance. By the time children reach adolescence, messages about the value of appearance can be even stronger.

“During teenage years social groups and social media have the potential to provide a stronger influence on perceptions and behaviors,” says Kevin Sloan, psychologist at Beaumont Health in Royal Oak, Michigan.

“There are a variety of physiological, social and emotional adjustments that teenagers are experiencing, and they are more susceptible to developing maladaptive behaviors to compensate.”

Research from the Archives of Pediatrics and Adolescent Medicine shows that the three main factors contributing to negative body image in adolescents are media, peer and parental influence. Developing open dialogue, monitoring media consumption and being a body-positive role model are stepping stones to helping your child develop a healthy body image.

PICTURE PERFECT



FACT: STUDIES SHOW THAT THE AMOUNT OF TIME TEENAGERS SPEND WATCHING TV, MOVIES AND MUSIC VIDEOS IS ASSOCIATED WITH HIGHER DEGREES OF BODY DISSATISFACTION. TEENS WHO REPORT POSTING MORE PHOTOS ON SOCIAL MEDIA ARE MORE LIKELY TO HAVE NEGATIVE FEELINGS ABOUT THEIR BODIES. BY AGE 13, 80 PERCENT OF TEENS HAVE AT LEAST ONE SOCIAL MEDIA ACCOUNT, AND ON AN AVERAGE DAY, AMERICAN KIDS AGES 8 TO 18 SPEND MORE THAN SEVEN HOURS ENGAGED IN SOME TYPE OF MEDIA.

SOLUTION: “IT IS IMPORTANT TO HAVE DISCUSSIONS WITH YOUR CHILD ABOUT THE IMAGES AND PERCEPTIONS THAT THEY SEE IN THE MEDIA,” SAYS SLOAN. “THE MEDIA ALSO PROVIDES AN UNREALISTIC PERCEPTION THAT DESIRED BODY IMAGES ARE ASSOCIATED WITH POPULARITY, FAME AND HAPPINESS, WHILE HIDING THE SOMETIMES UNHEALTHY BEHAVIORAL AND EMOTIONAL COST INVESTED TO ACHIEVE AND MAINTAIN THESE IMAGES.” FOR INSTANCE, THE AVERAGE U.S. MODEL IS 5' 11" AND 120 POUNDS, A STARK CONTRAST TO THE AVERAGE AMERICAN WOMAN, WHO IS 5' 4" AND 164 POUNDS.

SEEING THE SIGNS

Over 50 percent of teen girls and 30 percent of teen boys use unhealthy weight control behaviors—such as skipping meals, fasting, smoking cigarettes and purging.

38 PERCENT OF MIDDLE AND HIGH SCHOOL BOYS USE PROTEIN SUPPLEMENTS AND 6 PERCENT ADMIT TO HAVING EXPERIMENTED WITH STEROIDS.

If you notice signs of an eating disorder or body obsession in your teen, seek medical help. Other signs include binge-eating, hiding food, a fear of gaining weight, exercising excessively, constant calorie counting and, for girls, missed periods.

TEENS WITH HEALTHY SELF-ESTEEM ARE MORE LIKELY TO JOIN ACTIVITIES AND FORM FRIENDSHIPS.



TWO-THIRDS OF 13-YEAR-OLD GIRLS ARE AFRAID OF GAINING WEIGHT.

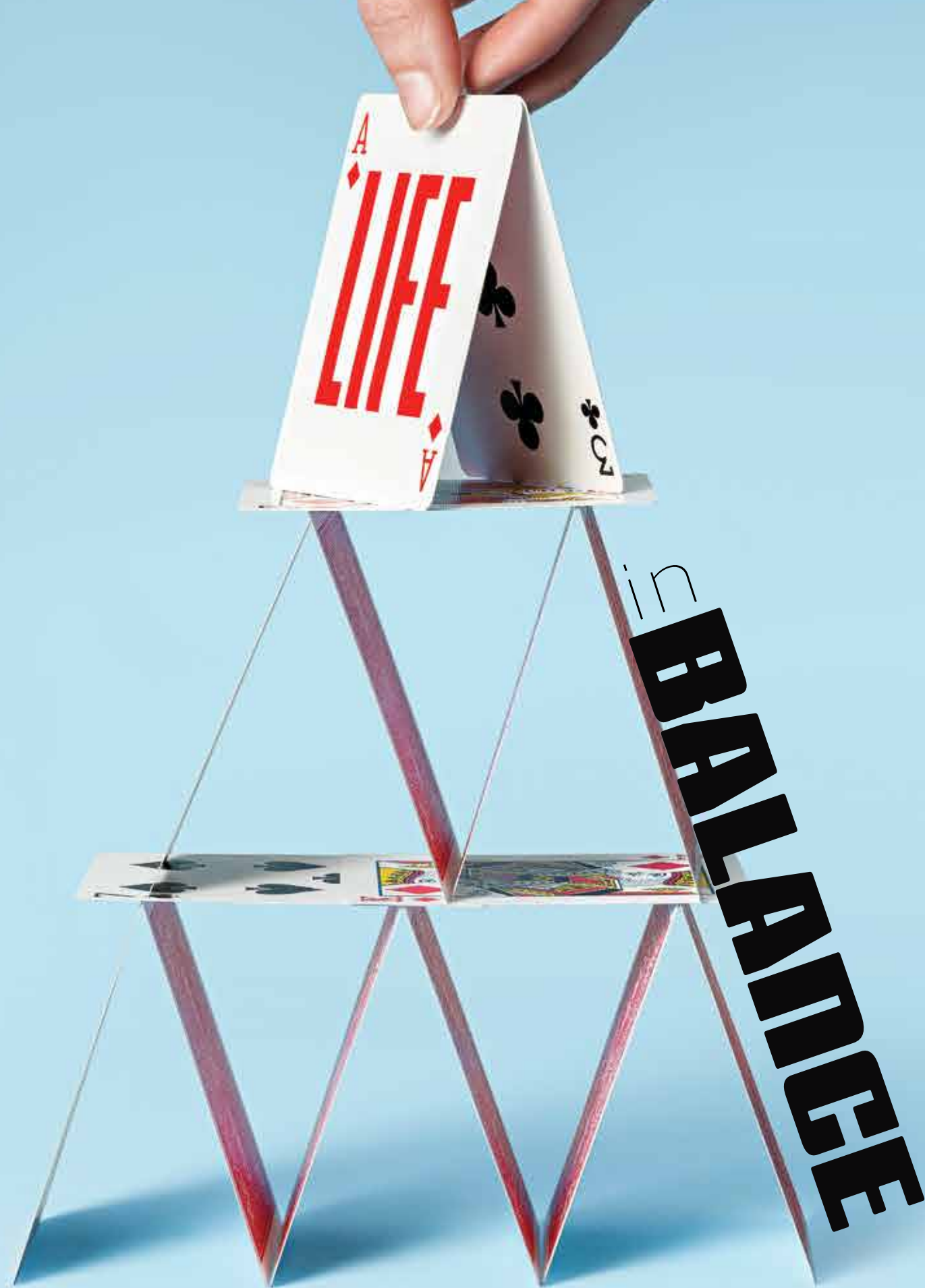


— COMMON SENSE MEDIA, 2015



Sources: [cdc.gov/healthyschools/obesity/facts.htm](https://www.cdc.gov/healthyschools/obesity/facts.htm)
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SWAP “LET ME SEE YOUR MUSCLES” FOR “SHOW ME HOW GOOD YOU ARE AT CARTWHEELS.”



WORDS Kristi Chew PHOTOS Tobin Bennett

LOSE WEIGHT. PREP FOR AN EXAM. GET OFFICE WORK DONE. OR JUST KEEP UP WITH FAMILY. ALL YOU NEED IS A GOOD SCHEDULE. HERE'S WHY CALENDARS AND TO-DO LISTS ARE SO IMPORTANT AND HOW TO CREATE THEM EFFECTIVELY.

Keep priorities and goals from evaporating in the daily shuffle. Get savvy with schedules. They're *the* tools to help us achieve our true potential and the life-work balance we seek. They:

Define a goal. Whether long-term or short-term, a schedule creates a structure to achieve it. It forces us to prioritize.

Make us more efficient. Schedules help us make better use of our time by reducing mundane decisions and time-wasting actions. We become more proficient at certain tasks because we do them regularly. Such efficiency gives us more time for creativity and thinking.

Create momentum. Incremental steps get us to our goal. Projects get done when sequential steps are followed.

Lower stress. Schedules foster peace of mind and lead to satisfaction that things get done.

Go digital with planners you can share between devices and people, or express yourself with stylish paper planners and journals. Ideas to try:

- Daily or weekly, list needed tasks. Identify time available for them. Be realistic; allow for interruptions and the unpredictable.
- Plot appointments and meetings for each day; add recurring tasks and details for today and tomorrow.
- Set a time each day to project tasks onto the next schedule. Set a time each week to update your calendar.
- For project schedules, use milestones in the schedule to help monitor tasks against deadlines.

THE DIFFERENCE BETWEEN A ROUTINE AND A SCHEDULE? A ROUTINE IS HABIT—ACTIVITY YOU'RE USED TO DOING. A SCHEDULE REQUIRES PUTTING PEN TO PAPER. IT'S A TIMED PLAN.



TAKE TIME
KEEP
INTERRUPTIONS
AT BAY

Interruptions are part of life and aren't necessarily all bad, but when they're unrelated to the task at hand they throw you off schedule and cause stress. It takes an average of 23 minutes and 15 seconds to get back to a task after an interruption, says Gloria Mark, professor in the Department of Informatics at the University of California, Irvine. However, an interruption that matches the topic of the current task at hand can actually be beneficial, she says.

"PUT EVERYTHING YOU'RE DOING INTO YOUR CALENDAR. INCLUDE WORKOUT SESSIONS, SOCIAL EVENTS, TIME FOR HOUSEWORK, MEDITATION AND SIDE PROJECTS TO CLEARLY SEE WHERE YOUR TIME IS SPENT."

—PAUL MINORS,
PRODUCTIVITY BLOGGER

SCHEDULE YOUR MOST IMPORTANT OR DIFFICULT TASK AT A TIME YOU HAVE THE MOST ENERGY.

MASTER PLANNERS

Stay ahead of the game with tools that abound for managing time. Choose among digital calendars, printable schedules and the time-honored paper day planner.

The surprising fact is, in an age of plentiful apps for tracking time digitally, paper journals and planners are riding a wave of popularity, especially higher-end versions. Last year Moleskin, maker of luxury Italian leather planners and notebooks, reported \$128 million in revenues compared with \$53 million five years earlier. The allure of paper planners is understandable. You can easily flip through to view an extended timeframe and can scribble related notes on the pages. They don't run out of battery juice. And they're a way to express yourself. An Internet search of "Bullet Journal" yields a widely popular trend—a mix of diary, calendar and to-do lists handwritten in a favorite journal. Schedules and lists are separated into topics and use short sentences and bullet points, often adorned with side notes and doodlings.

WALL PAPER

If you prefer the simplicity of a wall calendar, find a large variety of free printable templates online. A few sources: the "calendar" section of Microsoft Office, Excel's Vertex Printable collection of templates, [ePrintable.com](#),

[CalendarLabs.com](#), [print-a-calendar.com](#) and [timeanddate.com](#). Many have customizable formats and grid designs and space to input and edit text. On some, like [calendarpedia.com](#) and [createphotocalendars.com](#), you can add photos.

FIND ARTISTIC HAND-LETTERED CALENDARS ON THE WEB (SEARCH FOR "ARTISTIC PRINTABLE CALENDARS"). MANY HAVE A "FREE" SECTION.

TIME SHARE Download a digital calendar onto your smartphone or computer. Many, like Google Calendar, Outlook, ZenDay and Cozi are free and allow you to consolidate work and family calendars. Share information among family members and others—view your spouse's schedule before committing to a dinner invitation, or check your teen's calendar to see when she'll return from soccer

practice. Type in doctor appointments without having to hang onto appointment cards. Some calendar apps let you sync your calendar to a smartwatch to display appointments. Benefits of digital calendars: You can change the display to day, week or month formats, view past appointments and events conveniently and, as long as you have your smartphone, you'll always have your calendar with you.

A WHITEBOARD CALENDAR AT HOME ALLOWS FOR COLLABORATION. THE WHOLE FAMILY'S COMINGS AND GOINGS ARE ON VIEW. EVERYONE CAN MAKE CHANGES QUICKLY AND EASILY AND THERE'S ENOUGH SPACE FOR A FUN, INSPIRATIONAL NOTE OR TWO.

M	T	W	T	F	S	S

WORK IT TIME MANAGEMENT TIPS FOR THE OFFICE



CLEAN YOUR DESK

Declutter and keep often-used items close at hand and similar items together in the same drawer or container so you don't waste time hunting for things.



EMPTY EMAIL INBOX

At the end of the work week, delete as many emails as you can. It's not only a good habit, it reminds you of any important items that still must be dealt with.



BATCH TASKS

Cluster related tasks together so you're not constantly reorienting yourself to different topics. For instance, work on tasks to organize a meeting during an afternoon, or review job candidates' applications on the same day.



USE SOFTWARE

Go paperless and take advantage of project-management software like Trello, Asana, MeisterTask, Todoist or TrackingTime. Some of their features include alerts and reminders, reporting tools and file sharing.



KEEP CALENDAR NEAR

When it's handy and visible, you're more likely to keep an eye on looming tasks and interim deadlines and to add related notes.



DO NOT DISTURB

Tap the Do Not Disturb mode on your smartphone's settings to concentrate on a task without distraction. Your phone still receives your emails, texts and notifications, but it won't ring, vibrate or light up the screen.



SCHEDULING AHEAD MAKES IT EASIER TO STAY FOCUSED ON BUSY DAYS.

DELEGATE TASKS THAT OTHERS CAN HANDLE BETTER THAN YOU CAN. KEEP THOSE FOR YOURSELF THAT YOU ENJOY AND THAT PLAY TO YOUR GREATEST STRENGTHS. IT SAVES TIME.

PILATES

WORDS Beau Berkley PHOTOS Tobin Bennett

Originally known as “Contrology,” Pilates is a method of exercise that focuses on core strength, posture and muscle balancing through flowing, controlled movements and precise breathing techniques.

EXERCISES TARGET STABILIZING MUSCLES AROUND THE CORE, WHICH CONTROLS SPINAL AND PELVIC MOVEMENT. STRENGTHENING STABILIZING MUSCLES ALLOWS JOINTS AND LARGER MUSCLES TO PERFORM MORE EFFICIENTLY AND CAN REDUCE THE RISK OF INJURY.

Special emphasis is placed on breathing: inhaling through the nose and out through pursed lips with calm yet forceful exhalation to activate the pelvic floor and deep stabilizing muscles in the abdomen.

THE FOUNDER

The man behind the Pilates method (and the name) is Joseph Pilates, who opened the first Pilates studio in New York City in 1926. Growing up in Germany, Pilates devoted himself to physical fitness at an early age as a way to overcome constant health struggles. While living in England as an adult during World War II, Pilates was placed in a German internment camp where he continued to develop and refine his physical training and therapy techniques by working with other internees who suffered from wartime injury or illness.



BREATH

Deep inhalation and exhalation through pursed lips to activate stabilizing muscles.

FLOW

Each exercise should be performed with grace and fluidity.

CENTERING

The core is the focal point of all movements.

CONCENTRATION

Strict mental engagement is required to perform moves.

CONTROL

Exert control over the muscles as each movement is performed.

PRECISION

Movements are performed correctly with a level of awareness.

PRINCIPLES OF PILATES

Pilates is based upon six principles: control, breath, centering, precision, concentration and flow. Some contemporary forms of Pilates have expanded on the original principles, but Joseph Pilates' original six are still the foundation for all Pilates practitioners.

↓ PEAK FLOW

"IN LIFE, YOU DEVELOP A LOT OF MUSCLE IMBALANCE JUST BASED ON WHAT YOU DO. YOU MAY BE STRONGER IN ONE AREA AND WEAKER IN ANOTHER. PILATES WAS DEVELOPED TO RECOGNIZE THOSE IMBALANCES AND RESTORE BALANCE TO YOUR JOINTS."

— ASHLEE RICHARDSON,
PILATES CENTER OF OMAHA



LEG PULL FRONT

Begin in a plank position, elbows on floor, with back flat, hips steady and stomach lifted. Inhale through the nose and lift your right leg. Exhale through the mouth and lower your right leg. Alternate legs.



PLANK TO PUSH-UP

Stand with your arms raised overhead. Bend at the hips until your hands touch the floor. Slowly walk your hands forward to a high plank. Perform a push-up. Return to starting position by walking your hands back toward your feet.



MERMAID

Rest on your right hip, legs folded and beneath you. Place your left hand to the side and right arm in the air near your ear. Bend your upper body to the left until you feel a slight stretch. Return to the starting position. Repeat on opposite side.



HALF ROLL DOWN

From a seated position with feet on the floor, bend your knees and hold the back of your thighs. Curl your chin toward your chest and bend slightly at the tailbone. Inhale and lean back until arms are straight. Exhale and pull yourself to the starting position.

CORE POWER

CENTER YOURSELF

Focus on bracing your core throughout each move to engage stabilizer muscles.

Q & A

ASHLEE RICHARDSON,
PT, CERTIFIED PILATES
INSTRUCTOR
PILATES CENTER OF OMAHA

Most of the exercises focus on the core. Is there a philosophy behind that?

Your core controls your spinal movements and pelvic movement and many of your joints, like the hips, and those movements are initiated from the core. With a strong core or trunk, you can be stronger and more stable and move gracefully.

To the untrained eye, Pilates seems very similar to yoga. What is the difference?

There are many different styles of yoga, but generally you think of yoga as holding poses. Pilates is more about moving and doing exercises rather than poses. Breathing is a little different. We focus more on breathing to the back side of the rib cage in order to maintain abdominal muscle engagement.

What are some tips for beginners?

Sometimes less is more. People think the harder, the faster, the better, but with Pilates we're trying to find those smaller stabilizing muscles, so less can be actually more.

What is the most difficult aspect for beginners when they start Pilates?

The breathing. Because we breathe to stay alive, we don't typically think about it. When people think about it and control it and pair it with movement it's challenging.



ONE-LEG STRETCH

Lie on your back, both legs lifted and knees bent to form a 90-degree angle from your heels to your bottom. Lift your head and shoulders. Grab the outside of your right ankle with your right hand and grab your right knee with your left hand. Straighten your left leg. Alternate legs and hands, inhaling and exhaling every two alternations.



ONE-LEG CIRCLE

Lie on your back. Raise right leg straight up. Cross your right leg over toward your left hip as you inhale. Exhale and bring your leg down to the ankle in a swooping motion and back to raised starting position. Repeat with left leg.

THE HUNDRED

Lie on your back, both legs up and knees bent to form a 90-degree angle from your heels to your bottom. Lift your head and shoulders off the ground and extend your legs, forming a 45-degree angle. Lift both arms six inches off the ground. Pump both arms up and down while keeping them straight. Inhale for a count of five and exhale for a count five.



Get in the flow with
Pilates Exercises at
youtube.com/Hy-Vee

PILATES IS AN ACCESSIBLE WAY TO BUILD **STRENGTH IN YOUR CORE MUSCLES** FOR BETTER **POSTURE, BALANCE AND FLEXIBILITY.** — MAYO CLINIC

THE WAITING ROOM

CHOOSING A DOCTOR

A primary care provider can save you time, money and worries as you navigate the health care maze. Here's how to find the right one.

Oh, for the days of the town doctor, the kindhearted physician who came to your home, black bag in hand, dispensing medicine and reassuring words to the whole family.

These days, the closest thing we have to the town doctor is a primary care provider, or PCP, a medical pro you see for regular checkups and other general health care needs.

But PCPs are falling out of favor of late: 28% of men and 17% of women in the United States do not currently

have a PCP, and more than a third of people ages 18 to 35 would prefer to see specialists rather than have a single provider coordinate their care.

That may be a mistake. "People generally do better and stay out of the hospital when they have a primary care physician that they see on a regular basis," says Teri Dreher, R.N., president of Northshore Patient Advocates in Chicago. With a PCP at your side, care is more comprehensive. Potential problems are caught earlier. The health care labyrinth is easier to navigate.

RESEARCHERS AT THE UNIVERSITY OF EXETER, U.K., THIS YEAR REPORTED THAT PEOPLE WHO SAW THE SAME DOCTOR OVER TIME HAD SIGNIFICANTLY LOWER DEATH RATES.

"A primary care provider is like a quarterback," says Dreher. "They manage standard medical problems—high blood pressure, cholesterol, diabetes. Need a blood test, a physical, or a simple biopsy? Your PCP has your back."

Contrary to popular opinion, most health care issues are not 'specialist' problems. "Usually [a primary care provider] can take care of the simplest things cheaper," says pediatrician Katharine Delgado.

If things get more complicated, your PCP will refer you to a specialist, but even then, they remain in charge of your care.

FINDING YOUR PCP

PCPs can differ significantly in their approach. Some factors to consider, and steps to take, when making your choice:

- **Ask around.** Doc-shopping is one area in which it pays to go low-tech: Consumer-rating sites like *healthgrades.com* and *ZocDoc.com* are not typically reliable. Instead, says Dreher, "Ask your neighbors or friends. Most people are only too glad to brag about their doctor."

- **Kick a few tires.** Don't settle on a PCP without a sample visit. Rude staff? Inconvenient location? Dirty office? Take a pass.

- **Think long term.** Your relationship with your PCP may last decades and cover very personal territory, including decisions around alcohol, diet, sexuality and end-of-life considerations. You need to feel comfortable with them.

- **Remember the bottom line.** The

cost of primary care services is substantially offset by insurance, but policies can change. Ask up front what you'll pay for a regular visit, and under what circumstances you'll have to pay more.

- **Consider a nurse practitioner.** In primary care, nurse practitioners often are more accessible and can provide the first line of care for minor illnesses and injuries.

- **Ask about access.** A wonderful doctor won't do you much good if it takes three months to get in. Ask how long it usually takes to get seen when you call for an appointment. (Check also if the office has walk-in hours.)

- **Consider a pro.** When all else fails, a patient advocate can be a lifesaver. It's their job to help you find the workable solutions to any medical issue, starting with choosing a PCP that fits your needs (find one at www.npaf.org).

DIFFERENT DOCTORS

Which type of PCP is right for you?

Family practitioners treat all ages, making them ideal for both parents and children.

Pediatricians specialize in infants, children and adolescents.

Geriatricians are experts in medical care for aging adults.

Internists specialize in preventive medical care for adults of all ages.

URGENT NEEDS

Emergency departments and urgent care facilities, two other choices for people who don't have a PCP, are designed to handle acute problems when other options aren't available. EDs handle life-threatening emergencies, whereas urgent care facilities handle illnesses and injuries that don't appear life threatening.

In a pinch, these offices serve you well, but you won't get the continuity of care that you get with your PCP. You may also put off going to the ED or urgent care longer than you would visiting your PCP—which can make some health issues worse.

WORDS Andrew Heffernan PHOTOS Tobin Bennett

Back

EVER HAD BACK PAIN? IF NOT, THERE'S A GOOD CHANCE YOU WILL. EIGHTY PERCENT OF ADULTS EXPERIENCE BACK PAIN AT SOME POINT IN THEIR LIVES. FORTUNATELY, MOST BACK PAIN GOES AWAY ON ITS OWN. WHEN IT DOESN'T, HEALTH CARE PROFESSIONALS CAN HELP GET YOUR BACK IN SHAPE AGAIN.

WORDS David Krause

at

WHEN YOU HAVE AN ACHING BACK, EVEN THE SIMPLEST MOVEMENT, SUCH AS PICKING UP A PENCIL FROM THE FLOOR, CAN SEND PAIN SHOOTING THROUGH YOUR BACK.

Most back pain affects the low back. And most often such cases are acute, or short-term, lasting from a few days to a few weeks, while subacute low-back pain lasts from four to twelve weeks. Chronic low-back pain tends to persist for twelve weeks or longer, even after an initial injury or underlying cause has been treated.

For short-term pain, there's plenty you can do for your back without seeing a doctor. "My general recommendation is to rest the back for the immediate cause, put some ice on it, and avoid any activity that makes the pain worse," says Ed Steinmann, D.C., D.O., a chiropractor and family physician in Des Moines, Iowa.

Dr. Steinmann regularly sees patients whose back pain hasn't gone away after a few days because they haven't followed his initial advice. "They just keep on doing what caused

the problem," he says. "The low back is so complex that if you push through the pain, you are going to make it worse."

Most cases of low-back pain are mechanical, which means there's a disruption in the normal functioning of the spine. Thankfully, most of these cases tend to resolve themselves, even without special care. But how do you know whether a spell of back pain will subside on its own or whether you should consult a medical professional? If the pain is severe and persists for more than a couple of days, seek medical attention.

"Don't wait for back pain to become full-blown to where you're disabled," says T. K. Williams, D.C., a chiropractor who practices in Clive, Iowa. "Get help from someone who looks at these things every day. That's the best way of dealing with the pain rather than waiting until it interferes with your life."

PAIN IS A SIGNAL THAT YOUR BODY IS TRYING TO GET YOUR ATTENTION. IF YOU DON'T PAY ATTENTION TO THE SIGNALS, BACK PAIN WILL STEAL YOUR PRODUCTIVITY, COMFORT AND PEACE."

— T. K. WILLIAMS, D.C.

\$50 Billion

THE AMOUNT AMERICANS SPEND ANNUALLY ON BACK PAIN, AND THAT'S JUST FOR THE MOST EASILY IDENTIFIABLE COSTS.

WATCH YOUR BACK

You can prevent recurring back pain by avoiding movements that jolt or strain the back and by lifting heavy objects correctly. Ergonomically designed furniture and equipment help as well. Here are some other steps you can take:



EXERCISE

One of the best things you can do for yourself is to be physically active. Regular exercise can help reduce pain and stiffness.



MAINTAIN PROPER POSTURE

Knowing the proper way to sit, stand, walk, and lift can help prevent back pain. Poor posture puts tension on the spine.



MAINTAIN HEALTHY WEIGHT

Excess weight creates added stress on your lower back. Losing weight can relieve stress on your back.



EAT A HEALTHFUL DIET

Make sure you're getting enough calcium and vitamin D, which promote strong bones while reducing your risk of osteoporosis.



WEAR PROPER SHOES

Preventing or easing back pain may be as simple as wearing low-heeled shoes that fit properly.

54

PERCENT OF AMERICANS WHO EXPERIENCE LOW-BACK PAIN SPEND THE MAJORITY OF THEIR DAY SITTING.

TAKE ACTION

WHEN BACK PAIN DOESN'T GO AWAY

WITH AT-HOME CARE, SEEK HELP

FROM A MEDICAL PROFESSIONAL IF:

- PAIN LASTS 4 WEEKS OR MORE

- PAIN HAS INCREASED OVER TIME

- YOU HAVE OTHER SYMPTOMS,

INCLUDING FEVER, SIGNIFICANT

WEIGHT LOSS OR WEIGHT GAIN,

LOSS OF FUNCTION OR WEAKNESS

IN EXTREMITIES, BLADDER

PROBLEMS OR OTHER TROUBLING

CHANGES IN HEALTH

"FOR A LOT OF PATIENTS, THEY'VE

HAD THE PROBLEM FOR MORE THAN

TWO WEEKS AND THEY REALIZE IT'S

JUST NOT GOING TO GO AWAY."

— T. K. WILLIAMS, D.C.

START SIMPLE

MOST LOW BACK PAIN IS RELATIVELY HARMLESS. EVEN SO, IT IS PAINFUL, AND TRULY EFFECTIVE TREATMENTS ARE FEW. SO WHAT ARE HEALTH CARE PROVIDERS SUPPOSED TO DO?

Physician researchers who combed through hundreds of published studies on low-back pain learned about the effectiveness of non-interventional (nonsurgical) treatment. They focused on the 85 percent of low-back pain that is mechanical, such as from muscle spasm, ligament strain and arthritis.

The researchers discovered that the best and safest treatments for acute and subacute low-back pain are not medicines, and they make these recommendations:

- Most patients with acute or subacute low-back pain improve over time with or without treatment; potentially harmful and costly treatments and tests should be avoided.
- First-line, nondrug therapies such as superficial heat, massage, acupuncture, or spinal manipulation should be used.
- If non-drug therapy isn't effective, NSAIDs (non-steroidal anti-inflammatory drugs) or skeletal muscle relaxants might help relieve pain.

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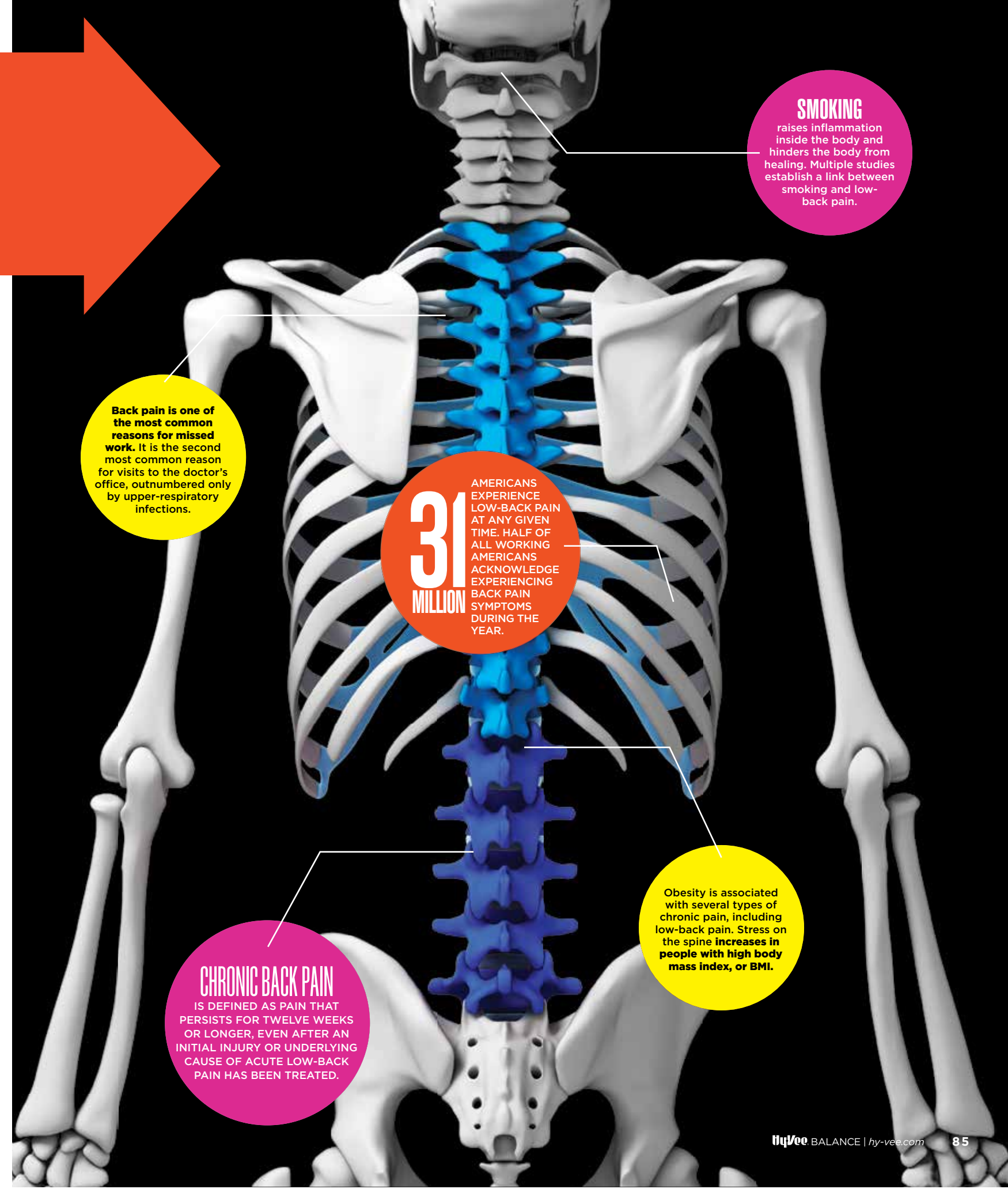
Q&A

with Ed Steinmann, D.C., D.O.

HOW DO YOU APPROACH TREATMENT FOR BACK PAIN WITH YOUR PATIENTS?

"I perform a comprehensive evaluation using skills from my training as a chiropractor and as an osteopathic physician. I look at the patient's complaint, any injury that may have occurred, and the patient's lifestyle. For example, is the patient a construction worker or an office worker? I perform an evaluation of their biomechanics—how they stand, sit and walk. From there, I formulate a treatment plan, again using skills from my training as both a chiropractor and osteopathic physician. Then I approach the patient with whatever is needed to alleviate stress to their lower back and to optimize their health. That may be through manipulation, biomechanical training, physical therapy, medication, or a combination of these—up to and including injections for patients who have progressive arthritis in the back or a degenerative disc—or perhaps a surgical consult."

ILLUSTRATION Sebastian Kaulitzki/Shutterstock



A pumpkin perfect recipe.

Pumpkin Spice Affogato

DIRECTIONS

Brew Green Mountain Coffee Roasters® Pumpkin Spice, 2 or 4 ounces, in a large mug. Add one scoop of vanilla or chocolate gelato or ice cream.

For a more decadent treat, top with whipped cream and a dash of cinnamon or pumpkin pie spice. You can also top with a drizzle of caramel or chocolate syrup. Enjoy!

Don't forget to look at the food labels for allergens.

KEURIG
Brew the love:

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PUMPKIN SPICE *Limited Edition*



Discover more coffee variety in the coffee aisle.

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Taste the
Goodness
in Every Bite



Kemps Ice Cream, Frozen Yogurt or JoyFull Scoops: select varieties 48 fl. oz. 3/\$10.00



Kemps Ice Cream Sandwiches: select varieties 12 ct. 3/\$10.00



Kemps Sherbet: select varieties 54 fl. oz. 3/\$10.00



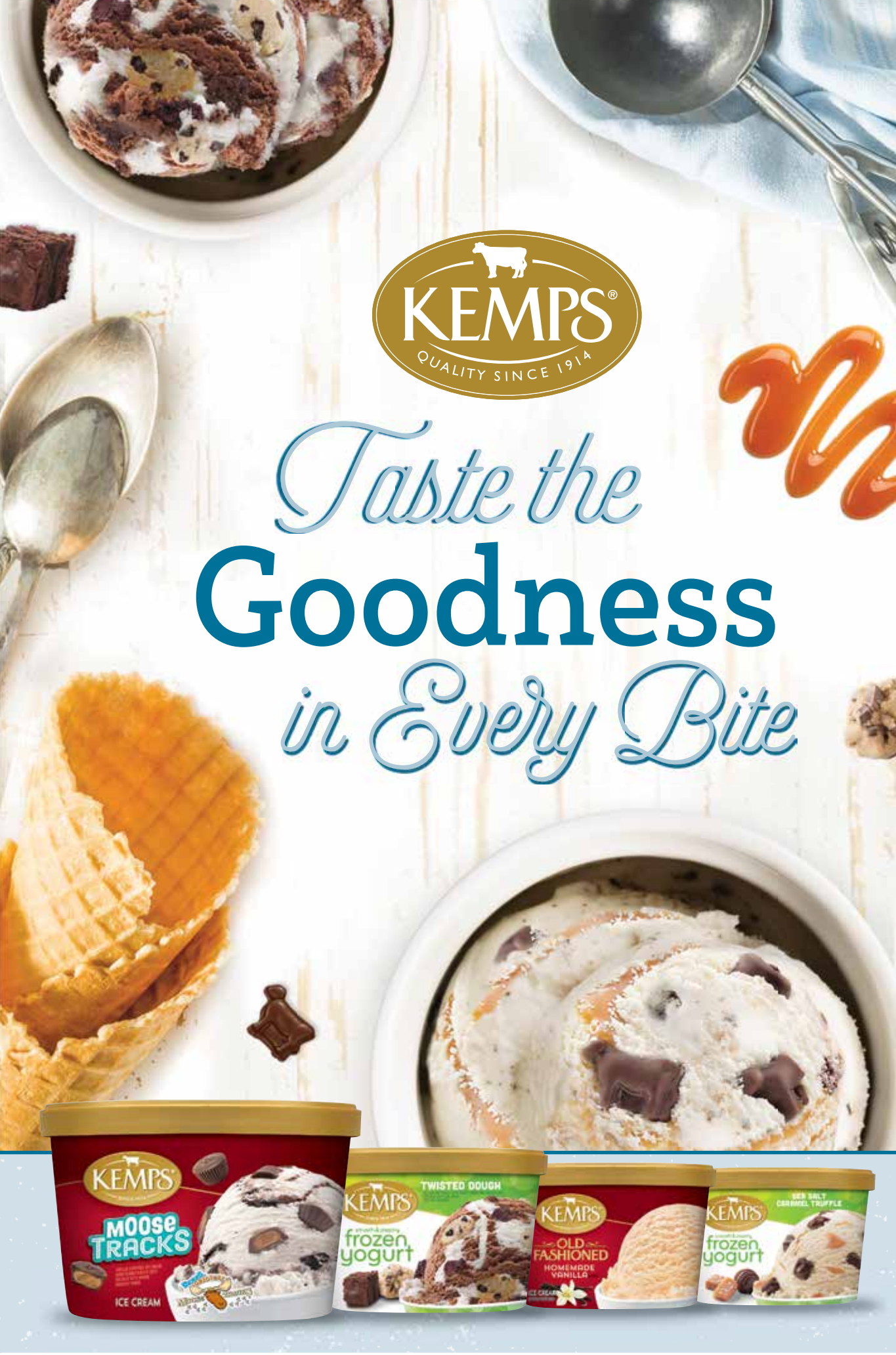
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Kemps Squeeze Sour Cream or Top The Tater: 12 oz. 2/\$4.00





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*Good source of protein. Nutritional values vary by flavor. See www.jacklinks.com for complete nutrition information. © 2018 LINK SNACKS, INC. ALL RIGHTS RESERVED

EQUIP YOURSELF

THE GYM FLOOR MIGHT SEEM LIKE A MAZE OF HEAVY WEIGHTS AND CONFUSING MACHINERY, BUT **FINDING YOUR WAY** AROUND IS EASY. START BY LEARNING HOW TO USE THIS COMMON PIECE OF EQUIPMENT: **THE LAT PULLDOWN MACHINE.**



LAT PULLDOWN MACHINE

THE LAT PULLDOWN MACHINE OFFERS A QUICK AND SAFE COMPOUND LIFT TO BUILD STRONGER BACK MUSCLES.

WORKING MUSCLES

- LATISSIMUS DORSI
- RHOMBOIDS
- BICEPS
- DELTOIDS

Simple and effective, the lat pulldown machine is a staple in gyms. It's designed to work the latissimus dorsi, the triangular muscles on both sides of the spine that wrap under the armpit. The biceps assist during the exercise, as well.

First, set your desired weight. Sit on the bench with thighs beneath the two cylindrical pads. Grip the ends of the bar with hands slightly wider than shoulder-width apart. Slowly pull the bar down to your chest. Pause for a moment and allow the bar to slowly return to the top.

PRIME FOR PULL-UPS

Lat pulldowns can be an excellent option for those who struggle to perform pull-ups.

CORE REQUIREMENT

Brace your core while performing lat pulldowns to prevent your back from arching.

ATTACHED TO YOU

Many gyms provide different attachments, such as a V-bar, that can be used instead of the lateral bar. Using a V-bar attachment can work biceps more vigorously than a regular lateral bar can.

GET A GRIP

Gripping a lat bar at different lengths elicits more activation in certain muscles.

A study published in the *Journal of Strength and Conditioning Research* found that the latissimus dorsi muscles are more activated using a wide grip in which hands are placed near the ends of the bar.

WORDS Beau Berkley PHOTO Maksym Bondarchuk/Shutterstock

Sources: www.ncbi.nlm.nih.gov/pubmed/12423182
www.ptonthenet.com/content/articleprint.aspx?p=1&ArticleID=NDAXOCBSVnISWhxcVdITXZyWURMQzJXNTNBPT0=

Cheesy Potato Skins

Prep Time: 15 Minutes

Serves 4

- 2 large or 4 small baking potatoes
- 1 tablespoon olive oil
- 1/2 cup Daisy Cottage Cheese
- 1/2 cup Daisy Sour Cream
- 1/8 cup sliced green onions
- 1/4 teaspoon pepper
- 1/2 cup shredded cheddar cheese
- 2 strips diced cooked bacon

Directions

- Thoroughly clean potatoes
- Rub each potato with olive oil
- Bake on cookie sheet at 450° for 1 hour, until tender
- Remove potatoes from oven to cool (15 minutes)
- Cut each potato length-wise and scoop out middle
- Leave about 1/4 inch of potato in skins
- Take care not to break potato skins
- Place removed potato whites in a medium bowl
- Mix whites with cottage cheese, sour cream, diced green onions, and pepper
- Scoop 1/4 of potato mixture into each potato skin boat
- Sprinkle each with cheddar cheese and diced bacon
- Bake potato skins at 450° for 10-15 mins or until the cheese is melted
- Dollop with additional sour cream if desired

Daisy Sour Cream
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For more delicious recipe ideas, visit
daisybrand.com/recipes

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PHOTO: Tobin Bennett

SOYBEANS ARE HIGH IN PROTEIN AND FIBER AND HAVE SIGNIFICANT AMOUNTS OF VITAMIN K AS WELL AS THE MINERALS MAGNESIUM, PHOSPHORUS, MANGANESE, COPPER AND POTASSIUM.

SOY AND BREAST CANCER

This year, after comprehensively reviewing the scientific literature, the American Institute for Cancer Research and the World Cancer Research Fund concluded that consuming soyfoods after a diagnosis of breast cancer may reduce recurrence and improve survival.



PROTEIN PRO

Fortified soymilk is the only nondairy milk listed in the 2015–2020 Dietary Guidelines for Americans as being **comparable to dairy milk**. Soyfoods are excellent sources of quality protein. Soy protein is a complete protein that provides all the essential amino acids needed for growth.

Spread soynut butter on a sandwich or use it in cookie recipes. Dip raw fruit slices into soynut butter as an easy, healthful snack.



SWAP SOYNUITS AND DRY ROASTED EDAMAME FOR POTATO CHIPS AND OTHER SNACKS WITH LITTLE NUTRITION. THE FIBER AND PROTEIN IN SOY SNACKS SATISFY TEENS AND PREVENT THEIR APPETITIES FROM GOING INTO OVERDRIVE.

HEART SMART

Soybean oil is high in poly-unsaturated fat, the type of fat that lowers blood cholesterol levels. So convincing is the evidence that the FDA just awarded a health claim for

soybean oil and coronary heart disease. Soybean oil has a neutral flavor and a high smoke point. Use this multipurpose cooking oil for sautéing, in salad dressings and for baking.

Use canned soybeans in chili and other bean-based recipes. For a hearty dip, blend canned black soybeans, canned tan soybeans and soybean oil then minced garlic, chopped onion, red wine vinegar, lemon juice, red pepper flakes and ground cumin.

Sources for entire story: ucdintegrativemedicine.com/2015/06/the-startling-truth-about-soy/#gs=ANt7yg
my.clevelandclinic.org/health/articles/17491-soy-foods/benefits-of-soy
www.ncbi.nlm.nih.gov/pmc/articles/PMC33834
nutritiondata.self.com/facts/legumes-and-legume-products/4376/2
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www.aicr.org/press/press-releases/soy-safe-breast-cancer-survivors.html
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PHOTO Tobin Bennett

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WHAT'S TRENDING

NUTRITIONAL yeast

WHAT IS IT?
Nutritional yeast contains many of the same nutrients as brewer's yeast but doesn't share its bitter flavor. Nutritional yeast is also "deactivated," which means it won't rise during cooking like baker's yeast does.

A long-time staple of vegan cooking, nutritional yeast is finding its way to the mainstream. While food bloggers tout its rich, creamy flavor—it's often cited as a handy cheese substitute—recent scientific research highlights its considerable health benefits. Not only is it rich in protein and high in fiber, most brands are also fortified with B vitamins. What's more, according to research published in the journal *Diabetes*, nutritional yeast can also boost your immune system and help regulate blood sugar.

A recent study from the University of Houston found that the fiber in nutritional yeast can **HELP MAINTAIN WHITE BLOOD CELL LEVELS** during strenuous exercise, which is crucial for post-workout recovery.

**WITH A CHEESY, NUTTY TASTE,
THIS HEALTH FOOD IS HIGH IN FLAVOR**

Nutritional yeast's best attribute might be its versatility. Often used as a condiment (we recommend sprinkling it over popcorn or on top of a salad), it can also be integrated into most types of cooking. Stir a tablespoon into your favorite pasta or soup to give it a little added nutrition without the added calories. Its rich, savory flavor melds well in most recipes and makes a great cheese substitute for those who are either vegan or lactose-intolerant.



Look for brands of nutritional yeast fortified with vitamin B12, which plays a key role in neurological development and is therefore essential for pregnant women and young children.

PHOTOS: Tobin Bennett

Sources: <https://www.ncbi.nlm.nih.gov/pubmed/22575076>
<https://www.ncbi.nlm.nih.gov/pubmed/7000589>
<https://www.health.harvard.edu/staying-healthy/vitamin-b12-deficiency>



Colgate Toothpaste, Toothbrush or Mouthwash: select varieties 3.5 to 6 oz., each or 16.9 fl. oz. \$3.99



Speed Stick or Lady Speed Stick Deodorant: select varieties 2.3 to 3 oz. 2/\$4.00



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The image displays three FarmRich frozen food products. At the top is a box of 'FarmRich Imported Cheddar Cheese Curds'. Below it on the left is a box of 'FarmRich Mozzarella Sticks'. In the foreground is a large bag of 'FarmRich Meatballs', which also features a 'New!' seal.

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I grew up in the city, married a farmer and have now spent more than half my life on the farm. We're the fourth generation to farm this land. I'm proud to be involved in growing food, fiber and fuel for my family and others. We eat the food we produce and care that it is nutritious and safe for our family and yours. – Julie Van Manen, Kellogg, Iowa



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FOOD ALLERGY AWARENESS

FOOD ALLERGIES ARE SURPRISINGLY COMMON, AND UNLIKE FOOD INTOLERANCE, CAN BE DEADLY. KNOWING THE SIGNS, SYMPTOMS AND MOST COMMON ALLERGENS ARE YOUR FIRST LINE OF DEFENSE.

The body's immune system is responsible for finding and destroying germs that cause illness. But in some instances it mistakes a food protein for a harmful invader. The result is a food allergy.

Most any food can trigger an allergic response. The most common culprits are milk, eggs, peanuts, tree nuts, soy, wheat and fish. Some people are allergic to multiple foods. Food allergies can develop at any stage

of life, although they're more common in children.

"The most common method [of discovering a food allergy] is by having a bad reaction," says Hy-Vee Pharmacist Becky Gobermann of Madison, Wisconsin. Reactions can range from a mild case of hives to anaphylaxis with potentially life-threatening symptoms of low blood pressure and difficulty breathing.

Food Allergy Awareness is signified by a teal ribbon.

SIGNS & SYMPTOMS



A mild to severe case of hives, paleness, or a blue tint to the **SKIN**.



A runny **NOSE**, itchy nose, or sneezing in conjunction with other symptoms.



An itchy or burning **MOUTH** and swollen lips.



A tight or swollen **THROAT**, hoarseness, trouble breathing or swallowing.



STOMACH cramps, nausea, repetitive vomiting or diarrhea.



Coughing, wheezing or difficulty **BREATHING**.



Drop in **BLOOD PRESSURE**, faintness, dizziness, weak pulse.



OTHER SIGNS include anxiety and confusion.

TOP FOOD ALLERGENS

1. EGGS
2. MILK
3. PEANUTS
4. TREE NUTS
5. SOY
6. WHEAT
7. SHELLFISH
8. FISH

15 MILLION AMERICANS HAVE A FOOD ALLERGY

PHOTO: Tobin Bennett

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Head Back to School with Dole

Nutrition is vital to a child's health, development and performance in school and sports. Here are **three healthy snack ideas** for growing kids!



Banana Popsicles

Dip in yogurt. Coat with granola, toasted coconut or chopped almonds. Place on parchment paper and freeze for an hour.



Dole Kids with Almond Toast

Toast bread slices. Spread with almond butter and drizzle with honey if desired. Top with your choice of cut banana, strawberries, pineapples or blackberries to make "kids".



Nutty Banana Berry Roll-Up

Spread almond butter over tortilla and sprinkle with cinnamon. Slightly crush raspberries and blueberries and spread over almond butter. Place banana over the berries and roll up. Cut into bite-sized pieces and serve.

For more information visit Dole.com

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QUICK FIXES

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BAKE, DON'T BOIL

Save time by baking “hard-boiled” eggs. Preheat your oven to 325°F, arrange eggs in a muffin tin and bake for 30 minutes. Plunge cooked eggs in a bowl of ice water to stop the cooking process. Store in refrigerator and pull out as needed.

FREEZE COFFEE CUBES

Cool your morning cup of joe without watering down the flavor. Pour a cooled cup of coffee into an ice cube tray, freeze it, and drop the cubes in your travel mug.



SQUEEZE AND GO

Mix your favorite pancake batter and keep it in a squeeze container in your fridge for 3 to 5 days. No more mixing batter on those busy mornings!



Wake up happy and healthy with **Breakfast Tips** at youtube.com/Hy-Vee



recipe index

SEPTEMBER 2018

MEAL MAKEOVER

- Better-For-You Boneless Chicken Bites [p. 13](#)
- Honey Barbeque Sauce [p. 13](#)
- Asian Zest Sauce [p. 13](#)
- Garlic Parmesan Sauce [p. 13](#)

NUTRIENT POWER

- Grape, Fennel, Chicken and Quinoa Salad [p. 22](#)

TAILGATE WINNING EATS

- Loaded Veggie Nachos [p. 41](#)
- Southern Brisket Quesadillas [p. 42](#)
- Chipotle Turkey Sliders [p. 43](#)
- Grapefruit Beergarita [p. 44](#)
- Hummus Nosh Board with Dippers [p. 45](#)

WEEKNIGHT DISHES

- Veggie-Stuffed Mac 'n' Cheese [p. 53](#)
- Cauliflower Crust Pizza with Sausage and Veggies [p. 54](#)
- Grilled Flank Steak Sandwiches [p. 55](#)

FOODS THAT HELP YOU FOCUS

- Kale Salad and Salmon with Blueberry Vinaigrette [p. 60](#)
- Kale Pesto [p. 61](#)
- Strawberry-Mint Green Tea [p. 61](#)

30 minutes or less

30 MINUTES OR LESS

GF option

GLUTEN FREE

V option

VEGETARIAN DISH

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

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

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UP NEXT

In our October issue we're
covering nutritious **SLOW COOKER
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