

# seasons

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# seasons HyVee

WOMEN'S HEALTH 2008 • VOLUME 2 ISSUE 2

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**Hy-Vee Seasons** recipes are tested by the Hy-Vee Test Kitchen food technologists to guarantee that they are reliable, easy to follow and good-tasting.

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All products shown in **Hy-Vee Seasons** are available from your local Hy-Vee store. Please ask our helpful employees if you need assistance locating these products.

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Amana® Beef is USDA Choice meat, raised in the upper Midwest. It's an all-natural product with no additives and no processing.  
Amana® 100% Natural Beef Boneless Sirloin Steak \$6.99 lb.



1



2



3

1. Hy-Vee Kitchen Fresh HealthWise Grilled Chicken Wrap \$3.89
2. Bom Dia Acai Juice 340 ml. \$3.77
3. Hy-Vee Health Market "Natural" Fish Oil 1200 mg. or Calcium 500 + D or 500 + Oyster Shell 90 or 250 ct. \$5.43
4. General Mills Curves 11 or 16.25 oz., Cheerios 11.3 oz., MultiGrain Cheerios 9 oz., or Chocolate Chex 14.25 oz. 2/\$4.00

4



## DEAR FRIENDS,

Now that our biggest holidays of the year are memories, the New Year beckons us to take time to focus on ourselves. Hy-Vee is committed to helping you manage your busy lifestyle with the tools you need to enjoy life.

I'm excited to introduce one of our new lifestyle tools: our Begin program. Read about Charla McNabb's life-changing experience partnering with her local Hy-Vee dietitian, *page 42*. Her inspiring story is based on a desire to explore a healthier lifestyle rather than just try another new diet. Read about how you too can reap the benefits of this wonderful program by consulting with your own personal Hy-Vee dietician (we have dietitians in 115 Hy-Vee locations).

The New Year also brings a focus on products that are good for us, good for those we care most about and good for our environment ... all at the same time. I am proud that we carry an assortment of green products. Learn more about these products on *page 60*; they are effective and safe to use in our homes as well as safe for the planet. Through these and other initiatives, Hy-Vee will continue to focus on earth-friendly alternatives.

There are so many helpful ideas and recipes to enjoy in this issue of *Hy-Vee Seasons* that it's hard to know where to start! Here are a few I hope you'll turn to. Don't miss my favorite section on entertainment ideas and products to keep our kids busy inside this winter, *page 58*. With three children of my own, I am going to make a point to keep that page flagged. You'll also be introduced to our talented Chef Gary and his creative ideas on great food made easy, *page 28*. And finally, don't miss our ideas in the "In the Bag" section; you'll find all kinds of prepackaged foods to help make your eating choices simple and carefree, *page 10*.

Hy-Vee is happy to share this issue of *Hy-Vee Seasons* magazine with you. We understand how busy you are and know you'll turn to these helpful resources time and again. And remember that Hy-Vee is committed to helping you manage your life and your lifestyle changes. Call on our in-store dietitians, pharmacists and other professionals for assistance and be sure to check out our prepared meals and the other lifestyle-friendly services and products we offer.

Come on in and "see what a smile can do!"

Paula Correy  
VP, Marketing  
Hy-Vee, Inc.





# The Whole Picture

*If your goal is total health and well-being, Hy-Vee dietitians can help you begin thinking holistically about exercise and nutrition.*

WRITTEN BY KATHY ROTH EASTMAN PHOTOGRAPHED BY TOBIN BENNETT





A good diet is essential to overall health, but fitness is equally important when it comes to physical wellness.

“Remember that diet and exercise are interlocking practices,” says Valerie Bailes, RD, LD, at the Hy-Vee in Gladstone, Missouri. So connected are the two that, in addition to Valerie’s dietetics background, she is also an A.C.E. (American Council on Exercise) certified personal trainer. She uses her dual expertise to assist clients in changing both their eating and exercise habits—helping them realize exercise is just as important to well-being and weight loss as cutting calories.

#### MAKE SMART GOALS

Valerie suggests using the SMART method for setting goals. Make goals that are Specific, Measurable, Achievable, Realistic and Time-bound. She recommends setting one goal at a time, such as walking 10 minutes twice a week. After achieving that goal, set a new one, perhaps to increase the frequency and/or length of your walk.

#### TAILOR YOUR PLAN

Choose what’s right for you. Walk or run anytime, anywhere. Join a gym so you can swim or participate in group exercise classes. Get an expert to help you make a plan. “For example,” Valerie says, “I have a client who travels, so I helped him develop a routine using an exercise band he can take with him on trips.”

#### WARM UP AND STRETCH

Warm up before your workout. Walk slowly for the first 5 minutes, then stretch before increasing your pace. If time allows, stretch all of your major muscle groups (see photos, *pages 4-5*). Stretching is important. You’ll gain flexibility for everyday tasks, such as tying shoes and picking up your child. Valerie says there are right and wrong ways to stretch, “The biggest mistake people make with stretching is bouncing, which can tear muscles. They also tend to rush through it too fast.” She recommends holding each stretch 30-60 seconds, taking time to breathe into the stretch for greatest benefit. Stretching after exercise provides quick recovery by flushing out lactic acid and improving blood flow.

1. Green & Black Organic Chocolate Bars: selected varieties 3.5 oz. **2/\$5.00**

2. Hormel Natural Choice: lunchmeats or chicken strips 6 to 9 oz. **2/\$6.00**

3. Grimmway Organic Carrots 1 lb. **\$7.79**

4. Back to Nature Cereals: selected varieties 10 to 15 oz. **2/\$6.00**

5. Iplay Organic Bibs 1 ct. **\$7.99**

6. Gerber Organic 2nd Foods: selected varieties 7 oz. **4/\$5.00**

7. Fresh Gourmet Organic Croutons: seasoned or caesar 4.5 oz. **2/\$4.00**

8. Pepperidge Farm Natural Whole Grain Bread: selected varieties 24 oz. **2/\$6.00**

9. Nugo Organic Bars: double dark chocolate or pomegranate 50 gr. **\$1.48**

10. Berres Brothers Organic Coffee: selected varieties 10 oz. **\$6.44**

11. Dole Organic Salads: spinach, lettuce, spring with herbs or hearts of romaine 5 to 9 oz. **2/\$5.00**

12. Hy-Vee Health Market “Natural” Herbs: selected varieties 50 ct. **\$4.97**



Thermos Raya Lunch Cooler \$8.99  
Thermos Snak Jar \$4.99









### GAIN MULTIPLE BENEFITS

“Not only is exercise a great way to promote weight loss, but it’s also a great stress reliever with multiple benefits,” Valerie says. “I notice many women say they don’t have enough energy to exercise, but if you make time to exercise, you gain that extra energy.” You’ll also sleep better and eat better. Exercise is tied to decreased risk of heart disease, stroke, diabetes and other diseases. And don’t forget that weight-bearing exercise helps prevent or delay osteoporosis. “Think of exercise as a therapy you give yourself,” Valerie says, “and your family too, if you make it a priority to participate in activities together.”

**1. HAMSTRING STRETCH:** Place one heel in front and bend your rear knee as if sitting down. Slowly bend forward from the hips and push buttocks backward until you feel a stretch in the back of thigh. Weight should remain on rear leg. Hold at least 30 seconds. Repeat on other side.

**2. INNER THIGH STRETCH:** Place the soles of feet together and, holding ankles, pull your feet in toward you. Keeping abs tight, lean forward until you feel a stretch in your inner thighs. For a deeper stretch, push your knees toward the ground. Hold at least 30 seconds.

**3. LOWER-BACK STRETCH:** Sit on the ground with your left leg straight out. Bend right leg and place right foot outside left knee. Bend left elbow and rest it on the outside of left knee. Rotate upper body right. Hold at least 30 seconds. Repeat on other side.

**4. SIDE STRETCH:** Keep your body open and facing forward. Raise one arm over your head and tilt to the side. Feel your rib cage lift as the

stretch travels down the side of your body. Hold at least 30 seconds. Repeat on other side.

**5. RUNNERS HIP FLEXOR STRETCH:** Lunge forward, maintaining your front knee over the top of your heel. Don’t allow the knee to collapse inward. Keep your back leg straight with heel pointing to the sky. Bring chest down to hamstring and feel the stretch in your extended straight leg. Hold for at least 30 seconds. Repeat on other side.

**6. QUADRICEPS STRETCH:** Use wall or tree for support. Grab top of your right foot with right hand. Pull heel toward you. Hold at least 30 seconds. Repeat on other side.

**7. CALF STRETCH:** Use wall or tree for support. Put your feet together, rocking back on your heels. Keep your hands on the hard surface and your arms straight. Hold at least 30 seconds.

**8. SHOULDER STRETCH:** Use left hand to pull right elbow across chest toward left shoulder. Hold at least 30 seconds. Repeat on other side.





#### WHAT IS A REGISTERED DIETITIAN?

At Hy-Vee we know you want to keep yourself and your family healthy. That's why we have registered dietitians in our stores offering private consultations and group programs. A registered dietitian (RD) is an expert in food and nutrition. RDs must have (at minimum) a bachelor's degree from an accredited college or university and experience through an accredited pre-professional program. They are also required to pass an exam administered by the American Dietetic Association (ADA). To maintain their RD credentials, they must complete ongoing continuing education. Stop in and get acquainted with your Hy-Vee dietitian on your next shopping trip or visit [www.hy-veehealth.com](http://www.hy-veehealth.com) to find a Hy-Vee dietitian near you.



# Key to Women's Health

*Hy-Vee dietitians offer one-on-one advice to help women live healthier and happier lives.*

WRITTEN BY KATHY ROTH EASTMAN PHOTOGRAPHED BY KING AU AND TOBIN BENNETT

Is calcium really important? What are antioxidants? With study after study offering conflicting nutrition and wellness advice, it's easy to get overloaded.

We asked several registered and licensed Hy-Vee dietitians to offer their best health advice for women. There are currently 115 dietitians based in Hy-Vee markets, and most offer a variety of classes and one-on-one consultations. You can contact a local Hy-Vee dietitian for answers to your own questions any time.

## TAKE A STEP IN THE RIGHT DIRECTION

The number one step you can take to improve your health, according to Jodi Schweiger, RD, LD, at the Hy-Vee in West Des Moines, Iowa, is to “learn how to create balance between family, friends, job and religion.” She says this becomes much easier as you learn to make yourself a priority. “If you aren't healthy, your family may also suffer and your job performance won't be at its peak.”

Take a look at one negative habit and change it, Jodi counsels. “You can't change everything overnight, but one small step each week or month can make a big impact on your health over time,” she says. Try quitting smoking, making better food choices or adding more exercise to your lifestyle. “Whether you're 20, 40 or 60, it's important to do something every day to improve your nutrition and overall health,” Jodi says.

## SAY YES TO SOY

If you're not familiar with foods made from soy, such as tofu (soybean curd), tempeh (fermented soybeans) and edamame (green soybeans in pods or shelled), perhaps you should be. Soy provides an abundance of nutrients including omega-3 fatty acids, B-vitamins, iron and zinc. According to Janet Macon, MS, RD, LD, at the Hy-Vee in Davenport, Iowa, women especially should familiarize themselves with soy. “Women who've gone through menopause may lose bone mass as estrogen production declines,” Janet says. “Soy isoflavones act like weak estrogens in your body and may help keep your bones stronger.” Janet suggests these ways to add soy to your diet:

- Pour Hy-Vee Original Soymilk on your cereal.
- Add a can of Westbrae Organic Soy Beans to a jar of salsa.
- Stir Cascadian Farms Frozen Edamame into your next pot of chili.
- Snack on a handful of Good Sense Roasted Soy nuts.
- Toss a Genisoy Protein Bar in your purse for an easy, nutritious snack-on-the-go.
- Make tacos for dinner using Soy Taco or Soy Ground.

## ASK FOR HELP

Hy-Vee dietitians can help you create a healthier lifestyle through one-on-one consultations. “First, we talk through a brief nutrition assessment and get your health history,” says Jodi. “This gives us some simplified information, and it's a good start.”

Then your dietitian develops an individualized nutrition plan, taking into account age, health concerns (such as diabetes or high blood pressure) and specific goals. “Different exercises, different caloric intakes and different levels of some nutrients—such as calcium—are appropriate for women of various ages and stages of life,” Jodi says.

Consultations can be purchased one-time only or as a package for ongoing support.



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2



3



4



5



6



7

1. Sparboe Egg Sense Omega Eggs: 12 ct. **\$1.99**
2. Hy-Vee HealthMarket Organic Soymilk: original, vanilla or chocolate 32 oz. **\$1.28**
3. Promise Activ: strawberry, raspberry or peach 4 pk. **\$2.99**
4. Promise Margarine: selected varieties 15 oz. **3/\$4.00**
5. 8th Continent Soymilk: selected varieties 64 oz. **2/\$5.00**
6. Smart Balance Margarine: selected varieties 8 or 16 oz. **\$1.77**
7. Weight Watcher Yogurt: selected varieties 6 oz. **10/\$5.00**



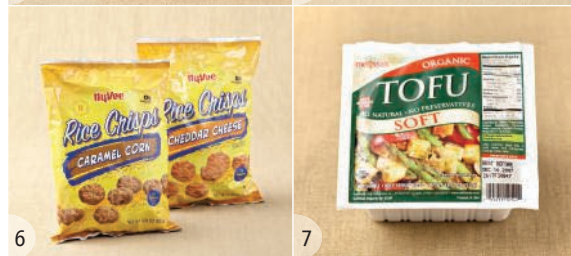


Naked Juice: selected varieties 15.2 oz. 2/\$5.00

#### NAKED JUICE—NOTHING TO HIDE™

Incorporate antioxidants into your diet by picking up an assortment of Naked Juices at your local Hy-Vee Health Market. Naked Juices, available in Energy, Superfood, Antioxidant and other varieties contain many foods on the antioxidant list plus powerful foods such as mangoes, acai, pomegranates, blueberries and broccoli. The best news: They're 100% juice, vitamin-packed and have no added sugar or preservatives.

1. Hy-Vee Kitchen Fresh Fruit Yogurt Parfait \$3.99
2. Hy-Vee Fun-Size Water 24pk. 10 oz. \$3.99
3. Melissa's Soy Ground 12 oz. \$3.99
4. Melissa's Soy Taco 12 oz. \$3.99
5. Diet Stainless Steel Digital Scale 1 ct. \$24.99
6. Hy-Vee Rice Crisps: cheddar, caramel or ranch 6 or 7 oz. \$1.88
7. Melissa's Organic Tofu: extra firm, firm or soft 18 oz. \$1.88
8. Purely Juice Pomegranate Juice: 100%, blueberry or pom delight 32 oz. \$4.99
9. Lightlife Smart Dogs: selected varieties 8 to 13.5 oz. \$2.88
10. Breakstone Live-Active Cottage Cheese: selected varieties 4 pk. or 16 oz. 2/\$4.00
11. Hy-Vee Fruit & Grain Bars: selected varieties 8 ct. \$2.18
12. Ocean Spray 100% Grapefruit Juice or Juice Blends: selected varieties 64 oz. \$2.88
13. Good Sense Nuts: selected varieties 6 or 10 oz. \$1.69
14. Hy-Vee Dried Fruits: selected varieties 4.5 or 6 oz. 2/\$3.00
15. Boca Meatless Products: selected varieties 8 to 12 oz. 2/\$5.00





## THE POWER OF ANTIOXIDANTS

While antioxidants have strange names—flavonoids, glucosinolates, phytoestrogens and carotenoids, for example—there’s nothing odd about the benefits they provide for your body. “There’s a whole range of ways antioxidants help your body,” says Stacy Mitchell, RD, LD, at the Hy-Vee in Bettendorf, Iowa. “That’s why it’s so important to consume a variety of foods high in antioxidants for maximum protection.” Here’s Stacy’s list of antioxidant-containing foods and the protection they offer your body:

- **Apples** may help prevent lung cancer and strokes.
- **Green tea** has the second-highest antioxidant level; may lower cholesterol and help prevent cancer; flavonols in tea may also protect against tooth decay.
- **Cocoa powder and dark chocolate** have the highest level of antioxidant strength; may protect against bad cholesterol oxidation.
- **Pecans** lower cholesterol levels; may kill cancer cells.
- **Cranberries** reduce bladder and urinary tract infections, inhibit LDL oxidation; protect against atherosclerosis (plaque buildup in arteries).
- **Avocados** may decrease risk of Alzheimer’s and high blood pressure.
- **Tomatoes** have an anticancer effect; linked to reduced risk of heart attack; organic tomato products (tomato paste, sauce and ketchup) have two to three times more antioxidants than nonorganic.
- **Barley and rye** have an anticancer effect; reduce risk of heart disease.
- **Spinach** reduces risk of age-related macular degeneration and colon cancer.
- **Kale** has the highest overall antioxidant amount of any leafy greens; reduces risk of cataracts by 20 percent; reduces cancer risk.
- **Almonds** can lower blood cholesterol levels; may reduce risk of heart disease.
- **Corn** fights free radicals in the retina; protects against age-related macular degeneration.
- **Strawberries** inhibit tumors of the tongue, esophagus and lungs; block the action of carcinogens that are linked with prostate cancer.

## ALLI DIET PLAN

Commit to living your life in a new way and let Alli give you a head start to fitness. Alli is different from other products because it takes a sensible approach to weight loss, recognizing that good nutrition and fitness play an important part in long-term success. Alli is the only over-the-counter weight loss product approved by the Food and Drug Administration. Alli—it’s not just another pill with promises, it’s a pill with a plan.





*Make a  
fashion  
and  
lifestyle  
statement  
when you  
pack your  
healthy  
lunch...*

# in the bag

WRITTEN BY JILANN SEVERSON

PHOTOGRAPHED BY KING AU AND TOBIN BENNETT



The variety of foods prepacked in individual portions and ready to eat seems to increase daily making lunches packed at home delicious, healthful and personal. Toting lunch has never been easier or more fashionable. It's truly "in the bag" with prepackaged foods that make it easy to control prep time and portion size.

#### TAKE IT EASY

Make packing lunch quick and simple by having a good stock of prepackaged foods ready to go. Dedicate one drawer in your refrigerator to lunch and snack items. If you don't have drawer space, add a small plastic bin to hold toteable treats. Toss in items that come prepackaged and add other items that you divvy up into zipper-lock plastic bags. Wash fruits and veggies ahead of time and slip them into bags as well. Dedicate another bin in the pantry to grab-and-go foods that don't require refrigeration. When it comes time to pack lunches or snacks, you'll have a smorgasbord of items to choose from. Packing a lunch will be simple, and you'll never face boring lunches again.

Rotate items as you replenish your fridge and pantry so foods don't become outdated. Take a few minutes over the weekend to do a quick inventory to make sure you have a wide variety of foods at your fingertips. For dry and canned goods, keep the bin from overflowing by leaving a few packages in their original boxes and continuing to replenish from there. Add some decadent selections for days you know you'll need a quick pick-me-up.

#### KEEP IT SAFE

If the time it takes to get from your home fridge to your office fridge is 30 minutes or less, simply toss your choices into a bag and go. However, if your commute time is longer or you have to keep your lunch in a desk drawer, add reusable ice packs to your bag to keep foods at the proper temperature. Keep a small, insulated container in your office desk and transfer the ice pack and foods into the container when you arrive.

#### MAKE IT PRETTY

Add even more pizzazz to lunchtime with trendy totes. Whether you're a member of the briefcase bunch, the artsy crowd or the sensible shopping club, there are bags to suit every whim (and match every outfit). So have some fun and take time to pick out the ideal lunch tote.

1. Bakery Fresh Wholesome Harvest 9 Grain & Seed Sandwich Bread: 24 oz. **\$2.99**
2. Hy-Vee Homestyle Black Bean Salsa 15 oz. **\$3.99**
3. Bakery Fresh Wholesome Harvest Stone Ground Whole Wheat: 33 oz. **\$2.99**
4. Bakery Fresh Wholesome Harvest Oatmeal Sandwich Bread: 26 oz. **\$2.99**
5. Equal Sweetener 200 ct. **\$5.77**
6. Laughing Cow Cheese Wedges: original or light 6 oz. **\$2.97**
7. Kraft LiveActive Snack Cheese Sticks or Cubes: colby jack, mozzarella or cheddar 7 or 8 oz. **2/\$6.00**
8. StarKist Pouch Tuna or Tuna Creations: selected varieties 5 or 7.06 oz. **3/\$5.00**
9. Apple Sweets Apple Slices: sweet, caramel, wild berry or tart 5 or 6 oz. **2/\$3.00**
10. SunKist Almond Munchies: selected varieties 5 oz. **\$3.99**
11. Kellogg's Special K Bars: selected varieties 4.6 to 4.86 oz. **2/\$5.00**
12. Planters Trail Mix: selected varieties 5.5 or 6 oz. **2/\$3.00**
13. Sun-Maid Raisins: 6 pk 1.5 oz. **2/\$3.00**
14. Hy-Vee Rice Cakes: caramel or whole grain 4.9, 5.25 or 6.3 oz. **\$1.18**







## PORTION PACKS

Controlling calories is easy when you choose portion packs. Many foods are packaged by calorie count instead of weight, making it easy to feel like you're indulging without overdoing it. Most have nutrition information right on the wrapper so you won't have to guess the calorie count.



## ENERGY EFFICIENT

Plan for pick-me-ups during the day by packing high-energy foods like power bars, fruits and trail mixes. When you reach that drowsy lull in the afternoon and can't seem to stay alert, reach for a snack with a bit of sweetness for an instant power surge to help keep you moving.



## SNACK SMART

Whether you're packing for work or a day of fun, planning ahead for snacks saves time and money. When you have a few favorite foods close at hand, you'll avoid binges at the vending machine and you won't make a run to the nearest fast food restaurant when your stomach starts growling.



## MIX & MATCH

Create lunch and snack menus by combining different foods each day. Diverse offerings make lunch more fun and nutritious. Pack apple slices and cheese wedges, deli wraps and nuts, or a sandwich of whole-grain bread, lean meat and veggies and trail mix to get started. Find more lunch combos at your local Hy-Vee.





# Fast. Fresh. Delicious and Nutritious.

Our delicious new salads make it easy to enjoy the authentic flavor of DI LUSSO® deli meats and cheeses. Crisp vegetables and flavorful meats and cheeses, complemented by your choice of dressings, make these salads great for lunch, dinner and anytime in between. They are made fresh everyday.

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EXCLUSIVELY AT HY-VEE



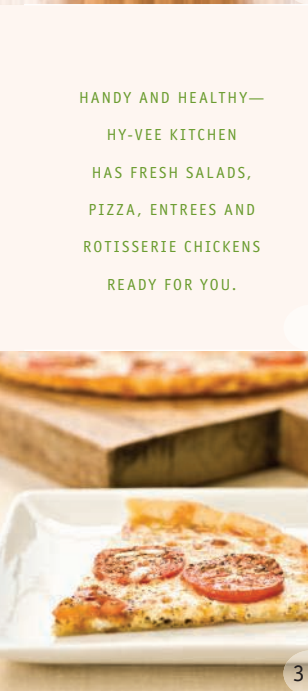


# Hy-Vee Kitchen Favorites for Good Health

Reach your fitness goals by eating healthfully wherever you are. Hy-Vee Kitchen offers a variety of options from meals and salads to fresh rotisserie chickens that make delicious dishes for home or on the go. (Find menu ideas for using our fresh rotisserie chicken, *opposite*.)

1. Hy-Vee Chinese Express Beijing Chicken, Rice, 1 Appetizer & 1 Fortune Cookie **\$5.29**
2. Hy-Vee Kitchen Fresh Broccoli Supreme: per lb. **\$4.99**
3. Hy-Vee Italian Express Fresh Family Size Thin Crust Tomato Margarita Pizza **\$10.99**
4. Hy-Vee Kitchen Fresh Rotisserie Turkey Breast Meal & 2 Pints of Sides **\$14.99**
5. Hy-Vee Chinese Express Vegetable Stir Fry, Rice, 1 Appetizer & 1 Fortune Cookie **\$5.29**
6. Hy-Vee Kitchen Fresh Original Rotisserie Chicken **\$5.49**

HANDY AND HEALTHY—  
HY-VEE KITCHEN  
HAS FRESH SALADS,  
PIZZA, ENTREES AND  
ROTISSERIE CHICKENS  
READY FOR YOU.





## 10 MENU IDEAS USING ROTISSERIE CHICKEN TIPS FROM HY-VEE DIETITIANS

**SALAD** Add sliced leftover rotisserie chicken to bagged salad greens, chopped tomatoes, shredded carrots and sliced red onion. Top with your favorite dressing.

**SANDWICH OR WRAP** Mix chicken slices with chipotle mayo and raw grated veggies of choice. Roll the mixture into a whole-wheat tortilla, or scoop onto whole-grain bread. Serve cold, or grill for a warm and satisfying treat!

**SOUP** Rotisserie chicken lends slow-cooked flavor to soups. Add 2 cups chicken chunks to 3 cans chicken broth; add a bag of mixed or stew vegetables and *either* 1 cup uncooked rice or 2 cups uncooked noodles or pasta. Add ½ teaspoon poultry seasoning. Simmer until tender. You'll have dinner in 15 minutes!

**PIZZA TOPPING** Top a Boboli crust with ½ cup barbecue sauce or pizza sauce, 1 cup chopped chicken and 1 cup shredded cheese. Bake for 10 minutes at 450°F.

**QUESADILLA** Combine shredded rotisserie chicken with a pinch of cumin. Spoon onto half of a whole-wheat tortilla. Sprinkle with shredded Monterey Jack or other cheese. Fold in half; heat on a nonstick skillet until crispy, turning to brown both sides. No butter or oil needed! Serve with salsa on the side.

**TACO** Mix shredded chicken with your favorite ingredients—black beans, fat-free refried beans, green chilies, salsa, corn or sautéed peppers. Heat in a microwave oven until bubbly, then spoon chicken mixture into tortillas or taco shells. Top with shredded cheese, more salsa and fat-free sour cream to taste.

**PASTA** Ready-to-eat rotisserie chicken shortens cooking time for many recipes. Use chicken in place of beef in lasagna and other pasta casseroles. Try this quick, tasty dish that kids love: Top pasta with a sauce made of 2 cups chicken chunks and a jar of Ragu Cheesy Light Parmesan.

**BARBECUE** Mix shredded rotisserie chicken with your favorite barbecue sauce and pile it on whole-wheat rolls. One whole chicken serves about six. Yum!

**SKILLET MEAL** Add chicken chunks to frozen bagged skillet meals. Savory slow-roasted chicken adds wonderful flavor and nutrition to one-pan dinners.

**CHICKEN-IN-A-BOWL** For a dish that kids can help build (then quickly devour), warm a package of mashed potatoes. Scoop potatoes into a bowl, add chicken chunks, top with juices from the chicken or warmed purchased gravy and sprinkle on some shredded cheddar cheese.

1. Sugar Free Jell-O Gelatin: selected varieties .30 oz. **2/\$.88**
2. Hy-Vee Kitchen Fresh Salad Plate Special **\$3.99**
3. Diet Rite or Diet 7-Up: 12 pack, 12 oz. cans (deposit where required) **3/\$9.00**
4. South Beach Diet Wraps Kits: selected varieties 6 to 7.85 oz. **2/\$5.00**
5. Wishbone Salad Dressing Spritzers: selected varieties 7 oz. **2/\$4.00**
6. Land O' Frost Premium Sliced Ham or Turkey: 16 oz. **2/\$6.00**
7. Hy-Vee Oven Crisp Crackers: selected varieties 7 or 7.5 oz. **2/\$3.00**
8. Pepperidge Farm Bag Goldfish Crackers: selected varieties 6.6 or 7.2 oz. **3/\$5.00**
9. Kellogg's Special K Health & Wellness Multi Packs: selected varieties 9.5 oz., 4 or 6 pk. **\$4.99**
10. Kashi Go-Lean Bars: selected varieties 1.59 to 2.75 oz. **4/\$5.00**
11. MoJo or Clif Bars: selected varieties 1.59 or 2.4 oz. **10/\$10.00**





Our chips have no:  
cholesterol  
trans fats  
preservatives

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sound of mass eyebrow-raising.

For more eye-opening chip facts,  
join us at [snacksense.com](http://snacksense.com)

Frito-Lay Baked or Light Chips: selected  
varieties 6.37 to 12 oz. **2/\$6.00**

Frito-Lay Natural Chips: selected varieties  
8.5 to 9.5 oz. **2/\$5.00**

Flat Earth Baked Crisps: selected  
varieties 6 oz. **2/\$5.00**

Surprisingly good.







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1. Progresso Ready to Serve Soup: selected varieties 18.5 to 19 oz. **2/\$3.00**
2. Green Giant Can Vegetables: selected varieties 11 to 15.25 oz. **3/\$2.00**
3. Nature Valley, Milk n' Cereal, Fiber One or Curves Bars: selected varieties 5.3 to 9.5 oz. **2/\$5.00**
4. General Mills Chex Mix, Gardettos, Bugles or 100 Calorie Snacks: selected varieties 4.2 to 15 oz. **2/\$5.00**



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Progresso® takes great pride in bringing you the best foods in a way that makes them simple to prepare.

### We're passionate About Creating Great Food.

Great food, simply prepared, is one of life's certain pleasures. Yet finding the time to prepare great food grows more and more difficult for all of us. At Progresso® we take great pride in bringing you the best, in a form that's simple to find and simple to prepare. All you need to do is enjoy it. Using the finest ingredients and the most complementary flavor combinations, Progresso® Soups satisfy your need for quick delicious meals that won't weigh you down.

### Introducing Progresso® Light!

Progresso® is proud to introduce the only line of light soup in the category. With the power of Weight Watchers® endorsement, this soup offers:

60 calories per serving.

**0 POINTS®** value per serving.

Good source of fiber.

5 great flavors offer taste & variety to consumers.



"Weight Watchers and POINTS are registered trademarks of Weight Watchers International, Inc. and are used under license by General Mills, Inc. © 2007 Weight Watchers International, Inc. All rights reserved."

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# Easier • Happier • Healthier

*Gathering 'round the dinner table has never been simpler. With nutritious, flavorful foods gracing the menu, you'll find even more reasons for your family to savor time together.*

WRITTEN BY JULIE MARTENS PHOTOGRAPHED BY PETE KRUMHARDT AND TOBIN BENNETT

Gathering everyone around the dinner table at the same time can be a challenge to overworked parents and overscheduled children. But times are changing. After decades of decline, the simple ritual of the family dinner is returning to our homes. More and more, families choose to carve out time in busy schedules to cook a meal and eat dinner together.

## EASIER.

Creating a quality, homemade meal for your family doesn't require hours of preparation. Simply browse the aisles of Hy-Vee and look for the Dinner? Done! logo for healthy meal ideas. Hy-Vee's magazine and book section and Hy-Vee's Test Kitchen recipes in *Hy-Vee Seasons* (see recipes on the following pages) and at [www.hy-veerecipes.com](http://www.hy-veerecipes.com) offer low-stress, easy dinners—often ready in 30 minutes or less. Use the convenience of Hy-Vee Kitchen and the Bakery and Meat departments for prepared dishes and services to reduce prep time. Appliances also offer more help for today's active families with microwaves, slow cookers and indoor grills expanding your cooking options for meal preparation.

## HAPPIER.

Family dinners often serve as the only time everyone can sit down together and discuss events from the day. Regular family meals provide a predictable routine, which supports a child's development and creates a sense of belonging to the family. Studies continue to support the benefits of the dinner table ritual, including the positive effect it can have on children's behavior. A 2004 study published in *The Archives of Pediatrics and Adolescent Medicine* found that "frequent family meals are associated with a lower risk of smoking, drinking and using marijuana." It also found that children who regularly eat dinner with their families have a lower incidence of depressive symptoms and suicidal thoughts. And they get better grades.

## HEALTHIER.

There's no debate when it comes to dining out at a restaurant versus cooking a meal at home: home-cooked entrees are simply more healthful. Recipes prepared at home often have less fat, sodium and chemical preservatives and there is better portion control. You simply can't beat a home-cooked meal!



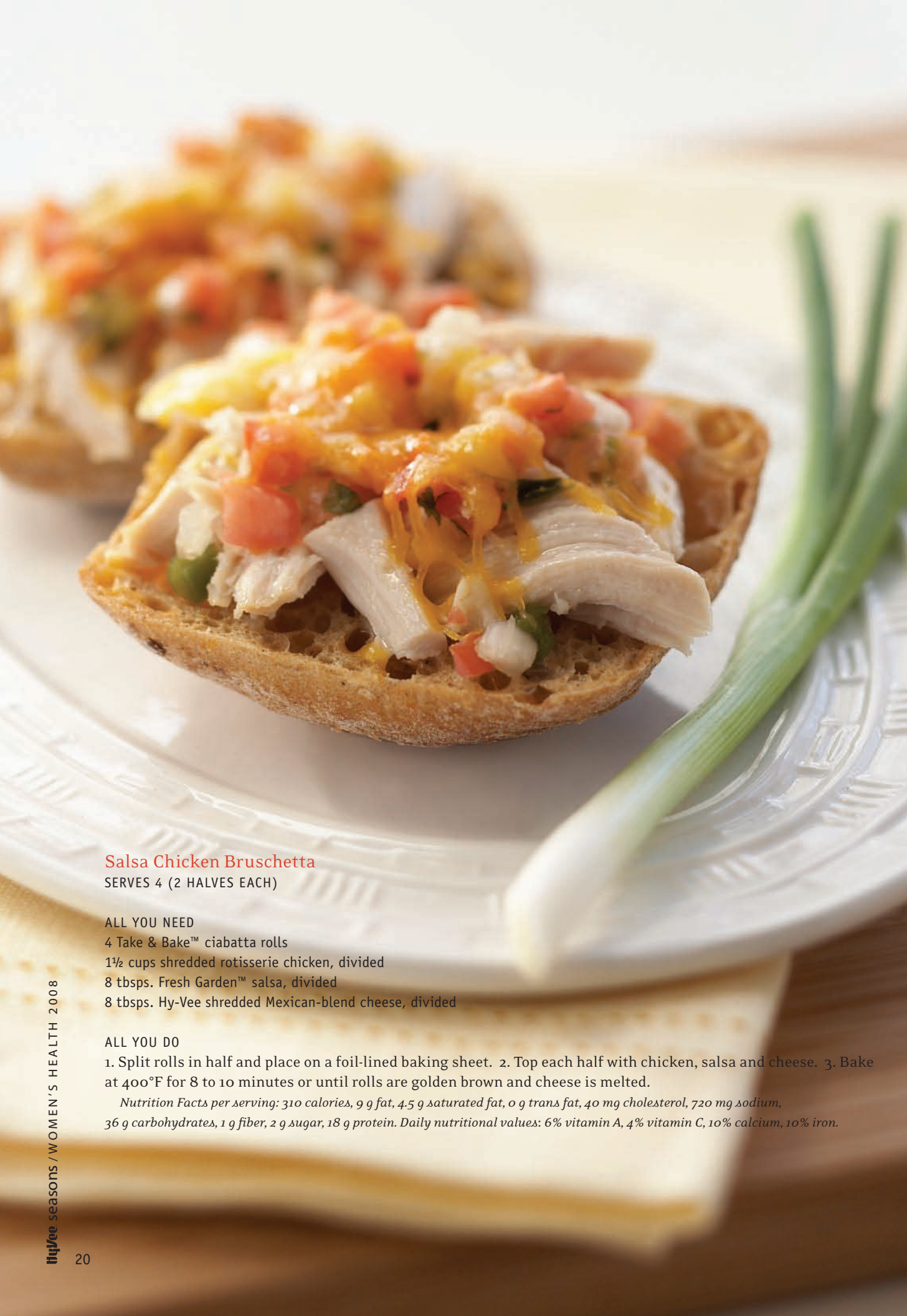
**Dinner? Done!**

Look for the Dinner? Done! logo at your local Hy-Vee for quick and healthy meals.









## Salsa Chicken Bruschetta

SERVES 4 (2 HALVES EACH)

### ALL YOU NEED

- 4 Take & Bake™ ciabatta rolls
- 1½ cups shredded rotisserie chicken, divided
- 8 tbsps. Fresh Garden™ salsa, divided
- 8 tbsps. Hy-Vee shredded Mexican-blend cheese, divided

### ALL YOU DO

1. Split rolls in half and place on a foil-lined baking sheet. 2. Top each half with chicken, salsa and cheese. 3. Bake at 400°F for 8 to 10 minutes or until rolls are golden brown and cheese is melted.

*Nutrition Facts per serving: 310 calories, 9 g fat, 4.5 g saturated fat, 0 g trans fat, 40 mg cholesterol, 720 mg sodium, 36 g carbohydrates, 1 g fiber, 2 g sugar, 18 g protein. Daily nutritional values: 6% vitamin A, 4% vitamin C, 10% calcium, 10% iron.*

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1. Bakery Fresh Angel Food Cake: 15 oz. \$3.48
2. Oscar Mayer Chicken Strips or Cuts: selected varieties 6 oz. 2/\$6.00
3. Newman's Own Salad Dressings: selected varieties 16 oz. 2/\$5.00
4. Fiesta Garden Fresh Salsa: regular, black bean or hot 16 oz. \$3.99
5. Bakery Fresh Wheat Hamburger Buns: 8 ct. \$1.88
6. Viva Paper Towels: big roll 1 ct. \$1.88





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1. South Beach Diet Frozen Pizza: selected varieties 6 or 6.4 oz. 2/\$5.00
2. Soup du Jour Chicken Tortilla Soup: 24 oz. \$4.79
3. Campbell's Healthy Request Soups: selected varieties 10.5 or 10.75 oz. \$1.17
4. Fresh Gourmet Croutons: selected varieties 5 oz. 2/\$4.00
5. Popeye Spinach: 10 oz. \$1.88
6. Hunt's Tomatoes: selected varieties 14.5 oz. \$.97

## Tomato Basil Bisque

SERVES 4 (1 CUP EACH)

### ALL YOU NEED

- 1 (24 oz.) jar Newman's Own™ tomato basil pasta sauce
- 2 cups Popeye™ baby spinach
- 2 cups Emeril's™ organic vegetable broth
- Fresh Gourmet™ croutons, optional

### ALL YOU DO

1. Combine pasta sauce, spinach and broth in a large pot. Bring to a boil; simmer for 5 minutes.
2. Puree soup in batches in a blender or using an immersion blender.
3. Return to pot and heat through.
4. Serve with croutons, if desired.

*Nutrition Facts per serving: 140 calories, 6 g fat, 0.5 g saturated fat, 0 g trans fat, 0 mg cholesterol, 1090 mg sodium, 21 g carbohydrates, 2 g fiber, 18 g sugar, 4 g protein. Daily nutritional values: 50% vitamin A, 2% vitamin C, 4% calcium, 15% iron.*



Kane Jumbo Mug 1 ct. \$3.99



## Chicken Stir Fry

SERVES 4

### ALL YOU NEED

- 4 Eat Well Stay Healthy™ chicken breasts
- 1 tbsp. Bertolli™ light olive oil
- 1 tbsp. minced garlic
- ½ tsp. Garden Gourmet™ basil herb blend
- ½ cup shredded carrots
- ⅔ cup Emeril's™ chicken stock

- 2 tbsps. light teriyaki sauce
- 1 tbsp. reduced-sodium soy sauce
- 2 tsps. Hy-Vee cornstarch
- 2 cups lightly packed Popeye spinach
- 2 cups Hy-Vee instant brown rice, prepared

### ALL YOU DO

1. Prepare chicken breast in microwave according to package directions. Cut crosswise into ½-inch-thick strips.
2. Heat a large nonstick skillet over high heat; when hot, add olive oil, garlic, basil, carrots and chicken. Stir often and heat until mixture is heated throughout, about 2 to 3 minutes.
3. Meanwhile, in a small bowl, mix chicken stock, teriyaki sauce, soy sauce and cornstarch, stirring until smooth. Add to the chicken mixture and heat until sauce is boiling and thickened, about 1-2 minutes. Add spinach and stir until barely wilted, about 30 seconds.
4. Serve over prepared rice.

*Nutrition Facts: 330 calories, 79 fat, 0.59 saturated fat, 09 trans fat, 45 mg cholesterol, 850 mg sodium, 41g carbohydrates, 3 g fiber, 2 g sugar, 25 g protein. Daily Values: 8% vitamin A, 2% vitamin C, 2% calcium, 10% iron.*



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1. Grimmway Micro Petite Baby Carrots: 12 oz. \$1.28
2. Bertolli Olive Oil: pure, extra light or extra virgin 17 oz. \$5.98
3. Hy-Vee Rice: brown instant or white boil in bag 14 oz. \$1.19
4. Eat Well Stay Healthy Chicken Breasts: grilled or Italian 1.5 lb. \$5.99
5. Garden Gourmet Herb Spice Blends: selected varieties 4 oz. \$3.99





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1. South Beach Diet Frozen Entree's or Breakfast Wraps: selected varieties 9.2 to 11.2 oz. 2/\$4.00
2. Monterey Whole or Sliced Baby Bellas: 8 oz. \$1.88
3. Healthy Harvest or Ronzoni Pasta: selected varieties 12 to 14.5 oz. \$1.18
4. Emeril's Pasta Sauce or Soup Stock: selected varieties 25 or 32 oz. 2/\$6.00
5. Hunt's Tomato Sauce: regular, unsalted or Italian herb 8 oz. 2/\$.89

## Vegetable-Stuffed Pasta Shells

SERVES 6 (4 SHELLS EACH)

### ALL YOU NEED

- 2 tsps. Grand Selections garlic-flavored olive oil
- 1 (8 oz.) container sliced mushrooms
- ¼ cup sliced roasted red peppers, drained
- 2 tbsps. sun-dried tomatoes
- ¼ cup Greek olives, pitted

- 1 (15 oz.) container Hy-Vee low-fat ricotta cheese
- ½ cup Hy-Vee shredded Parmesan cheese
- 24 large pasta shells, cooked and drained
- 1 (25 oz.) jar Emeril's™ home-style marinara
- 1 cup Hy-Vee shredded 2% mozzarella cheese

### ALL YOU DO

1. Preheat oven to 400°F. Heat oil in a medium skillet; sauté mushrooms until tender, about 5 minutes.
2. Combine mushrooms, peppers, tomatoes and olives in a food processor. Process until smooth.
3. Stir together mushroom mixture, ricotta cheese and Parmesan cheese. Stuff each shell with about 1 tbsp. mixture.
4. Pour ½ cup marinara on the bottom of a 9×13-inch baking dish. Place filled shells in dish. Top with remaining marinara; sprinkle with cheese. Bake, uncovered, 10 minutes or until cheese is melted.

*Nutrition Facts: 340 calories, 13 g fat, 7 g saturated fat, 0 g trans fat, 45 mg cholesterol, 590 mg sodium, 36 g carbohydrates, 2 g fiber, 5 g sugar, 23 g protein. Daily Values: 6% vitamin A, 2% vitamin C, 40% calcium, 10% iron.*





## Crowd-Pleasin' Nachos

SERVES 6

### ALL YOU NEED

- 1 (6.75 oz.) bag Tostitos™ light tortilla chips
- ½ lb. 96% lean ground beef, cooked
- 1 (15 oz.) can Hy-Vee fat-free refried beans
- 1 (11 oz.) jar Newman's Own™ medium salsa, divided
- 1 (8 oz.) bag shredded 2% Mexican cheese

- 1 (2.25 oz.) can Hy-Vee sliced olives, drained
- 1 (8 oz.) bag Hy-Vee shredded lettuce
- 1 cup shredded carrots
- Hy-Vee light sour cream, optional

### ALL YOU DO

1. On a large, oven-safe platter, place chips in one layer. Top with ground beef. 2. Stir together beans and ½ cup salsa. Pour over ground beef. Sprinkle with cheese. Broil on HIGH for 5 minutes or until cheese is melted. 3. Top cheese with olives, lettuce and carrots. Serve with remaining salsa and sour cream, if desired.

*Nutrition Facts: 400 calories, 12 g fat, 5 g saturated fat, 0 g trans fat, 55 mg cholesterol, 1220 mg sodium, 44 g carbohydrates, 6 g fiber, 9 g sugar, 29 g protein. Daily Values: 70% vitamin A, 30% vitamin C, 70% calcium, 25% iron.*

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1. Hy-Vee Garden Salad lb. \$1.18
2. Del Monte Canned Fruit: selected varieties 14.5 or 15.25 oz. 4/\$5.00
3. Newman's Own Pasta Sauce or Salsa: selected varieties 16 or 26 oz. 2/\$4.00
4. Hy-Vee HealthMarket Tortilla Chips: selected varieties 13.5 or 14 oz. \$2.29
5. Athenos Pita Chips: original, wheat or garlic herb 6 oz. \$2.19





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## ELITE ESSENTIALS

Prep and serve dinner like a professional with Hy-Vee's wide selection of cutlery, baking and cooking pans, utensils, storage containers, tabletop items and serveware.

1. Elite Essential Nylon Turner, Ladle, Basin or Slotted Spoon: 1 ct. \$4.77
2. Elite Essentials Cheese or Egg Slicer or Citrus Juicer: 1 ct. \$7.99
3. Kane Soup Jumbo Mug 1 ct. \$3.99
4. Kane Soup Kettle 1 ct. \$24.99
5. Kane Dish Towels or Oven Mitts 1 ct. \$3.29
6. Kane Soup Ladles 1 ct. \$2.49
7. Pyrex Dishes: square 8" or 7" x 11" or teardrop 2.5 qt. \$4.48
8. Hefty Plates, Cups or Bowls 12 to 60 ct. \$1.88



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## Hormel TONIGHT!

For more than 100 years, Hormel has offered quality foods that bring good taste to your dinner table. Offer your family delicious Hormel Chili with a side of bread and Carapelli Olive Oil for dinner tonight. It's a fast and healthful meal they'll love.



1. Carapelli Olive Oil: extra virgin, light or mild 17 or 17.5 oz. \$5.77
2. Hormel Chili No Beans: original, hot or turkey 15 oz. 2/\$3.00
3. Hormel Chili with Beans: selected varieties 15 oz. 4/\$5.00
4. Hormel Compleats: selected varieties 10 oz. 2/\$4.00







- |   |   |
|---|---|
| 1. McCormick Black Pepper: 4 oz. <b>\$2.28</b>  | 5. McCormick Spice Grinders: selected varieties .77 to 2.12 oz. <b>\$1.88</b> |
| 2. Hy-Vee Blue Ribbon All Purpose Seasoning: original or low sodium 6 oz. <b>\$3.99</b> | 6. Mrs Dash Spices: selected varieties 2 or 2.5 oz. <b>\$2.28</b>             |
| 3. Vidalia Seasoned Salt: 5 or 5.5 oz. <b>\$3.99</b>                                    | 7. Tones Mini Spices: selected varieties .05 to 1.55 oz. <b>4/\$3.00</b>      |
| 4. McCormick Chili Seasoning: original, mild, hot or Tex-Mex 1.25 oz. <b>5/\$4.00</b>   |   |

### SPICING THINGS UP

Flavorful herbs and spices can turn a bland meal into one your family will rave over. Infuse some of your favorite meals with these aromatic seasonings for extra kick.

**Allspice** is the dried, unripened fruit of a small evergreen tree. Use allspice in sauces, sausages, jams, pumpkin recipes, gravies, roasts, hams, baked goods and teas.

**Basil** is the dried or fresh leaf of an herb in the mint family. Use basil in tomato sauces, pestos, pizzas and cheeses.

**Cilantro** is the dried or fresh leaf of an herb in the parsley family. Use it when mixing salsas, chutneys, salads, dips, beans and soups, and in Mexican, Asian and Indian recipes.

**Ginger** is a knobby-shaped root often used in Indian curries and Asian stir-fry recipes, as well as in Chinese, Japanese and European spice blends. Use it to enhance fruit, meat, fish and vegetable dishes.

**Oregano** is the dried or fresh herb found most often in Italian cuisine including pizza, spaghetti sauce and other tomato-based sauces and on grilled meats.

**Paprika** is the dried, ground pod of a sweet red pepper; paprika is used in seasoning blends for barbeque, snack foods, goulash and chili.



SPICES, SALTS, PEPPERS AND HERBS MAKE FLAVORFUL AND HEALTHFUL RECIPES. LOOK TO YOUR LOCAL HY-VEE FOR A WIDE RANGE OF FRESH AND DRIED SEASONINGS.







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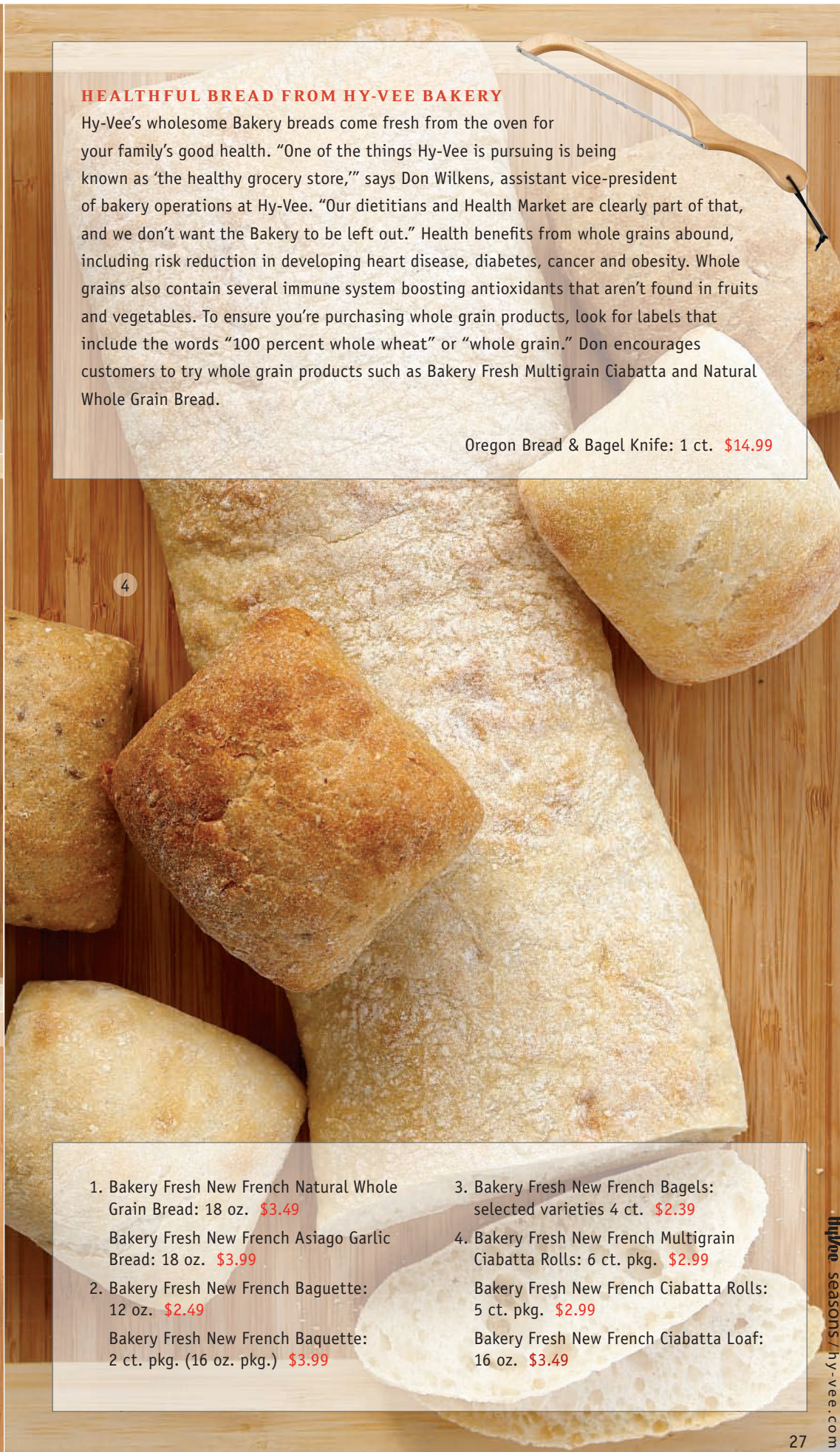


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## HEALTHFUL BREAD FROM HY-VEE BAKERY

Hy-Vee's wholesome Bakery breads come fresh from the oven for your family's good health. "One of the things Hy-Vee is pursuing is being known as 'the healthy grocery store,'" says Don Wilkens, assistant vice-president of bakery operations at Hy-Vee. "Our dietitians and Health Market are clearly part of that, and we don't want the Bakery to be left out." Health benefits from whole grains abound, including risk reduction in developing heart disease, diabetes, cancer and obesity. Whole grains also contain several immune system boosting antioxidants that aren't found in fruits and vegetables. To ensure you're purchasing whole grain products, look for labels that include the words "100 percent whole wheat" or "whole grain." Don encourages customers to try whole grain products such as Bakery Fresh Multigrain Ciabatta and Natural Whole Grain Bread.

Oregon Bread & Bagel Knife: 1 ct. **\$14.99**



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1. Bakery Fresh New French Natural Whole Grain Bread: 18 oz. **\$3.49**  
Bakery Fresh New French Asiago Garlic Bread: 18 oz. **\$3.99**
2. Bakery Fresh New French Baguette: 12 oz. **\$2.49**  
Bakery Fresh New French Baquette: 2 ct. pkg. (16 oz. pkg.) **\$3.99**

3. Bakery Fresh New French Bagels: selected varieties 4 ct. **\$2.39**
4. Bakery Fresh New French Multigrain Ciabatta Rolls: 6 ct. pkg. **\$2.99**  
Bakery Fresh New French Ciabatta Rolls: 5 ct. pkg. **\$2.99**  
Bakery Fresh New French Ciabatta Loaf: 16 oz. **\$3.49**



# Chef Gary Puetz: Seafood

*Whether he's cooking surf or turf, world-renowned chef Gary Puetz is respected for his culinary skills. Now he joins Hy-Vee and offers advice and recipes for cooking tempting seafood; turn to page 32 for his tasty beef suggestions.*

WRITTEN BY WENDY DELSOL PHOTOGRAPHED BY KING AU

Gary Puetz grew up along the Oregon coast; when he was 10, a fisherman on a Newport dock challenged him to fillet the day's catch. Gary proved he had the skill, and the fisherman was so impressed he hired Gary.

Today Gary's resumé includes 10 years working in the commercial fishing industry, and nearly 40 years helping people enjoy eating seafood. As a professional chef at top restaurants and for the Pacific Seafood Group (the fourth largest seafood company in the world), a teacher of executive and corporate chefs at the Culinary Institute of America, and a television personality, Chef Gary is a man who takes the fear out of preparing fresh fish—even for landlocked cooks.



bonuses: beautiful presentation along with maximum flavor and nutrient retention.

Chef Gary believes that tilapia is a perfect fish for “people who think they don't like fish.” It's a lean white fish with a mild, delicate flavor, low in fat and high in omega-3 fatty acids. Because of the fatty acids, tilapia is one of the many fish included in the recommendation by the American Heart Association for consumption at least twice a week.

Tilapia is versatile and can be pan-fried, oven-fried, baked, broiled, poached or grilled. But

because tilapia imports flavors from the waters in which it's raised, Chef Gary advises consumers to discern between places of origin. Hy-Vee offers premium tilapia farm-raised in the mountain streams of Ecuador; it's available year-round. Because tilapia is an affordable fish selection, Chef Gary recommends giving it a try.

## EATING FISH YEAR-ROUND

Chef Gary implores people not to let chilly temperatures or a snow-covered grill eliminate fish from the weekly menu. And for those who don't like fish he offers this advice: “There's no such thing as someone who doesn't like seafood. With more than 650 different species of fish in the U.S., there's a fish out there for everyone!”

Salmon is one of his standbys (see his recipe, *page 31*); he notes it can be fried, grilled, steamed, poached or—his favorite—baked. For the freshest flavor, he recommends removing the skin (staff at your local Hy-Vee seafood department can do this for you when you purchase their high-quality Canadian farm-raised salmon).

For pan-fried salmon, Chef Gary recommends cooking skin-side up first to draw the natural oils, flavors and nutrients into the fish. This method provides several

## BUYING FRESH FISH

Fish packs a lot of nutrition per calorie; the protein, vitamins, minerals and omega 3 fatty acids in seafood carry health benefits. Fresh fish is an excellent choice, offering nutrition, texture and flavor.

Chef Gary highly recommends purchasing Hy-Vee seafood, which is shipped in daily from around the world. Hy-Vee is one of only two grocery store chains in the country to employ a full-time USDC (United States Department of Commerce—the seafood equivalent of the USDA) inspector to oversee all fresh fish. This voluntary program ensures that Hy-Vee customers get the best quality and the freshest fish available.

USDC Lot Inspected Prince Edward Islands Fresh Mussels: per lb. **\$2.99**









## EASY SEAFOOD PREP

Prebreaded seafood dishes, such as World Catch, *above*, makes fixing meals a breeze.

Or bread fish by dipping in an egg-milk mixture and rolling in flour or cornmeal.

Sauté in a small amount of olive oil; drain on paper towels.

Broil or grill tilapia (*below*) or other mild fish for a low-cal option. Brush with olive oil and sprinkle with herbs or lemon-pepper before cooking.

1. World Catch Frozen Seafood Entrees: selected varieties 10 oz. **\$5.99**
2. Concord Squeeze Lemon: 4.5 oz. **\$.88**
3. McCormick Seafood or Tartar Sauce: 8 oz. **\$1.88**
4. Hy-Vee Cocktail Sauce: 12 oz. **\$1.18**
5. USDC Lot Inspected Fresh Pacific Cod Fillets: per lb. **\$7.49**
6. USDC Lot Inspected Fresh Farm Raised Tilapia Fillets: per lb. **\$5.99**
7. McCormick Golden Dipt Seafood Steamers: 1 oz. **\$1.58**
8. Zatarain's Shrimp and Crab Boil: 3 oz. **\$1.28**
9. PAM Cooking Sprays: selected varieties 5 or 6 oz. **2/\$5.00**
10. Fish Market Cooked Shrimp 31-40 ct. lb. **\$6.98**

## LOW-CAL FISH DISHES

Poaching is a low-cal cooking method for cod (*above*) or other firm fish. Heat broth, water, juice or wine; place fish in the pan. Simmer for a few minutes (depending on fish thickness) and dip out with a slotted spoon. Boil, broil, sauté, grill or stir-fry shrimp. Add just a spritz of olive oil or butter to the pan. Season fish and seafood with herbs: dill, chervil, fennel, garlic, parsley, thyme, and tarragon are good matches.





## CHEF GARY'S HONEY-AND-LIME BAKED SALMON

SERVES 4

### ALL YOU NEED

Juice and zest of 2 limes	½ tsp. red pepper flakes
2 tbsps. honey	½ cup teriyaki sauce
2 tbsps. chopped cilantro	½ cup canola oil
2 tbsps. freshly grated ginger	2 lbs. salmon, cut into 4 pieces

### ALL YOU DO

1. Preheat oven to 400°F. 2. Stir together all ingredients except salmon in a large glass or stainless steel bowl to make marinade. Reserve ⅓ cup and set aside. 3. Place salmon pieces in marinade and marinate 30 to 45 minutes in the refrigerator, turning several times. 4. Remove salmon from marinade and discard marinade. Place salmon skin side down on a foil-lined baking sheet or glass baking sheet. Bake on middle rack of oven for 20 minutes, basting occasionally with reserved marinade. 5. Serve with baked mushroom rice and pan-seared fresh mango. Add a lightly chilled Pino Gris and dinner is complete! Enjoy!

*Nutrition Facts per serving: 450 calories, 28 g fat, 5 g saturated fat, 0 g trans fat, 135 mg cholesterol, 290 mg sodium, 1 g carbohydrates, 0 g fiber, 1 g sugar, 45 g protein. Daily Values: 2% vitamin A, 15% vitamin C, 2% calcium, 4% iron.*

USDC Lot Inspected Fresh Farm Raised Salmon Fillets: per lb. **\$6.99**





# Chef Gary Puetz: All Natural Beef

*Consider lean cuts of beef from Hy-Vee for delicious and healthful winter meals.*

WRITTEN BY WENDY DELSOL PHOTOGRAPHED BY KING AU

## CHEF GARY'S FAVORITE

Chef Gary Puetz is also a master at creating delicious beef dishes. His recipe for preparing pot roast, a robust comfort food, is sure to become a family favorite this winter. His version, *opposite*, starts with an Amana beef chuck roast that he sears to retain juiciness.

Gary says there are no limits to preparing a pot roast: Use the oven, stove, crock pot or campfire. Toss in vegetables, rice, potatoes, pasta, spaetzle, dried fruit and more. Slow cooking a pot roast can fill your home with a savory aroma well into the evening.

## BEEF FOR A LEANER LIFESTYLE

There are many ways to enjoy your favorite beef dishes without added guilt. Jason Becker, Meat Market Manager at the West Lakes Hy-Vee in West Des Moines, Iowa, suggests using all-natural, select lean beef from Hy-Vee to decrease the fat content of your beef dishes. For a leaner pot roast, he recommends trying the Hy-Vee Blue Ribbon arm roast.

Beef is a favorite meal staple that has gone on a diet in recent years. Whether you like cooking steaks and burgers on the grill for easy summer meals, tossing

beef into casseroles for toting to potlucks, or serving seasoned sliced meat in sandwiches such as Phillies and Ruebens, keep in mind that there is a lean cut of beef for every taste.

Hy-Vee carries three exceptional signature meat lines and all offer leaner selections. These are Hy-Vee Blue Ribbon, 100% Natural Amana and 100% Natural Angus.

Under each of these brands, there are choices that qualify as “lean” under government labeling guidelines. Lean cuts of beef provide less than 10 grams of total fat and only 4.5 grams or less of saturated fat.

A hearty chili can add spice and heat to your weekly menu. For this cold-weather favorite, Jason suggests using 100% Natural Angus top round roast or ground round.

If you crave a rich stew, Jason recommends the 100% Natural Amana stew meat that qualifies as extra lean.

Should you find yourself confused by the wide array of beef selections at your local Hy-Vee, remember this tip from the Iowa Beef Industry Council: For a lean cut, look for the words “round” or “loin” on the package label, such as “sirloin” or “round tip.” Still need some help? Ask your Hy-Vee Meat Market specialists for suggestions and they’ll be more than happy to help you find lean choices.

## LEARN FROM CHEF GARY PUETZ AND HY-VEE

Don’t be surprised if you see internationally known gourmet chef Gary Puetz the next time you shop at Hy-Vee. You may know him from the *Food Network*, *The CBS Early Show* or his own television show, *The Seafood Steward*. Now this highly acclaimed food educator and expert chef shares his cooking secrets with *Hy-Vee Seasons* magazine and offers cooking tips at your local Hy-Vee on in-store videos. Watch Chef Gary in action online at [www.hy-vee.com](http://www.hy-vee.com). Chef Gary presents a wide range of delicious meal ideas, valuable time-saving tips, food information and mouthwatering recipes.





## CHEF GARY'S POT ROAST: THE ULTIMATE COMFORT FOOD

SERVES 10

### ALL YOU NEED

1 cup red wine (use wine that you enjoy drinking)  
1 cup beef broth  
¼ cup Worcestershire sauce  
1 (6 oz.) can tomato paste  
1 bay leaf  
1 (4-lb.) boneless Amana beef chuck roast  
¼ cup all-purpose unbleached flour  
Salt and pepper, to taste

2 tbsps. vegetable oil

4 large carrots, peeled and cut into quarters  
4 celery ribs, trimmed and cut into quarters  
2 large onions, peeled and cut into large bite-size pieces  
2 large parsnips, peeled and cut into large bite-size pieces  
2 large garlic cloves, finely minced  
8 red B-sized potatoes, washed and cut in half

### ALL YOU DO

1. Preheat oven to 225°F. 2. Combine wine, beef broth, Worcestershire sauce, tomato paste and bay leaf; set aside. 3. Dredge both sides of the pot roast in flour seasoned with salt and pepper. Add oil to a large sauté pan, over medium-high heat. When oil is very hot, add the pot roast and sear for 4 to 5 minutes on each side or until well-browned. Transfer the pot roast to the roasting pan but leave heat on the sauté pan. 4. Place half the vegetables in the same hot sauté pan and cook until they just start to brown, 3 to 4 minutes. Arrange vegetables around the pot roast. Repeat with remaining vegetables. 5. Turn off heat and add wine mixture. Stir well, scraping up the bits of meat and vegetable that may be left on the bottom and sides of the pan. This will increase the flavor and raise the “yum” factor. 6. Pour wine mixture over vegetables and place covered roasting pan into preheated oven for 3½ to 4 hours. 7. Serve with crusty ciabatta bread and a “big” merlot and the next stop will be paradise! Enjoy!

*Nutrition Facts per serving: 480 calories, 20 g fat, 7 g saturated fat, 0 g trans fat, 125 mg cholesterol, 420 mg sodium, 30 g carbohydrates, 5 g fiber, 8 g sugar, 41 g protein. Daily Values: 100% vitamin A, 30% vitamin C, 8% calcium, 35% iron.*











*Catch the excitement of an Olympic competition while promoting a healthy lifestyle.*

# TRIATHLON FEVER

WRITTEN BY DEBRA LANDWEHR ENGLE PHOTOGRAPHED BY TOBIN BENNETT

Hy-Vee seasons/hy-vee.com





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1. Body Fat Analyzer:  
1 ct. **\$22.98**
2. Dura Mat Roll Up  
Exercise Mat: 2' x 6'  
1 ct. **\$11.99**
3. Exercise Ball: 1 ct.  
**\$7.99**
4. Fiji Water 6pk.  
**2/\$10.00**
5. Homedics LCD  
Digital Bath Scale:  
1 ct. **\$29.99**
6. Omron Hip  
Pedometer:  
1 ct. **\$9.99**
7. Hy-Vee Blood  
Pressure or Wrist  
Monitor: 1 ct.  
**\$39.98**
8. Rubbermaid Water  
Bottle: selected  
varieties 20 or  
32 oz. **2/\$5.00**
9. Crystal Light or  
Crystal Light On  
the Go: selected  
varieties 6 or 8 qt.  
or 10 pk. **\$2.18**

The 2008 Hy-Vee Triathlon is one of the last official stops on the road to this summer's Olympic Games. Among this year's international slate of elite competitors will be America's best athletes vying for the final two spots on the U.S. triathlon team headed to Beijing, China. Beth Damm, director of marketing projects for Hy-Vee, says that Des Moines, Iowa, Beijing and Honolulu are the three selection sites for the Olympic team.

June will mark the second year of this world-class event, and participation is expected to top last year's high numbers. "The event reflects Hy-Vee's commitment to health and fitness," says Beth. Hy-Vee already promotes natural and organic foods in its stores and employs more than 100 dietitians who offer classes and counseling. But Hy-Vee wanted to expand its focus by also promoting exercise as an integral part of a healthy lifestyle, which is how the triathlon came into being.

#### AMATEURS WELCOME

The Hy-Vee Triathlon is not just for professional athletes; it's also designed for amateur athletes of all ages. Adults can enter as individuals, or as part of two- or three-person relay teams, with each team member completing one or two legs of the three-course event. A kids' triathlon and the USA Triathlon Junior Elite competitions will be held as well.

Even if you've never participated in an athletic event, you can compete in a triathlon. Participants in the Hy-Vee Triathlon have the opportunity to complete an Olympic-distance course—a 1.5 kilometer swim (almost 1 mile), a 40-kilometer bike ride (24.8 miles) and a 10-kilometer run (6.2 miles)—and cross the same finish line as the elite professionals cross at the foot of the Iowa State Capitol.

"A lot of people just do it for fun," Beth says. "Some are competitive, and some participate just to learn their personal best time." The relay option makes it even more doable. "Many who start on a relay team will come back and do it on their own the next year," she says.

Think you're too old or out of shape to do a triathlon? Race Director Bill Burke isn't cutting you any slack. "The oldest people who've done triathlons were a 91-year-old man and a 92-year-old woman," he says. "Don't tell me it can't be done."

#### START TRAINING NOW

It's not too late to begin training for this year's event. A training plan that includes exercise and nutritional goals is best to keep you focused. "There are many different programs," Bill says, "and your Y or local fitness center can help you start one." Because interest in triathlons has grown rapidly since being sanctioned by the Olympics in 2000, there are now many training programs available online as well. Plans are based on the number of weeks you have to train, your starting fitness level and the number of hours you have available to train per week. Remember it's always a good idea to get a medical checkup before beginning any new fitness routine.









#### DESIGNING THE RACE COURSE

As a professional race designer, Bill determined the course for the Hy-Vee triathlon by spending time in Des Moines and studying possible routes. He also mapped the course for the Honolulu Triathlon, in which Olympic athletes ran along Waikiki Beach. He's created courses that work for 50 or 60 elite athletes who need to do multiple loops without getting in each other's way, as well as courses for hundreds of athletes who need long stretches of space to maneuver.

Bill says the amateur course is exciting. "It's a scenic route starting at Gray's Lake, then taking bikers to Jordan Creek Mall in West Des Moines and finishing with a run through downtown Des Moines," he says. "Grand Avenue is a beautiful boulevard, and it's spectacular out in West Des Moines."

Being able to showcase the community is a unique benefit to hosting the triathlon event. But raising money for Variety, the Children's Charity of Iowa, is the primary goal.

Last year, 1,700 amateur athletes competed in the Hy-Vee Triathlon, making it the largest first-time age-group triathlon. This year, up to 2,200 participants are expected. And no wonder, Bill says. "It's the coolest event in the Olympic Games."

#### THE 2008 HY-VEE TRIATHLON AT A GLANCE

- Race dates:  
Youth/Junior Elite—Saturday, June 21, 2008  
Amateur Adult and Olympic Elite—Sunday, June 22, 2008
- Registration: Limited to 2,200 amateur athletes
- Information and online registration: [www.hy-veetriathlon.com](http://www.hy-veetriathlon.com)
- Related events: A fitness expo will be held at Hy-Vee Hall in downtown Des Moines, Iowa, June 20-21





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AGE GROUP RACE - 2200 PARTICIPANTS  
KIDS TRIATHLON AND TRIFEST  
INTERNATIONAL ELITE RACE



[www.hy-veetriathlon.com](http://www.hy-veetriathlon.com)



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Lipton





# World Cup

**HUMMER**  
LIKE NOTHING ELSE

**BG GROUP**

**HUMMER**  
LIKE NOTHING ELSE

*Kellogg's*

**Hormel**  
Foods

**Lipton**

**Dole**

#### Q&A WITH LAST YEAR'S WINNER LAURA BENNETT

*Three-time ITU World Championship medalist and winner of the prestigious title at Hy-Vee Triathlon Des Moines World Cup in 2007, Laura Bennett was the first member of the USA Triathlon Team to qualify for the Beijing Games, winning a selection as the top American at the Beijing Test Event in September 2007.*

**Q:** *What do you remember most about your Hy-Vee triathlon experience?*

**A:** The professionalism in how the race was run from airport pick ups to the water ready for us in our hotel rooms to the layout for crowd involvement—the support was overwhelming.

**Q:** *What advice would you give to other women who are just beginning to train and may have never participated in a triathlon before?*

**A:** There are going to be a lot of variables. It's important to be patient and relaxed, but the main thing is to enjoy the experience.

**Q:** *How did it feel to win the Hy-Vee triathlon last year?*

**A:** The achievement will always hold a very special place in my heart. The emotion I felt on that day was unbelievable, and I will cherish that experience forever.

**Q** *Will you be returning this year?*

**A** Absolutely! It's one of my main events for the summer.



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*With a little help from a Hy-Vee dietitian, Charla McNabb lost 62 pounds!*

WRITTEN BY KATHY ROTH EASTMAN    PHOTOGRAPHED BY KING AU



*Before*



A YEAR AGO, CHARLA MCNABB DECIDED to try a weight-loss program for the first time. “I’d never tried losing weight before, but knew I needed help to lose it,” Charla says. She saw an ad for a program with a Hy-Vee dietitian in her local newspaper and decided to call. “I know and trust Hy-Vee, so I decided to give it a try.”

Charla met with Paula Vandelicht, RD, LD, at the Hy-Vee in Columbia, Missouri. After meeting with Paula, Charla set her weight-loss goal at 15 pounds. “I felt I could probably manage that much,” she says. To keep herself on track, Charla attended weekly group sessions for inspiration and practical assistance. She kept a food diary, learned to measure and weigh foods, began an exercise program and learned a lot about nutrition and good food choices.

Each week, Charla and her fellow group members congregated at Hy-Vee as part of what is now called the Begin program. After they weighed in, Paula provided educational handouts, recipes and store tours. “Our goal is to empower attendees to develop a healthy lifestyle, not just ‘be on a diet,’” says Paula.

Charla persisted through the 10-week program, attending Paula’s educational sessions on portion control, emotional eating, reading labels and 50 ways to burn 100 calories. After the program came to a close, Charla continued working on her lifestyle changes. She regained control over stress-related eating and made other positive changes based on the information she’d learned through the program.

And, surprise! Charla began to lose weight. Then she lost more weight and still more weight. She dropped a grand total of 62 pounds! “I feel good,” she says. “I’m just so much lighter and I have lots of energy.” She is thrilled that because of her weight loss, she can buy clothes from her favorite clothing store. “That was a really good incentive for me,” she says, “to finally be able to wear the clothes I want.”

Charla has internalized a lot of the information she received in the sessions, but she says there’s one point she thinks about most frequently. “Many people live to eat,” she says. “But now I eat to live.”

Charla’s classes helped lay the groundwork for a new and improved Hy-Vee Begin program now offered at Hy-Vee. For information on the Begin program call your local Hy-Vee today.



*After*







## LET SUPER FOODS COME TO YOUR RESCUE!

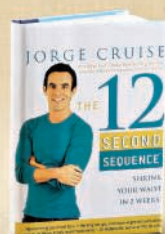
There are at least 10 “super foods” that pack a powerful nutrient punch for the calories they provide, reports Stacy Mitchell, RD, LD, at the Hy-Vee in Bettendorf, Iowa.

Here’s Stacy’s list of super foods with the nutrients they offer:

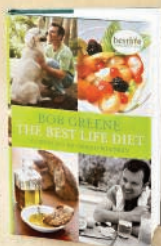
1. **NUTS:** protein, fiber, vitamin E, calcium and lignans  
**WHAT THEY DO:** provide life-essential fatty acids
2. **FLAXSEED:** omega-3 fatty acids, lignans, fiber, potassium, folate and iron  
**WHAT IT DOES:** helps protect against breast cancer
3. **BERRIES AND CHERRIES:** antioxidants, vitamins A and C, folate, potassium and fiber  
**WHAT THEY DO:** provide phytochemicals that may block cancer development and help keep the brain young as you mature
4. **DARK LEAFY GREENS:** lutein and zeaxanthins  
**WHAT THEY DO:** keep your heart healthy
5. **LENTILS AND LEGUMES:** omega-3 fatty acids, protein, fiber, B vitamins, iron and potassium  
**WHAT THEY DO:** prevent heart disease
6. **SALMON:** omega-3 fatty acids, protein, tryptophan, potassium, vitamins B-6, B-12 and D  
**WHAT IT DOES:** lowers the risk for cardiac-related death
7. **SOY:** protein, omega-3 fatty acids, folate, calcium, magnesium, iron, isoflavones, plant sterols and fiber  
**WHAT IT DOES:** lowers the risk for prostate, colon, lung, rectal and stomach cancers
8. **TOMATOES:** lycopene and more than 200 other antioxidants, along with potassium, fiber and vitamins A, C and K  
**WHAT THEY DO:** stimulate immune function and may slow degenerative diseases
9. **YOGURT:** vitamin B-12, calcium, protein, lactoferrin and probiotics (the good bacteria your body needs)  
**WHAT IT DOES:** promotes the growth of healthy bacteria in the colon and boosts immune system
10. **WHOLE GRAINS:** the bran provides niacin, thiamin, riboflavin, magnesium, phosphorus, iron and fiber; the germ provides protein and fat with vitamin E; the endosperm provides protein, carbohydrates and nutrients  
**WHAT THEY DO:** decrease the risk for diabetes and coronary heart disease

### BONUS FOOD:

\*Craving chocolate? Cocoa powder is a good source of iron, copper and magnesium and may help lower bad cholesterol. It has extremely strong antioxidant activity.



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1. *The 12 Second Sequence* by Jorge Cruise \$18.75
2. *The Best Life Diet* by Bob Greene \$15.00
3. *Get with the Program!* by Bob Greene \$9.75
4. *Total Body Makeover* by Bob Greene \$10.50

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### SAVORY CHEF FRESH HERBS

Culinary herbs are herbaceous (leafy) plants that add flavor, color and health benefits to cooking. Herbs enhance main dishes as well as soups, breads, mustards, butters, sauces, salad dressings, vegetable or meat stocks, vinegars, vinaigrettes, and even desserts and beverages. They are especially good for boosting flavor in low-fat and low-sodium foods. For eye appeal, sprinkle whole or chopped fresh herb leaves onto casseroles, salads or soups.

Herbs offer a host of health benefits. Rosemary, sage, oregano, thyme and other herbs act as antioxidants and may inhibit blood clot formation, inflammation and tumor activity. Basil has anti-bacterial and anti-inflammatory properties and benefits cardiovascular health.

Hy-Vee's Savory Chef Fresh Herbs, in convenient three-packs, make using fresh herbs easy. Carefully cut herbs directly from the plant using scissors to avoid damaging the root structure. Chop herbs using a sharp knife and a cutting board and add to the dish in the last few minutes of cooking. Keep plants healthy with appropriate amounts of water and light and you'll have an unlimited supply of fresh herbs at your fingertips.

Savory Chef Fresh Herbs: choose from 3 combinations 3 pk. **\$9.99**



# Family Affair

*Make fitness a part of your daily routine with these helpful ideas and get your family moving toward better health today.*

WRITTEN BY REBECCA KUZNIAR HOSCHEK



Children learn from the example set by their parents: if you read, they'll read; if you choose healthy foods, they'll choose healthy foods; and if you exercise regularly, they'll be active as well. Even better than setting a good example is to exercise together as a family. Introduce a variety of simple, yet fun, activities into your routine and spend quality time as a family while also boosting your family's health. Find ways to incorporate these everyday opportunities into your schedule, one at a time, and you'll take your family's well-being to a new level.

#### AROUND THE HOUSE

Rather than letting your gang accumulate hours vegging out on the couch or in front of the computer, encourage everyone to get active during time at home.

- Get moving after dinner. Start a new post-dinner tradition such as going for a walk or bike ride together, shooting hoops in the driveway or romping with pets in the backyard.

- Make time for play. Join the kids outdoors to play! A water balloon fight, baseball game or sledding excursion can burn hundreds of calories while putting smiles on your kids' faces—and your own.

- Tackle housework. Block off time each week to complete housework; it's a great form of cardiovascular exercise! Assign family members specific jobs and make a chart so everyone can check off tasks and follow cleanup progress.

- Care for the yard. Burn calories while creating a beautiful yard. Regardless of the season, there's always work to be done in the yard. Involve your kids in planting, weeding, raking, snow shoveling and other yard-enhancing activities.

- Wash the car. Clean your car the old-fashioned way and save the cost of the drive-through station. In warm weather, get into shorts or swim suits, grab a bucket of suds and a hose and scrub your way to a sparkling clean set of wheels. The resulting water fights will delight the kids and clean the vehicle at the same time.

#### OUT AND ABOUT

Activity is easy when you're on the go. Making these simple adjustments each day requires little time, but boosts energy and health.

- Meet the school bus. Walk your kids to the bus stop each morning and meet them again when the school day ends, if your schedule permits. The fresh burst of energy will release endorphins, ensuring a healthful day for everyone. Carrying dumbbells may maximize your workout.

- Join a health club or the local Y. Visit a health facility as a family two or three times a week and your children are sure to grow into adults who view exercise as a fun part of life rather than just a chore. Many clubs offer special savings on family memberships and some offer just-for-kids activities.

- Take a weekend excursion. Plan an active outing your entire family can enjoy. Go fishing at a nearby lake. Strap on your ice skate at a local rink. Or hike through a scenic park and enjoy a picnic along the way. You'll not only improve your family's health, you'll make great family memories.

- Park far from stores and businesses. On days when you're not pushed for time, take advantage of the large parking lots at Hy-Vee and other stores. Park on the lot's outer perimeter for a longer walk and maximum health benefits.



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1. Hy-Vee HealthMarket Glucosamine & Chondroitin: Original Strength 90 ct. **\$8.48**
2. Deja Blue Water: 24pk .5L **\$4.99**
3. Hy-Vee Water: 3L. **\$.88**
4. Neoprene Dumbbell Set: 35 lb. **\$25.99**
5. Gecko Nano Skins: select styles 1 ct. **\$18.88**
6. Powerade Sports Beverage: selected varieties 32 oz. **\$.88**
7. Aleve: caplets, tablets or arthritis 100 ct. **\$7.49**
8. Fruit 2 O: selected varieties 4 or 6 pk. **2/\$5.00**



# Button Up Your

A bucket of Critter Corn and sack of Nunn-Better Wild Bird seed are simple tools that teach children to care for and appreciate nature. Take frequent walks throughout the cold weather season and fill yard feeders as part of the outing.





# Overcoat

*Bundle up the kids in cold weather gear, then head outside to feed the birds and squirrels. Brisk-weather outings curb cabin fever and help build healthy bodies, minds and spirits but most important, they're fun for all ages!*

WRITTEN BY WANDA J. VENTLING PHOTOGRAPHED BY KING AU

Squirrels in heavy winter coats scamper across barren winter lawns and brave birds flutter about the naked trees. It's the big chill sent by Old Man Winter, a time when wildlife has trouble finding food buried beneath the snow. Help furry and feathered friends by filling purchased feeders or making your own from natural or recycled materials. Then after the fun outside, head indoors for a warm beverage and to watch out the window as backyard visitors enjoy their meal.

## BIRDIE BISTRO

Make an easy bird feeder from pinecones. Smear them with peanut butter, roll each in birdseed and hang from a tree with string or wire.

However, some birds such as woodpeckers, goldfinches, cardinals, bluebirds and wrens favor feeders with suet, which is coarsely ground uncooked beef or other animal fat. This high-energy food is loaded with the calories birds need during cold days and nights. Buy suet from Hy-Vee or trim fat from meat and grind your own (lard is a suet substitute, also). Use it raw or melt lard or suet in a saucepan over low heat; cool and remove meat pieces. (Avoid setting out suet in the summer because heat can turn it rancid.)

Mix lard and suet with equal amounts of peanut butter to create your own high-energy recipe. Melt the fat and peanut butter mixture, then thicken with oatmeal, cornmeal, flour, chopped nuts, trail mix or bird seed. The mixture should be thick but sticky enough to hold onto the petals of pinecones. Make several cones at a time and freeze them in zip-close bags until ready to hang on a tree or feeder stand. Caution: Keep feeders away from dogs; Fido may enjoy the tasty treat but the high fat content may not be good for a dog's sensitive stomach.

## SQUIRREL CAFE

Squirrels are often uninvited guests at bird feeders so lure them away with an enticing dining spot of their own. Buy a squirrel feeder or use recycled scrap lumber to make a simple holder to keep dried corncobs upright. Place the squirrel feeder far away from the bird feeder to avoid temptation. Squirrels with full stomachs may not bother the bird food. In addition to corn, squirrels enjoy devouring apples, berries, peanut butter, peanut butter suets, peanuts, sunflowers, and dried beans and peas.

## HUMAN NATURE

Place feeders near windows and keep nature and bird books, drawing paper, a notepad, pencils, crayons and a camera nearby. The antics of wildlife are entertaining and will surely offer opportunities for impromptu nature lessons.

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1. Critter Corn: 7 lb.  
3/\$10.00

2. Paris Stretchers  
Assorted Gloves:  
selected varieties  
1 ct. \$2.99

3. Sno-Melt Calcium  
Chloride: 20 lb.  
\$5.99

4. Nunn-Better Wild  
Bird Seed:  
20 lb. \$4.99

5. Burt's Bees Remedy  
or Repair Kits:  
selected varieties  
1 ea. \$12.99

6. Burt's Bees Lip Balm:  
selected varieties  
1 ct. \$2.99





# coffee 101

## POUR A PERFECT CUP

**Bean Basics:** Picking the best coffee can be confusing with so many varieties available from countries all over the world. To be a better coffee judge consider three characteristics: **Body**, the thickness of the brew and the feel of the liquid in your mouth; **Aroma**, the scent of the coffee; and **Snap**, the acid in a brew. Different coffees have different levels of body, aroma and snap. For example, South American beans offer a moderate body, aroma and snap, which is why most breakfast blends and flavored coffees are made with these beans. The two main types of coffee beans are **Robusta** or **Arabica**. Robusta has a full body and a woody aftertaste, good for instant coffee. Arabica has a delicate flavor, refined aroma and an elegant caramel aftertaste and is recognized as the superior bean. How coffee beans are roasted—light, medium or dark—offers mild, robust or rich favor distinction. Millstone Coffee Company offers a host of coffee beans in bulk bins and prepackaged bags. Try several varieties and even mix a few to find your perfect blend.

**Grinding Basics:** Match the grind of whole beans to your coffeemaker and grinder. Too fine a grind may make a bitter cup of coffee; too coarse a grind may give a weak brew. Generally, fine grinds take approximately 15-30 seconds—depending on the grinder—and are best for use with automatic drip coffeemakers with cone-shaped filters, manual drip pots and espresso machines. Automatic drip coffeemakers with flat-bottom filters require a medium-coarse grind and French press machines need a coarse grind. Pulse the grinder three seconds for an even grind and so you don't overheat the beans. Coffee flavor and aroma break down quickly so grind only the amount of beans you need immediately.

**Brewing Basics:** Start with a clean coffeemaker (clean by running a weak vinegar solution through the coffeemaker, followed by a water rinse). Fill the pot with 6 ounces cold filtered or spring water (avoid tap water as it may flavor the coffee) for each serving. Use 1 tablespoon of coffee per 6 ounces water—more or less depending on taste preference. Follow brewing instructions for your coffeemaker.

**Special Recipes:** Make special coffee beverages with a few additions to your cup. Nestlé Coffee-Mate Coffee Creamers turn an ordinary cup into a treat; flavors include French Vanilla, Vanilla Caramel, Hazelnut, Crème Brûlée, Cinnamon Vanilla, Chocolate Raspberry, Toffee Nut, Irish Creme and Coconut Cream. For a quick-to-make Coffee Mocha add a packet of Swiss Miss Cocoa to a cup of coffee and top with a little French Vanilla Coffee-Mate. Torani Italian Syrups are another great way to customize your espresso or coffee. Favors include Vanilla, Caramel, Raspberry, White Chocolate, Almond, Peach and Strawberry.

For more on coffee go to: [www.millstone.com](http://www.millstone.com), [www.verybestcoffee.com](http://www.verybestcoffee.com), or [www.torani.com](http://www.torani.com)

1. Vaseline Intensive Care Lotion: selected varieties 3.1 to 10 oz. **2/\$5.00**
2. Sunglasses **50% off** (limited to supply on hand)
3. Aseltine Apple Cider: 1 gallon **\$3.88**
4. Hamilton Beach Custom Coffee Grinder: 1 ct. **\$24.99**
5. Kane Hand Painted Mug: 1 ct. **\$4.88**
6. Melissa's Canela Cinnamon Sticks 1 oz. **\$2/\$5.00**
7. Hy-Vee Marshmallows: regular or mini 10 or 10.5 oz. **\$.77**
8. Swiss Miss Cocoa Envelopes: mini, chocolate, variety or mocha 8 or 10 pk. **\$1.18**
9. Torani Flavoring Syrups: selected varieties 375 ml. **\$2.98**
10. Coffeemate Flavored Creamers: selected varieties 32 oz. **2/\$6.00**
11. Millstone Coffee: selected varieties 10 to 12 oz. **\$5.99**
12. Celestial Seasonings Teas: selected varieties 20 ct. **2/\$4.00**



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Cold weather warm-ups such as a great cup of java, hot cocoa with marshmallows, apple cider or other lip-smacking hot drinks make coming back inside something special.









# HOME SPA

*Turn your bathroom into a health spa with body pampering products, beautiful flowers and tempting treats.*

WRITTEN BY JILANN SEVERSON PHOTOGRAPHED BY KING AU



Unwind at the end of a long day with a bit of indulgence. A long soak in the tub with luxurious bath beads, flickering candlelight, a glass of wine or mug of hot tea, pleasing fragrance and soft music make the day's cares disappear and allow you to clear your mind.

Keep the bathroom free of clutter to create an oasis of calm that is ready at a moment's notice. Store as much as you can out of sight in drawers, baskets and closets so your surroundings have a serene feel. Neutral colors enhance the feeling of relaxation. Here a muted room has accents in soft, calming hues. For colorful bathrooms, use neutral towels, candles and flowers to quiet the space. White stones and colored crystals, scattered around vases and candleholders, bring to mind pleasing images of the beach and water.

Textures are as important as color. Soft fluffy towels, a cushy rug and a comfy robe and slippers await you when your soak is over to envelop you in luxury. Add a few other pampering touches such as a bath pillow, a cushioned bathmat, a back scrubber and a tub rack to hold your favorite book.

Fresh flowers and live plants are an inexpensive way to mimic the details of a professional spa. Hy-Vee Floral Departments carry a wide variety of blooms to match your mood. Music is another soothing touch. Because most bathrooms are small, a tiny stereo or sound dock is all that's needed to pipe relaxing music through the room.

Gather your favorite soaps, lotions and scrubs in a pretty basket and keep it in a closet or cupboard. They'll be out of reach of the rest of the family, but close at hand when you need a little luxury. Sound selfish? Not at all! Everyone benefits when you're feeling good about yourself. Instead of resorting to kiddie shampoo and your husband's spicy-scented soap, keep the products you love on hand. There's nothing wrong with splurging on a special treat to help relax body, mind and spirit.

1. Spa Bath Set with Basket:  
8 pc. **\$16.99**
2. Hershey's Cacao Reserve  
Dark Chocolates: selected  
varieties 3.50 oz. **3/\$5.00**
3. Room Fresh Reed Diffuser:  
1 ct. **\$6.98**  
Aroma Naturals Candles:  
1 ct. **\$12.99**



# EASY AT-HOME SPA TREATMENTS

Keep yourself in a state of pampered bliss with these homemade recipes that soothe and nourish the skin and hair.

## FOR SKIN

**Moisturize and Nourish:** Mash  $\frac{1}{2}$  banana and add 1 tablespoon honey and 2 tablespoons sour cream. Apply this mixture to your face and leave on for 10 minutes. Gently wipe off with a damp washcloth.

**Hydrate and Revitalize:** Mash  $\frac{1}{2}$  avocado. Apply this mixture to your face and leave on for 20 minutes. Gently wipe off with a damp washcloth.

**Reduce Undereye Puffiness and Cool and Soften:** Puree  $\frac{1}{2}$  peeled cucumber in a food processor or blender and add 1 tablespoon yogurt. Apply this mixture to your face; cut two cucumber slices and cover each eye. Rest for 20 minutes. Gently wipe off with a damp washcloth.

**Exfoliate and Regenerate:** Make a paste of oatmeal and a little water. Apply the mixture to your face; allow to dry. Gently wipe off with a damp washcloth. Or mix 2 tablespoons cornmeal with a few drops of water to make a thick paste. Apply this mixture to your face and let it dry. Gently wipe off with a damp washcloth.

## FOR HAIR

**Moisturize and Tame Frizz:** Beat 2 egg yolks until frothy. Add 2 teaspoons olive oil and beat until well blended. Add mixture to 1 cup water and distribute through your hair, massaging into scalp. Rinse thoroughly.

**Deep Condition and Add Shine:** Mash  $\frac{1}{2}$  avocado with the back of a wooden spoon until soft and creamy. Mix 1 small jar of full-fat mayonnaise with the avocado until the mixture is well-blended and one color throughout. Work with fingers through your hair, paying special attention to the ends. Cover your head with a warm damp towel or put on a shower cap. Leave on for 20 minutes. Rinse thoroughly with cold water.

**Restore Sheen and Improve Circulation:** Combine  $\frac{1}{2}$  cup olive oil and  $\frac{1}{2}$  cup dried rosemary leaves in a small saucepan over low heat, stirring constantly until warm. Remove from heat and strain leaves. Coat scalp and ends of your hair with warm oil; wrap in plastic wrap and cover with a towel to retain heat. Leave on for 15 minutes. Wash hair twice to remove excess oil.

**Restore Damage from Chlorine:** Blend 1 egg, 3 tablespoons olive oil and  $\frac{1}{4}$  peeled cucumber in a blender or food processor until smooth. Spread evenly through your hair and leave on for 10 minutes. Rinse thoroughly.







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1. Hy-Vee Guarantee Flower Market Bouquet: per single variety bunch \$4.99
2. Q-Tips Cotton Swabs: 300 or 375 ct. 2/\$5.00

Biolage Matrix Shampoo: color care, body or smooth: 16 or 16.9 oz. \$13.95  
 Sebastian Shaper Hairspray: regular or plus 10.60 oz. \$13.99





OPI Professional Nail Polish: selected varieties .50 oz. **\$6.99**

OPI

OPI is renowned globally for its Nail Lacquers—a brilliant, chip-resistant, professional formula available in fashion-forward colors. With clever names that customers look forward to with each new Collection, OPI Nail Lacquers are beloved around the world, and trusted by professionals. OPI Nail Lacquers are not tested on animals and OPI has taken great efforts to ensure that the nail products are safe for consumers. In fact, they are so safe that OPI's progress in providing safe nail products has received praise from Women's Voices for the Earth, one of the strongest, most vocal proponents for making changes to the beauty industry and a founding member of the Campaign for Safe Cosmetics. Look for OPI nail polish in the Health and Beauty Department of your local Hy-Vee.



1. Nature Made Multi-Vitamins: selected varieties 60 to 130 ct. **\$5.77**  
Relacore, Relacore PM or Estrin "D" Diet Supplements: 60 to 110 ct. **\$17.88**
2. Dial, Coast or Tone Body Wash: selected varieties 18 oz. **2/\$7.00**  
Herbal Clear Naturally Deodorant: selected varieties 2.65 oz. **2/\$3.00**
3. Nutritioniste Skin Renew: lotion, cream .50 to 6.70 oz. **\$8.88**  
Nutritioniste Ultra Lift: eye cream or serum .5 to 1.7 oz. **\$9.99**  
Nutritioniste Nutri Pure: towelette, scrub or cleanser 5 to 7.4 oz. **\$3.88**  
Olay Skin Care: selected varieties 4.50 to 13.5 oz. or 30 ct. **\$4.99**



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# Creative Outlet

*When the winds are howling and the snow is blowing, it's easy to keep cooped up kids entertained with a few items gathered from Hy-Vee aisles.*

WRITTEN BY JILANN SEVERSON PHOTOGRAPHED BY KING AU

Crayons, games, puzzles and videos are great short-term fixes, but when kids get bored it's time to use both their imaginations and your own. Here are a few ways to keep kids of all ages entertained on those blustery days.

**BREAKING RULES:** Give favorite games a new twist by coming up with your own rules. Do things backward, switch the scoring method or come up with a whole new set of rules. Be sure to write down the new rules so everyone is following the same set of guidelines.

**IN THE CARDS:** Buy a simple and inexpensive book of card games and a few decks of cards, then work your way through the book to try all the game variations. Mark your favorite ones so you can play them again.

**SCRAP IT:** Let kids make their own scrapbooks. Keep a box or drawer for their scissors, papers, stickers and other embellishments. Add photos as you get them developed and toss them in with the supplies. You'll be amazed at how they each see the same events in a different light.

**KEEP TIME:** Arm kids with a calendar, stickers, markers and a list of key family and social dates. Let them mark the dates most important to them, creating their own set of events. It's fun to see how they prioritize what goes on in their world.

**HUNTING SEASON:** Hold an indoor scavenger hunt. Make a list of clues, then let them go throughout the house matching the clues to household items. Be vague enough to give them a challenge but easy enough to keep the frustration level low. The game is fun for one or more kids and may even trigger some good memories that carry over to dinnertime discussion.

**PICK UP TRICKS:** Challenge individuals or teams to find the most items that are out of place and get them back where they belong. Time the event so they don't get bored but do multiple rounds if they're having fun. They'll never know they're helping clean house!

**NOW STARRING:** Instead of watching movies, let kids make their own short film or play. Start by writing a script, giving them help with ideas or parameters if needed. Once the script is set, they can either act it out, dress up dolls and action figures for the starring roles or even try their hands at clay animation using play dough or modeling compound. If they're old enough, let them videotape their skit and edit it on the computer.



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FILL A SMALL BIN  
WITH A SELECTION OF  
TOYS, CRAFT MATERIALS  
AND GAMES AND LET  
KIDS PICK A PRIZE FOR  
READING BOOKS.



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1. Hermie & Friends or  
Horseland Videos:  
select titles 1 ct.  
\$8.99

2. Rolling Art Desk:  
selected varieties  
1 ct. \$12.88

3. Color Wonder Disney  
Cars® Coloring Book  
& Markers 1 ct.  
\$6.99

4. Mattel Kids Puzzles:  
selected varieties  
1 ct. \$2.49

5. Scrapbooking  
Supplies: selected  
styles 1 or 12 ct.  
\$3.99 - \$8.99



# HOMEWORKS

*Calm the chaos at your house by organizing closets, garage, laundry, kitchen, and bath using helpful products from Hy-Vee. We offer easy ways to simplify your home...and your life.*

WRITTEN BY JILANN SEVERSON PHOTOGRAPHED BY KING AU AND TOBIN BENNETT

When Grandma touted “a place for everything and everything in its place,” little did she know she was giving the same advice doctors and therapists offer today: De-clutter your life. Clutter creates an underlying feeling of anxiety, and a cluttered home can lead to a lack of focus in other areas—work, thoughts, relationships. When things are organized, life seems to go smoother. It’s not just that things are easier to find; there seems to be a relationship between simplicity in surroundings and a deep sense of well-being in life.

As you cruise the aisles of Hy-Vee, you’ll notice that organizational tools abound. From plastic bins to business organizers to rolling carts, there are many tools to assist in making life simple and tidy. Before you purchase a collection of buckets, baskets and binders to help you get organized, take time to evaluate the most efficient way to use and store your everyday items.

## CLOSE AT HAND

Determine what needs to be close at hand and what can be stashed away out of sight. This varies by family, so personalize organizational tools to make them work for you.

Store items used daily where they are easily accessed. Towels within easy reach of the sink minimize trips to the linen closet (see photo, *page 63*). Other close-at-hand items might include toiletries, hair dryers or paper products.

In the kitchen, open spice racks work well for cooks who use their spices daily; tiered shelf containers are better for those who use herbs and spices less frequently.

## HIDDEN TREASURES

Consider closed containers for items you use less often. The contents will be less visible and protected from dust when they are more tightly contained. Receipts, tax information, cards, letters and other papers are best kept in binders or boxes with lids. If the contents need to be organized by date or topic, look for containers with built-in dividers.

## BIN THERE

Sealed plastic bins are best for long-term storage of seasonal clothes, Christmas decorations or items you use infrequently. Clear bins let you see what’s inside; opaque bins protect the contents from fading due to light exposure. Look for bins that stack on top of each other, then stick to the same style each time you add a new storage piece. Remember to place a label on the outside. It will make finding things a lot easier.

## OUTSIDE THE BOX

As you start to organize, evaluate your lifestyle. Are once-a-year dishes taking up kitchen cupboard space that could be used for food or cookware? Do never-used towels fill a linen closet that could store clothing?

Move things you use infrequently to out-of-the-way places. This will free up the most valuable interior real estate for items you use everyday. As your needs change, don’t be afraid to restructure your storage spaces.

Once a room is finally organized, stand back and admire your handiwork. It’s guaranteed to give you a feeling of peace and satisfaction.





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2. Purina Naturals Dog or Cat Chow: 3.15 or 3.50 lb. **\$3.66**
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4. Purina Naturally Complete Dog or Cat Chow: selected varieties 3.3 to 7 lb. **\$6.17**
5. Purina ONE Natural Blends Pet Food: 17 lb. **\$17.49**



1. Mara-Mi Paper Wrapped Recipe Boxes with Dividers and Recipe Books 1 ct. **\$12.99**
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3. Decorative Basket with Handles 1 ct. **\$8.88**
4. Decorative Storage Basket with Lid: set of 4 **\$28.99**
5. Decorative Fabric Tote Bag 14" X 17.5" **2/\$20.00**
6. Decorative Fabric Storage Basket 13.5" X 10" **\$6.77**
7. Decorative Fabric Basket with Zipper Lid 14" **2/\$20.00**

Storage Rack on Wheels: 4 tier **\$19.99**

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A ginger and white cat is shown in profile, sniffing a cluster of bright pink flowers. The background is a soft-focus green garden with other flowers in shades of orange and red. The text is overlaid on the right side of the image.

# coming next issue

Winter won't last forever so start planning your lush lawn and garden and inviting outdoor spaces with *Hy-Vee Seasons Garden 2008*! Don't miss out—watch for the April issue of *Hy-Vee Seasons* at your local Hy-Vee or in the mail.





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