

# seasons

Hy-Vee  
EMPLOYEE OWNED

HELPFUL PRODUCTS AND IDEAS FOR HEALTHY LIVING

This may be your last Hy-Vee Seasons magazine delivered to your home. Go to [www.hy-vee.com/seasons](http://www.hy-vee.com/seasons) to continue your free subscription.

## Best of Summer

STARS, STRIPES AND SIZZLE!

HEY KIDS! MEGA BUBBLES  
& MORE FUN EXPERIMENTS

**31** DELICIOUS RECIPES FOR  
OUTDOOR LIVING

SHAWN JOHNSON:  
FIT FOR THE FUTURE

SUMMER 2012  
~~\$4.95~~ FREE  
[Hy-Vee.com](http://Hy-Vee.com)

REFRESHING WATERMELON • JUICY BURGERS • COOL ICE POPS





DiGiorno or California Pizza  
Kitchen Pizza: select varieties  
5.3 to 10 oz. 3/\$9.00



Purex Laundry Detergent:  
select varieties  
54 ct. or 150 fl. oz. \$7.99



Baileys Coffee Creamers:  
select varieties 16 fl. oz. \$2.18



Almond Breeze: select  
varieties 64 fl. oz. \$3.18



Hy-Vee has  
what you need!

# Table of Contents

## food

### 22 wonderful watermelon

There's more to watermelon than you may think. Have you ever had it grilled?

### 30 burgers

Fire up the grill. Here comes the perfect burger, from beef to salmon to turkey.

### 42 tortillas fabulosa

Achieving the American dream takes hard work and thousands of tortillas.

### 64 pop time

Nothing better than a fruit-flavored lick of an icy pop on a hot summer day.



Learn from  
*celebrity chef*  
*Curtis Stone*  
as he shares his  
expertise in Hy-Vee  
Seasons magazine.

## celebration

### 4 america's day

Get in the Fourth of July spirit with a red-white-and-blue deck party.

### 38 summer sips

Enjoy a long, cool adult refresher in a glass. Consider it a vacation.

## home

### 56 sunflowers

Use these brilliant pops of yellow inside your home and out on the deck.

### 60 backyard scientist

How big can a bubble get? The answer is yet to be discovered in your backyard.

### 78 new at Hy-Vee

We've found new tastes—fresher and bolder—that you'll want to try.

## competition

### 16 life in balance

There's something even bigger than the Olympics ahead for Shawn Johnson.

### 48 swim-bike-run

Teams are still being formed to compete in this fall's Hy-Vee 5150 triathlon.

### 72 piece of cake

Hy-Vee hosts a battle of cake decorators, similar to reality TV shows.





# seasons

HyVee®

SUMMER 2012 • VOLUME 6 ISSUE 3

## HY-VEE, INC.

EXECUTIVE VICE PRESIDENT, SUPPLY CHAIN & MARKETING:

**JON WENDEL**

VICE PRESIDENT, BRAND IMAGE: **DONNA TWEETEN**

ASSISTANT VICE PRESIDENT, ADVERTISING: **BRETT BREMSER**

ASSISTANT VICE PRESIDENT, GRAPHIC DESIGN: **MATT NANNEN**

CREATIVE STAFF: **BRITT BUSCH, SARA CANADY, MEGAN ELFERS,**

**LINDSEY FUNK, MINDY VAN GUNDY, HILLARY HALSTEN,**

**JENNY HUNTER, DAWN LAUER, RYAN NEVILLE, JESSICA SWIGART**

## GREY DOG MEDIA, LLC INTEGRATED MARKETING

DIRECTOR OF BUSINESS OPERATIONS: **ADAM VENTLING**

BUSINESS DIRECTOR: **ANDREW VENTLING**

EDITORIAL DIRECTOR: **WANDA J. VENTLING**

ART DIRECTOR: **LAUREN NORTHNESS**

EXECUTIVE EDITOR: **STEVE COOPER**

MANAGING EDITOR: **ALISON VENTLING**

STYLE EDITOR: **BRITNI VENTLING**

PREMEDIA/IMAGING DIRECTOR: **MICHAEL GOSHON**

EDITORIAL ASSISTANT: **KELSEY WOLFSWINKEL**

FOOD EDITORS: **JILL JOHNSON, LOIS WHITE**

COPY EDITOR: **COURTENAY WOLF**

PROOFREADER: **KATHY ROTH EASTMAN**

FOOD STYLIST: **SUSAN STRELECKI, JILL JOHNSON**

HAIR AND MAKEUP STYLIST: **MARYKATE GALES, MAURICE ADAIR**

COVER PHOTOGRAPHER: **TOBIN BENNETT**

THIS AND OPPOSITE PAGE PHOTOGRAPHER: **TOBIN BENNETT**

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

*Prices effective June 6, 2012, through July 4, 2012 (while quantities last).*

© 2012 by Hy-Vee, Inc. All rights reserved. Printed in the U.S.A.

*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.

We value your opinion. To sign up to receive *Hy-Vee Seasons* magazine free or to offer ideas for future issues, visit [www.hy-vee.com/seasons](http://www.hy-vee.com/seasons).

Please recycle after use.



## 5<sup>th</sup> BIRTHDAY

Hy-Vee Seasons Magazine

Celebrating 5 years of memorable stories, recipes, decorating, gardening and more. Watch for special birthday features in the next two issues.



A photograph of Ric Jurgens, Chairman and CEO of Hy-Vee, standing next to a large, ornate leather armchair. He is wearing a dark blue suit, a white shirt, and a green patterned tie. He is smiling and has his right hand resting on the arm of the chair. The background is a solid light blue.

# Letter

Dear Hy-Vee reader,

On June 1, I will retire from my Hy-Vee career after proudly serving our customers and employees for 43 years. Throughout that time, I've been proud to be a member of the Hy-Vee family and privileged to be a part of the company's growth.

Many things have changed at Hy-Vee since I began my career. When I started,

- we were in two states, now we are in eight states.
- we had 63 stores when I started, now we have 235.
- we had a typical new-store size of about 18,000 square feet, now it's 80,000 to 90,000 square feet with as many as 15 to 20 more departments.
- we had annual sales of about \$130 million, now they are more than \$7 billion.

While many things have changed, the most important things about Hy-Vee—the things that attracted me to the company—remain unchanged. We continue to be an employee-owned, private company. That allows us to make all decisions based on the long-term benefits to our customers and employees. We still believe that giving “a helpful smile in every aisle” service is our main job and responsibility. We appreciate your business and want to be able to earn it every day. We are also proud that Hy-Vee continues to be an important part of all communities we serve. We frequently hear from people who have moved out of our trade area who wish Hy-Vee would join them with a store in their new town.

In every issue of *Hy-Vee Seasons* magazine, we strive to bring you interesting articles, wonderful recipes and great values, in keeping with our commitment to making your life easier, healthier and happier. The following pages feature a wealth of ideas for summer entertaining—everything from tips for hosting a memorable Fourth of July picnic to recipes for the perfect burger on the grill, as well as suggestions for summertime games and snacks your kids will love.

As I prepare to move to a new stage in my life, let me thank you for your loyal patronage and promise you that my Hy-Vee friends will carry on serving you in the grand Hy-Vee tradition.

Sincerely,


Ric Jurgens  
Hy-Vee, Inc., Chairman, CEO





# America's Day





*With our casual and congenial culture,  
Americans celebrate independence with backyard  
barbecues, family get-togethers and patriotic decorations.  
Discover ways to enthusiastically cheer for the nation  
while keeping stress to a minimum.*

TEXT JILL JOHNSON PHOTOGRAPHY TOBIN BENNETT

Dazzling fireworks displays on a hot summer night. Smoky barbecues laden with delicious steaks and hamburgers. Friends toasting America's birthday. The Fourth of July is exactly as our second president, John Adams, imagined it when he wrote in 1776 about how future generations would celebrate the day.

He envisioned Independence Day as a massive party "with pomp and parade, with shows, games, sports, guns, bells, bonfires, and illuminations, from one end of this continent to the other, from this time forward forever more."

Adams was right. Even into our third century as a country, we still get a little giddy and rambunctious as we acknowledge our great country and the priceless freedoms we enjoy. We unashamedly display the colors of our flag in holiday décor, clothing and food.

## NICE AND EASY

Make your own celebration as easy as possible so you can enjoy the day, too. A stress-free gathering hinges on do-ahead dishes and simple crafts that splash the scene with patriotic excitement.

Concentrate decorations around a deck, porch, gazebo or shelter house that offers protection from sun and stiff breezes. Set the tone with handmade mobiles with patriotic symbols, flowering plants in reds or blues and potted grasses that bring to mind fields of waving grain. Don't forget Old Glory. Fly her proudly.

Stick with foods that aren't messy to eat, especially when make-shift seating requires guests to balance plates on their laps. You can't go wrong with a raw vegetable platter, cut-up summer fruits, scoopable salads and fork-tender meats served on buns.

For a grab-and-go snack that intrigues kids and grown-ups alike, offer red and blue popcorn, created with fruit-flavored gelatin and served in cups wrapped with paper and embellished with stars.





## Star-Spangled Spread

Like fireworks on the horizon, pleated paper medallions are dazzling additions to a bountiful serving table. Easily crafted from nontraditional shades of red, white and blue craft papers, medallions can be detailed with glued-on bows and contrasting cutouts. Garlands, composed of cardstock circles, can be assembled quickly with a sewing machine and are sturdy enough for reuse on future holidays. Drape garland along the front of the buffet table, over an entryway or on deck railing. Petite versions of the garland can be used to dress up serving areas on the table, as we did on the soda box and the tiered cake stand holding the parfait desserts. Need some help? Get young people involved in preparations prior to the big celebration.

Keep food uncomplicated. Sporting pastry stars and stripes, pretty mini pies are made with refrigerated pie crusts and canned pie filling. For refreshing parfaits, layer a mixture of yogurt and whipped topping with berries and angel food cake. No baking or whipping required. Red cabbage, red peppers and radishes give the Stars and Stripes Coleslaw, recipe on [page 9](#), a patriotic presence. Serve coleslaw with a light sesame-flavored vinaigrette that causes less food safety concern on hot days than mayonnaise-based dressings. Have guests wet their whistles with red, white or blue chilled sodas or tinted lemonade.





For decoration instructions and patterns,  
go to [www.hy-vee.com/seasons](http://www.hy-vee.com/seasons)



## Sentimental Journey

As coals glow, skewer a marshmallow or three and make s'mores. After you've had enough, package a few for a friend. See box instructions at [www.hy-vee.com/seasons](http://www.hy-vee.com/seasons)



Hershey's Milk Chocolate candy bars: 6 pk. \$4.28

Nabisco Honey Maid or Grahams: select varieties 12.2 to 14.4 oz. \$3.49

Jet-Puffed Marshmallows: select varieties 10 or 10.5 oz. \$1.28





## COOL IT!

A cooler is a must for keeping cold foods cold during outside summer meals. Exposure to sun for more than 2 hours can spoil perishable foods such as luncheon meats, cooked chicken (including fried chicken) and potato or pasta salads. Such foods should be kept on ice in a cooler until they are served, according to the United States Department of Agriculture.

Set containers of chilled food on at least 6 inches of ice and surround them with frozen gel packs or ice to maintain low temperatures. Replenish ice at the first sign of melting. To be on the safe side, toss leftovers that have been sitting out more than 2 hours, 1 hour if temperatures are over 90°F or the food contains mayonnaise. Use separate coolers for beverages and perishable food, since those with drinks are opened more frequently.

Several hours before the party, bring prechilled canned or bottled beverages to their icy best in the cooler by covering them with ice. After arrival at your destination, park the cooler on the ground in a shady area a few feet from a serving table. Keeping a second stocked cooler near outdoor activities provides thirst quenching on the spot.

Even at home, coolers come to the rescue when refrigerator space for cold dishes is at a premium prior to the meal. Tucked under the serving table, they safely keep cold salads and desserts within easy reach.

### FROM CHEF CURTIS STONE

"I love coleslaw on *barbecue brisket sandwiches or pulled pork sandwiches,*



*and even as a topping to fish tacos. It makes a perfect side dish to barbecue ribs and chicken too!"*

*Soft outside with plenty of storage pockets. Inside, hard and insulated. Roll it to your next picnic.*

Igloo Cool Fusion Cooler 26 qt. \$39.99







**STARS AND STRIPES COLESLAW**

A tasty vinaigrette is used on this crispy slaw instead of mayonnaise so the salad will stand up better to summer heat without spoiling.

Serves 12 (½ cup each).

- 3 cups shredded red cabbage
- 1½ cups bite-size fresh red pepper strips
- 2 radishes, trimmed and sliced
- ¼ cup rice vinegar
- 3 tablespoons Hy-Vee granulated sugar
- 2 tablespoons Hy-Vee vegetable oil
- 1 teaspoon sesame oil
- ¼ teaspoon Hy-Vee salt
- ⅛ teaspoon cayenne pepper
- 1 (3 ounce) package ramen noodles, broken, seasoning packet reserved for another use
- Radish stars, for garnish

In a medium bowl, combine red cabbage, red pepper strips and radishes. Whisk together vinegar, sugar, vegetable oil, sesame oil, salt and cayenne pepper. Pour over cabbage and stir well. Cover and chill up to 3 hours before serving. Stir in noodles just before serving. If desired, garnish with radish stars.

Nutrition fact per serving: 80 calories, 4 g fat, 1 g saturated fat, 0 g trans fat, 0 mg cholesterol, 75 mg sodium, 10 g carbohydrate, 1 g fiber, 5 g sugar, 1 g protein. Daily values: 15% vitamin A, 60% vitamin C, 0% calcium, 2% iron.



Scott Mega Roll Paper Towels:  
6 roll \$6.48



French's Yellow or Brown Mustards:  
select varieties 12 or 20 oz. \$1.49



Heinz Ketchup 20 oz. \$1.79



McCormick Grill Mates Spice Blends:  
select varieties  
2.75 to 3.5 oz. \$1.68



Rice Krispies Treats, Special K or  
Fiber Plus Bars: select varieties  
9.45 to 12.6 oz. \$3.99



Vlasic Pickles or Relish: select varieties  
16 to 32 oz. 2/\$4.00





Kraft String Cheese 2% Milk or Twist-Ums: select varieties 9 or 12 oz. \$3.99



Oscar Mayer Beef Franks: select varieties 14, 15 or 16 oz. \$3.69



Oscar Mayer Deli Fresh Sliced Meats: select varieties 16 oz. \$5.99



Oscar Mayer Sliced Meats: select varieties 9 or 10 oz. 2/\$6.00



Planters or Snackwell Bars: select varieties 6.15 to 8.10 oz. 2/\$5.00



Nabisco 100 Calorie or Snackwell Crackers and Cookies, : select varieties 3.7 to 7.75 oz. \$2.68



Kraft BBQ Sauce: select varieties 16.25 to 18 oz. \$0.99

# Delight in Every Bite

On a hot summer day, you're free to load a tray with cool munchies. What a country! Even better, make a scrumptious dip by blending your favorite herbs into a bowl of Philadelphia Soft Cream Cheese. It takes just moments to whip up a revolutionary flavor. Keep some extra on hand because guests will always ask for more of this nutritious, refreshing and fun-to-eat snack.

Philadelphia Soft Cream Cheese: select varieties 8 oz. 2/\$5.00





### MINI AMERICAN PIES

Pie crust cut into the stars and stripes decorate each little dessert. Though tiny, these patriotic pies pack a big fruit-filled flavor.

Serves 6.

**3 refrigerated Hy-Vee ready-to-bake  
9-inch pie crusts**

**1½ cups Hy-Vee canned blueberry  
pie filling, divided**

**1½ cups Hy-Vee canned cherry  
pie filling, divided**

**Hy-Vee skim milk, for topping**

**Coarse sugar, for topping**

Preheat oven to 400°F. Cut nine circles out of pie crusts ¼ inch larger than pan rim, reserving scraps; fit six of the circles into the bottoms of six 4½-inch mini pie pans, reserving remaining circles for tops.

Add ½ cup blueberry pie filling to each of three prepared pie pans. Repeat with ½ cup cherry pie filling in remaining three pie pans.

Cut a star shape out of center of each three remaining circles, reserving center cut-out stars; fit circles over blueberry filling and pinch edges to seal with bottom crust.

Cut ½-inch-wide strips of remaining pie crust scraps; lay parallel to one another ½ inch apart on top of cherry filling, sealing to edge. Cut 6 extra stars out of pie crust scraps and using them and reserved stars, place 3 stars on top of stripes on each pie.

Lightly brush top crusts of all pies with milk; sprinkle with coarse sugar. Bake 25 to 30 minutes or until golden.

*Nutrition facts: 590 calories, 28 g fat, 10 g saturated fat, 0 g trans fat, 20 mg cholesterol, 620 mg sodium, 89 g carbohydrates, 2 g fiber, 31 g sugar, 4 g protein. Daily values: 4% vitamin A, 0% vitamin C, 0% calcium, 20% iron.*



Miracle Whip Mayonnaise or Specialty Sauce: select varieties 12 oz. \$1.99



Pace Picante Sauce or Salsa: select varieties 24 or 30 oz. \$2.98



Drive Thru Sandwiches: select varieties 4.6 to 5.7 oz. \$1.77



Chinet Napkins or Guest Towels: select varieties 36, 40 or 90 ct. 2/\$3.00



Betty Crocker Suddenly Salad: select varieties 6.2 to 8.3 oz. 4/\$5.00



Neutrogena or Aveeno Sun Care Items: select varieties 2.5 to 5.3 oz. \$7.49





Hebrew National Franks: select varieties  
11 or 12 oz. 2/\$6.00



Peter Pan Peanut Butter: select varieties  
13 or 16.3 oz. \$2.58



Reddi-Wip: select varieties 6.5 oz. \$2.18



Hunt's or Rotel Tomato Sauce:  
select varieties 8 oz. 2/\$0.88



Banquet Family Entrées: select varieties  
24 to 28 oz. \$2.77



Orville Redenbacher Microwave Popcorn:  
select varieties 2 to 4 pk. 2/\$4.00



Healthy Choice Entrées: select varieties  
8 to 9.9 oz. \$2.18



Van Camp's Pork and Beans: select  
varieties 28 oz. 2/\$3.00

# Top Off Your Picnic

Complete tonight's barbecue with a refreshing berry treat!  
From simple summer meals to something for your sweet tooth,  
better brands make better summer moments.  
Find more quick, simple treats at [ReadySetEat.com](http://ReadySetEat.com).



only  
**97**  
calories

## BERRY BANANA SPLIT

$\frac{1}{2}$  medium banana, peeled and cut in half  
lengthwise

$\frac{1}{3}$  cup sliced fresh strawberries

Reddi-wip® Original Dairy Whipped Topping

$\frac{1}{8}$  teaspoon unsweetened cocoa powder

Place banana pieces in bottom of serving dish; place half of sliced strawberries around banana. Top fruit with two servings ( $\frac{1}{4}$  cup) Reddi-wip® and remaining strawberries. Garnish by dusting cocoa powder through a fine sieve onto banana split. Serve immediately.

©ConAgra Foods, Inc. All Rights Reserved.



# Serving It Up

It's often the understated touches that add party sparkle. Creative serving ware feeds an atmosphere of fun. Try these suggestions.

- Mason jars lend a homespun feel to your condiment bar. Transfer pickles, relish or mustard to covered wide-mouth jars, labeling anything that might be unfamiliar to your guests.
- Single-style paper trays are a sure sell for hot dogs. For crowd convenience, wrap grilled sandwiches in checked deli papers.
- An ice-cold pitcher of water supplements beverage options and offers unlimited hydration in the heat. Keep chilled water jugs in a cooler near the table for refilling the pitcher.
- Straws, especially ones with vivid colors or designs, seem to make any cold drink taste better.
- Disposable plasticware with a metallic finish carries off the look of quality stainless flatware. Wrap each setting in a napkin and bundle with fabric ties, throwing in moist towelettes for a quick hand-wash.
- Sturdy disposable plates may go unnoticed, but flimsy ones certainly won't! Hy-Vee stores stock solid patriotic hues all year long.



Garden of Eatin', Bugles, Chex Mix or Chex Mix Buddies: select varieties  
10.5 to 15 oz. \$2.99



Breton Crackers: select varieties  
7 to 8.8 oz. \$2.99



Del Monte Fruit Cups: select varieties  
4 pk. or 8 pc. tube \$2.28



Famous Dave's BBQ Sauce or Marinades: select varieties  
12 to 20 oz. 2/\$5.00



Hormel Stars & Stripes Party Tray  
1.5 lb. \$9.99



Solo Plastic Cups 18 oz. 30 ct. \$2.99

For project instructions and patterns,  
go to: [www.Hy-Vee.com/seasons](http://www.Hy-Vee.com/seasons)



Chinot White Plates or Bowls \$2.77





### **CURTIS STONE'S GRILLED BABY BACK RIBS WITH SMOKY BARBECUE SAUCE**

*Plan your afternoon around the grill and these addictive smoky ribs. Reward your guests by following every detail in these instructions.*

Serves 6.

For Ribs:

¼ cup packed golden brown sugar  
3 tablespoon paprika  
2 teaspoon freshly ground black pepper  
1 teaspoon ground cumin  
¼ teaspoon cayenne pepper  
3 racks pork baby back ribs  
(2½ pounds each)  
2 tablespoon kosher salt

For Smoky Barbecue Sauce:

2 tablespoon unsalted butter  
1 onion, chopped  
2 garlic cloves, finely chopped  
1 teaspoon paprika  
½ teaspoon dry mustard  
½ cup bourbon  
1 cup apple cider vinegar  
2 cups chicken broth  
2 cups ketchup  
¾ cup packed golden brown sugar  
2 to 4 chipotle chilies (canned in adobo sauce), chopped\*  
2 tablespoon Worcestershire sauce  
1 teaspoon kosher salt  
½ teaspoon freshly ground black pepper  
2 Granny Smith apples, peeled, cored and cut into a small dice  
1 lemon, cut in half

To cook ribs:

Charcoal briquettes (if using charcoal barbecue grill)

Hickory wood chips, soaked in water for at least 1 hour

Aluminum broiler pans  
1 cup water (approximately)  
¾ cup apple cider vinegar  
¾ cup water

It is necessary to begin this recipe the night before.

To prepare the ribs:

Mix brown sugar, paprika, black pepper, cumin and cayenne pepper in medium bowl. Place ribs on large baking sheet and rub ribs with salt. Sprinkle spice mixture evenly all over ribs and massage spices into meat. Cover and refrigerate overnight.

To make the Smoky Barbecue Sauce:

Melt butter in large saucepan over medium heat. Add onion and sauté until tender, about 5 minutes. Add garlic and sauté until very tender, about 3 minutes. Stir in paprika and dry mustard.

Stir in bourbon, then vinegar, and simmer for 3 minutes. Stir in broth, ketchup, brown sugar, chipotle chilies, Worcestershire sauce, salt and black pepper. Add apples and squeeze juice from lemon into sauce.

Bring sauce to a simmer over high heat, then reduce heat to medium-low and simmer, uncovered, until sauce reduces and thickens slightly, stirring occasionally, about 1 hour. Keep sauce warm while preparing ribs.

To cook ribs:

Prepare charcoal or gas barbecue grill for low heat (250°F). For 2-burner gas grill, turn 1 burner off and for 3-burner gas grill, turn left and center burners off, leaving right burner on. Place aluminum pan over unlit burner. For a charcoal grill, pile charcoal on one side of

barbecue grill and place aluminum pan on opposite side of barbecue grill. Add about 1 cup of water to aluminum pan.

Drain wood chips and sprinkle drained wood chips over charcoal or place them in wood chip holder of barbecue grill or in another broiler pan set alongside the pan of water. Combine vinegar and ¾ cup of water in a clean spray bottle.

Place ribs on grill rack over unlit burners or opposite of charcoal. Placing ribs on opposite side of heat source ensures they don't char too much.

Close hood of barbecue grill and grill ribs until meat around bones is very tender, turning ribs over as needed and spraying ribs occasionally with cider/water mixture, about 3 hours. To maintain steady temperature, it may be necessary to occasionally open the lid or prop it open.

Once ribs are tender, begin brushing them lightly with barbecue sauce, allowing sauce to set a bit before applying next coat. Continue brushing ribs with barbecue sauce, turning as needed, until meat begins to pull away from bone easily, about 30 minutes.

Transfer ribs to carving board and let rest for about 5 minutes. Using large sharp knife, cut racks into individual ribs and toss ribs in large bowl with enough of remaining warm barbecue sauce to coat.

Arrange ribs on a platter and serve remaining warm barbecue sauce alongside.

*\*Note: Chipotle chilies are very spicy. Add them to the sauce at your discretion.*



# Home Run

Here's an easy way to score big with your guests: Serve hamburgers and hot dogs on light but firmly textured Sara Lee or Ball Park buns. With wheat or white, your team is guaranteed to win.



Sara Lee Delightful Wheat Hamburger or Hot Dog Buns 12 oz. \$2.68



Sara Lee Hearty and Delicious Specialty Buns: select varieties 16 to 26 oz. \$2.99



Sara Lee Honey Wheat Bread 20 oz. \$2.28



Sara Lee Whole Grain White Bread 20 oz. \$1.99



Ball Park Hamburger and Hot Dog Buns 12 oz. \$1.99



## Meal Makers

On-the-go people get what they need from Land O'Frost or Fast Fixin' foods. Whether hunger demands sliced meats or lightly breaded chicken or beef, get these satisfying tastes when you shop.



Land O'Frost Breakfast Cuts: select varieties 7 or 8 oz. 2/\$5.00



Land O'Frost Bistro Favorites: select varieties 6 oz. 2/\$5.00



Fast Fixin' Breast Chicken or Breaded Beef Patties: select varieties 8 or 10 oz. 2/\$3.00



## Doggone Best

Looking for a reason to fire up the barbecue? Try mouthwatering natural-casing weiners from Wimmer's. They are made with lean beef, pork and natural spices. Hardwood smoking adds a layer of taste that will leave you satisfied. It's the real deal.



Wimmer's Natural Casing Wieners 12 oz. \$2.99

Wimmer's Smoked Sausage: select varieties 16 oz. \$2.99



*If Olympic gold medalist Shawn Johnson wins again at the London Games this summer, that would amaze almost everyone. But Shawn? She's already moving on to a bigger agenda: What will she do with her life beyond the gym?*

TEXT STEVE COOPER

PHOTOGRAPHY TOBIN BENNETT



#### BLAST FROM THE PAST!

Shawn Johnson appeared in *Hy-Vee Seasons Back-to-School 2011* and the *Hy-Vee Holiday Entertaining & Gift Guide*. We're looking back at past issues during this 5th anniversary of the magazine's first issue.





# SHAWN JOHNSON

---

## *Life in Balance*

A few months ago, chances seemed slim that Olympic gold medalist Shawn Johnson would be chosen for the United States gymnastics squad competing at the London Summer Olympics in August. But then Shawn—in the midst of a simple routine on a horizontal bar—experienced a moment when she knew she was still in the hunt for gold.

The realization came last January in a Dallas gym. That the 20-year-old from West Des Moines, Iowa, was even in Texas was a high-stakes gamble on her part. She bet that her body needed specialized strength training more than she needed to focus additional weeks on gymnastics routines. Against the advice of her longtime coach and mentor, she detoured for six weeks into a radical training program.

And it all came down to that one morning in January.

“I warmed up and then I got on the bar to do some skills. I knew things were different—better—almost instantly. It was weird,” she says. “For the first time in two years, I felt like I had two legs.”

Will she make the team? That’s still uncertain, but she has a fighting chance. The smart money would never bet against her.

“In June, we will have the U.S. championships and then the Olympic trials. If I perform well and have what they need for the team, I can make it,” she says.

### THE KNEE INJURY

Shawn was the belle of Beijing during the 2008 Olympics. She took the gold on the balance beam and the silver in all-around. She is still emotional about hearing the national anthem fill the auditorium as she stood high on the victor’s podium.

Following the Olympics, there were television appearances on shows such as the *Late Show with David Letterman*, her winning performance on TVs *Dancing with the Stars* and a tour around the country with other athletes. Life was fun and moving quickly.

“At that point, I was retired from competition. I didn’t think I

would go back,” she says. Instead, she could finally do what she wanted to do. That meant eating ice cream and going skiing.

In January 2010, she was with friends on a Rocky Mountain slope when she crashed, severely damaging her left knee. Recovery was long and painful and left still-prominent surgical scars.

Shawn being Shawn, just five months after the accident, she announced her intent to return to the Olympics. But there was a problem that few knew about.

“Physiologically, I don’t have enough cartilage to support my bones,” she says. “So sometimes when I take off wrong, my bones will hit together and I’m left with bruises. That’s the pain I have.”

For more than a year, she returned to her typical training regimen at Chow’s Gymnastics and Dance Institute with her coach, Liang Chow. She made progress, but there were issues.

“I mastered the skills of compromising and compensating,” she says. “If you look at the charts, the performance of my right side was way off the charts. But my left side was that of a six-year-old. I was definitely afraid of using the left leg.”

By late 2011, some doubts were creeping into Chow’s predictions as he spoke with the media. Was there enough time left before the Olympics for Shawn to reach top form? It seemed a tough call.

### NEW OLYMPIC RULES

Then there was a rules change in the makeup of Olympic gymnastics teams. Team sizes for London were cut to five members from eight (including alternates) allowed at the Beijing Olympics. The competition for 2012 slots will be tougher than ever with several young stars rising and several returning Olympians looking for another shot.

“The reality that people will have to grasp is that the top five girls from the U.S. championships and from the trials may not make the team. It’s more like a puzzle this time,” Shawn says.

Instead of being settled through competition, coaches picking



the team must fill specific skill slots. This puts an all-around competitor without a specialized event at a slight disadvantage.

“That’s me. I could go out and win the all-around in the championships and the trials—this is purely hypothetically speaking—and still not be picked for the team. Putting the team together is like putting together a puzzle. I might not be the right piece because I don’t have the specific skill needed,” she says.

## DETOUR TO DALLAS

Throughout 2011, Shawn took time as needed for business commitments. Because she’s a high-profile Olympic star, her endorsement carries weight and Nike wanted Shawn on its team. She signed on with the athletic company last June. Through Nike staff, she learned about the Michael Johnson Performance Center in Dallas.

“Nike knew about my knee and my situation, and they were behind the whole thing. They sponsored my time at the center and I believed in it from day one,” she says.

One of the world’s greatest track athletes, Michael Johnson, won four gold medals in three Olympics between 1992 and 2000. In recent years, he has established the Performance Center as a place where professional athletes become stronger, quicker and more agile through focused strength training.

“It’s an amazing place,” says Shawn. “You start at 7 or 7:30 in the morning and they have a track, a weight room, a basketball court and every possible piece of fitness equipment you can think of. You meet every day with a doctor who does strengthening exercises with you. You do time in a hot tub, electrical units, everything on the best equipment that you can imagine. I met nutritionists, sports psychologists. I loved it. It was like heaven,” she says.

Most of the clientele are professional football players, but there

are also athletes who play professional soccer, baseball, basketball, triathlon and even bobsledders. Many days, Shawn was the only female athlete and gymnast in the bunch.

“Basically, I wasn’t in good shape when I started. But they push you and push you, and you get stronger with each day. They would work about 50 percent on the body and 50 percent on the leg. But whatever helps the knee helps the body,” she says.

## A MAJOR HURDLE

The time went quickly and soon she was headed back to Chow’s gym. However, she knew she faced a challenge with her coach.

“When I went to Dallas, I just packed my bag and left without telling Chow. We had talked about the center. He didn’t exactly blow it off, but he didn’t want me to go. So there was no point in talking and I left without telling him,” she says.

On return, would he take her back?

“I wondered. When I showed him how strong I was, it took him about a week but he saw that it did pay off. He saw I was more physically fit. He got to the point where he was like, ‘OK, it was a good idea that you went to Dallas,’” she says.

From this experience came a new relationship between the athlete and her coach.

“Once Chow understood that I didn’t go because I was trying to get out of training and that I really understood what my body needed, everything changed. It has become a great partnership. He asks for my thoughts and opinions now and I think he sees me as someone who understands the sport. That’s huge for me,” she says.

A major part of the transition was how Shawn handled the pain she still experiences when she trains and performs.

“I thought that if I got stronger and healthier, the pain would go away,” she says. “But the pain is still there. So I’m learning to go

## SHAWN’S KEYS TO SUCCESS

**Love what you do.** Pursue the things you really enjoy.

**Don’t be afraid to try new things.** There was a time when I never thought I’d compete in the Olympics, go on television or write a book. Sometimes, the best opportunities are outside your comfort zone.

**Believe in yourself.** It was hard for me to believe I was a good fit for the Olympic team in 2008. But if you can work on that and convince yourself that you can do it, you can. And don’t listen to people who tell you that you can’t.

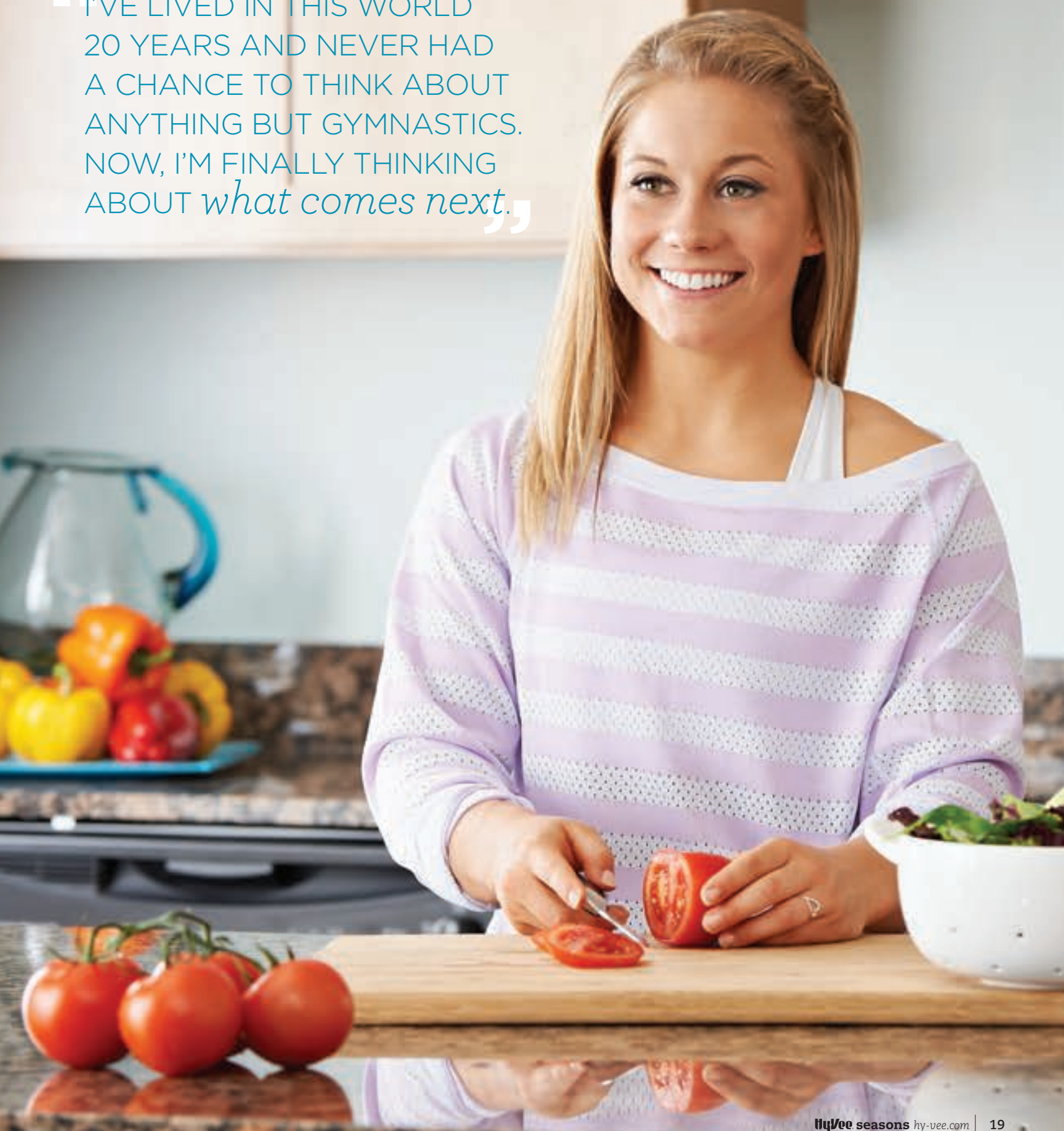
**Work hard.** Even though I love gymnastics, I’ve worked hard at it. There’s no easy way. No shortcuts. You have to do the work.

**Don’t set limits.** Don’t settle for what’s just possible or attainable. I set my sights on one of the biggest things out there and I made it. Dream big!





“I’VE LIVED IN THIS WORLD  
20 YEARS AND NEVER HAD  
A CHANCE TO THINK ABOUT  
ANYTHING BUT GYMNASTICS.  
NOW, I’M FINALLY THINKING  
ABOUT *what comes next.*”





*Coca-Cola*

open happiness™



collect happiness—get the full series of  
Coca-Cola Olympic Games Cans

Available at  
**HyVee**  
EMPLOYEE OWNED



go to [mcr.com/theolympics](http://mcr.com/theolympics) for your chance to win  
exclusive Coca-Cola Olympic Games themed gear

**USA**  
  
PROUD PARTNER



against that whole pain-is-bad mentality and pushing through it. Not easy, but I'm doing it."

With this new perspective and strength, she hopes to make the Olympic team. But she also believes the right gymnasts will be chosen, regardless of whether or not she is selected.

"From the beginning, our big goal—all of the girls competing—has been to win as a team. So if I am not chosen, then I trust that I don't represent the right puzzle piece that is needed. Someone else will go. I'm good with that. I have to respect it," she says.

### REAL LIFE

As part of her shift into adulthood, Shawn has her own apartment and enjoys nothing more than baking cakes, cookies and pies.

She has endorsements to attend to and is beginning to see herself as a businesswoman. Another venture is writing a book. She tells her story in *Winning Balance*, which will be released in June by Tyndale House.

Shawn hopes to study business at Stanford University beginning in 2013.

There's also one long-term relationship she hopes will continue.

"I hope to stay connected with Hy-Vee forever. They're like family. They've always believed in the person I am, ever since I was 13.

"It's the most amazing company. They stand for and work for the same things that I do. I hope I can work with them for a long, long time," she says.

And what about the rest of life? She is enjoying the excitement of the international stage now, but she says that ultimately she hopes one day to be happily married with children and a nice home here in the Midwest.

"That would be the best."







# wonderful WATERMELON

*Few tastes evoke summer like a sweet, juicy bite of chilled, ripe watermelon.  
The joy and freedom of childhood come alive in each slurping mouthful.  
Learn how to choose the best melon and discover ways to create more sophisticated delights.*

TEXT ANITA LARSEN PHOTOGRAPHY TOBIN BENNETT

Today's creative chefs are finding new ways with an old favorite—watermelon. If its presence is a fruity surprise in light summer drinks and delicious new salads, it's a real crowd-pleaser when grilled. Regardless of how it is prepared, watermelon is always sweet and wonderfully refreshing. And it is still fabulous whenever served ice-cold on a hot day.

## SELECTING THE BEST

Popular seedless varieties sold at Hy-Vee include the globe-shaped Crunchy Red F1, with its crisp, firm fruit beneath a light-green rind with medium-green stripes. Another good globe-shaped

variety, Fascination, is a newcomer. Its exterior is medium-green with dark-green stripes. Liberty, an oval icebox type, is light-green with medium-green stripes. All score high on sweetness and all have red flesh, which provides health benefits.

"I look for uniformity," says Bill Kelley, Hy-Vee assistant vice president, produce. "The ends of an oblong melon should be the same size. Otherwise, they'll have ripened differently." He uses the "thump test" to assess a melon's quality. But it's challenging and requires a well-trained ear. To try it, knock on the melon like you're knocking on a door and listen for a hollow sound. Try several.

The ultimate test is taste. Kelley advises, "Have someone cut a melon in half for you." He adds that this may not be a policy of every store, but it never hurts to ask.

Look for mature, hard seeds in a cut seeded melon, or a few remaining pips in seedless varieties. Remember that watermelons don't ripen further once cut from the vine.





Store watermelon by wrapping cut pieces and refrigerating for up to a week. Uncut melons will keep at room temperature for about two weeks.

### FROM FAR-FLUNG FIELDS

Watermelon season never really ends at Hy-Vee, says Kelley. Fresh-from-the-field melons are available year-round, but mostly from April to Thanksgiving. Buyers start purchasing in Mexico, then follow the ripening cycle up through Texas, Georgia and Missouri, before ending in the fields of Nebraska.

Hundreds of varieties of watermelon are grown commercially in 96 countries. Farmers in 44 states in the United States contribute to the bounty. In fact, at any given time, watermelon is in season and being enjoyed somewhere.

### TASTE WITH BENEFITS

Watermelon is sometimes called a miracle drug because it's an excellent source of fiber, potassium and vitamins A, C and B6. The lack of fat and cholesterol appeals to the health- and weight-conscious among us. "Hydration is a benefit," says Casey Wetter, a Hy-Vee registered dietitian at stores in Carroll and Denison, Iowa. At 92 percent water, watermelon is a great thirst-quencher. It can also calm the inflammation that contributes to asthma, diabetes and arthritis.

### MELON AT EVERY MEAL

Limiting watermelon to a fresh cut now and then isn't bad. But you're missing many more ways to enjoy this sweet taste. Make watermelon ice pops. Add it to a summertime gazpacho soup. Toss it on the grill to give friends an unexpected treat. Serve it à la mode style with a scoop of homemade vanilla ice cream. Or try this fruit in a salad or in a drink, as shown on pages ahead.

You'll be happily surprised.

### SCULPTING A BOWL

Serving melon and other fruit in a carved watermelon bowl is always a party hit. It's easy to do, too.

Step-by-step instructions for making the scalloped-edge watermelon boat shown here are on page 29.

The National Watermelon Promotion Board offers these tips for successful watermelon carving.

- Carve a watermelon at room temperature. Chill it after the cutting is complete.
- Draw the design on the melon skin with a hard-tip ballpoint pen.
- For stability, cut a flat spot on the bottom.





### **WATERMELON AND GRILLED CORN SALAD**

*Fresh grilled corn salad takes on a whole new personality when juicy chunks of watermelon join the party. Sweet and savory.*

*Serves 6 (about 1 cup each).*

3 ears corn, husks and silk removed  
2 teaspoons Hy-Vee canola oil  
4 cups cubed watermelon  
1 cup cherry or grape tomatoes, sliced  
½ cup thinly sliced red onion  
2 tablespoons chopped fresh basil  
1½ tablespoons rice vinegar

1 tablespoon Grand Selections extra-virgin olive oil

¼ teaspoon Hy-Vee salt

Brush corn with canola oil. Grill over medium-hot coals for 8 to 10 minutes or broil 5 inches from heat about 15 minutes or until kernels are tender and charred. Cool slightly. Cut kernels from cobs; cool completely.

Meanwhile, in a medium bowl combine watermelon, tomatoes, red onion and basil. Stir in cooled corn. Combine rice vinegar, olive oil and salt; pour over watermelon mixture and toss gently to coat.

Nutrition facts: 120 calories, 5 g fat, 0.5 g saturated fat, 0 g trans fat, 0 mg cholesterol, 160 mg sodium, 20 g carbohydrates, 2 g fiber, 11 g sugar, 3 g protein. Daily values: 20% vitamin A, 25% vitamin C, 2% calcium, 4% iron.



### FROZEN WATERMELON REFRESHER

*Destined to become a favorite on hot summer days, watermelon adds just the right amount of freshness to this nonalcoholic cooler.*

*Serves 6 (about 1½ cups each).*

**8 cups cubed seedless watermelon, divided**

**1 cup water, divided**

**¼ cup lime juice**

**¼ cup light agave nectar**

**3 cups Hy-Vee lemon-lime soda**

**Watermelon slices, for garnish**

Puree half the watermelon and half the water in a blender or a food processor fitted with a metal blade. Pour through a fine-mesh sieve into a 2- to 3-quart freezer container. Repeat with remaining watermelon and water. Stir in lime juice and agave nectar. Cover and freeze at least 8 hours.

Two hours before serving, remove from freezer and set out at room temperature. To serve, use a large fork to scrape partially thawed mixture into shaved ice. Spoon about 1 cup shaved

watermelon ice into each of six 12-ounce glasses, filling each about ¾ full. Slowly pour ½ cup soda into each glass, stirring to mix. If desired, garnish with watermelon slices.

*Nutrition facts per serving: 150 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 15 mg sodium, 40 g carbohydrate, 1 g fiber, 36 g sugar, 1 g protein. Daily values: 25% vitamin A, 30% vitamin C, 2% calcium, 2% iron.*







*fresh & easy*

# WATERMELON *ideas*

**APPETIZER** Cut sticks about the size of french fries from watermelon and Brie cheese. Pair the melon and cheese, and wrap with thinly sliced prosciutto.

## **COCKTAIL**

For a fruity margarita base, puree chopped watermelon and mango.

**ENTRÉE** Cut two recipe-card-size slabs of watermelon to a thickness of about  $\frac{3}{4}$  inch.

Stack on a dinner plate and top with prepared tabbouleh. Top shingle-style with thinly sliced rotisserie chicken garnished with fresh herbs.

**SLUSHY** Cut watermelon chunks and add sugar to taste. Blend the mixture until smooth. Pour into a freezer container, cover and freeze for 30 minutes. Take out container, stir and return to freezer. Repeat until slushy but not frozen solid. Scoop into bowls or tall glasses to serve.

## **DESSERT**

Place chilled melon balls in small bowls, drizzle with chocolate syrup and serve.

**BREAKFAST** Fill a parfait glass with seedless watermelon cubes and top with a few tablespoons of yogurt and granola.

**Drink** Place melon balls in a glass and add pineapple juice and clear soda. For an adult version, use the melon balls and pineapple juice, but replace the soda with vodka.

**APPETIZER** Serve chilled watermelon balls in a large bowl and a bowl of poppy seed dressing with it. For dipping, set cocktail picks alongside.

## **GRILLED SIDE DISH**

Cut 1-inch-thick watermelon slices into 6 wedges. Brush each lightly with honey and place on a hot grill until just brown, about 2 minutes. Drizzle wedges with extra honey and add a squeeze of lime.

**Salad** Add watermelon balls or cubes to caprese salad.



FROM CHEF CURTIS STONE



“For *refreshing flavor*, I grate some lime zest and squeeze some lime juice over watermelon cubes and sprinkle them with chopped fresh mint.”

#### SPARKLING MELON

*Surprise your mouth with a sensation that straddles the line between food and drink.*

Serves 8.

8 cups fresh watermelon balls  
2 tablespoons Hy-Vee honey  
2 teaspoons grated orange peel  
2 teaspoons grated lime peel  
 $\frac{3}{4}$  cup Hy-Vee ginger ale  
Hollowed-out melon, optional

In a large bowl, stir watermelon balls, honey, orange peel and lime peel to coat. Just before serving, pour ginger ale over melon balls. If desired, serve in hollowed-out melon.

Nutrition facts per serving: 70 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 0 mg sodium, 18 g carbohydrates, 1 g fiber, 16 g sugar, 1 g protein. Daily values: 20% vitamin A, 20% vitamin C, 2% calcium, 2% iron.





Bertolli Classico Olive Oil: select varieties 25.5 oz. \$7.99



Morton Kosher Salt: 16 oz. \$1.38



The Laughing Cow Wedges: select varieties 6 oz. \$3.99



Hy-Vee Walnut Pieces: 6 oz. \$2.99



Tone's Mini Spices: select varieties .05 to 1.55 oz. 5/\$4.00



Hy-Vee Squeeze Honey Bear: 12 oz. \$2.99



ReaLemon and ReaLime Juice 8 oz. \$1.48



McCormick Black Pepper or Garlic Powder 4.2 or 5.37 oz. \$2.99

### WATERMELON-MANGO SALAD

Succulent mango pairs with light watermelon and tropical pineapple to serve up a summer delight. Pecans add a crunchy texture.

Serves 6 (1 cup each).

- 4 cups thinly sliced watermelon
- 1 ripe mango, peeled, pitted and thinly sliced
- 1 cup thinly sliced fresh pineapple
- 2 tablespoons mango chutney
- 2 tablespoons chopped fresh mint
- ½ cup Hy-Vee pecan pieces
- ½ cup Feta cheese (optional)

In a medium bowl, combine watermelon, mango, pineapple, chutney and mint; gently stir until combined. Transfer to a platter; top with pecan pieces. Sprinkle with Feta cheese, if desired.

Nutrition facts per serving: 150 calories, 7 g fat, .5 g saturated fat, 0 g trans fat, 0 mg cholesterol, 45 mg sodium, 24 g carbohydrates, 3 g fiber, 17 g sugar, 2 g protein. Daily Values: 25% vitamin A, 70% vitamin C, 2% calcium, 4% iron.

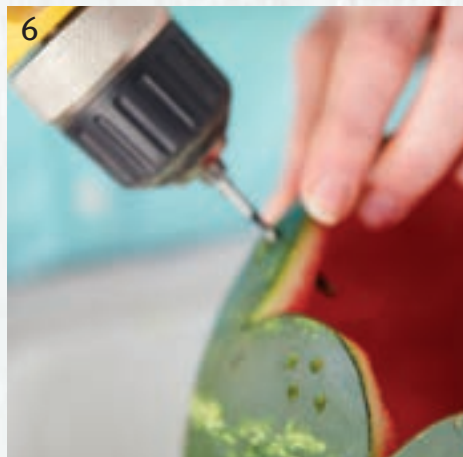






## HOW TO CARVE A WATERMELON

Dazzle your friends by recreating our overflowing-with-fruit watermelon boat. In six simple steps, you'll have this visual treat ready for your guests. We filled ours with watermelon balls, boysenberries, raspberries, strawberries and bits of honeydew melon. The appealing design is easy to duplicate using a metal condiment cup as a pattern for the scallops.



1. Attach masking tape across a metal cup mouth, demarcating an arch along a third of the rim. Hold the cup about two-thirds of the way up the side of the watermelon and draw on the arch pattern. Repeat around the melon, tracing on the pattern until the edge design is complete.
2. Following the line, cut the scalloped pattern using a straight-edged paring knife. An inexpensive knife that has a little flex in the blade will do the job.
3. Lift off the top of the watermelon. Throw the top away.
4. For a clean scallop edge, insert the knife between the fruit flesh and the rind flesh on the back of each scallop, and cut away the fruit flesh. Each completed scallop should be about the same thickness when you are done.
5. Taking care not to bend any scallops, hollow out the watermelon with a melon baller. Simply press the baller in and rotate to scoop out a watermelon ball. Continue this until no more balls can be removed. Keep the balls for later use. Spoon out any remaining flesh and throw away.
6. Holding each scallop so it won't break off, carefully drill four small holes in the scallops for a final design touch. Fill the watermelon cavity with the reserved balls and other fruit. Enjoy.



Make this watermelon boat for your next party and fill it with a mound of fresh fruit. View video at [www.hy-vee.com/resources/videos](http://www.hy-vee.com/resources/videos)





*Pop a few burgers on your backyard grill—not only beef, but light and delicious turkey and salmon, too. Even veggie burgers make for tasty summer eating, though they fare better in an oven. Choose from an array of buns, signature sauces and tasty toppers to make every bite finger-lickin’ good.*

TEXT LOIS WHITE PHOTOGRAPHY KING AU



# BURGERS

## Latest, Greatest & Tastiest of Summer on a Bun

Watching burgers sizzle over hot coals as they become succulent, juicy masterpieces is the very essence of summer. As savory aromas fill the air, you know you'll be completely hooked with the first mouth-watering bite.

Start with the bun—soft or firm, toasted or not. Add a skillfully shaped, juicy burger, then load up on your favorite toppings. Go with beefsteak tomatoes, caramelized onions, dill pickles, ketchup and mustard. Or maybe gooey melted cheese, crisp cool lettuce and a tangy-sweet sauce. You're the conductor: Orchestrate a symphony of tastes. Take a bite and it all comes together in harmony. It sings. Even the juices running down your chin won't stop you from taking another quick bite before reaching for napkins.

### LIGHTER BURGERS

If you're striving to make meals more healthful or looking for ways to change the routine, try turkey or salmon burgers, *pages 34 and 37*. "Salmon burgers are a delicious way to get your omega-3 fatty acids," says Karen Hanson, Hy-Vee registered dietitian in Manhattan, Kansas. For the best texture, pulse the salmon lightly in a food processor. Eggs and bread crumbs hold the meat together. Grilling times for burgers made from ground salmon are different than beef and turkey. All need to reach an internal temperature of 160°F, but salmon is grilled for only about 8 minutes, while beef and turkey are on the grill for 14 to 18 minutes. Salmon burgers should be slightly crispy outside and slightly pink inside so they're nicely moist and flaky.

Burgers made from mild, low-fat ground turkey can have the same flavor richness as beef when combined with robust seasonings such as Jamaican jerk and cilantro. Adding chopped fruit to the turkey mixture helps keep the burgers moist while grilling. "You can lighten up a burger by substituting two egg whites and ¼ cup water for every whole egg called for in a recipe," says Karen.

Meatless burgers are a super way to incorporate wholesome grains into your diet. Quinoa (pronounced keen-wah), an iron-rich grain packed with fiber and other nutrients, combined with veggies, beans and potatoes, is an excellent choice (see recipe, *page 35*). "It contains more protein than most other plant foods and it's one of the best high-protein meat alternatives," says Karen.

### BREADS AND SPREADS

Nothing pairs better with succulent burgers than flavorful, hearty-textured Baking Stone Breads, baked at Hy-Vee. Fresh-baked breads, perhaps flavored with olives, cheese, chile peppers or herbs, add a pleasing dimension and hold up well to a burger's juices. Toast buns or bread slices to bring out flavors and add a little crunch. Spread butter or brush on olive oil, then place over direct heat on the grill for about 2 minutes or until nicely browned.

Finish off your burgers with simple sauces and tasty toppings, *page 36*. There's almost no limit to what you can use; each condiment creates a pleasing contrast in taste and texture to the meat and the bun. To keep calories in check, use low-fat ingredients in the condiments and cut back on the amount used.

### FROM CHEF CURTIS STONE

*"Use a gentle hand to shape the patties so the meat just holds together but doesn't become too firm. Keep the meat and patties well-chilled at all times before grilling."*





# the JUICY secrets

For traditional beef burgers, start with the most flavorful ground cuts of meat. Ground chuck is perfect. So are ground round and ground sirloin. For the most succulent, juicy burgers, purchase ground beef that contains at least 20 percent fat. This “lean to fat” ratio is often represented on the beef label as 80/20 (80 percent lean; 20 percent fat). Or blend some ground pork into the ground beef mixture. The extra fat will add juiciness and a rich, meaty flavor that satisfies the taste buds.

If you are adding additional ingredients to the meat, gently mix them in until they are evenly dispersed. Blend in herbs and spices, Worcestershire sauce or other savory ingredients to create a signature burger.

To shape a standard patty, form a portion of meat into a ball—about tennis-ball size. Flatten the ball into a burger of even thickness. A few simple pats—that’s it. Overworking and applying excess pressure to the patty will make the meat tough. Make an indentation in the center of the patty with your thumb. The indentation helps it hold its shape—rather than swelling—as it shrinks during cooking.

Grill burgers over direct heat until they are no longer pink, turning once. For even doneness, use medium heat and cook for 14 to 18 minutes. (To determine if your grill is hot enough, place your hand, palm side down, 5 inches above the grate and count how many seconds you can comfortably hold it there. For medium heat of 300° to 350°F, you should count 5 to 6 seconds.)

When turning, avoid pressing burgers with your spatula; it prematurely releases their tasty juices. To be sure your burgers are perfectly done, insert an instant-read thermometer into the centers. When they are done, the thermometer should register 160°F. Let the burgers rest about 5 minutes before serving.

## Right Temp, Right Time

Delicious, healthy, safe cooking requires preparing foods properly. Follow these guidelines.

	TECHNIQUE	INTERNAL TEMP	TIME
BEEF BURGER	GRILL	160°F	14-18 MINUTES
TURKEY BURGER	GRILL	165°F	14-16 MINUTES
QUINOA-VEGGIE BURGER	BAKE	400°F (oven temp)	26 MINUTES
SALMON BURGER	GRILL	160°F	8 MINUTES



## BACON DOUBLE-CHEESE BURGERS WITH CHIPS

*Topped with briny pickles and crunchy chips, this Angus beef burger will be the standout hit at your next barbecue. It pairs well with the Roasted Pepper Ketchup, page 36.*

Serves 4.

1 Hy-Vee large egg, lightly beaten  
¾ cup chopped onion  
½ cup Hy-Vee grated Parmesan cheese  
¼ cup Hy-Vee ketchup  
2 cloves garlic, minced  
1 tablespoon snipped fresh basil or  
½ teaspoon dried basil  
½ teaspoon Hy-Vee salt  
¼ teaspoon Hy-Vee ground black pepper  
1 pound Amana ground beef  
4 slices Hy-Vee bacon, cooked and  
finely chopped  
4 slices Hy-Vee provolone cheese  
4 Hy-Vee Baking Stone pretzel buns, split  
Hy-Vee kosher dill pickles, sliced  
horizontally into thin slices  
Hy-Vee sour cream and onion  
potato chips

In a large bowl combine egg, onion, Parmesan cheese, ketchup, garlic, basil,

salt and pepper. Add ground beef and bacon; mix well. Shape into four ¾-inch-thick patties.

Grill patties on the rack of an uncovered grill directly over medium heat for 14 to 18 minutes or until internal temperature reaches 160°F, turning once halfway through grilling. Add a slice of cheese to each burger during the last minute of grilling. Toast buns on the grill. Serve burgers on buns topped with pickle slices and potato chips, if desired.

Nutrition facts: 740 calories, 32 g fat, 14 g saturated fat, 1 g trans fat, 160 mg cholesterol, 1870 mg sodium, 64 g carbohydrates, 3 g fiber, 10 g sugar, 46 g protein. Daily values: 8% vitamin A, 4% vitamin C, 35% calcium, 35% iron.



Discover more about burgers in our online video collection. View at [www.hy-vee.com/resources/videos](http://www.hy-vee.com/resources/videos)



New! Frito Lays Santitas: select varieties  
11 oz. \$1.88



Daisy Brand Sour Cream: regular or light  
16 oz. \$2.28



Alessi Balsamic Vinegar: 8.5 oz. \$2.68



Kraft Sauce: select varieties 12 oz. \$1.99



Budweiser BBQ Sauce: select varieties  
18 or 19 oz. \$2.68



Bush's Variety Beans: select varieties  
15 to 16 oz. 5/\$5.00



Crisco Canola Oil: select varieties  
48 fl. oz. \$3.58



Hy-Vee Potato Chips: select varieties  
11 to 12.25 oz. \$1.68

## BACON DOUBLE-CHEESE BURGERS *with* CHIPS



# JERK TURKEY BURGERS *with* MANGO CHUTNEY SLAW

## JERK TURKEY BURGERS WITH MANGO CHUTNEY SLAW

Cool, fruity slaw offsets the spiciness of the burgers while adding crunch. Grease the grill rack before cooking.

Serves 4.

- 1½ cups Hy-Vee coleslaw mix
- 1 mango, peeled, seeded and diced
- ½ cup thinly sliced red bell pepper
- 2 tablespoon Hy-Vee light mayonnaise
- ¼ cup mango chutney, divided
- 1 Hy-Vee large egg, lightly beaten
- ½ cup peeled, chopped apple
- ¼ cup Hy-Vee panko bread crumbs
- ¼ cup chopped red onion
- 1 tablespoon Jamaican jerk seasoning
- 1 teaspoon chopped fresh cilantro
- ½ teaspoon Hy-Vee salt
- 1 pound ground turkey
- 1 tablespoon Grand Selections olive oil
- 4 Hy-Vee Baking Stone ciabatta buns, split

Combine coleslaw mix, diced mango and red bell pepper. Stir together mayonnaise and 2 tablespoons chutney. Stir into coleslaw mixture; cover and chill until serving time.

In a large bowl, combine egg, apple, panko, red onion, jerk seasoning, cilantro and salt. Add ground turkey; mix well. Shape into four ¾-inch-thick patties. Brush patties with olive oil.

Preheat grill to medium-high. Place patties on lightly-greased grill rack. Cover and grill

14 to 16 minutes or until internal temperature reaches 165°F, turning once halfway through grilling. Grill buns, cut-sides-down, directly over medium heat about 2 minutes or until light brown.

Serve each burger on buns topped with ¼ cup coleslaw mix. Serve remaining coleslaw on the side.

Nutrition facts per serving: 490 calories, 16 g fat, 4 g saturated fat, 0 g trans fat, 135 mg cholesterol, 1110 mg sodium, 60 g carbohydrates, 4 g fiber, 17 g sugar, 30 g protein. Daily values: 35% vitamin A, 130% vitamin C, 6% calcium, 25% iron.





## QUINOA-VEGGIE BURGERS

*You won't miss the meat when you bite into this wholesome burger. The patties tend to be more crumbly than beef is, but will handle easier if you chill them for 30 minutes before baking.*

Serves 4.

1 cup water  
½ cup quinoa, rinsed  
1 small russet potato (about 8 ounces), peeled and chopped into 1-inch pieces  
1 (15 ounce) can cannellini beans, drained and rinsed  
1 Hy-Vee large egg, beaten  
¼ cup Hy-Vee plain bread crumbs  
¼ cup chopped fresh parsley  
1 tablespoon grated fresh ginger  
1½ tablespoons fresh lemon juice  
¾ teaspoon Hy-Vee salt  
¼ teaspoon Hy-Vee ground black pepper  
1 tablespoon Grand Selections olive oil  
1½ cups sliced baby bella mushrooms  
½ cup chopped yellow bell pepper  
1 clove garlic, minced  
4 Hy-Vee Baking Stone jalapeño-cheddar focaccia demi loaves, split and toasted  
Baby spinach leaves and avocado slices, for serving

Bring water to boiling in a medium saucepan. Add quinoa and potato. Return to boiling; reduce heat to medium. Simmer, covered, for 15 minutes or until water is absorbed. Let stand for 5 minutes before transferring to a large bowl. Preheat oven to 400°F. Grease a baking sheet; set aside.

Add beans to quinoa mixture and mash using a potato masher. Stir in egg, bread crumbs, parsley, ginger, lemon juice, salt and ground pepper. Using wet hands, shape mixture into four ¾-inch-thick patties. Place on baking sheet and bake for 20 minutes. Flip and bake for 6 minutes more or until internal temperature reaches 160°F.

Meanwhile, heat olive oil in a large skillet over medium heat. Add mushrooms, bell pepper and garlic. Sauté for 5 to 6 minutes or until tender.

To assemble burgers, line bottom of each focaccia loaf with spinach leaves and avocado slices. Add burgers and top with sautéed mushrooms and top of each focaccia loaf.

*Nutrition facts per serving:* 700 calories, 13 g fat, 3.5 g saturated fat, 0 g trans fat, 60 mg cholesterol, 1710 mg sodium, 126 g carbohydrate, 13 g fiber, 7 g sugar, 29 g protein. Daily values: 10% vitamin A, 40% vitamin C, 25% calcium, 30% iron.



Louisiana Hot Sauce 12 oz. \$1.99



Hidden Valley Topping and Dip  
12 oz. \$2.68



Progresso Panko Bread Crumbs  
8 oz. \$2.48



Hy-Vee Vegetable Oil  
24 fl. oz. \$1.99



Patak's Chutney: select varieties  
12 oz. \$3.99



Hy-Vee Healthmarket Organic Eggs  
12 ct. \$3.28



Roland Quinoa: roasted black bean or garlic 5.46 oz. \$2.48

# QUINOA-VEGGIE BURGERS





THYME-PEACH SALSA



HOISIN BARBEQUE SAUCE



AVOCADO-GREEN CHILE SAUCE



ROASTED GARLIC MUSTARD




APPLE FENNEL MUSTARD




ROASTED PEPPER KETCHUP



TAPENADE AIOLI



PINEAPPLE & PEPPER SALSA



CAJUN GRILLED ONIONS

# SAUCY

gettin'

Add a blast of flavor to your burgers with some of the ziestiest sauces and tastiest toppings around. Each condiment offers a distinctly different flavor.

**THYME-PEACH SALSA** Blend 2 peeled, pitted and chopped ripe peaches, 1 tbsp. Hy-Vee lemon juice, 1 tbsp. Hy-Vee honey and ¼ tsp. cracked Hy-Vee black pepper until smooth. Peel, pit and finely chop 1 medium peach; stir into sauce. Stir in 1 tbsp. snipped fresh thyme.

**ROASTED GARLIC MUSTARD** Remove outer skin from 2 whole heads of garlic. Drizzle with Grand Selections olive oil and roast, covered, in a 350°F oven for 1 hour. Cool. Pull off cloves and gently squeeze the paste into a bowl. Add any roasting oil and ¼ cup Hy-Vee spicy-brown mustard.

**TAPENADE AIOLI** Combine ½ cup Hy-Vee mayonnaise and 2 garlic cloves, minced. Whisk in 1 tsp. water and ½ tsp. Hy-Vee lemon juice. Slowly whisk in ¼ cup Grand Selections olive oil. Stir in ½ cup Hy-Vee diced pitted ripe olives. Refrigerate any leftovers.

**HOISIN BARBECUE SAUCE** Combine ½ cup hoisin sauce, ½ cup Hy-Vee ketchup, ½ cup rice wine vinegar, 2 tsps. hot sauce, 1 tsp. grated fresh ginger and 1 tsp. five-spice powder. Store in refrigerator.

**APPLE FENNEL MUSTARD** Combine ½ cup Hy-Vee mayonnaise, ¼ cup Hy-Vee sour cream, ¼ cup Hy-Vee Dijon mustard, 2 tsps. chopped fresh fennel and ½ cup finely chopped apple in a small bowl. Refrigerate any leftovers.

**PINEAPPLE & PEPPER SALSA** Combine 1 cup diced fresh pineapple, ¼ cup chopped red bell pepper, ¼ cup chopped red onion, 1 tbsp. chopped cilantro, 1 fresh Serrano chile pepper, seeded and chopped, 1 tsp. grated lime peel, and ¼ tsp. Hy-Vee ground black pepper. Serve immediately or cover and refrigerate until serving.

**AVOCADO-GREEN CHILE SAUCE** Peel, seed, and chop 1 avocado. In a blender puree half of avocado and ½ cup Hy-Vee sour cream until smooth; transfer to bowl. Stir in remaining avocado, 2 tsps. chopped poblano pepper, 3 tsps. lime juice, 2 tsps. chopped cilantro and ½ tsp. Hy-Vee garlic salt.

**ROASTED PEPPER KETCHUP** Combine ½ cup Hy-Vee ketchup, ¼ cup chopped Hy-Vee roasted red bell peppers, 2 tsps. Hy-Vee packed brown sugar, 1 tsp. Hy-Vee cider vinegar and a dash of hot pepper sauce. Store in refrigerator.

**CAJUN GRILLED ONIONS** Slice 1 large Vidalia onion into ½-inch-thick slices and brush with a mixture of 1 tbsp. Grand Selection olive oil, 2 tsps. Cajun seasoning and a dash of hot pepper sauce. Grill over medium heat about 12 minutes or until browned, turning once.

For complete recipes and nutrition information, go to [www.Hy-Vee.com/seasons](http://www.Hy-Vee.com/seasons)



## SALMON BURGERS WITH RED ONIONS AND DILL SAUCE

Pickled red onions punch up the flavor of these healthful burgers. Store any extra onions in the fridge for up to a week to use on deli sandwiches or in salads.

Serves 4.

½ cup Hy-Vee light sour cream  
1 Hy-Vee kosher baby dill pickle, finely chopped  
1 tablespoon chopped fresh dill  
1 teaspoon Hy-Vee lemon juice  
½ medium red onion, thinly sliced  
½ cup lime juice  
Pinch kosher salt  
1 pound skinless boneless salmon fillets  
1 Hy-Vee large egg, lightly beaten  
¾ cup Hy-Vee panko bread crumbs  
¼ cup thinly sliced green onions  
1 clove garlic, minced  
1 tablespoon Hy-Vee light soy sauce  
1 teaspoon Grand Selections balsamic vinegar  
½ teaspoon freshly ground Hy-Vee black pepper  
¼ teaspoon kosher salt  
1 tablespoon Grand Selections olive oil  
8 (½-inch-thick) crosswise-cut slices Hy-Vee Baking Stone French bread  
Baby arugula leaves  
8 slices Hy-Vee bacon, cooked and drained

Combine sour cream, chopped pickles, chopped dill and lemon juice in a small bowl. Cover and refrigerate for at least 1 hour. Toss together onions and lime juice in a shallow bowl. Sprinkle with a pinch of kosher salt. Let stand at room temperature for about an hour.

Meanwhile, cut salmon into 1-inch chunks. Place in a food processor fitted with a metal blade. Pulse just until coarsely ground (do not over-process); set aside.

In a large bowl, combine egg, panko, green onions, garlic, soy sauce, balsamic vinegar, pepper and kosher salt. Stir in salmon. With damp hands, shape into four ¾-inch-thick patties. Cover and refrigerate for at least 30 minutes and up to 8 hours. Brush patties with olive oil.

For a charcoal grill, place patties on a greased rack of an uncovered grill directly over medium coals for 8 minutes or until internal temperature reaches 160°F, turning once halfway through grilling. Toast bread slices on the grill. (For a gas grill, preheat grill. Reduce heat to medium. Place patties, then bread slices, on grill rack over heat. Cover; grill as directed.)

To serve, line each bottom slice of bread with arugula and 2 slices bacon. Add the grilled burgers and top with dill sauce and remaining slices of grilled bread.

Nutrition facts per serving: 590 calories, 31 g fat, 10 g saturated fat, 0 g trans fat, 135 mg cholesterol, 1030 mg sodium, 42 g carbohydrate, 2 g fiber, 5 g sugar, 36 g protein. Daily values: 10% vitamin A, 10% vitamin C, 15% calcium, 15% iron.



## SALMON BURGERS *with* RED ONIONS *and* DILL SAUCE



Kick off your flip-flops, open the patio doors and soak up some summer rays. It's time to live the good life. Cool off with a few punchy cocktails, making them fruity, fun and bright—and wonderfully refreshing. You might even invite a few friends. A Hy-Vee wine-and-spirits expert shares the latest trends in summer drinks.

TEXT LOIS WHITE PHOTOGRAPHY ADAM ALBRIGHT

# Summer Sips





## peach sangria

Chill in the sun the way they do in Spain. Take along a big glass of fruit-filled wine punch. It's a festive blend of peaches, oranges and white wine.

Serves 8 (1 cup each).

**1 (750 ml.) bottle dry white wine, such as pinot grigio, chilled**  
**½ cup peach schnapps • ¼ cup Hy-Vee granulated sugar**  
**1 orange, cut into wedges • 1 peach, pitted and cut into wedges**  
**1 mango, pitted and cut into wedges**  
**2 cups Hy-Vee ginger ale, chilled**

Combine wine, schnapps and sugar in a large pitcher. Gently stir in orange, peach and mango wedges. Chill for at least one hour. Stir in ginger ale just before serving.

Nutrition facts per serving: 200 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 0 mg sodium, 27 g carbohydrate, 1 g fiber, 23 g sugar, 1 g protein. Daily values: 10% vitamin A, 45% vitamin C, 2% calcium, 2% iron.

## cherry breeze

Lazy days are made for a tropical concoction like this. The taste is equal parts rum and pineapple, with a splash of cherry.

Serves 1.

**12 oz. crushed ice • ¼ cup melon rum**  
**¼ cup Hy-Vee pineapple juice • Splash of Hy-Vee cherry juice**  
**Hy-Vee maraschino cherry, optional**

Fill a shaker with ice. Pour rum and pineapple juice over ice. Pour mixture into a glass and add a splash of cherry juice. Garnish with a cherry, if desired.

Nutrition facts per serving: 170 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 15 mg sodium, 11 g carbohydrates, 0 g fiber, 10 g sugar, 0 g protein. Daily values: 0% vitamin A, 35% vitamin C, 2% calcium, 2% iron.









## *raspberry mojito*

Raspberry gives this Cuban rum drink a sweet twist.

Serves 1.

**5 mint leaves • ¼ lime, cut into wedges**  
**2 tbsp. Hy-Vee sugar • ½ cup Hy-Vee club soda**  
**1 cup ice cubes • 1½ oz. light rum**  
**2 splashes raspberry Chambord**  
**Additional mint leaves, optional**  
**Fresh raspberries, optional**

Crush mint and lime wedges. Add sugar and continue to crush, releasing mint oils. Remove lime rind and pour into glass with club soda, ice and rum; top with Chambord. Stir to taste. Garnish with additional mint leaves and fresh raspberries, if desired.

Nutrition facts per serving: 250 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 5 mg sodium, 27 g carbohydrates, 1 g fiber, 25 g sugar, 0 g protein. Daily values: 0% vitamin A, 8% vitamin C, 0% calcium, 0% iron.

## *summer beer*

Mix your own lemony summer beer. Flavor it with lemonade and a big splash of citrus-infused vodka.

Serves 5 (1½ cups each).

**2 (12 oz.) bottles wheat beer, chilled**  
**4 cups Hy-Vee lemonade, chilled**  
**½ cup citrus vodka**  
**Lemon and lime slices, optional**

Mix beer, lemonade and vodka in a large pitcher. Serve garnished with lemon and lime slices, if desired. Ice can also be added in hot weather.

Nutrition facts per serving: 190 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 15 mg sodium, 25g carbohydrate, 0 g fiber, 20 g sugar, 1 g protein. Daily values: 0% vitamin A, 15% vitamin C, 0% calcium, 2% iron.

## THE LATEST IN SUMMER REFRESHERS

Whatever you're in the mood for during summer get-togethers, there's a delicious range of choices. Jay Wilson, assistant vice president of the Wine and Spirits Department at Hy-Vee, shares some of the current drink trends. Be sure you and your guests drink responsibly.

### COOL WITH A CUCUMBER

There's a growing thirst for a refreshing new twist: Adding cucumber slices to gin and tonic, martinis, margaritas and most drinks made with vodka. Whether you stir, shake or blend your drink, simply slipping in cucumber tweaks the taste in a pleasant way. For more flavor depth, season your drink with such fresh herbs as basil, thyme or dill.


### FRUITY BEERS

Brewers worldwide are adding fruity undertones to their summer beers. Look for watermelon-, apricot- and raspberry-flavored ales, cherry-flavored wheat beers and strawberry-flavored lagers. Shandies, a combination of beer and lemon or lime, hits the spot, too. Fruity beers aren't necessarily sweet. Many are tart in character or balanced between sweet and tart.

### CRISP WINES AND SUNNY SPARKLERS

Some of the lighter white wines dazzle with the aroma of tropical fruits, the tang of citrus or even the flavors of green apple or ripe melon. With their dry, crisp qualities, rosés are a refreshing summer favorite. Hosts this summer may also be serving champagne and other sparkling wines.





It's easy to make a passable tortilla. But food lovers who set the bar higher know that a flour tortilla needs to be light, offer a subtly doughy taste and have a slightly chewy texture that's neither too soft nor too tough. Where can you find such a treasure for your next burrito? Try tortillas from the Tortilleria Sonora.

TEXT STEVE COOPER PHOTOGRAPHY TOBIN BENNETT

# tortillas

## fabulosa





# Tortilleria SONORA

des moines, ia. 515-309-1971

1 5 1 6



Over the decades, Americans have flirted with one type of food or another as our national favorite. For a time, Italian cuisine ruled, then some would say that Chinese was ascendant. There are even a few who would make a case for French, but escargot was a deal breaker. Finally, we have settled. Latin American food can be declared the winner.

The burrito reigns. Pile on the meat, beans, lettuce, olives, onions, jalapeños, cilantro, shredded cheese, guacamole, hot sauce or whatever else you desire. Or pare down to a light breakfast by limiting ingredients to eggs, beans and a snappy splash of salsa.

All this starts with fresh tortillas, lovingly made with authenticity and skill. Give your meals a genuine taste of Mexico by using tortillas from the Tortilleria Sonora. The company's flour and whole-wheat tortillas are offered in about 50 Hy-Vee stores.

## FROM HUMBLE BEGINNINGS

Tortilla company owners Oswaldo and Esther Barcelo learned to make this delicious flatbread in their native Sonora, Mexico. While living in Texas in 1993, Esther began making them from her mother's recipe and selling to area stores. Betty Garcia, the Barcelo's daughter, recalls that while she was still in elementary school there was an almost daily argument among the four Barcelo children over who would spend part of the afternoon flipping tortillas on the griddle for their mother.

"No one wanted to do it because it was so hot. This was Texas and we couldn't have the air conditioning on all the time. So we all shared the pain of turning the tortillas," she says.

Instead of furniture, the family's living room was full of prep tables, cooking appliances and utensils. This was where the Barcelo children learned the value of hard work, Betty says.



## FRESH FROM THE FACTORY

In the late 1990s, the family moved to Iowa and soon had a small storefront location, where they launched Tortilleria Sonora. The business grew on sales to a few local restaurants and grocery stores. Meanwhile, Betty was earning a business degree at William Penn University, which would help her grow her family's company.

Within a few years of becoming business manager at the tortilleria, Betty was building the client list.

"You could say I am the chief financial officer of the company. That's what I do," says Betty, whose given name is Beatriz. "But how many CFOs do billing, work on the line, clean the bathroom and deliver tortillas when a restaurant is running low? That's small business. You know what I mean?"

Well, not so small any more. The company is up to six employees, plus Oswaldo, Esther and Betty. A couple of years ago, they moved into a new steel building equipped with a 50-foot-long tortilla production line. Tortillas begin at a dough-making unit, then move to a conveyer line where they are stamped flat, baked, cooled and readied for shipment. Up to 25,000 tortillas are boxed and delivered on the company's busiest days.

"We don't have room to store stock in this building. That's intentional," Betty says. "We want our tortillas to get to the consumer quickly, so the product is always fresh."

## TASTE THE DIFFERENCE

Freshness makes all the difference, along with a family recipe, high-quality ingredients and a lifetime of experience.

"A tortilla from us is not overly chewy, like that of some of our competition. Ours is thinner and fresher. It won't ever be too thick or taste like cardboard," Betty says. "We try to keep the taste as authentic to the flavor of true Mexican tortillas as possible."

The Barcelos do make a concession to the market demand for healthful products. Tortilleria Sonora products are made with vegetable oil instead of the traditional lard. These tortillas also contain some preservatives to extend shelf life.

At present, the family does not make corn tortillas. The family is originally from a city called Obregon, in the heart of Mexico's wheat-growing region.

"It's true that the majority of farmers in Mexico grow corn, so corn tortillas are common. But we have always made ours with wheat flour. We know people like them because they tell us."

Sales have been climbing ever since the company began. As Betty says, "Turns out people really like tortillas."

## LIVING THEIR DREAM

The company's success says a lot about Oswaldo and Esther.

"They came to this country to make a dream happen," Betty says. "They believed their hard work would pay off—and it has."

Before they started their tortilla business, Oswaldo had been laboring in a meat-packing plant and Esther was cleaning houses.

"Nothing was handed to them," says Betty. "Like many immigrants to this country, they know what it is to start at the bottom. Now that the company is stronger, I would like to see the day when they can enjoy themselves for a change. My father has always been fanatic about the rodeo, and he has long had the dream to own a horse. I hope he can in the not-too-distant future."

"But their dream was never about having money and luxury. Dad just wanted to make enough so he could afford to return to Mexico and visit his parents now and then. That has happened. And mom? She gets excited if she sees there's a sale on at a department store. So they are happy. They have lived honest lives of hard work, ethics and values, and they have earned their success."





## TORTILLAS BY THE THOUSANDS

Mass-producing tortillas is best left to the professionals at Tortilleria Sonora. Here's how they do it.

It starts with workers whipping up batches of dough in a commercial mixer. About 100 pounds of dough at a time then go into a ball-making machine. This device rapidly pushes out 2½-inch balls, which are smoothed as they roll around a track within a bowl.

After swirling in the bowl for a moment, dough balls roll onto a pan where a worker sprinkles each with flour. Another worker removes the dough balls to cookie trays, where they rest for about 15 minutes, *below right*.


After their rest, the dough balls are moved onto a conveyor belt that runs about 50 feet across the back of the company's small factory building. As they travel along, two side-by-side dough balls at a time are automatically stamped into the familiar round, flat tortilla shape.

The tortillas then pass through an oven, where they cook in about 4 seconds. They soon emerge and glide onto a ventilated conveyor belt, *below left*. As the belt follows a winding path for a few minutes, the tortillas fully cool.

Once finished, the tortillas are bagged by the dozen. They are boxed by workers and ready for delivery, *left*.







**“My parents are such hard-working people. My mom has only a third-grade education and my dad only finished eighth grade. Yet we’re here in the U.S. with a business of our own. This is the dream—our dream.”**

**—BETTY GARCIA, SHOWN HERE WITH HER PARENTS, OSWALDO AND ESTHER BARCELO,  
OWNERS OF TORTILLERIA SONORA**





## TASTY TORTILLAS

As a tortilla expert, Betty Garcia of Tortilleria Sonora has some tasty ideas about eating her products.

“My burrito has beans, regardless of morning or evening,” she says. “I start with onions and jalapeños in a bit of olive oil and butter, and I sauté them until the onions are clear. Then I add mushrooms and bacon and let everything incorporate together for a few minutes. Finally, I add eggs to the mixture and leave that on the stove until it is cooked. Then I add beans and cheese and serve it on a warm tortilla. Yum!”

Here a few other ideas for snacking or meals.

- 1. Cream Cheese Tortilla.** For a quick breakfast, spread cream cheese on a warm tortilla. The best way to heat tortillas is in a skillet, flipping them several times. Microwaving toughens them.
- 2. Torts for Tots.** A tortilla coated with a favorite peanut butter is a treat kids love. Add slices of pears or bananas for fruity sweetness.
- 3. Fish Tortillas.** Fill a warm tortilla with shredded cabbage, cooked fish, avocado and mango salsa. Top with vinegar.
- 4. Buffalo Tortillas.** Fill a tortilla with shredded rotisserie chicken, buffalo hot sauce and blue cheese dressing. Sear in a skillet to golden brown.
- 5. Beijing/Mexico Wrap.** When you have leftovers from a Chinese dinner, roll them into a warm tortilla for a quick lunch. This is particularly tasty with sweet-and-sour dishes.
- 6. Shrimp Roll.** Fill a tortilla with lettuce, Caesar dressing, tomato and a generous amount of precooked, shelled shrimp. Roll and eat.
- 7. Sweet Tortilla.** Lightly butter a tortilla and cover with cinnamon and sugar. Heat and serve warm.
- 8. Hawaiian Tortilla.** Fill generously with pineapple salsa, roll up and enjoy. Can be made with any chunky fruit salsa for a snack.
- 9. California Tortilla.** Fill a tortilla with avocado slices, chunky salsa, sprouts, mozzarella cheese and sprinkle with lemon juice.
- 10. Spicy Quesadillas.** Heat tortilla in skillet, then leaving in skillet, cover with shredded jalapeño cheese, fold in half and serve after the cheese melts.









# Swim-Bike-Run

*The Hy-Vee 5150 U.S. Championships is the talk of the triathlon world.  
Find out why thousands of fans will pack downtown Des Moines for the Labor Day weekend event.*

TEXT DAVE MAPLE PHOTOGRAPHY TOBIN BENNETT, BRITTANY ROGGE AND DENNIS RYAN

On September 2, the world will be watching the best professional and amateur triathletes as they compete for more than \$1.1 million in cash and prizes at the Hy-Vee 5150 U.S. Championships in Des Moines. The city will be watching, too, as downtown and its surroundings fill with spectators jockeying for views of the swimming, biking and running competition.

More than 2,000 athletes from about 30 countries and 49 states are expected for the journey to the finish line. The name of the event—5150—was suggested by the total combined distance for the race, 51.5 kilometers: a 1.5K swim, a 40K bike ride and a 10K run. That's the same triathlon distance as the Olympic Games.

Sixty of the world's finest professional triathletes—30 men and 30 women—will vie for the Hy-Vee Elite Cup. The pros race in the heart of the city and must complete the race solo—swimming, biking and running. Amateurs, the vast majority of competitors, may compete solo or on teams. They'll swim at nearby Gray's Lake and follow a biking and running course west of the Capitol.

"This triathlon brings together the best triathletes in the world, offering the best competition in the world at the best triathlon in the world," Greg Bennett, 2011 Hy-Vee Elite Cup Champion.


Greg knows what he's talking about. He's won the triathlon World Cup six times, has ranked among the sport's top competitors for a decade and has competed for his native Australia in the Olympics Games.

International attention on the Iowa competition is no accident. In 2005, Hy-Vee CEO and Chairman Ric Jurgens established the Des Moines event with the goal of making it the most important triathlon in the world. "We want it to be as big to this sport as the Masters Tournament is to professional golf," Ric said then.

In 2012, the Hy-Vee Triathlon has become the single most important annual triathlon in the world. Why? First is that \$1 million-plus purse for professionals and amateurs. That's tops in the world for triathlons.

In the professional ranks, the bigger the payouts, the deeper





the field. Winners will take home prize money, and athletes can win more for leading portions of the race. Even the last place finisher is promised a \$3,000 payday from the race, which is unprecedented in triathlon.

"Athletes around the world are talking about this race because of the purse," says Bill Burke, race director. "I've sat with these men and women around a table and this 5150 is what they talk about."

Athletes also journey to Des Moines because they have heard they will be given a hearty Midwestern welcome.

"Most professional athletes have never been to Des Moines," Bill says. "It really matters to them that Hy-Vee makes sure they are picked up at the airport and that they have hotel rooms. Other places don't do that for them. They are shown a courtesy here that helps them relax and focus. It makes them feel at home and special. Everyone goes away feeling like an Olympic champion."

To catch a glimpse of swimmers in the day's first professional event, throngs of spectators will jockey for viewing space along the Des Moines River. They'll watch from bridges and pack the Simon Estes Riverfront Amphitheater. With trumpets blaring and flags of the athletes' home countries flying, men and women will dive fearlessly into the river and race against the current toward the prize.

Alex Economy, a Hy-Vee dietitian and triathlete from Minnesota who competes with other amateurs prior to the professional contest, enjoys staying in downtown Des Moines after finishing her morning race. It's her chance to watch the world's best triathletes.

"That was one of the coolest things—that river was pretty wild," she said of last year's race. "I thought it was awesome!"



## ALEXANDRIA ECONOMY, SWIMMER

**Hometown:** Winona, Minnesota

**Years Participating in Hy-Vee triathlon:** 2

Last year, Hy-Vee dietitian Alex Economy competed as part of a triathlon team; two teams, actually. Alex is a swimmer and rules permit one person to be on two teams.

“Last year I was on a team of dietitians with two women from an Omaha Hy-Vee and a coed team with some guys from a Waterloo store,” Alex says. “This year I’ll be on the same dietitian team, plus I’m doing the entire event solo.”

To train, Alex does some form of exercise five days per week. She runs twice during the week, takes at least one swim and then does her longer rides on the weekends. She started swimming in college when a broken foot forced her into the pool to stay in shape. She now finds pleasure in the variety that triathlon offers.

“I like to have a goal in mind,” she says. “I find that when I do, it’s pretty easy to get in good shape. Triathlon is a fun way to have a healthier lifestyle.”

As a dietitian, Alex knows that having the proper fuel is important.

“I eat every two or three hours during the day, with a lot of planned snacks and meals,” she says. “I like something with carbs and protein, like a peanut butter and jelly sandwich or some Greek yogurt with fruit—and lots of water!”

To prepare for race day, Alex works to get as much sleep as possible so her body is well-rested and ready for a full day of competition.

“My goal is to finish and feel good,” says Alex, “I want to go out there and be the best I can and have fun. I love swimming at Gray’s Lake. It is perfect—no weeds, a great temperature. The scenery is beautiful; I love swimming along that bridge.”





### CARRIE SPENCER, CYCLIST

Hometown: Bedford, Iowa

Years Participating in Hy-Vee triathlon: 3

Carrie Spencer has a race-day routine. The alarm goes off at 4 a.m. First thing, she goes through her checklist: Number on the race-belt and helmet? Check. Inhaler and ibuprofen? Check. She's off after a light breakfast of a bagel with peanut butter, a couple of hard boiled eggs and water. Lots and lots of water.

On arrival at the Gray's Lake race venue, it's time to check bike tires for proper tire pressure, fill water bottles and make sure everything she'll need for the race is laid out. This makes transitions fast and easy from swimming to biking to running.

Carrie is ready to race. Of course, her preparations began months in advance. A Hy-Vee produce manager in Bedford, Iowa, she is participating in her third Hy-Vee triathlon this year. During her first race, she was the cyclist on a relay team. Her second, she did the event on her own.

"It was hard! I've done some sprint triathlons, but Hy-Vee was my first Olympic-distance event," says Carrie. "I'm not a runner, so the 10K run was very hard for me."

To compete in this year's triathlon, Carrie has been training throughout the past year.

"I wake up at 4 a.m. every day so I can train before work," says Carrie. "I run a couple of times a week, swim a couple times per week and ride my bike to work as much as I can. I try to ride at least 20 or 30 miles at least twice per week. I'm on my bike whenever the weather permits."

Her next goal is not just for her, but for her friends.

"I'd really like to get more people from Bedford to sign up for the race. I'm hoping to get a team from our store together," Carrie says.





## LINDSAY KNOOP, RUNNER

**Hometown:** Granger, Iowa

**Years Participating in Hy-Vee triathlon:** 3

Lindsay Knoop finds joy in the run. Having been on relay teams in 2007 and 2008, the central Iowa resident decided to try a different type of team this year.

She registered at [www.trimatchup.com](http://www.trimatchup.com), a website that helps connect athletes—whether a Hy-Vee employee or not—who wish to be on relay teams. Once registered, athletes can search for prospective teammates from across the country who match their own style and goals. When this was written, Lindsay was still building the team.

“TriMatchUp is pretty cool,” she says. “You get to pick your level of ability and match up with people that have similar goals and similar ability.”

An accountant at the Hy-Vee Corporate office in West Des Moines, Lindsay has a healthy outlook about landing on a team of people she doesn’t know.

“My idea of competitive may be different than what others think of competitive,” she says, “so I will just go out and run my best and cheer my teammates on. I plan to get to the beach early to cheer our swimmer on; I like to give them support. I really like the team thing—you get to hang out while you wait for your cyclist and chat with the other relay runners. You develop a sense of camaraderie. It’s fun to cheer them on, but I’m sizing them up, too!”

Lindsay enjoys meeting people from different states. “Who knows, they may invite me to do an event in their town,” she exclaims.

To prepare for her race, Lindsay tries to eat well, focusing on fruits and protein in the morning and evening, with lots of healthy snacks during the day.

“If I eat a big lunch, I find it’s hard to run after work,” says Lindsay. “I try to get some protein early, then eat lots of fruit during the day. On race day, I eat the same breakfast that I do every day. I like to wake up three hours before my event and have cereal and fruit. Then I’ll have an energy bar 30 minutes before I race. That seems to work best for me, so I stick with it.”

Wanting to hit the race feeling ready, Lindsay will lay off training for the two days prior to the event.

“I want to be completely fresh,” she says. “I might walk the dog, but nothing strenuous. I will do some easy yoga the day before my race, to stay loose. I try not to be out in the sun. I don’t want to do anything that drains me.”





## THE WELL-INFORMED SPECTATOR

If you are among the thousands of spectators caught up in the excitement of the Hy-Vee 5150 U.S. Championships on race day, get the most out of the event. All triathlon events are free and there are plenty of vantage points where you can catch the action. Here are some pointers.

**Race starts.** The amateur race starts at 6 a.m., with competitors launching themselves into the waters of Gray's Lake every few minutes. Professional races begin at 1 p.m., with swimmers traversing a course on the Des Moines River between the bridges at Grand Avenue and Court Avenue.

**Best spots.** Some of the best views for spectators come at the start of the swimming events and as competitors transition from swimming to biking and from biking to running. Changeovers for professionals will take place on the Locust Street Bridge; amateurs transition at Gray's Lake. Another good view will be at the grandstand on Finkbine Drive near the state Capitol building, where there will be a finish line for professionals.

**Amateurs in the race.** If you are following the amateurs, you will see that those racing in age groups have a number marked on the back of a leg. That is their age. This year, those in the 5150 U.S. Championship Age Group will be competing for more than \$120,000 in cash and prizes, including two new Mini Cooper cars.

**Safety first.** For the safety of the athletes and spectators, key areas along the biking and running courses will be lined with barricades. Barriers are necessary to keep roadways clear for competitors.

**Necessities.** Food, water and restrooms will be available in several areas in the East Village, between the Iowa State Capitol grounds and the Des Moines River.

**Parking.** In the days prior to the event, get the latest parking information at [www.hy-veetriathlon.com](http://www.hy-veetriathlon.com). Click on the "spectators" tab. Also check your local Hy-Vee for a spectator guide, available about two weeks before the competition.


## raceday tips

Catch the **professional swim action** as men and women challenge the current of the Des Moines River near the Simon Estes Riverfront Amphitheater.

After swimming, pro athletes will run up to the Locust Street Bridge, **jump on bikes** and take off on a downtown course.

**Amateur competitors** will make their transition to bikes inside Gray's Lake Park. At that same spot, they will also transition from bikes to running.





### A TRIATHLON FOR KIDS

Young athletes will challenge the best of their peers this summer, as cities across the Midwest host events in the Hy-Vee IronKids Triathlon Series. The competitions are open to kids ages 6 to 15 years. Qualifying races begin May 19 in Kansas City and will be held in different cities each weekend through September 1. The series wraps with the national championship in Des Moines, Iowa.

The goal of IronKids triathlon is “to inspire and motivate youth through the sport to lead an active, positive and healthy lifestyle.”

Competitors will swim, bike and run in three age groups—Juniors, ages 6 to 8 years; Intermediates, ages 9 to 11 years; and Seniors, ages 12 to 15 years. Distances range from a 50-yard swim, 2-mile bike ride and 500-yard run for Juniors to a 300-yard swim, 8-mile bike ride and 2-mile run for Seniors.

Kids don’t need exhaustive training to enter. They can get in shape by playing games, such as tag, flying disk or ball sports. These are good workouts or warm-ups for kids, says Kevin MacKinnon, athlete, coach and author of *A Healthy Guide to Sport: IronKids* (Meyer & Meyer, 2005). Strength training isn’t necessary for kids. “Those under the age of 12 shouldn’t be doing any weight training,” he says. Active games and team sports are enough. These help teach cooperation, while working several muscle groups.

Registration for the Hy-Vee IronKids series is \$35. Every participant will receive an IronKids T-shirt, a goodie bag and a finisher’s medal. Contestants can also take pride in calling themselves IronKids after the races. For more information, go to [www.ironkids.com](http://www.ironkids.com).





# sunflowers

Invite summer inside by decorating with gorgeous bouquets of living sunshine. Bright and cheery sunflowers are a glorious choice for tabletop displays, get well arrangements and special-event florals for weddings and parties.

More than a pretty face, the sunflower is a composite flower typically made up of a ring of ray flowers surrounding clustered florets or disc flowers. The flowers as a whole are appreciated for their jovial appearance while the disc portion can be harvested for seeds and oil. The stalks and other parts can be used for paper making, fuel and animal feed. Flowers can range in size from smaller than a penny to larger than a human head. Petal colors range from lemon, burgundy, tangerine, mahogany, peach and purple. They come in 2 to 4 foot blooms with yellow blossoms and fat, edible seeds, or 3 to 4 foot perennial types with smaller heads and clusters of blooms.

The favorite fresh cut sunflowers are sunny yellow with a deep chocolate center such as the Ikarus and Tohokujhae varieties now available at your local Hy-Vee floral department. These beauties bring drama to bouquets. Use them alone or with other flowers.

Floral arrangements always get a lift in presence and personality with the inclusion of sunflowers. For a casual look, surround them with snapdragons, Queen Anne's lace, hydrangea, viburnum and larkspur. To dress them up add roses and hypericum berries.

Containers to hold sunflowers need to be large scale such as a seeded glass vase, or an oversized watering pitcher. Find new vessels from your Hy-Vee florist or use a recycled container like a galvanized pail or canning jar.

Everything you need to grow bold, beautiful sunflowers is available at your local Hy-Vee Garden Center.

*Playful, bold and radiant, sunflowers provide an inviting backdrop for warm days as they pepper country landscapes with bright golds and yellows.*

*Sunflowers are summer's icon of beauty.*

TEXT JULIE MARTENS PHOTOGRAPHY TOBIN BENNETT





Bursting from a soft display of statice and solidaster, these vibrant golden Tohokujhae sunflowers brighten any room with their beauty, especially when complemented by the subtle gathering of soft green viburnum. Keep both arrangements in indirect sunlight and attain a fun casual atmosphere by grouping them in galvanized watering pitchers, available at your local Hy-Vee floral department.





A hand-tied bouquet is an easy way to look like a professional with little practice. Pick out some complementary flowers, like these sweetheart roses, snapdragons and Ikarus sunflowers nestled in Queen Anne's lace, or the lively pairing of sunflowers and hypericum berries. Arrange by removing the greenery, placing the stem of a flower in the crook of your hand and adding varying flowers to evenly fill in spaces, turning the bouquet as necessary. Once the right look is achieved, carefully wrap the stems in fabric or twine and pin in place for a touch of country elegance.







See how easy it is to make this sunflower arrangement for your home. View video at [www.hy-vee.com/resources/videos](http://www.hy-vee.com/resources/videos)

This airy billowing array of jumbo hydrangeas and Queen Anne's lace provides a whimsical backdrop for the bold pops of Ikarus sunflowers. Sunflower blooms typically last for 5 to 12 days. Keep them looking their best by removing any foliage that may be submerged, snipping stems at an angle and arranging them in a tall vase. The seeded glass vase shown here is available at Hy-Vee floral departments. Fill vase with vitamin-enriched water and replace the water every few days to prolong life of the flowers. Display away from direct sun.





# backyard scientist

Wow your kids with wild and wacky backyard science experiments. Safe and a boatload of fun, these simple activities bring basic science to life. Who knows? They may just provide the spark that inspires your budding chemist or engineer.

TEXT COURTENAY WOLF PHOTOGRAPHY ADAM ALBRIGHT





make your own  
monster bubbles!  
learn how,  
page 62.

Prevent brain drain this summer by fostering curiosity in your kids with backyard science experiments. When children get a chance to mix up potions, mess around with measuring and play chemist, they're sure to have fun while learning.

You'll mostly need ingredients from around your house—dish soap, glue, table salt, charcoal briquettes and other common items. But don't be fooled. Whether making giant bubbles or growing colorful crystals, kids are testing and observing just like real scientists—and having a great time doing it. With just a little input from you, their understanding of how the world works will expand.

Hands-on science is what the pros call it, and they agree it's the best way to jumpstart learning. Kids are eager to engage when given a chance to directly experience how mixing soap and corn syrup increases surface tension in bubbles—making them last longer—or how using a lemon and a couple of nails produces enough electricity to power a tiny light bulb. They'll never forget

the results. Suddenly, science isn't a theory they're reading about. It's something they're doing—and enjoying.

Whatever their ages, kids find experimentation fun. Little ones are delighted when encouraged to concoct puttylike GAK, create their own colors or make a batch of fun dough. Older children will imagine themselves real scientists as they compete to see who can create the largest or longest-lasting bubbles and hypothesize on how to improve their results. You may even find your own interest piqued as summer science becomes a family affair.

So transform your backyard into a laboratory, and let your young scientists experiment to their hearts' content. You may ignite a lifelong passion for science. We'll get you started with a bevy of projects—each including a brief explanation of the scientific principles involved.

For more great ideas check out [www.sciencekids.co.nz](http://www.sciencekids.co.nz) and [www.sciencebob.com](http://www.sciencebob.com). Get the whole family involved!





## crystal gardens

Crystals form some of nature's most useful items—from salt to diamonds to ice. The modern world of computers, radios and microwaves would be impossible without silicon crystal microchips.

### what you need:

- 6–7 charcoal briquettes
- 4–6 tablespoons of table salt
- 4–6 tablespoons of liquid laundry bluing
- 4–6 tablespoons of water
- 1 tablespoon ammonia (have an adult add the ammonia)
- Food coloring

### what you do:

Cluster charcoal briquettes in a glass bowl. Mix ingredients (except food coloring) in the order listed. Spoon mixture very slowly over charcoal. Mixture may not be completely dissolved. (Experiment to see what amount works best.) Sprinkle food coloring over coated briquettes. Different colors produce a variegated garden. Crystals should begin to form in about 20 minutes and continue growing for a day or two. This creation crumbles easily, so don't move it.

## monster bubbles

Surface tension is a force attracting water molecules together. Soap and corn syrup increase tension, so bubbles last longer. To illustrate, fill a glass with water and blow bubbles in it with a straw. They pop quickly. Stir in a little dishwashing liquid, blow and bubbles last.

### what you need:

- 11 cups of water
- 4 cups of Ajax dish soap (not antibacterial)
- 1 cup corn syrup

### what you do:

In a clean plastic container, combine ingredients and mix well. (Dirt and other contaminants ruin the solution.) For the wand, use a child's toy tennis racket with the netting cut out.\* Dip wand in solution and wave slowly. Works best on humid, cloudy days.

*\*For more wand ideas, search the Internet for "big bubble wands."*



## Fun Dough

Baking soda combines with water to create a chemical reaction that helps to inflate the dough, just as you inflate a balloon. Corn starch provides the bulk and has a binder that helps the ingredients hold together.

### what you need:

- 2 cups of baking soda
- 1½ cups of water
- 1 cup of corn starch
- Food coloring

### what you do:

Mix the baking soda, water and corn starch with a fork. Add the food coloring of your choice. If you like, split the batch in half and make two colors, or make several batches. Store colors separately in airtight containers.



Hy-Vee Heavy Duty Plasticware  
knives, forks, spoons  
48 ct. 3/\$3.00



Hefty Slider Value Pack Bags:  
select varieties  
12 to 40 ct. \$3.38



Argo Corn Starch 16 oz. \$1.48



# tie-dye t-shirts

Discover the concept of solubility and how it can be used in color mixing. Permanent ink is soluble in alcohol. Combine a few ink colors and alcohol, and the colors bleed together, resulting in new hues.

## what you need:

White T-shirts  
Plastic cups  
Rubber bands  
Sharpie colored permanent markers  
A dropper  
Rubbing alcohol  
A hair dryer  
Plastic grocery sacks  
White vinegar  
Water

## what you do:

Set up a workspace outside. Place a portion of T-shirt fabric over the open end of the plastic cup and secure with rubber band. Using marker pens, draw heavy dots or a bold design in the circle, leaving some areas white. Two to three colors works best. Using a dropper, soak the circle with rubbing alcohol, which will cause the colors to bleed together. Dry with a hair dryer. Repeat. Stuff shirt with a grocery sack to keep areas from bleeding into each other. To set colors, soak in a 50/50 solution of white vinegar and water.



check it out!



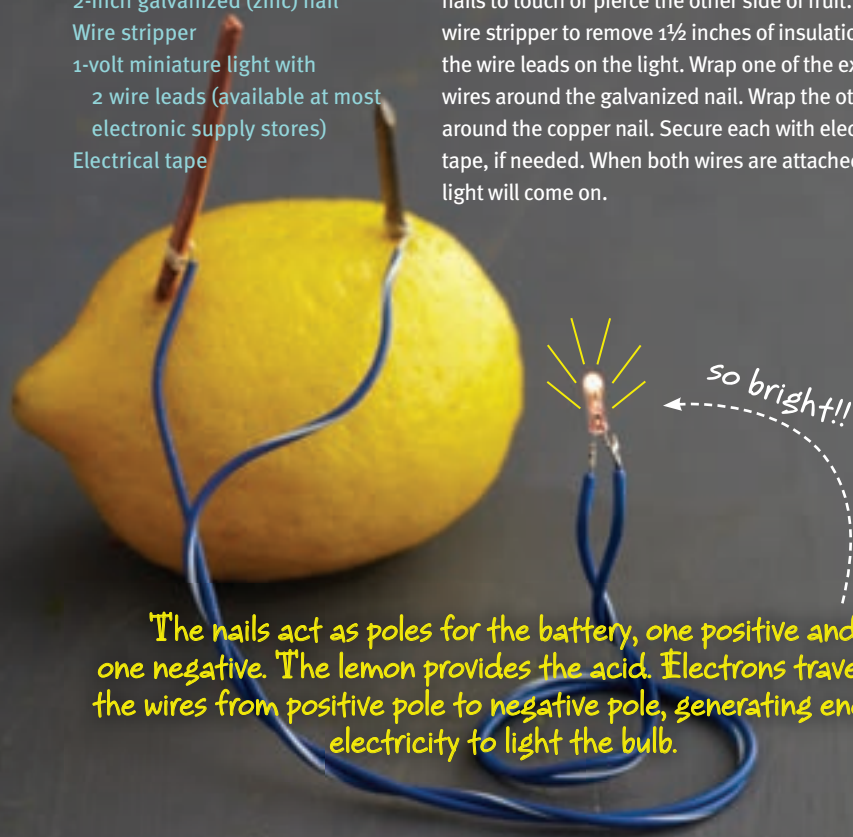
# fruit battery

## what you need:

1 large lemon  
1 empty egg carton  
2-inch copper nail  
2-inch galvanized (zinc) nail  
Wire stripper  
1-volt miniature light with 2 wire leads (available at most electronic supply stores)  
Electrical tape

## what you do:

Roll lemon on a countertop, allowing juice inside to flow. Place it in an egg carton. Push nails, about 2 inches apart, into center of lemon. Don't allow nails to touch or pierce the other side of fruit. Use wire stripper to remove 1½ inches of insulation from the wire leads on the light. Wrap one of the exposed wires around the galvanized nail. Wrap the other wire around the copper nail. Secure each with electrical tape, if needed. When both wires are attached, the light will come on.



The nails act as poles for the battery, one positive and one negative. The lemon provides the acid. Electrons travel via the wires from positive pole to negative pole, generating enough electricity to light the bulb.

ewwww...  
slime!

# GAK

Polymers are essential in making GAK, a plastic slime that kids love. Because of their molecular structure, polymers simulate some properties of glaciers. When molecules flow past each other, the polymer acts like a liquid. But when it starts to stick together, a polymer acts like a solid and can break or shear off.

## what you need:

1 cup Elmer's Glue  
Food coloring  
2 cups liquid starch

## what you do:

Pour glue and your choice of food coloring into a plastic container. Add starch a little at a time. Keep stirring until mixture holds together like putty. Test with your fingers. If too sticky, add more starch in small amounts until the mass is smooth and rubbery.



McCormick Food Color  
4 ct. 1 fl. oz. \$3.68





What's your  
flavor? From surprising  
fruity combinations to  
sophisticated cocktail pops, there's  
no better way to beat summer's heat  
than indulging in refreshing frozen  
ice-pop treats you can make in  
your refrigerator's freezer.

TEXT STACI SCHEURENBAND  
PHOTOGRAPHY TOBIN  
BENNETT



Let's face it, food is a lot more fun to eat when it's served on a stick, especially when it's a frozen ice pop. It's the quintessential treat of summer. Unfortunately, these warm-weather faves are often laden with artificial coloring and flavorings, plus plenty of sugar. So try unleashing your creative juices and invent your own versions of frozen pops. From kid-friendly diversions to grown-up concoctions, customize icy delights using the season's freshest produce blended with herbs, or go smooth and decadent with tangy Greek yogurt, rich puddings and creams. Mix and match. No matter how you freeze it, homemade pops are fun and refreshing, and they can provide healthy doses of vitamins, proteins and antioxidants in each deliciously juicy drip.

Pop recipes in the pages ahead include several kinds, including berries, pineapple, peach, orange, yogurt and root beer. Each bite is like taking a sweet mini-vacation.

If you want to push the boundaries and test the limits, try a pop made with lemonade and cucumber, pink grapefruit, yogurt whipped with peanut butter, vanilla yogurt puréed

# TIME

with kiwi and lime or a fudge pop made with a chocolate pudding mix (not instant). Yum!

Who can forget the days of filling ice cube trays with juice? Did you jab toothpicks through foil atop the tray so each treat could have a stick handle? Today, frozen pop molds are available in an amazing array of shapes. There are simple molds for cranking out traditional-looking pops. Other forms let you create twin pops, twist pops, bug-shaped pops and even *Star Wars* lightsaber pops.

For super-quick treats that are a breeze to make, there are also flash-freeze pop makers. Simply place these nifty little molds in the freezer for 24 hours. Then put the mold on a counter and pour in your favorite juice or purées. In about 8 minutes, you'll have a perfectly-formed frozen pop. Some of these makers can produce two or three batches of ices per freezing. The treats are great for refueling or rehydrating. With an endless combination of flavors for experimentation, you can keep kids and adults entertained through the warm months.





# TROPICAL BERRY

Makes 6 popsicles.

**1 cup Yoplait Smoothie**  
strawberry, mango,  
pineapple

**½ cup Hy-Vee pineapple**  
juice

**1 cup Yoplait Smoothie**  
triple berry

**½ cup V-8 Fusion**  
pomegranate blueberry  
juice

In blender, combine Yoplait Smoothie strawberry, mango, pineapple with pineapple juice until smooth. Pour into icy pop maker, filling  $\frac{1}{3}$  to  $\frac{1}{2}$  full; freeze.

Meanwhile, blend Yoplait Smoothie triple berry with pomegranate blueberry juice. Pour into icy pop maker up to the fill line and freeze.

*Nutrition facts per serving: 45 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 10 mg sodium, 9 g carbohydrates, 1 g fiber, 7 g sugar, 1 g protein. Daily values: 2% vitamin A, 25% vitamin C, 8% calcium, 0% iron.*





# POP GOES THE COCONUT

*Makes 8 popsicles.*

**$\frac{3}{4}$  cup sliced mangos**

**$\frac{1}{2}$  cup coconut milk**

**$\frac{1}{4}$  cup Hy-Vee pineapple juice**

**$\frac{1}{2}$  cup Hy-Vee orange juice**

**$\frac{1}{4}$  cup Hy-Vee undrained crushed pineapple**

**$1\frac{1}{2}$  tablespoon Hy-Vee honey**

Blend together all ingredients. Freeze in icy pop maker.

Nutrition facts per serving: 40 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 0 mg sodium, 10 g carbohydrates, 0 g fiber, 9 g sugar, 0 g protein. Daily values: 4% vitamin A, 25% vitamin C, 2% calcium, 0% iron.



# SOUTHERN SWEET TEA

Makes 4 popsicles.

**1 cup water**

**2 tablespoon Hy-Vee granulated sugar**

**1 Hy-Vee black tea bag**

**Zest of ¼ orange**

**4 sprigs of mint**

**4 very thinly sliced peach slices**

Heat water to boiling in a saucepan. Add sugar and stir until dissolved; remove from heat. Add tea bag and orange zest and let steep 5-10 minutes in saucepan, depending on desired strength. Remove and discard tea bag. Cool completely.

Place 1 sprig of mint and 1 peach slice in each icy pop mold. Pour tea mixture into the maker to full and freeze.

Nutrition facts: 25 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 0 mg sodium, 6 g carbohydrates, 0 g fiber, 6 g sugar, 0 g protein.  
Daily values: 0% vitamin A, 0% vitamin C, 0% calcium, 0% iron.



### ROOT BEER FLOAT-SICLES

Makes 6 popsicles.

- 1 cup flat Hy-Vee root beer
- 1 cup Hy-Vee vanilla ice cream

Blend together root beer and ice cream until very smooth. Divide half among 3 pods in a Zoku ice pop maker and allow to freeze. Remove ice pops and repeat using remaining ingredients.

Nutrition facts per serving: 60 calories, 2.5 g fat, 1.5 g saturated fat, 0 g trans fat, 10 mg cholesterol, 25 mg sodium, 11 g carbohydrate, 0 g fiber, 9 g sugar, 1 g protein. Daily values: 0% vitamin A, 0% vitamin C, 2% calcium, 0% iron.

### STRAWBERRY-PINEAPPLE POPS

Makes 4 popsicles.

- 1 cup Yoplait frozen strawberry, mango, pineapple smoothie mix
- ½ cup Hy-Vee orange juice
- ⅓ teaspoon Hy-Vee honey

Blend together all ingredients. Pour into Zoku ice pop maker, dividing mixture among 4 ice pop pods, and allow to freeze.

Nutrition facts: 30 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 0 mg sodium, 7 g carbohydrates, 0 g fiber, 6 g sugar, 0 g protein. Daily values: 2% vitamin A, 35% vitamin C, 0% calcium, 0% iron.

### BERRY YOGURT POPS

Makes 4 popsicles.

- ¼ cup fresh blueberries
- ¼ cup fresh blackberries
- 1 tablespoon Hy-Vee blueberry yogurt
- 1 tablespoon Hy-Vee grape juice
- ¼ cup vanilla Greek yogurt
- 1 teaspoon Hy-Vee granulated sugar
- 2 tablespoon water
- ¼ cup fresh raspberries
- ¼ cup sliced fresh strawberries
- 1 tablespoon Hy-Vee strawberry yogurt
- 1 tablespoon ginger ale

For bottom layer of ice pops, blend together blueberries, blackberries, blueberry yogurt and grape juice. Pour and divide mixture among 4 Zoku ice pop pods; allow to freeze.

For second layer, mix together yogurt, sugar and water. Pour mixture over bottom layer in Zoku popsicle pods and allow to freeze.

For final layer, blend together raspberries, strawberries, strawberry yogurt and ginger ale. Pour mixture into Zoku ice pop pods and allow to freeze.

Nutrition facts: 45 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 20 mg sodium, 9 g carbohydrates, 2 g fiber, 7 g sugar, 2 g protein. Daily values: 0% vitamin A, 20% vitamin C, 4% calcium, 2% iron.



## ZOKU MAGIC

Freeze icy pops in a flash with a Zoku Quick Pop Maker. In 7 to 9 minutes, you can make striped pops, yogurt pops, fruit pops or whatever treat you desire. Elegantly simple. Just freeze the Zoku. Remove it to a counter. Pour in the ingredients and they start freezing instantly. The Zoku comes with all you need: two-pop and three-pop molds, sticks with hand guards and the Super Tool, which makes removing pops easy. Available at Hy-Vee stores.

Zoku Duo Quick Pop Maker \$36.99





# CITRUS REFRESHERS

*Makes 6 popsicles.*

**½ cup lemonade, divided**

**6 maraschino cherries, halved, divided**

**6 tablespoon cherry juice, divided**

**½ cup limeade, divided**

Divide ¼ cup lemonade among 3 pods in ice pop maker and allow to freeze. Place 2 cherry halves in each pod. Pour 1 tablespoon cherry juice into each pod and allow to freeze. Divide ¼ cup limeade among each pod and allow to freeze. Remove icy pops and repeat using remaining juices and cherry halves.

Nutrition facts per serving: 40 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 0 mg sodium, 9 g carbohydrate, 0 g fiber, 8 g sugar, 0 g protein. Daily values: 0% vitamin A, 0% vitamin C, 0% calcium, 0% iron.



Old Orchard 100% Juice Blends:  
select varieties 64 fl. oz. \$2.28



# CONSTANT COMPANIONS

The best tastes are always on the shelf waiting for us. Mars candies and Uncle Ben's rice dishes are certainly among our favorites, as are such new products as ice cream treats and microwavable rice.



Uncle Ben's Rice: select varieties  
4.33 to 15.8 oz. 2/\$4.00

Mars single candy bars: standard size  
1.14 to 2.2 oz. 4/\$3.00



Mars Ice Cream Treats:  
select varieties  
3 to 14 ct. \$3.68



## THRILLING SUMMER CLOSE TO HOME? STAY COOL WITH SWEET TREATS



MANUFACTURER'S COUPON

DO NOT DOUBLE

EXPIRES 7/4/12

**SAVE \$3.00**  
WHEN YOU BUY \$10.00  
OR MORE WORTH OF  
KLONDIKE®, POPSICLE®,  
BEN & JERRY'S® PINTS,  
OR MAGNUM® PRODUCTS.



**SAVE \$3.00**

WHEN YOU BUY \$10.00 OR MORE WORTH OF  
KLONDIKE®, POPSICLE®,  
BEN & JERRY'S® PINTS,  
OR MAGNUM® PRODUCTS.



Klondike, Reese's, Magnum or  
Popsicle treats: select varieties  
3 to 24 ct. 2/\$7.00

Ben & Jerry's or Starbucks Ice Cream:  
select varieties 16 oz. \$3.88



Consumer: **LIMIT ONE (1) COUPON PER PURCHASE** on product/quantity specified and **MAXIMUM OF TWO (2) IDENTICAL COUPONS** allowed in same shopping trip. Void if reproduced, transferred, used to purchase products for resale or where prohibited/regulation by law. Consumer pays sales tax. Redeemable at participating retail stores. Valid only in the U.S. **Retailer:** Unilever, P.O. Box 880460, El Paso, TX 88588-0460 will reimburse the face value of this coupon, plus 8¢, if submitted in compliance with our redemption policy, available upon request. Cash value 1/100th of 1¢. Any use of this coupon not specified herein constitutes fraud.  
© 2012 UNILEVER  
INT 112929







# Piece of Cake

It looks like a scene from a reality-TV show. Cake designers race against time to turn ordinary cupcakes, cookies and cakes into spectacular three-dimensional works of art. But these bakers aren't competing for a camera; they're fighting to be recognized as Hy-Vee's decorator of the year.

TEXT BECKY MOLLENKAMP

PHOTOGRAPHY TOBIN BENNETT



It's just a week until the annual Hy-Vee Cake Design Competition and Kristin Ennis can't push the designer face-off from her mind. She's at work on her day off conducting a last-chance dry run of her creative project.

"You have to eat, breathe and live cake decorating," says Kristin, a cake designer for Hy-Vee in Cedar Rapids, Iowa, and four-time participant in the company's annual event. "It gets harder every year because everyone steps up their game."

Contestants grow increasingly focused and anxious as the day of battle approaches. They aren't just competing for a prize. This is about respect. These experienced cake-istas take their jobs seriously. They don't just make cakes; they help families celebrate the most important events in their lives.

Their work can draw bakers into unusual, emotional situations, as happened to Kristin. A customer had been told by her doctor that she couldn't have children. But fortunately the doctor was wrong. Beginning to cry, Kristin recalls, "She asked me to make a cake that would announce to her husband that she was expecting. Since then, she has followed me to four different stores to make her daughter's birthday cakes."

Such experiences push Kristin to improve, and the annual cake-design competition is an excellent opportunity to learn. Now in its ninth year, the contest is Hy-Vee stores' real-life version of the Food Network's *Cupcake Wars* or TLC's *Ultimate Cake-Off*.

"It's like living something you've seen on TV," Kristin says. "It's nerve-racking."

The contest starts with six regional events, which narrow a field of about 150 cake designers down to 18. This elite group has a few months to prepare for a final battle in which the top three bakers receive cash awards and trips to the International Dairy-Deli-Bakery Association convention.

Contestants must create a cohesive design that incorporates cookies, cupcakes, half-sheet cakes and a three-tier specialty cake. Baking happens in advance, but all assembly and decorating must take place in front of an inquisitive public during a 4-hour event.

*Opposite:* A wide-eyed octopus made of icing is part of an under-the-sea display by Janine Schwendinger of the Rochester, Minnesota, store.

*Top right:* A self-described "crazy dog lover," Melanie DeKeyerel Bell ices a cake for her animal-rescue-themed design. She works in the Hy-Vee store in Peoria, Illinois.

*Right:* It takes a steady hand to write with icing. Stephanie Dillon of Hy-Vee in Belton, Missouri, creates a list of ice cream treats.





## THE SWEET 18

These finalists faced off in the championship round of the annual Hy-Vee Cake Design Competition.

1. Sheree George / Sioux Falls, S.D. / Famous Artists
2. Natalie Patterson / Des Moines, Iowa / Chubby Panda
3. Sandra Fridley / Des Moines, Iowa / Cowboys
4. Kassie Mather / Cedar Falls, Iowa / Sewing
5. Nicole Gruber / Omaha, Neb. / Coffee Shop
6. Heather Hansen / Omaha, Neb. / Buried Treasure  
Second place winner
7. Katie O'Connor / Lincoln, Neb. / Katie's Crab Shack  
Decorator Choice winner
8. Juanita Razo / Peru, Ill. / Winter Wonderland
9. Stephanie Dillon / Belton, Mo. / Ice Cream Shop
10. Melanie DeKeyserel Bell / Peoria Ill. / Animal Rescues
11. Sally Fraise / Sycamore, Ill. / Cupcake Shop
12. Kristin Ennis / Cedar Rapids, Iowa / Ice Cream Shop
13. Rhoda Schultz / Mankato, Minn. / Dragons
14. Angie Van Wyk / Pella, Iowa / Girly Girl
15. MacKenzie Scott / Cedar Rapids, Iowa / Egypt
16. Janine Schwendinger / Rochester, Minn. / Under the Sea  
Third place winner
17. Jill Blanco / Lawrence, Kan. / Typewriter (*this page*)
18. Amy Murtha / Belton, Mo. / Enchanted Garden  
First place winner (*see, page 77*)



Cake design is all about details. Here, Jill Blanco of the Hy-Vee in Lawrence, Kansas, moves swiftly as she adds icing letters to typewriter keys made of fondant.





1 2  
5 6



3 4  
7 8



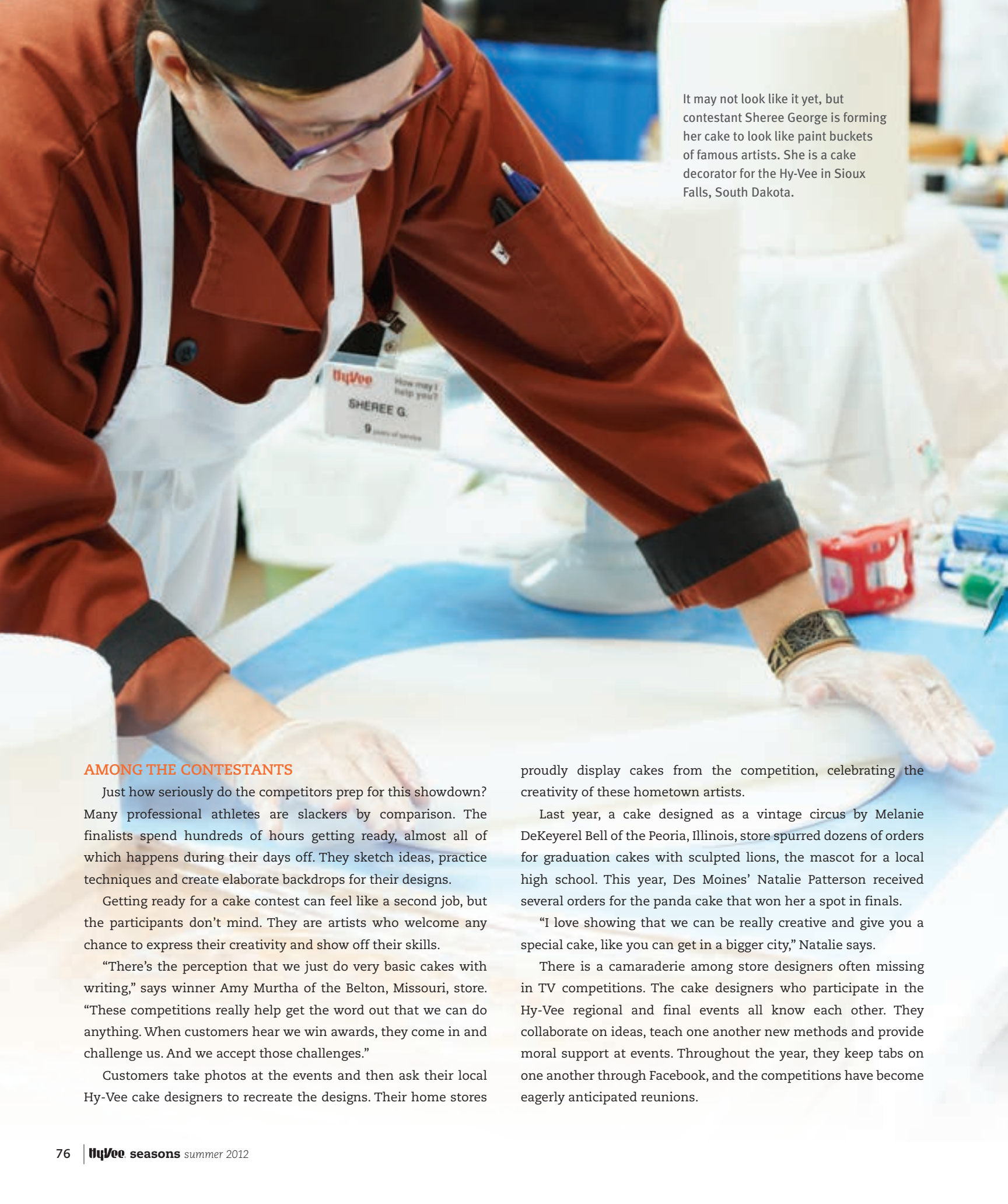
9 10  
13 14



11 12  
15 16







It may not look like it yet, but contestant Sheree George is forming her cake to look like paint buckets of famous artists. She is a cake decorator for the Hy-Vee in Sioux Falls, South Dakota.

## AMONG THE CONTESTANTS

Just how seriously do the competitors prep for this showdown? Many professional athletes are slackers by comparison. The finalists spend hundreds of hours getting ready, almost all of which happens during their days off. They sketch ideas, practice techniques and create elaborate backdrops for their designs.

Getting ready for a cake contest can feel like a second job, but the participants don't mind. They are artists who welcome any chance to express their creativity and show off their skills.

"There's the perception that we just do very basic cakes with writing," says winner Amy Murtha of the Belton, Missouri, store. "These competitions really help get the word out that we can do anything. When customers hear we win awards, they come in and challenge us. And we accept those challenges."

Customers take photos at the events and then ask their local Hy-Vee cake designers to recreate the designs. Their home stores

proudly display cakes from the competition, celebrating the creativity of these hometown artists.

Last year, a cake designed as a vintage circus by Melanie DeKeyerel Bell of the Peoria, Illinois, store spurred dozens of orders for graduation cakes with sculpted lions, the mascot for a local high school. This year, Des Moines' Natalie Patterson received several orders for the panda cake that won her a spot in finals.

"I love showing that we can be really creative and give you a special cake, like you can get in a bigger city," Natalie says.

There is a camaraderie among store designers often missing in TV competitions. The cake designers who participate in the Hy-Vee regional and final events all know each other. They collaborate on ideas, teach one another new methods and provide moral support at events. Throughout the year, they keep tabs on one another through Facebook, and the competitions have become eagerly anticipated reunions.



"Nobody is critical; we are all supportive of each other," says Nicole Gruber of Hy-Vee in Omaha. "I look forward to competing every year. The day the event is over, I'm thinking about what I'm going to do next year."

A three-time competitor and first-time finalist, Nicole wants to win but is most excited to check out the work of her peers and gather inspiration.

"I'm not creative enough to come up with everything on my own, but when I see someone else do something, it gives me ideas and pushes my limits," she says.

## DAY OF THE COMPETITION

This year's finals were held March 28 in the atrium of Jordan Creek Mall in West Des Moines. Hundreds of shoppers stopped to admire displays and watch the designing.

Eighteen pairs of hands moved quickly yet deliberately, shaping fondant frosting into details on such creations as a lobster, a fortune cookie and a pirate's hat. No one talked—there wasn't time. In just four hours, finalists transformed cakes into a towering toadstool, cupcakes into a happy panda and cookies into a scaly dragon.

Holding the event in a public space helps the company educate customers, who may not realize their local Hy-Vee can produce cakes on par with any specialty shop.

"My favorite part of this event is getting to surprise customers," says Tony Byington, Hy-Vee's assistant vice president of bakery operations. "If you judge our designers only by what you see when you walk by the bakery at your Hy-Vee, then you haven't seen anything yet. Anything you can dream up, we can do."

## STAR SEARCH

Another reason Hy-Vee sponsors the Cake Design Competition is a commitment to training. The event is an important continuing education tool designed to help Hy-Vee bakers learn from one another, which constantly improves the quality of the stores' products.

Like some of those in the contest, many who work in Hy-Vee bakeries came to their jobs by chance. The company takes pride in identifying employees with artistic abilities and training them in the art of cake design.

"If someone is creative, we can teach them to apply those skills to cakes," Tony says. "There are even people who think they don't have art skills who get trained and find a talent they didn't know they had."



## WINNER IN BLOOM

In just her second cake-design competition ever, Amy Murtha of the Hy-Vee in Belton, Missouri, took top honors at Hy-Vee's annual event with her "Enchanted Garden" display.

"I think the cute factor helped," says the modest winner.

The cake designer is quickly proving she is among the best in her profession. She was one of only three designers invited to the annual Cake Decorating Challenge of the International Dairy-Deli-Bakery Association. Professional cake designers from supermarkets across the country applied to participate. During three days of designing, Amy will fill an 8-foot case with 20 cakes, create an elaborate wedding cake and design three themed cakes.

"It's an endurance event," Amy says. "I'm most worried about getting it all done in time."

Despite her fears, Amy has been bitten by the competition bug. She's already thinking about what's next.

"The competitions are a little stressful, but they are fun," she says. "After all, you get to play with cake."



# New *at* Hy-Vee

Flavored popcorn that's ready to eat, puddings to put a smile on your face, good-for-you Greek yogurt and a fresh take on oatmeal are among the delicious new tastes available at Hy-Vee.

TEXT VICTORIA BRADY PHOTOGRAPHY TOBIN BENNETT



## No-Stress Breakfast

Here's the antidote to the morning rush: Pour in the water, microwave and your meal is served. Single-serving oatmeal breakfasts, New Quaker Real Medleys are full of multi-grains and real fruit. Look for Apple Walnut Oatmeal, Cherry Pistachio Oatmeal, Peach Almond Oatmeal and Summer Berry Oatmeal.



## Larger and Fluffier

There's more taste for your buck with Orville Redenbacher's new Ready-to-Eat popcorns. Each delicious piece is 30% larger than leading brands. Flavors include Sharp White Cheddar, Classic Kettle Corn, Farmer Cheddar and Signature BBQ.

## All-Natural Flavors

Flavor is the best thing about Kozy Snack Pudding. Whether you pick chocolate, cinnamon raisin, tapioca, strawberry, honey lemon or chocolate hazelnut, you'll be pleased. It's also worth noting that each is gluten free, lactose free and has no added sugar.

Kozy Shack Lactose Free Pudding: select varieties 6 pk. \$3.59



## Icy Wake-Up Call

International Delight now offers a refreshing iced coffee made with authentic coffeehouse flavors. It's incredibly easy to pour and enjoy. The no-fuss blend yields a satisfying glass every time. Made with 100% premium Arabica coffee, each drink comes in Original, Vanilla or Mocha flavor for a cool pick-me-up.

International Delight Iced Coffee: select varieties 64 fl. oz. \$3.59





## Reward Yourself

The alluring scent of baking cookies is yours with these Toll House Cookie Dough Bars from Nestlé. Ready in less than 15 minutes, they leave no mess to clean. Dough bars are pre-scored—just break apart and bake. Then enjoy new mouth-watering flavors such as Dark Chocolate Delight or Birthday Sugar Cookies.

Nestle Tollhouse Cookie Dough Bars: select varieties 15 to 16.5 oz. \$2.98



## Meals for One Just Got Better

Stouffer's Farmers' Harvest one-serving dinners are a wholesome and nutritious way to make a delicious homestyle meal in a microwave oven. Each meal comes in a Steam Perfect bag, designed to keep quality ingredients fresh and flavorful. Dinners include Cheesy Southwest-Style Chicken, Cream Shrimp Scampi, Vegetable Lasagna with Whole Grain Pasta and nine others. Just heat, pour onto a plate and enjoy!

Stouffers Farmers Harvest Steam Vegetables: select varieties 12 oz. \$3.28



## Luxury Blends

The deep, rich flavor of Nescafé Cafe Momentos coffee is the perfect way to relax on a cool summer night. These single-serve packets make oh-so-smooth coffee drinks, including Mocha, Cappuccino and Caramel Latte.



## Good Health In Each Cup

High in flavor and protein, Dannon Oikos Greek Yogurt comes in such flavors as Blueberry, Black Cherry, Strawberry, Peach or Plain. Thick and creamy, it has a rich flavor with a slight tanginess for an exciting snack or meal. You can even use it in baking as a delicious and healthful alternative. Each bite is delicious and loaded with nutrients for a healthy body.

Dannon Oikos Greek Yogurt: select varieties 5.3 oz. \$1.00







Palermo's Pizza \$4.99

# Taste of Tradition

Return to the old-country way of making pizza with this crispy, ultra-thin pie that's topped with a bounty of succulent meats, vegetables and cheeses. Hot from the oven, Palermo's crust styles include Hand-Tossed, Naturally Rising, Stone Baked and this Ultra Thin. Enjoy restaurant-quality pizza from your oven.





# Next Issue

## BACK TO SCHOOL

With school back in session, your kids will need food for thought. Check out Hy-Vee Seasons Back to School 2012 for mealtime ideas that will put kids in a frame of mind for learning. You'll also meet Olympic gold medalist Rebecca Soni, get an inside look at how Hy-Vee is helping improve school sports and expand your knowledge about peaches. Sign up for free home delivery of the magazine by visiting us online at [www.hy-vee.com/seasons](http://www.hy-vee.com/seasons).

## BREAKTHROUGH EXPERIENCE

99% OF HAIR'S NATURAL  
STRENGTH & BEAUTY  
COMES FROM THE SCALP.  
**FEED SCALP.\***

new

**CLEAR**  
SCALP & HAIR BEAUTY THERAPY™

STRONGER,\*\* MORE BEAUTIFUL HAIR IN 7 DAYS.

[facebook.com/clearhaircare](http://facebook.com/clearhaircare)

Clear for Men 12.9 oz. \$5.99

Clear for Women 12.7 oz. \$4.99

\*refers to stratum corneum  
\*\*less breakage upon combing vs. non conditioning shampoo  
©2012 Unilever INT 112959



## Healthy Pets Make Happy Homes.



Discover a delicious way to help cats maintain a healthy weight

Cat Chow: select varieties  
13 to 17.6 lb. \$11.99

100% of the essential nutrients to support a healthy, active life

Dog Chow: select varieties  
17.6 to 22 lb. \$12.48







## Coming Soon

Quickly refill your prescription with the Hy-Vee mobile app. Scan your prescription label, submit and pick up at your Hy-Vee Pharmacy.



### Get It Now!

Scan this QR code for more information or download the current app from the App Store or Google Play.