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LOOK FOR THIS SYMBOL WHEN CHOOSING SEAFOOD AT HY-VEE.

Seafood bearing this symbol was caught or farmed in a manner that minimizes damage to the environment or other sea life.



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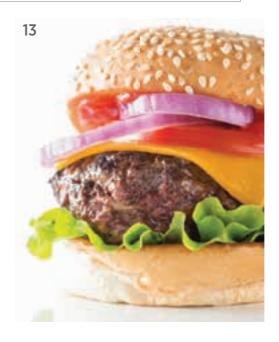
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HY-VEE SEASONS VOLUME 9. ISSUE 3

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

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VIDEO

Become a better cook while having fun. Learn helpful kitchen tips by watching Hy-Vee videos. Find the titles below and more at www.hy-vee.com/resources/videos

- Tropical Chicken Skewers
- Ranchero T-Bones
- How to Prepare Shrimp



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WAICH US
Look who's singing the
Hy-Vee jingle on our YouTube
channel: NBA star Harrison
Barnes and Biggest Loser
contestants Daniel and
Rebecca Wright.



About Our Fditor:

Right out of high school, Edward Cockman started working at a steak house in the Kansas City area. He held a series of restaurant jobs and earned degrees in pastry making and culinary arts. He's been a Hy-Vee chef in Raytown, Missouri, for five years.

DEAR HY-VEE READER,

As a Hy-Vee chef, one of my favorite parts of the job is developing dishes for wine tastings, which we host regularly at the store. The Wine and Spirits Department manager, Josh Rodabaugh, selects the wines and I work with the store's registered dietitian, Teequa Knapp, to come up with healthy food partners for the vino.

Because I have spent time as a chef in fine steak houses, I enjoy serving sumptuous cuts of beef at some wine events. Once we served the most amazing braised beef with carrots, celery and bacon-infused Yukon gold potatoes. Accompanied by a dry red sauvignon, it was kind of like pot roast, but the way an A-list restaurant would do it. One lady liked it so much she bought enough for a party of 30. Nights like that are why my job means so much to me. Just what I wanted—good food and wonderful new friends. It's a gift.

You'll find that this issue of *Hy-Vee Seasons* is filled with tasty new ideas for food and drink. Discover fresh, nutritious blue-water cuisine in "Summer Seafood Menu," *page 16*, and a delicious spread of festive-for-the-Fourth recipes in "American Made," *page 38*. Entertaining adults? Offer them one of our refreshing summer drinks, such as the Yellow Cab or Cachaça Cooler, from recipes in "On the Rocks," *page 24*. There's also advice for putting more fruits and vegetables into your diet.

Summer is cranking up and the Fourth of July will be here soon. This edition of *Hy-Vee Seasons* is bursting with foods to eat and useful information you can use. Seize the day!

Sincerely, Edward Cockman, Chef Raytown, Missouri

ASK US

What are some quick tips or tricks from your department that can help customers make the most out of summer?









EVERYTHING
ABOUT
SUMMERTIME
IS FULL OF
ENERGY—
WHETHER IT'S
FLAVORFUL
FOOD AND
DRINK OR
COLORFUL
FLORALS!

A: Here at the café. we are a full service. restaurant and bar. If you're having one of those days, you'll feel better if you come in for salmon or steak. Coming in to dine isn't your only choice. For times when you're too busy to cook, you can place an order online for something from our menu. To make it even easier for you, we offer curbside pickup of food to go.

Tracie Wolf Market Café Manager Quincy #1, IL A: This summer is all about grapefruit—it's our number one focus. You can even get grapefruit-flavored beer. For mixed drinks, we suggest grapefruit-infused vodka with club soda or orange juice. If you are having company and don't have something prepared, a quick way to chill a bottled drink is to plop it into a bucket of ice cold water.

Lynn Schieffer Wine & Spirits Manager Yankton, SD A: WE
ENCOURAGE
CUSTOMERS TO
THINK OUTSIDE
THE BOX WHEN
IT COMES TO
GOURMET
BURGERS.
INSTEAD OF
JUST CHEESE,
TRY TOPPING
YOUR BURGER
WITH DI LUSSO
HAM. IT'S
DELICIOUS!

Beth Stuck Deli Manager Omaha #11, NE A: Summer usually means wedding season, and lots of brides come in looking for dahlias, ranunculus and peonies. We can start with fresh flowers and build something from scratch or we can re-create any ideas brides fall in love with online. For fresh, everyday flowers make sure to recut stems every couple of days and change out the water to keep them fresh!

Kerry Burton Floral Manager Chillicothe, MO

A SAMPLING OF RECIPES IN THIS ISSUE

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Seasons To Love Seasons

Seasons the tastiest summer ever **ALL-AMERICAN** DRINKS Get the Hy-Vee Seasons app. Scan the code and you can download the free app today.

Download the digital version of *Hy-Vee Seasons* for your iPad, Kindle Fire or Android tablet today. Each free issue has the same engaging content as the magazine's print edition—and more. Enhanced bonus features include delicious recipes, instructional cooking videos and a cooking mode that displays instructions in enlarged, easy-to-read text. Our app also lets you email recipes to friends and link to social networks. Plus, the tablet version gives you more tips and ideas from Hy-Vee pros for better living.

BE SURE TO SUBSCRIBE SO YOU DON'T MISS AN ISSUE!







AVOCADOS

Lusciously thick guacamole begins with avocados. Tacos and enchiladas wouldn't be complete without them. This healthy fruit (yes, it is a fruit) is a smooth, buttery Mexican staple that's found in abundance in Hy-Vee produce sections. Discover trendy new ways to enjoy avocados in your everyday cooking.

SHOP SMART

Look for dark-skinned Hass avocados in your Hy-Vee Produce Department. Choose heavy, undamaged fruit with no soft spots. For mashing, pick avocados that give under gentle pressure; for chopping or slicing, select ones that are a little firmer.

LET IT RIPEN

Ripen avocados in a closed paper bag on the countertop for up to five days or until the bottom of the avocado gives slightly. To speed up ripening, add an apple or banana to the bag for the release of ethylene gas. Once avocados are ripe, store them in the refrigerator for up to two days.

REMOVE THE PIT

Using a chef's knife, cut avocado in half lengthwise. Twist the halves in opposite directions to separate them. Gently tap the pit with the sharp edge of a knife with enough force so the knife edge wedges into the pit, but not so hard you cut all the way through it. Using the edge of the knife, twist the pit out of the avocado and discard.

MASH, DICE OR SLICE

To mash avocado, scoop out the flesh with a spoon and mash it with a fork. To dice, place avocado half, cut-side up, on a work surface. Make three or four evenly spaced lengthwise cuts through its flesh down to the skin, without cutting through the skin. Make four crosswise cuts in the same fashion. Scoop out the diced avocado flesh with a spoon. To make avocado slices, use a knife to slice the insides of the avocado halves into sections. Use your fingers to separate the avocado segments from the skin.





DID YOU KNOW

ONE MEDIUM AVOCADO
SLICED, DICED OR CHOPPED
MAKES ABOUT 1½ CUPS. ONCE
AN AVOCADO IS CUT AND
EXPOSED TO AIR, ITS FLESH
OXIDIZES QUICKLY. COVER ANY
EXPOSED SIDES TIGHTLY WITH
PLASTIC WRAP. ADDING A
DASH OF LEMON OR LIME JUICE

AVOCADO MELON SALSA

Sweet, juicy watermelon adds a refreshing twist to this lightly seasoned salsa. Enjoy it on chips or over grilled fish or chicken. If you prefer more heat, add some of the pepper seeds.

Prep: 15 minutes | Chill: 2 hours | Serves 24 (2 tablespoons each)

3 ripe avocados, seeded, peeled and chopped

1 cup chopped watermelon

1/3 cup chopped yellow onion

1 jalapeño, seeded and chopped*

3 tablespoons fresh lime juice

2 tablespoon chopped fresh mint

 $\frac{1}{2}$ teaspoon Hy-Vee kosher sea salt

1/4 teaspoon Hy-Vee black pepper

1/8 teaspoon cayenne pepper

1. In a medium bowl, toss together avocados, watermelon, onion, jalapeño, lime juice, mint, salt, black pepper and cayenne pepper. Cover and chill for 2 hours until serving time.

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

Nutrition facts per serving: 45 calories, 3.5 g fat, 0.5 g saturated fat, 0 g trans fat, 0 mg cholesterol, 45 mg sodium, 3 g carbohydrates, 2 g fiber, 1 g sugar, 1 g protein. Daily values: 2% vitamin A, 8% vitamin C, 0% calcium, 0% iron.

ROASTED GARLIC GUACAMOLE

Using one firm and two extra-soft ripe avocados gives this traditional guacamole its smooth and chunky feel. To minimize the risk of discoloration, cover the avocado mixture tightly with plastic wrap.

Prep: 20 minutes | Serves 10 (2 tablespoons each)

2 cloves garlic

2 very ripe avocados

3 tablespoons sliced green onions

3 tablespoons chopped cilantro

1 tablespoon fresh lime juice

3/4 teaspoon kosher salt

1 firm ripe avocado

1. In a small dry skillet, over medium heat, roast unpeeled garlic for 10 to 15 minutes or until softened and blackened in spots. Cool garlic, then slip off skins and place in a food processor.

2. Halve and seed very ripe avocados; scoop out pulp and add to food processor. Add green onions, cilantro, lime juice and salt. Cover and process until almost smooth. Transfer to a bowl.

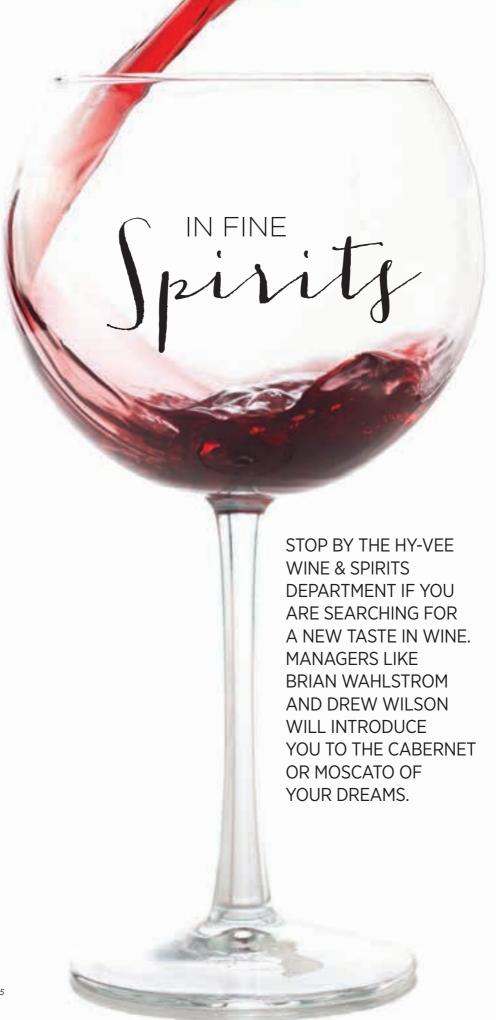
3. Halve and seed firm ripe avocado. Place one avocado half cut-side up on a work surface. Make four evenly spaced lengthwise cuts through its flesh down to the skin without cutting through the skin. Make four crosswise cuts in the same way. Scoop out the diced avocado flesh with a spoon and add to pureed avocado mixture. Repeat with remaining avocado half.

4. Serve immediately or cover with plastic wrap and smooth it against the surface of the guacamole. Refrigerate until serving time.

Nutrition facts per serving: 100 calories, 9 g fat, 1.5 g saturated fat, 0 g trans fat, 0 mg cholesterol, 150 mg sodium, 6 g carbohydrates, 4 g fiber, 1 g sugar, 1 g protein. Daily values: 2% vitamin A, 10% vitamin C, 2% calcium, 2% iron.

Summer Stems

Bring personality to the table with a casual bouquet of vibrant summer flowers. Pick your favorite blooms—packaged by flower variety from the Hy-Vee Floral Department's lineup of fresh market bouquets. Arrange stems in a pitcher or large jar for an outdoor centerpiece. **WHAT** YOU NEED · CERAMIC PITCHER • 7 YELLOW STOCK · 3 PURPLE STOCK • 5 SNAPDRAGONS • 6-7 WHITE SPIDER MUMS 3 YELLOW SPIDER MUMS 5 DELPHINIUMS STEP 1: Wash, rinse and dry pitcher. Fill with cool water. STEP 2: Hold flowers next to pitcher to determine height. Remove leaves that will be below the waterline. Cut bottoms of stems on a diagonal while holding them underwater to avoid trapping air in stems. Place stems in pitcher, arranging as needed.



A little knowledge goes a long way when choosing wine or other adult beverages. Get expert advice at your local Hy-Vee Wine & Spirits Department. Managers, such as Brian Wahlstrom and Drew Wilson, will boost your confidence as a host and share a fact or two about the flavors and history of a drink.



Brian Wahlstrom, Hy-Vee Wine & Spirits Manager, Austin, Minnesota

The two have spent almost 30 years in the Wine & Spirits Department at Hy-Vee. To keep up with innovations and trends in the industry, they have gone through the Cicerone training program about beer, wine seminars and other education.

WINE

Of all his store innovations, Brian is most proud of introducing monthly wine tastings. "People can be kind of uncertain about wine. Usually, they are overthinking it. Just drink it and enjoy it," he says.

When it comes to what wines people are drinking, Drew and Brian agree. Cabernet is a steady number one, but Moscato has charged into second place. Bubbly and light, it's very pleasing to drink. Drew says French rosé is the next one to watch.

"People see that it's a pale pink, and they assume it will be sweet and taste like white Zinfandel. But it's not like that at all," Drew says. "When I'm grilling with friends, we're all drinking French rosé. It goes with a ton of foods and tastes great."

Another strong category is red blends, which were rare five years ago.

SPIRITS

Bourbon whiskey is an American product and is leading the field in alcohol sales. "Bourbon is the big deal right now," Brian says. "It doesn't matter whether it comes straight or with something mixed in, like apple."

Both managers have been somewhat surprised by the continued strong sales of Dr. McGillicuddy's Fireball Cinnamon Whisky. Drew says, "That one just blew up and got huge a couple of years ago. I thought it would be popular for a short time and then die back. But it just keeps growing. Customers love the flavor and the heat."

The other big seller that hasn't stalled yet is flavored vodka. These vodkas include everything from citrus to peanut butter to whipped cream. "Lemon and cherry have big followings. They're good year-round," Drew says.

BEER

Craft beers are made in small batches, often by small regional breweries. Hy-Vee stocks many brands. Beer's popularity hit a few years ago and continues because beer drinkers like variety. India Pale Ale (IPA) is a hotselling beer style that has been rising in sales.

"IPA is a sign of the maturing of American beer palates. Cider beers are selling well too. These specialty beers are part of the picture, for sure, but we are, of course, still selling lots of Busch and Coors. The big names are selling only a little less," Brian says.



Drew Wilson, Hy-Vee Wine & Spirits Manager, Omaha #5

FOOD & DRINK

BRIAN WAHLSTROM RECOMMENDS THESE WINE AND FOOD PAIRINGS:

• Gazela Vinho Verde. Complement its citrus and melon flavors by serving with a crisp seasonal salad.



 Nobilo Icon Sauvignon Blanc. Described as zippy with a surprisingly full-bodied and rich mouthfeel, it pairs nicely with seared scallops.



 Santa Margherita Pinot Grigio. A wonderful combination of intense apple and citrus flavors, this Pinot Grigio is a good partner for grilled shrimp.



DREW WILSON RECOMMENDS THESE:

 M.Chapoutier Belleruche Rosé. From Rhône in France, this fresh rosé blend is good when paired with a watermelon salad.



 Treana Red Blend. A mixture of 70 percent Cabernet and 30 percent Syrah, this is a pleasing mate for grilled red meat.



 Meiomi Pinot Noir. Deep, dark and rich with a fruity finish, this is good with tuna steaks.





Kraft Jet-Puffed Marshmallows: regular or mini 16 oz. \$1.89



Planters Nut & Chocolate Trail Mix or Sweet & Nutty Trail Mix: 6 oz. \$2.49



Kraft Philadelphia Soft Cream Cheese: 16 oz. \$4.28



Oscar Mayer Butcher Cut Smoked Bacon: Hickory or Applewood 24 oz. \$6.99



Oscar Mayer Deli Fresh Meats: select varieties 15 or 16 oz. \$5.48



Oscar Mayer Lunch Meats: select varieties 8 oz. 2/\$5.00



P3 Snacks: select varieties 2 oz. 2/\$3.00



STEAKHOUSE BURGERS



Prep: 15 minutes | Freeze: 1 hour | Grill: 14 to 18 minutes | Serves 4

1 pound beef chuck flat iron steak 1/4 cup Hy-Vee butter or 2 slices Hy-Vee double-smoked bacon, chopped 3/4 teaspoon Hy-Vee kosher sea salt 1/4 teaspoon Hy-Vee black pepper

- 1. Cut steak into ½-inch pieces; spread pieces on a large baking pan. Add butter or bacon to pan. Cover and freeze for 1 hour or until partially frozen.
- 2. Heat a charcoal or gas grill for direct cooking over medium heat.
- 3. Place partially frozen meat mixture in a food processor. Cover and process until meat is coarsely ground. Or, using the meat grinder attachment of your mixer, grind the meat according to manufacturer's directions. Stir seasonings into meat mixture and shape into four 3/4-inch-thick patties.
- 4. Grill for 14 to 18 minutes or until done (160°F), turning once halfway through. Serve as desired.

TASTY ADDITIONS TO BURGER MEAT

Whether you make Steakhouse Burgers or All-American Burgers, recipe on page 44, add any of these six simple flourishes to turn up the flavor volume of the ground meat mixture:

- A tablespoon of fresh herbs brightens the flavor. Try basil, oregano or cilantro.
- · A tablespoon of steak sauce intensifies the burger's beefiness.
- · A few dashes of Worcestershire sauce or stout beer build depth and tang.
- A few tablespoons of a dry red wine bring peppery notes.
- A tablespoon of finely chopped fresh chiles puts heat in the meat.
- A couple of tablespoons of grated Parmesan, Romano or Asiago cheese add a salty flavor note.



STEP 1: Cut steak into ½-inch pieces; spread pieces out on a large baking pan. Add butter to pan. Cover and freeze for 1 hour or until partially frozen.



STEP 2: Heat a charcoal or gas grill for direct cooking over medium heat.



STEP 3: Place partially frozen meat and butter in a food processor.



STEP 4: Cover and process the meat and butter until it is coarsely ground.



STEP 5: Shape ground meat mixture into four ³/₄-inch-thick patties. Make a small indentation in the center of each patty, which ensures the burger will cook evenly as it swells during grilling.



STEP 6: Grill for 14 to 18 minutes or until done (160°F), turning once halfway through.

Nothing distinguishes a burger like a homemade condiment. If you like subtle heat and sweetness, Sriracha hot sauce plus mayo could easily become your fave. Other flavor enhancers include bottled barbecue sauce, Russian salad dressing or Hy-Vee Select chutneys, including onion, jalapeño and savory tomato.

KICKY KETCHUP:

In a blender, combine 2 cups Hy-Vee ketchup; 1 serrano chile pepper, seeded and cut up;* 1 teaspoon Sriracha sauce; 1/2 teaspoon liquid smoke and 1 clove garlic, minced.

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



TANGY BEER MUSTARD:

In a small bowl, combine ⅓ cup Hy-Vee stone-ground mustard, 2 tablespoons stout beer, 1 tablespoon Hv-Vee honey and ½ teaspoon Hy-Vee Worcestershire sauce.

CREAMY GARLIC AIOLI:

In a small bowl, combine ½ cup Hy-Vee mayonnaise and 3 cloves garlic, minced; season to taste with Hy-Vee salt and Hy-Vee pepper.

ZESTY RELISH:

In a small bowl, combine 1/4 cup chopped Hy-Vee dill pickles, 2 tablespoons finely chopped green bell pepper and 2 tablespoons finely chopped red onion.

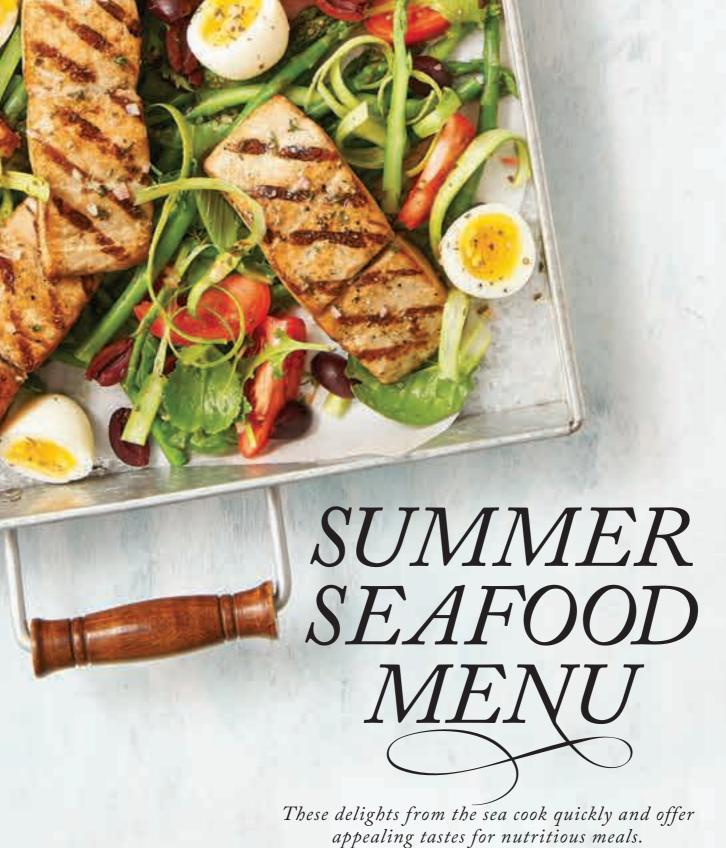












WORDS Lois White PHOTOS Tobin Bennett

GRILLED MAHI MAHI NIÇOISE SALAD

Try a new take on the classic tuna salad from Nice, France. This version uses mahi mahi, a fish with a firm texture and a mildly sweet taste that goes well with steamed asparagus, hard-cooked eggs and lettuce. It nicely balances the bright flavors of a lemon-herb vinaigrette.

Prep: 30 minutes | Grill: 6 to 8 minutes | Serves 4 2 tablespoons fresh lemon juice 1 tablespoons finely chopped shallot 1½ teaspoons chopped fresh Italian parsley ½ teaspoon Hy-Vee whole grain mustard ¾ teaspoon chopped fresh thyme ¼ teaspoon Hy-Vee honey ¼ teaspoon sea salt flakes ½ teaspoon Hy-Vee black pepper ½ cup Hy-Vee Select extra-virgin olive oil 4 (6-ounce each) mahi mahi fillets Salt and black pepper, to taste ½ pound asparagus, trimmed and steamed ½ cup Hy-Vee Kalamata or Niçoise olives, sliced 2 Roma tomatoes, cut into wedges

3 soft-boiled eggs, shelled, halved

4 cups mixed salad greens

1. For vinaigrette, in a small bowl whisk together lemon juice, shallot, parsley, mustard, thyme, honey, sea salt and pepper. Whisk in oil. Cover and chill until serving time.

2. Prepare a charcoal or gas grill with greased grill grates for direct grilling over medium-high heat. Grill mahi mahi for 6 to 8 minutes or until fish reaches desired doneness, turning once. Season to taste with salt and pepper.

3. Arrange fish, asparagus, olives, tomatoes, eggs and salad greens on dinner plates. Serve with dressing.

Nutrition facts per serving: 400 calories, 25 g fat, 4 g saturated fat, 0 g trans fat, 265 mg cholesterol, 540 mg sodium, 8 g carbohydrates, 3 g fiber, 3 g sugar, 38 g protein. Daily values: 90% vitamin A, 45% vitamin C, 10% calcium, 35% iron.





For an adventurous version of the classic BLT sandwich, add grilled salmon and a spicy garlic mayo spread.

Prep: 25 minutes | Grill: 6 to 8 minutes | Serves 4

1/4 cup Hy-Vee mayonnaise

1 clove garlic, minced

1 tablespoon fresh lemon juice

1/8 teaspoon cayenne pepper

1/8 teaspoon smoked paprika

pound Alaska wild salmon fillet (skin on)
 tablespoon Hy-Vee Select olive oil
 Hy-Vee kosher sea salt and Hy-Vee black pepper,
 to taste

4 Hy-Vee Bakery ciabatta rolls, split and toasted 8 slices Hy-Vee bacon, crisp-cooked and drained

1 Roma tomato, sliced

4 lettuce leaves

1. Prepare a charcoal or gas grill with greased grill grates for direct grilling over medium-high heat.

2. For spicy garlic mayo, in a small bowl, combine mayonnaise, garlic, lemon juice, cayenne pepper and smoked paprika; set aside.

3. Rinse salmon; pat dry. Cut fillet into four (4-ounce)

pieces. Brush salmon with oil. Season with salt and pepper. Grill salmon, skin side up, for 3 minutes. Turn and grill for 3 to 5 minutes more or until fish flakes easily with a fork. Remove skin and discard.

4. To assemble sandwiches, spread rolls with mayo mixture. Divide salmon, bacon, tomato and lettuce evenly among rolls.

Nutrition facts per serving: 550 calories, 28 g fat, 5 g saturated fat, 0 g trans fat, 85 mg cholesterol, 770 mg sodium, 36 g carbohydrates, 2 g fiber, 2 g sugar, 33 g protein. Daily values: 40% vitamin A, 10% vitamin C, 2% calcium, 20% iron.





1 avocado, seeded, peeled and chopped ½ cup chopped celery ½ (20-ounce) loaf Hy-Vee Baking Stone Italian bread 2 tablespoons Hy-Vee butter, melted Lemon wedges, for serving Cilantro, for garnish

- **1.** Remove shells from lobster; discard shells. Cut up lobster meat; set aside.
- 2. In a medium bowl, whisk together mayonnaise, lemon juice, cilantro, garlic, olive oil, mustard, chili powder, salt and pepper. Stir in avocado, celery and lobster meat. Cover and refrigerate at least 1 hour before serving.
- 3. Cut four 3-inch-thick slices of bread. Split top of each slice to make a pocket; brush sides of bread with butter. Toast bread in a grill pan over medium-high heat for 1 minute on each side. Fill each bread pocket with about ½ cup lobster mixture. If desired, serve with lemon wedges and cilantro.

Nutrition facts per serving: 530 calories, 37 g fat, 7 g saturated fat, 0 g trans fat, 45 mg cholesterol, 740 mg sodium, 43 g carbohydrates, 5 g fiber, 2 g sugar, 12 g protein. Daily values: 10% vitamin A, 15% vitamin A, 6% calcium, 15% iron.



QUALITY SEAFOOD

When examining seafood packaging at Hy-Vee, look for the Responsible Choice blue tag, shown *above*. This label is your assurance that seafood was caught in a manner that doesn't harm the environment.

Responsible Choice standards were developed as part of the Seafood Watch program at California's Monterey Bay Aquarium. The effectiveness of these standards is widely recognized.

"It is Hy-Vee's mission to do business in a manner that promotes the well-being of our customers, employees, communities and the global environment," says Nate Stewart, Hy-Vee vice president of perishables.

The environmental group Greenpeace has praised the company's commitment to healthy seafood by ranking Hy-Vee as the nation's fifth best supermarket.

As another step to ensure fish and shellfish safety, Hy-Vee employs a full-time U.S. Department of Commerce seafood inspector at the company's central seafood warehouse. Though this inspection is not required by law, Hy-Vee put a USDC agent in place to guarantee the quality of the seafood you serve.

HALIBUT EN PAPILLOTE

Delicate white halibut steams quickly, yet gently, in a parchment-paper packet called a papillote (pah-pee-YOHT). The addition of a healthy wheat grain called farro adds a pleasant chewiness while fresh veggies and a fragrant lemon-dill butter make everything incredibly moist and flavorful.

Prep: 40 minutes | Bake: 25 minutes | Serves 4 ½ cup dry Hy-Vee Select farro, rinsed 1 cup Hy-Vee chicken broth 6 tablespoons Hy-Vee butter, softened 1 teaspoon lemon zest 2 teaspoons fresh lemon juice 1 teaspoon chopped fresh dill ½ teaspoon Hy-Vee kosher sea salt, divided 1/4 teaspoon Hy-Vee ground black pepper, divided 1 cup sliced summer squash 1 cup sliced zucchini ½ cup julienne-cut carrot 2 tablespoons chopped shallot 4 (6-ounce each) skinless Alaskan halibut fillets Dill springs, for garnish Lemon zest, for garnish

1. In a small saucepan, combine farro and chicken broth. Bring to boiling; reduce heat. Simmer, covered,

for 25 minutes. Drain and set aside. For lemon-dill butter, in a medium bowl, combine butter, lemon zest and juice, chopped dill, 1/4 teaspoon salt and 1/2 teaspoon pepper; set aside. 2. Preheat oven to 400°F. Cut four 12×14-inch

a half of a heart shape on each paper, with the heart center at the crease. Cut out hearts and open the parchment; set aside.

3. In a bowl, toss together squash, zucchini and carrot. Divide cooked farro among parchment hearts, arranging the farro in a thin layer on one side of each heart and leaving a 1-inch border around the edges. Layer vegetable mixture over farro. Sprinkle shallot over top. Top with fish and a rounded tablespoon of lemon-dill butter. Season with remaining 1/4 teaspoon salt and 1/8 teaspoon pepper.

4. Fold parchment over mixture. Starting at the round portion of the heart, fold paper, tightly sealing edges with narrow folds. Twist the tip portion of the heart to seal.

5. Place packets on an ungreased baking sheet. Bake for 25 minutes or until done. To check for doneness, insert a toothpick through the parchment; it should slide through fish easily. (Do not open packets to check if food is done.)

6. Carefully transfer packets to individual plates and serve immediately. Use caution because steam will release once the packets are opened. If desired, garnish with dill sprigs and lemon zest. Serve with lemon wedges.

Nutrition facts per serving: 400 calories, 20 g fat, 11 g saturated fat, 0.5 g trans fat, 130 mg cholesterol, 610 mg sodium, 20 g carbohydrates, 3 g fiber, 3 g sugar, 36 g protein. Daily values: 70% vitamin A



SHRIMPSCAMPIPIZZA

Savor the flavors of a classic Italian pasta dish on a pizza. Shrimp, garlic and lemon juice are layered on top a creamy Alfredo sauce.

Prep: 40 minutes | Bake: 15 to 20 minutes | Serves 6 2 (6.5-ounce each) packages Hy-Vee dry pizza crust mix

1 cup hot water

2 tablespoons Hy-Vee Select olive oil

½ cup chopped onion

6 cloves garlic, minced, divided

½ cup Hy-Vee creamy Alfredo sauce

½ cup Hy-Vee grated Parmesan cheese ½ cup chopped Italian parsley ½ teaspoon Hy-Vee kosher sea salt ½ teaspoon crushed red pepper flakes 1 pound medium shrimp, peeled and deveined 1 tablespoon fresh lemon juice 2 ounces Asiago cheese, shredded (about ½ cup) 1/4 cup Hy-Vee shredded mozzarella cheese Additional chopped Italian parsley, for garnish

1. Preheat oven to 450°F. Grease a large baking sheet; set aside. Prepare pizza crust mix according to package directions using 1 cup water; cover and

2. While dough is resting, in a large skillet, heat oil over medium-high heat. Cook onion and 4 cloves minced garlic until softened. Using a slotted spoon, transfer onion and garlic to a bowl; reserve oil. Stir Alfredo sauce, Parmesan cheese, parsley, salt and

red pepper flakes into onion mixture; set aside. 3. In the same skillet, heat reserved oil over medium-high heat. Add shrimp and remaining minced garlic. Cook just until shrimp turn opaque. Drizzle lemon juice over top. Remove from heat. 4. Shape pizza crust dough into a 12-inch circle on prepared baking sheet. Spread Alfredo sauce mixture over crust. Top with shrimp and garlic mixture. Sprinkle with Asiago and mozzarella cheese. Bake for 15 to 20 minutes or until crust is crispy and cheese is lightly brown. Garnish with additional chopped parsley.

Nutrition facts per serving: 440 calories, 16 g fat, 6 g saturated fat, 0.5 g trans fat, 120 mg cholesterol, 1,380 mg sodium, 49 g carbohydrates, 2 g fiber, 4 g sugar, 24 g protein. Daily values: 15% vitamin A, 20% vitamin C, 25% calcium, 15% iron.



GRILLED SCALLOP AND FRUIT KABQBS

Grab the skewers, fire up the grill and enjoy big sea scallops any day of the week. Scallops grill best as they are. You only need a finishing glaze to give them a sweet undertone with a slight kick.

Prep: 30 minutes | Grill: 4 to 6 minutes | Serves 4 2 navel oranges
¼ of a whole fresh pineapple
¼ cup Hy-Vee honey
½ teaspoon grated fresh ginger
Several dashes cayenne pepper
8 metal or wood skewers
4 green onions, cut into 1-inch slices
1 pound sea scallops
Hy-Vee kosher sea salt, to taste
Hy-Vee black pepper, to taste

- 1. Prepare a charcoal or gas grill with lightly greased grill grates for direct grilling over medium-high heat.
- 2. Cut one orange horizontally into thick slices; quarter slices and set aside. Zest remaining orange for ½ teaspoon grated zest; set aside. Squeeze zested orange for ¼ cup juice; set aside.
- 3. Cut pineapple into small chunks. Squeeze some of the chunks for ¼ cup juice. For citrus glaze, in a small saucepan, combine orange juice and pineapple juice, honey and ginger. Bring to boiling; reduce heat. Gently boil for 5 to 10 minutes or until reduced to ¼ cup. Stir in orange zest and cayenne pepper.
- 4. On each of eight skewers, thread an orange slice, green onion slices, scallop, pineapple chunk, another scallop and green onion. Season to taste with salt and pepper. Grill kabobs for 4 to 6 minutes or until scallops are opaque throughout, brushing and basting with citrus glaze halfway through grilling. Serve with remaining citrus glaze.

Nutrition facts per serving: 210 calories, 1 g fat, 0 g saturated fat, 0 g trans fat, 25 mg cholesterol, 450 mg sodium, 38 g carbohydrates, 3 g fiber, 29 g sugar, 15 g protein. Daily values: 15% vitamin A, 120% vitamin C, 6% calcium, 4% iron.





GRILLED TUNA STEAKS WITH PEACH SALSA

Brushing tuna with a seasoned oil mixture keeps it moist and flavorful while grilling. Tuna lovers generally prefer steaks with a pink middle. You may cook it longer, but cooking out all traces of pink might make fish less flavorful.

Prep: 30 minutes | Grill: 3 to 4 minutes | Serves 4 4 (8-ounce each) yellowfin tuna steaks, about ¾ inch thick ¾ teaspoon lime zest

2 tablespoons fresh lime juice

2 tablespoons snipped fresh cilantro

2 tablespoons finely chopped green onion

1 tablespoon Hy-Vee Select olive oil

½ teaspoon Hy-Vee kosher sea salt

1/4 teaspoon cayenne pepper

³/₄ pound fresh peaches, chopped (about 2 cups)

2 Roma tomatoes, seeded and chopped (about 1 cup)*

 $\frac{1}{2}$ cup chopped orange bell pepper

1/4 cup chopped red onion

1 jalapeño pepper, seeded and finely chopped**

Rinse fish; pat dry with paper towels. Set aside.
 In a small bowl, combine lime zest, lime juice, cilantro, green onion, olive oil, salt and cayenne pepper; set aside.

3. In a medium bowl, combine peaches, tomatoes, bell pepper, red onion and jalapeño; stir in half of cilantro mixture. Cover and chill until serving time.

4. Prepare a charcoal or gas grill with greased grill grates for direct grilling over medium-high heat. Grill tuna for 3 to 4 minutes or until fish reaches desired doneness, turning once and brushing with remaining cilantro mixture halfway through grilling. Serve tuna immediately with salsa.

*Note: Oval-shaped Roma tomatoes are good for this salsa because they have more flesh with less juice and fewer seeds than other varieties.

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

Nutrition facts per serving: 320 calories, 4.5 g fat, 0.5 g saturated fat, 0 g trans fat, 90 mg cholesterol, 350 mg sodium, 12 g carbohydrates, 2 g fiber, 9 g sugar, 58 g protein. Daily values: 20% vitamin A, 50% vitamin C, 2% calcium, 10% iron.



Donthe 1 Octob

WORDS Lois White PHOTOS Cameron Sadeghpour

CREATIVE BARTENDERS DON'T SETTLE
FOR BORING COCKTAILS AND
NEITHER SHOULD YOU! STIR TOGETHER ONE
OF OUR FOUR REFRESHING SUMMER
DRINKS AND ENTERTAIN GUESTS WITH
UNEXPECTED FLAVORS. THESE BEVERAGES
FEATURE INGREDIENTS RANGING FROM
SWEET TO BITTER, AND FAMILIAR
TO BRAND-NEW. THE ONLY THING MISSING
IS A GLASS OF ICE.



Peach Sanglia THIS SPRIGHTLY PEACH-AND-WINE COOLER IS THE SPRIGHTLY PEACH AND WINE COOLER IS THE SPRIGHTLY PEACH AND WINE AND THE POEP

THIS SPRIGHTLY PEACH-AND-WINE COOLER IS PERFECTION ON A HOT SUMMER NIGHT. PREP AND CHILL THE BASE THE DAY BEFORE YOUR COOKOUT, THEN GRILL PEACHES AND ADD FINAL TOUCHES JUST BEFORE GUESTS ARRIVE.

Prep: 15 minutes | Serves 8 ½ cup peach schnapps

1/4 cup Hy-Vee sugar

1 (750-ml) bottle Sauvignon Blanc or Pinot Grigio

½ cup peach juice

2 firm ripe peaches, pitted and sliced

2 tablespoons agave nectar

1 cup fresh raspberries

11/2 cups tonic water, chilled

Mint, for garnish

1. In a large pitcher, combine schnapps and sugar. Let stand for 5 minutes. Add wine and peach juice; stir until combined. Cover and chill for several hours or overnight. 2. One hour before serving, prepare a charcoal or gas grill with greased grill grates for direct grilling over medium-high heat. Toss peach slices with agave nectar. Place peach slices on greased grill rack. Grill for 4 to 6 minutes, turning once. Remove from grill; let cool.

3. Just before serving, stir grilled peaches and raspberries into wine mixture. Add tonic water; stir to combine. Serve in ice-filled wineglasses. If desired, garnish with mint leaves.

Nutrition facts per serving: 200 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 5 mg sodium, 29 g carbohydrates, 2 g fiber, 25 g sugar, 1 g protein. Daily values: 4% vitamin A, 10% vitamin C, 0% calcium, 2% iron.







WITH YELLOW CHARTREUSE, A FRENCH HERBAL LIQUEUR CONTAINING HONEY AND SAFFRON. GRAND MARNIER ADDS A HINT OF TROPICAL ORANGE. THIS IS A COMPLEX, HEADY DRINK MEANT FOR SIPPING.

Prep: 5 minutes | Serves 1

3 ounces Cabernet Sauvignon

1 ounce yellow Chartreuse 1 ounce Grand Marnier

Ice

Lemon slice and lemon peel strip, for garnish

1. Add wine, Chartreuse and Grand Marnier to an ice-filled glass. If desired, garnish with lemon slice and lemon peel strip.

Nutrition facts per serving: 245 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 0 mg sodium, 15 g carbohydrates, 0 g fiber, 1 g sugar, 0 g protein. Daily values: 0% vitamin A, 0% vitamin C, 0% calcium, 2% iron.

Cachaça Cooler

SIP ON A CRISP AND REFRESHING DRINK INFUSED WITH CACHAÇA, A LIGHT BRAZILIAN RUM. FLOATING A STAR FRUIT GARNISH ON TOP BOOSTS THE WOW FACTOR OF THIS COCKTAIL. RANGING FROM SWEET TO TART, STAR FRUIT IS ALSO GOOD IN SALADS OR DESSERTS.

Prep: 5 minutes | Serves 4

8 ounces cachaça

2 cups lemonade

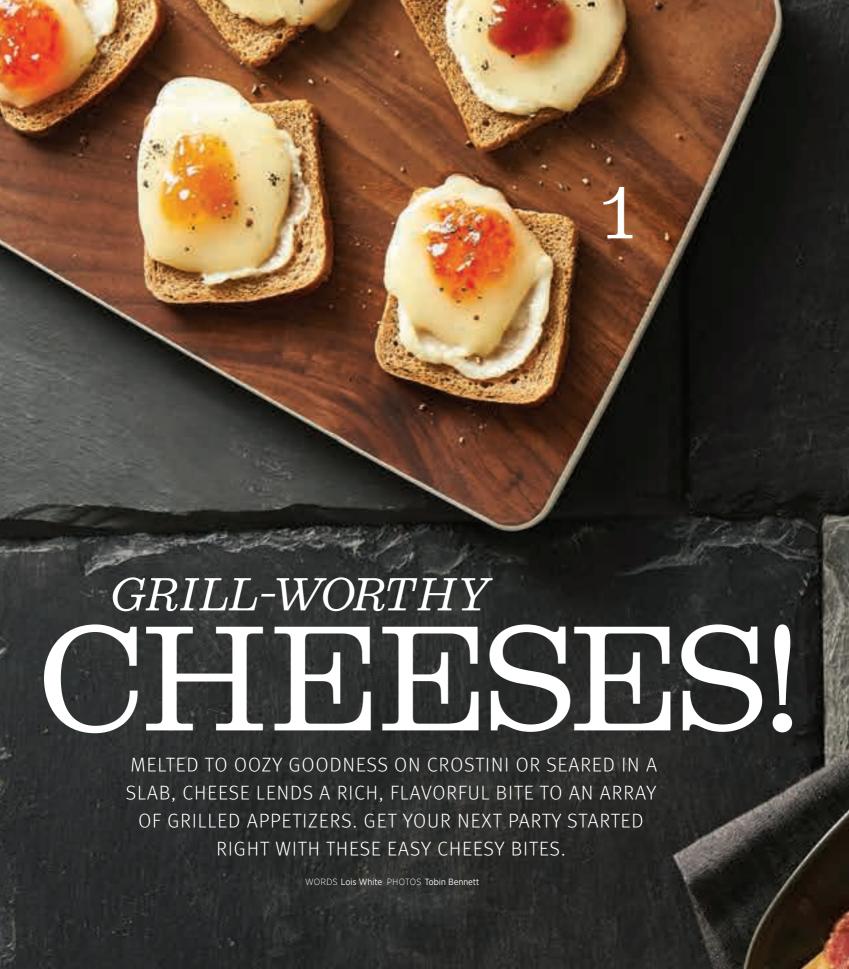
2 ounces grenadine, divided Star fruit slices, for garnish, optional 1. In a pitcher, combine cachaça and lemonade. Pour into 4 ice-filled glasses. Add ½ ounce grenadine to each glass. If desired, garnish with star fruit slices.

Nutrition facts per serving: 90 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 10 mg sodium, 22 g carbohydrates, 0 g fiber, 19 g sugar, 0 g protein. Daily values: 0% vitamin A, 8% vitamin C, 0% calcium, 2% iron.



* Bonus feature: Stir up a batch of these flavorful coolers. Check out this recipe's howto video in the free digital version of Hy-Vee Seasons.

Downloading information on page 3.







IN THE KITCHEN WITH





ASK ANY PARENTS AND THEY'LL TELL YOU THAT THE MOST STRESSFUL PART OF THE DAY IS GETTING THEIR KIDS FED. It's challenging to please everyone while serving healthy meals that keep the family budget intact.

Shannon Carpenter, father of three from Lee's Summit, Missouri, realized how tough cooking really was when he became a stay-at-home dad. "The biggest challenge I face is coming up with new meals each week. Then there are the time constraints when cooking coupled with the fact that usually someone is grabbing your leg or trying to get your attention."

He's not the only dad.

In the last 10 years, the number of dads choosing to become the primary caregiver for their kids has more than doubled. With an estimated 1.75 million at-home dads, the family dynamic is changing as mothers increasingly become family breadwinners and fathers take their places at home.

For dads, this means good-bye to traditional jobs and careers. They must become adept at such skills as keeping toddlers corralled, cranking out three meals a day and keeping up with a never-ending pile of laundry.

In their new roles, many men are handling the challenges and finding satisfaction, according to a 2011 study by the Boston College Center for Work and Family.

"Many said they have become more patient, more relaxed and calmer" as at-home dads, the study says. "They were now more competent doing family chores. Some felt better able to focus and be more productive. All felt they had developed closer relationships with their children." But there are downsides too. At-home dads told researchers that the worst aspects of the job include long hours with no breaks, stress and frustration, unrecognized accomplishments, boredom and exhaustion.

Many men also find they are isolated as child caregivers. The work keeps them tied to home most days. When they take kids to a park, they are likely the only man there. Some feel they are dismissed by men with traditional careers. But as at-home ranks grow, so does acceptance.

The experts recommend dads join one of the many groups for at-home fathers that have formed in recent years.

One of the most active groups is the National At-Home Dad Network (www.athomedad.org). With more than 3,000 members in the United States and Canada, the network offers dads a chance to be part of a community that's there to help. Men gain friends who are facing the same challenges as they do.

The most difficult aspect of staying home may be housework. It can become a friction point between men and women. Writer Peter Baylies recommends men focus on the room their partners always inspect first. "Make sure that part of the house is always clean," he says.

<u>5</u> SURVIVAL TIPS

Here are tips that will help you succeed in your job as a full-time at-home dad.

1. BECOME STORE-SMART.

If you have been a casual Hy-Vee shopper, give your game a boost. As you shop, scan aisles carefully to develop a mental map. Soon you will be able to find anything. See tip 4 to learn how the Hy-Vee app can help.

2. MAKE
HEALTHY
MEALS. Getting
kids fed should top
your to-do list. But
how can you be sure
you are providing all
the nutrition children

need? Talk to the dietitian at your local Hy-Vee store. She or he has the info you need. Plus, sign up for a free store tour and discover how to shop smart.

3. TAKE A COOKING CLASS. Anyone can become a better cook by attending cooking classes offered at local Hy-Vee stores. Ask about group events where attendees make meals in big batches to freeze for later use. This saves time and money.

4. GET THE
APP. Download the
Hy-Vee app to your
phone for access
to digital coupons,
weekly ads, pharmacy
refills, Fuel Saver
account and to make
handy shopping lists.
Also use the app for
store mapping and
product location. And
the app will do much
more for you.

5. A food processor is your friend. It's the tool that can help you slip in vegetables without your child noticing. It's a great way to make a meal more nutritious without their resistance.

-STAY-AT-HOME DAD KIRK AUGUSTINE, FATHER OF TWO IN ST. LOUIS



BURRITO BOWLS

Instead of taco night, it's burrito night! Have fun with the family and add healthy toppers to make the best burrito bowl possible for everyone.

Prep: 35 minutes | Cook: 13 to 14 minutes | Serves 6 1½ pounds top sirloin steak

- 4 teaspoons Hy-Vee Hickory House Tres Caliente three-chili cilantro seasoning rub
- 1 tablespoon Hy-Vee Select olive oil
- 1/3 cup chipotle barbecue sauce
- 3 cups hot cooked Hy-Vee long grain rice

- 2 tablespoons chopped fresh cilantro
- 1 tablespoon fresh lime juice
- Chopped lettuce, corn, black beans, queso cheese or shredded cheese, sour cream, guacamole or salsa, for topping

Lime wedges, for serving

1. Trim fat from steak; cut meat into ½-inch cubes. Place in a large resealable plastic bag; sprinkle with seasoning rub. Seal bag and shake until steak is evenly coated with rub. Let stand for 15 minutes.

2. In a large skillet, heat oil over medium heat. Sauté steak for 3 to 4 minutes or until brown.

Reduce heat to medium-low. Stir in barbecue sauce and cook for 10 minutes more or until meat is tender.

3. In a large bowl, combine rice, cilantro and lime juice. Serve meat and rice in bowls with assorted toppings. If desired, squeeze lime wedges over each serving.

Nutrition facts per serving: 380 calories, 17 g fat, 6 g saturated fat, 0 g trans fat, 85 mg cholesterol, 280 mg sodium, 29 g carbohydrates, 0 g fiber, 5 g sugar, 25 g protein. Daily values: 4% vitamin A, 4% vitamin C, 4% calcium, 20% iron.

S'MORES SHERBET SANDWICHES

Thick, fudgy brownie cookies offered at your Hy-Vee Bakery provide a sturdy base for irresistible treats with toasted marshmallows.

Prep: 40 minutes | Freeze: 30 minutes | Serves 6
2 cups Hy-Vee raspberry sherbet, softened
4 cup fresh blueberries
4 cup fresh raspberries
6 Hy-Vee large marshmallows
12 Hy-Vee Bakery home-style brownie chocolate cookies

- 1. Preheat broiler. Place sherbet in a medium bowl. Cut blueberries and raspberries into sherbet. Freeze for 30 minutes.
- 2. Meanwhile, thread marshmallows onto six metal skewers. Broil 4 inches from heat for 30 to 60 seconds or until golden and toasted on all sides; cool completely.
- 3. For each ice cream sandwich, scoop $\frac{1}{3}$ cup sherbet onto bottom of a cookie. Top with a toasted marshmallow and another cookie. Wrap in plastic wrap and freeze for 30 minutes or until sherbet is firm.

Nutrition facts per serving: 370 calories, 11 g fat, 4 g saturated fat, 1 g trans fat, 25 mg cholesterol, 135 mg sodium, 66 g carbohydrates, 3 g fiber, 47 g sugar, 4 g protein. Daily values: 0% vitamin A, 4% vitamin C, 2% calcium, 8% iron.





OPEN-FACE BUFFALO CHICKEN SANDWICHES

Pick up a rotisserie chicken from your Hy-Vee store and sandwich night is a snap. Buffalo sauce gives each bite a spicy kick, while fresh veggies add cooling crunch.

Prep: 10 minutes | Serves 4

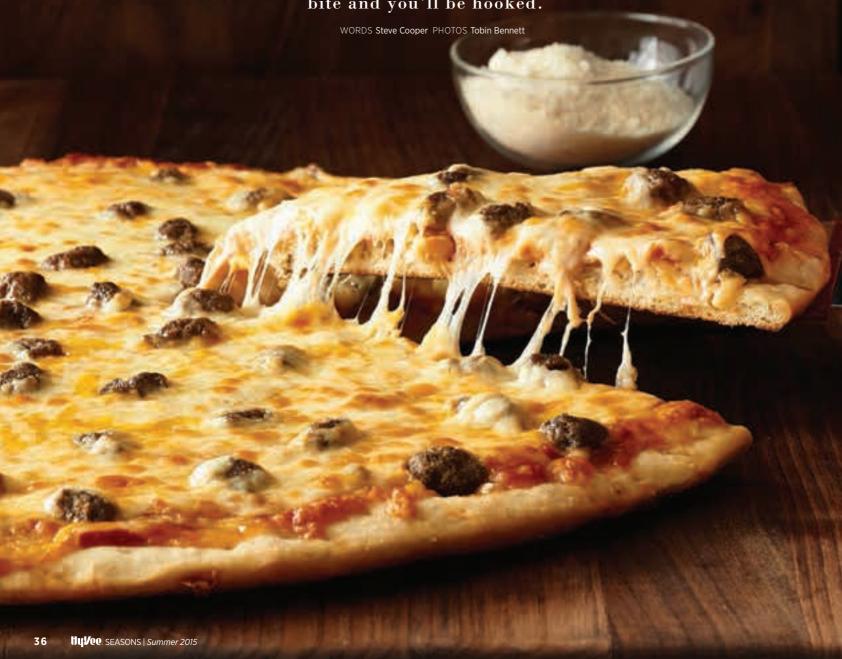
- 4 Hy-Vee Baking Stone ciabatta rolls, split
- 2 tablespoons Hy-Vee butter, melted
- 1 (25-ounce) rotisserie chicken breast, skin removed and meat shredded
- $\frac{1}{2}$ cup Hy-Vee buffalo wing sauce
- 7 ounces Fontina cheese, thinly sliced
- ½ cup julienne-cut cucumber
- ½ cup julienne-cut carrot
- ½ cup julienne-cut celery
- 4 tablespoons Hy-Vee ranch dressing

- 1. Preheat broiler. Brush cut sides of rolls with butter. Arrange on a baking sheet. Broil about 4 inches from the heat for 2 to 3 minutes or until toasted
- 2. In a medium bowl, toss chicken with buffalo sauce. Top roll halves with cheese slices and chicken. Broil 2 to 3 minutes or until cheese is bubbly and chicken is heated through.
- **3.** Top with cucumber, carrot and celery. Serve with ranch dressing.

Nutrition facts per serving: 620 calories, 33 g fat, 13 g saturated fat, 0 g trans fat, 125 mg cholesterol, 2,200 mg sodium, 39 g carbohydrates, 3 g fiber, 4 g sugar, 38 g protein. Daily values: 80% vitamin A, 8% vitamin C, 35% calcium, 15% iron.

SECRET SECRET

The recipe for the best-tasting Italian pizza sausage didn't come to America on a boat from Italy. It was developed by a Chicago teenager for his family's business, which now produces sausage toppings for Hy-Vee pizza. The flavor is slightly sweet with a subtle spiciness. One bite and you'll be hooked.



Take only a nibble, and the sausage on Hy-Vee pizza wakes up your taste buds with its light, spicy seasonings. Don't worry; this won't be a three-alarm fire. The pizza's taste is enhanced by the exceptionally pleasing, mouthwatering meat.

The sausage is produced by Fontanini Italian Meats. It has made pizza sausage for decades from a blend of four cuts of select, lean pork with a natural sweetness and chewy texture. The company supplies the meat atop every Hy-Vee sausage pizza.

The product's origins go back to the early 1950s, when opportunity knocked for Italian immigrant Oriano Fontanini of Chicago. A chance meeting with an old friend from Italy steered Oriano toward the sausage and pizza-topping business.

In the typical immigrant-makes-good story, Fontanini would have broken into the business with a treasured old-world recipe handed down through the family for generations. "But we weren't after an old-world flavor," says his son, Gene. "We wanted our sausage to have a new-world flavor. It wasn't developed in Italy; it was developed here in Chicago."

Early in the search for a formula, Gene—only 18 at the time—put a recipe on the table. He had worked at a pizzeria for a couple of years; he had ideas about making a noteworthy sausage. He doubted his father would care for it, but Gene's recipe was worth a try. Oriano also put recipes forward. After testing, testing and more testing, it became obvious to all that Gene's recipe was the one.

"I was just a teenager, but my recipe became Code A. It's the mother of all our formulas. Every other sausage product we make is a derivative of Code A," he says. This is the sausage now topping Hy-Vee pizzas.

Since 1993, Gene and his sister, JoAnne, have been running the company together. Their father started with a modest building and one truck. The company is now a national brand with a 220,000-square-foot plant in McCook, Illinois. In addition to pizza toppings, this business produces Mamma Ranne meatballs, a variety of sausage products and other meats.

"People come to us because of the flavor of our meat,"

Gene says. "We don't skimp; we don't change our formulas. Our
customers know they are getting the best."



American Made

CELEBRATE AMERICA WITH A
ROUSING FOURTH OF JULY BARBECUE.
SERVE CROWD-PLEASING, HOT-OFFTHE-GRILL ENTREES SUCH AS
SLIDERS AND KABOBS, AND FINISH
IT ALL OFF WITH FRUIT-FILLED
RED, WHITE AND BLUE DESSERTS.

WORDS Lois White PHOTOS Greg Scheidemann



PATRIOTIC BERRY TRIFLE

With the red of strawberries, the white of whipped topping and the blue of blueberries, create a trifle dessert that celebrates the American flag. Show it off in a 3-quart straight-sided glass dish.

Prep: 30 minutes | Serves 12

1 (3.4-ounce) package Hy-Vee instant vanilla pudding mix

1½ cups Hy-Vee skim milk

1 (6-ounce) container Hy-Vee lemon yogurt

4 cups Hy-Vee frozen whipped topping, thawed

½ cup strawberry jam

4 cups sliced fresh strawberries

6 cups cubed Hy-Vee Bakery angel food cake 1 cup fresh blueberries

 In a medium bowl, whisk together pudding mix and milk for 2 minutes. Let stand for 5 minutes.
 Whisk in yogurt. Fold in whipped dessert topping.
 Place jam in a small microwave-safe bowl. Cook

2. Place jam in a small microwave-safe bowl. Cook on HIGH for 20 seconds or until melted.

3. Place 1½ cups strawberries in a 3-quart serving bowl. Spoon 2 cups pudding mixture on top. Add 4 cups angel food cake, spreading evenly. Drizzle with half of the jam. Repeat layers of strawberries and pudding mixture. Top with remaining angel food cake. Drizzle remaining jam over cake and top with remaining strawberries. Add blueberries along side of dish to fill open area. Spoon remaining pudding mixture on top of all.

4. Cover and chill for up to 24 hours before serving.

Nutrition facts per serving: 210 calories, 6 g fat, 5 g saturated fat, 0 g trans fat, 0 mg cholesterol, 230 mg sodium, 39 g carbohydrates, 2 g fiber, 24 g sugar, 3 g protein. Daily values: 2% vitamin A, 60% vitamin C, 10% calcium, 2% iron.

GRILLED STEAK SLIDERS WITH COLA BARBECUE SAUCE

Adding cola to the rich, savory ketchup-based marinade infuses flank steak with the right amount of sweetness and just enough acid to help tenderize the meat. Liquid smoke adds the same flavors you'd get from smoking the meat for hours.

Prep: 50 minutes | Marinate: 1 hour | Grill: 17 to 21 minutes | Makes 16

1 (2-pound) beef flank steak
1½ cups Hy-Vee ketchup
1½ cups Hy-Vee cola
½ cup finely chopped onion
½ cup Hy-Vee Worcestershire sauce
¼ cup Hy-Vee steak sauce

3 cloves garlic, minced
1 teaspoon liquid smoke
3/4 teaspoon Hy-Vee black pepper
Few dashes bottled hot pepper sauce, optional
16 Hy-Vee Bakery cocktail buns

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

2. In a medium bowl, combine ketchup, cola, onion, Worcestershire sauce, steak sauce, garlic, liquid smoke, black pepper and, if desired, hot pepper sauce. Pour 1 cup mixture over steak in bag; seal bag; gently shake to coat steak. Marinate in the refrigerator for 1 hour, turning bag occasionally.

3. Meanwhile, transfer remaining sauce to a medium saucepan. Bring to boiling; reduce heat. Simmer, uncovered, for 25 to 30 minutes or until thickened. Strain sauce; set aside.

4. Prepare a charcoal or gas grill for direct grilling over medium coals. Drain steak; discard marinade. Grill steak to desired doneness, turning once halfway through grilling. Allow 17 to 21 minutes for medium-rare (145°F) to medium (160°F).

5. Thinly slice steak across the grain. Serve slices in cocktail buns with cola barbecue sauce.

Nutrition facts per serving (one slider):
210 calories, 5 g fat, 1.5 g saturated fat, 0 g trans fat,
20 mg cholesterol, 560 mg sodium, 29 g carbohydrates,
1 g fiber, 13 g sugar, 15 g protein. Daily values:





GRILLED POTATO SALAD WITH PANCETTA

Picnics and barbecues are the perfect occasions for this hearty salad. Be sure to cut the potatoes into uniform slices so they cook evenly.

Prep: 20 minutes | Grill: 20 to 23 minutes | Serves 12 3 pounds Hy-Vee One Step potatoes

2 tablespoons plus 1/3 cup Hy-Vee Select olive oil, divided

½ teaspoon Hy-Vee salt, divided

½ teaspoon Hy-Vee black pepper, divided

1 (3-ounce) package pancetta

1 red bell pepper, seeded and sliced

1 red onion, sliced

1/4 cup chopped fresh cilantro

3 tablespoons Hy-Vee apple cider vinegar

2 tablespoons Hy-Vee Dijon mustard 2 tablespoons Hy-Vee honey 1/4 teaspoon Hy-Vee garlic powder

1. Prepare a charcoal or gas grill for direct cooking

over medium-high heat. Cut two 24×15-inch pieces of heavy-duty aluminum foil; set aside.

2. Scrub potatoes thoroughly; pat dry. Cut potatoes into 1/2-inch slices; place half of potatoes in center of each piece of foil. Drizzle each with 1 tablespoon olive oil and ¼ teaspoon each salt and black pepper. For each packet, bring up opposite edges of foil; seal with double-fold. Fold remaining edges to completely enclose potatoes, leaving space for steam to build. Grill packets for 15 minutes; carefully unwrap. Grease grill rack. Using a spatula, transfer potatoes to grill

rack. Grill 5 to 8 minutes or until tender, turning once. 3. In a skillet, cook pancetta until crisp; remove from skillet and drain on paper towels. When cool, crumble and set aside. In same skillet, cook bell pepper and onion in pancetta drippings until tender;

4. In a large bowl, whisk together remaining 1/3 cup oil, cilantro, vinegar, mustard, honey and garlic powder. Stir in grilled potatoes, pepper and onion mixture and pancetta; toss until combined.

Nutrition facts per serving: 220 calories, 11 g fat, 2 g saturated fat, 0 g trans fat, 5 mg cholesterol, 290 mg sodium, 28 g carbohydrates, 3 g fiber, 5 g sugar, 4 g protein. Daily values: 6% vitamin C, 40% vitamin C, 2% calcium, 8% iron.



Sirloin is one of the best steaks for kabobs. It's fairly lean and can be easily cut into cubes. Tenderize the steak in a simple marinade that uses ingredients you may have. Time-saving, grill-ready kabobs are also available at Hy-Vee.

Prep: 30 minutes | Marinate: 1 hour | Grill: 15 to 18 minutes | Serves 4

1 pound beef top sirloin steaks, cut into 1½-inch pieces

1 each red, yellow and green bell pepper, seeded and cut into chunks

1 red onion, cut into wedges

1/4 cup Hy-Vee Select extra-virgin olive oil

1/4 cup Hy-Vee Select red wine vinegar

4 cloves garlic, minced

2 teaspoons Hy-Vee dried oregano

2 teaspoons Hy-Vee dried thyme

1 teaspoon Hy-Vee kosher sea salt 1 teaspoon Hy-Vee black pepper

3 cups cooked quinoa, cooled

2 medium heirloom tomatoes, seeded and chopped

½ cup sliced green onions

1 medium orange, zested and juiced

8 bamboo, wooden or metal skewers*

 Place beef in a large resealable plastic bag placed in a shallow dish; set aside. Place bell peppers and red onion in another large resealable plastic bag placed in a shallow dish; set aside.

2. For marinade, in a medium bowl whisk together olive oil, vinegar, garlic, oregano, thyme, salt and black pepper. Divide marinade between beef and vegetable bags. Seal bags and marinate in the refrigerator for 1 hour, turning bags occasionally.

3. Meanwhile, in a medium bowl combine cooked quinoa, tomatoes, green onions and orange zest and juice. Cover and chill until serving time.

4. Prepare a charcoal or gas grill with greased grill grates for direct grilling over medium-high heat.

Thread peppers and onion onto four skewers, leaving a %-inch space between pieces so the vegetables grill evenly. Thread meat onto remaining four skewers. Grill the skewers for 15 to 18 minutes or until steak reaches desired doneness and vegetables are tender and slightly charred.

5. Remove skewers from grill and serve immediately with quinoa salad.

*Note: If using bamboo or wooden skewers, soak skewers in water for 30 minutes prior to grilling to prevent burning.

Nutrition facts per serving: 570 calories, 29 g fat, 7 g saturated fat, 0 g trans fat, 45 mg cholesterol, 590 mg sodium, 44 g carbohydrates, 7 g fiber, 8 g sugar, 31 g protein. Daily values: 35% vitamin A, 240% vitamin C, 10% calcium, 35% iron.



A robust homemade steak sauce and crumbled blue cheese bring sumptuous richness to grilled steak. Leafy green kale is a tasty, nutritious and trendy side that cooks quickly while the steak grills.

Prep: 45 minutes | Grill: 10 to 15 minutes | Serves 6 1 tablespoon Hy-Vee butter

5 tablespoons Hy-Vee Select olive oil, divided

1 medium yellow onion, thinly sliced

 $\frac{1}{2}$ teaspoon Hy-Vee kosher sea salt

1/4 teaspoon Hy-Vee black pepper

3/4 cup Hy-Vee ketchup

¼ cup Hy-Vee Worcestershire sauce

1/4 cup fresh lemon juice

1/4 cup Hy-Vee Select balsamic vinegar

3 tablespoons Hy-Vee reduced-sodium soy sauce

2 tablespoons packed Hy-Vee brown sugar

1/2 teaspoon garlic powder

6 (8-ounces each) boneless New York strip steaks, 1 inch thick

2 tablespoons Hy-Vee pepper and garlic seasoning

8 cups torn fresh kale

Hy-Vee salt, to taste

1 teaspoon crushed red pepper flakes Gorgonzola cheese, crumbled, to taste

 For caramelized onion, in a large skillet add butter and 1 tablespoon olive oil; melt butter over medium heat. Add onion and cook for 25 to 30 minutes or until deep golden brown, stirring frequently. Stir in salt and pepper; set aside.

2. While onions are cooking, in a small saucepan, whisk together ketchup, Worcestershire sauce, lemon juice, vinegar, soy sauce, brown sugar and garlic powder. Bring to boiling; reduce heat. Simmer for 20 minutes or until reduced to 1 cup. Stir caramelized onion into sauce; set aside.

3. Rub steaks with pepper and garlic seasoning. Let stand for 10 minutes. Preheat a charcoal or gas grill for direct cooking at medium heat. Grill steaks to desired doneness, turning once. Allow 10 to 12 minutes for medium-rare (145°F) or 12 to 15 minutes for medium (160°F). Let steaks rest for 3 to 5 minutes so juices redistribute evenly throughout the steak.

4. In a large skillet, cook kale in batches in remaining 4 tablespoons oil over medium-high heat until wilted. Season to taste with salt and sprinkle with crushed red pepper.

5. Top steaks with caramelized onion sauce and Gorgonzola. Serve with kale.

Nutrition facts per serving: 590 calories, 38 g fat, 13 g saturated fat, 0 g trans fat, 125 mg cholesterol, 1,570 mg sodium, 22 g carbohydrates, 1 g fiber, 17 g sugar, 44 g protein. Daily values: 45% vitamin A, 60% vitamin A, 6% calcium, 30% iron.



ALL-AMERICAN CLASSIC HAMBURGERS

The most flavorful hamburgers start with great ground beef. Using meat with at least 15 percent fat will result in juicy grilled burgers. Shape the patties gently and make a small indentation in the center to ensure even cooking as the burger swells during grilling.

Prep: 20 minutes | Grill: 14 to 18 minutes | Serves 4 1 pound 85%-lean ground beef 1 small onion, chopped 1 clove garlic, minced 1 tablespoon Worcestershire sauce ½ teaspoon Hy-Vee kosher sea salt ¼ teaspoon Hy-Vee black pepper Several dashes hot pepper sauce

1. Heat a charcoal or gas grill for direct cooking over medium heat.

2. In a large bowl, combine ground beef, onion, garlic, Worcestershire sauce, salt, black pepper and

hot pepper sauce; mix well. Shape ground beef mixture into four ¾-inch-thick patties.

3. Grill patties for 14 to 18 minutes or until done (160°F), turning once halfway through grilling.

Nutrition facts per serving: 260 calories, 17 g fat, 6 g saturated fat, 1 g trans fat, 75 mg cholesterol, 370 mg sodium, 4 g carbohydrates, 1 g fiber, 3 g sugar, 21 g protein. Daily values: 0% vitamin A, 6% vitamin C, 4% calcium, 15% iron.





1. ONION-LOVER'S BURGER

CREAMY GARLIC AIOLI AND FRIED ONION RINGS (SEE RECIPE, WWW.HY-VEE.COM/RECIPES) TOP A SAVORY BURGER PRESENTED IN AN ONION BUN. SEE CREAMY GARLIC AIOLI RECIPE, PAGE 14.

2. BACON-JALAPEÑO BURGER

BITE INTO A SPICY BURGER PILED WITH GOAT CHEESE, BACON AND JALAPEÑO PEPPER SLICES, SEE RECIPE, *PAGE 13*.

3. PRETZEL BURGER

SLATHER TANGY BEER MUSTARD ON A STEAKHOUSE BURGER AND PRESENT IN A CHEWY PRETZEL BUN. SEE RECIPE, PAGES 13-14.

4. ALL-AMERICAN BURGER

ENJOY THE GLORIOUSLY JUICY MEATY PATTY IN A LETTUCE-LINED SESAME BUN WITH AMERICAN CHEESE AND TOMATO AND ONION SLICES. IF YOU'RE FEELING ADVENTUROUS, TRY IT WITH KICKY KETCHUP. SEE RECIPE,



THE BEST IN BEEF

Thick, tender and juicy, the most desirable steaks are sizzling and smoky as they come off the grill. Choose from Prime Reserve, Choice Reserve or Angus Reserve at your local Hy-Vee Meat Department.



PRIME RESERVE. This is among the best of the best. Only about 2 percent of beef is graded Prime by the United States Department of Agriculture (USDA). Resulting steaks are typically reserved for restaurants, but you can have one of these exceptional steaks at home tonight.



CHOICE RESERVE. When dining at a fine restaurant, you are usually served a superior USDA Choice steak. Professional chefs know the level of marbling in Choice Reserve beef indicates each bite will be tender and tasty. Hand-selected Choice Reserve from Hy-Vee is unsurpassed.



ANGUS RESERVE. This 100-percent natural, aged and hand-selected beef comes from grain-fed cattle. For deep flavor, choose cuts of Angus Reserve.



1. BERRY-LACED ICE CUBES:

Dress up icy cold drinks in a fun and festive way with frozen berry cubes. Add fresh blueberries or strawberry slices to ice cube tray wells. Fill with water and freeze for 4 hours or until fully frozen.

2. NO-BAKE GELATIN-CHEESECAKE DESSERTS:

This sweet and easy Fourth of July dessert will please kids and adults. Layer a graham cracker crust between strawberry gelatin and a fluffy whipped cheesecake filling. For recipe, go to our website at www.hy-vee.com/recipes

3. STAR-STUDDED GELATO DESSERTS:

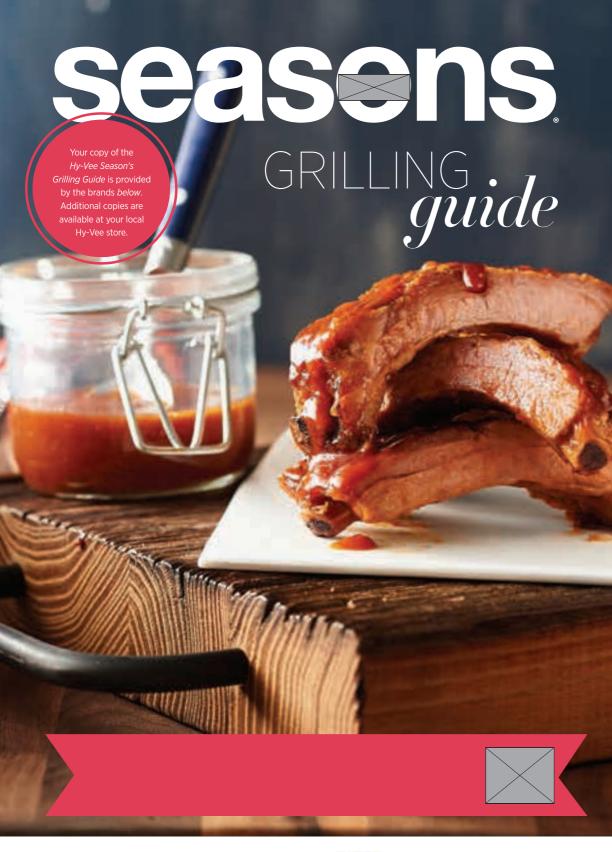
Indulge in a frozen red, white and blue treat served in individual dessert cups. Top scoops of vanilla gelato with strawberry ice cream topping and frozen whipped dessert topping. Add a puff pastry star cutout and festive sprinkles. For recipe, go to our website at www.hy-vee.com/recipes













V8 Splash Juice or Smoothies: select varieties 46 or 64 oz. \$1.98



Jack's Frozen
Pizzas:
select varieties
14.5 to 17.7 oz.
3/\$8.00



Campbell's Chunky Baked Beans: select varieties 20.5 oz. \$1.28



Pace Picante Sauce, Salsa and Dips: select varieties 15 or 24 oz. \$2.68



Johnsonville Butcher Shop Smoked Sausage: select varieties 14 oz. \$4.28



Dr Pepper: regular or diet 24 pk. 12 oz. \$5.99



THE CONTROLL OF THE VIOLATION OF THE VIO

WORDS Wini Moranville PHOTOS Tobin Bennett and Cameron Sadeghpour

Fresh, colorful and delicious! Produce bins are filled with farm-fresh fruits and vegetables. Many people are embracing vegetarian diets and eating a whole new way, while others are cutting back on meat and putting more produce on their plates.

It's time to get face-to-face with your Brussels sprouts. You don't have to be a committed vegetarian to enjoy a meatless meal. Prep work is easier than you think and meals are light, bright and healthy. Choose fruits and vegetables that add texture, flavor and color.

From weight loss to lowered risks of cancer, there are abundant benefits of a plant-based menu. "Vegetarian-style eating patterns have been associated with improved health outcomes, including lower levels of obesity, a reduced risk of heart disease and lower blood pressure," says dietitian Heather Ware of Hy-Vee in Ottumwa, Iowa.

The USDA's Dietary Guidelines for Americans 2010 promote eating more fruits, vegetables and whole grains while limiting meat to small, lean cuts. Vegetarians consume a lower proportion of calories from fat and take in fewer overall calories. They also consume more fiber, potassium and vitamin C than the average nonvegetarian.

Get colorful fruits and vegetables in the Hy-Vee Produce Department and your favorite vegetarian standbys, such as peanut butter, pasta and canned or dried beans, in the grocery aisles.

Look to the HealthMarket for vegetable potpies, broccoli-kale lasagna, roasted vegetable enchiladas and other frozen entrées. "Our HealthMarket is full of meat substitute products, such as Boca and MorningStar veggie burgers," Heather says. Other vegetarian choices include tofu products, wholesome grains and dairy-free substitutes for standard cow's milk.

EAT THE RAINBOW

Eat your colors. Serve a rainbow and you're serving a cross-section of nutrients. For a healthier diet, load your plate so foods look like a painter's palette. Here's a guide to food color and nutrition:

Red: Deep red fruits and vegetables—such as cranberries, constrawberries, tomatoes, beets, red cabbage and red bell peppers antioxidants that may help memory function and fight against he disease and some cancers.

Green: Rich in phytochemicals, calcium and Vitamin D, green for and vegetables help lower the risk of some cancers, while promoting healthy bones and teeth and good vision. Reach for Brussels sprouts green bell peppers, broccoli, celery, green beans, honeydew melon, kiwifruit, and dark leafy greens, such as kale, Swiss chard, spinach, and turnip greens, collard and mustard greens.

Yellow and Orange: Good sources of carotenoids and vitamin C, these bright and sunny fruits and vegetables are good for your heart, immune system and vision, and may also lower the risk of some cancers. Sweet potatoes, carrots, butternut squash, cantaloupe, apricots, oranges, grapefruit, and tangerines are tasty tickets to these health benefits.

Blue and Purple: Thanks to their antioxidants, blue and purple fruits and vegetables, such as blueberries, blackberries, plums, eggplant and purple potatoes, can support healthy aging, memory function and urinary tract health.

White: Garlic, onions, cauliflower, mushrooms and turnips contain nutrients that can help you maintain healthy cholesterol levels.

MEAL PLANNING

The colorful recipes on the pages ahead will put the nutrients your body needs in the meals you serve, whether you are strictly vegetarian or simply want more fruits and vegetables. Layer vegan pizza dough with purple onions and red cherry tomatoes, or build a better burger of black beans and green bell pepper. Even chocolate cake gets a veggie upgrade.



These moist veggie burgers are packed with robust bean flavor and bold Southwestern seasonings. The evenly crisped brown crust that forms while cooking makes these extra tasty. Be sure to use medium heat to prevent the burgers from charring on the outside.

Prep: 20 minutes | Cook: 5 minutes | Serves 6

2 (15-ounce) cans black beans, rinsed and drained

1/3 cup Hy-Vee panko bread crumbs

1 large Hy-Vee egg

3 tablespoons garlic hummus

2 teaspoons Hy-Vee ground cumin

2 teaspoons Hy-Vee dried oregano

1/2 teaspoon cayenne pepper

½ cup fresh or frozen corn

½ cup chopped green bell pepper

½ cup chopped red onion

½ cup chopped baby bella mushrooms

1/4 cup chopped fresh cilantro

3 tablespoons Hy-Vee canola oil

6 Hy-Vee Bakery soft hamburger buns, toasted

Desired condiments/toppers (hummus, cheese slices, onion slices, avocado slices, tomato slices, lettuce leaves, jalapeño pepper slices*)

1. Using a potato masher, mash beans in a large bowl. Add panko, egg, garlic hummus, cumin, oregano and cayenne; combine well. Stir in corn, green bell pepper, chopped onion, mushrooms and cilantro. Form mixture into six patties.

2. In a large skillet, heat oil over medium heat. Cook burgers for 5 minutes or until outsides are crisp and lightly browned, turning once halfway through cooking. Serve on toasted buns with condiments and/or toppings.

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

Nutrition facts per serving: 400 calories, 12 g fat, 1.5 g saturated fat, 0 g trans fat, 30 mg cholesterol, 680 mg sodium, 61 g carbohydrates, 10 g fiber, 8 g sugar, 15 g protein. Daily values: 6% vitamin A, 20% vitamin C, 15% calcium, 25% iron.

A simple stack of rice noodles, fresh veggies and apples lightly dressed with a lemon vinaigrette creates a striking salad. Jicama (HEE-kah-mah), a root vegetable with tan skin and white flesh, adds a mild sweetness and crunchy texture.

Prep: 30 minutes | Serves 4 6 ounces stir-fry rice noodles 1 teaspoon lemon zest ¼ cup fresh lemon juice 2 teaspoons Hy-Vee honey 1 teaspoon Hy-Vee Dijon mustard
½ teaspoon Hy-Vee kosher sea salt
6 tablespoons Hy-Vee canola oil
Hy-Vee black pepper, to taste
¾ cup thinly sliced red onion
1 cup julienne-cut jicama
¾ cup julienne-cut yellow bell pepper
2 medium red apples, cored and thinly sliced
½ cup assorted mixed greens

1. Prepare noodles according to package directions; drain and set aside.

2. For dressing, in a small bowl, whisk together

lemon zest, lemon juice, honey, mustard and salt. Add oil in a slow, steady stream, whisking constantly until dressing is well blended. Season to taste with black pepper.

3. To arrange salads, divide rice noodles among four plates. Top each with red onion, jicama, bell pepper, apple and greens. Serve with dressing.

Nutrition facts per serving: 310 calories, 21 g fat, 1.5 g saturated fat, 0 g trans fat, 0 mg cholesterol, 300 mg sodium, 29 g carbohydrates, 3 g fiber, 13 g sugar, 2 g protein. Daily values: 25% vitamin A, 80% vitamin C, 2% calcium, 4% iron.





Summer's freshest produce—from mangoes to veggies and herbs-creates delicious, nutritious rice paper rolls just like the ones you find in restaurants. Serve these as an appetizer or entreé with the spicy-sweet sauce. Look for rice papers in the Asian or HealthMarket section of your Hy-Vee store.

Prep: 45 minutes | Serves 4 (3 each) 1/4 cup hoisin sauce 2 tablespoons Hy-Vee peanut butter 1 tablespoon chili garlic sauce or puree 1 teaspoon sesame oil 2 to 3 teaspoons water 2 mangoes, seeded and peeled 1 red bell pepper, seeded 2 medium carrots, peeled 12 (8½-inch) round rice papers 4 cups thinly shredded red cabbage, divided 1 cup fresh mint leaves, divided 1 cup fresh cilantro leaves, divided

- 1. For peanut sauce, in a small bowl, whisk together hoisin sauce, peanut butter, chili garlic sauce, sesame oil and enough water to reach sauce consistency: set aside. For veggie rolls, cut mangoes, bell pepper and carrots into thin matchsticks; set aside.
- 2. Fill a wide shallow bowl with warm water. Dip one rice paper into water for a few seconds or just until moistened. (Rice paper will still be firm but will continue to soften during assembly.) Place rice paper on a work surface.
- **3.** Place $\frac{1}{3}$ cup cabbage across lower third of the rice paper. Top with a few slices each mango, red pepper and carrot; add some mint and cilantro. Fold bottom of rice paper up over filling. Fold in sides and roll up tightly.
- 4. Repeat with remaining rice papers and filling ingredients. Serve immediately with peanut sauce for dipping.

Nutrition facts per serving: 340 calories, 7 g fat, 1.5 g saturated fat, 0 g trans fat, 0 mg cholesterol, 440 mg sodium, 65 g carbohydrates, 7 g fiber, 35 g sugar, 9 g protein. Daily values: 180% vitamin A, 240% vitamin C. 8% calcium. 8% iron.



Make it a meatless pizza night with a cracker-thin herb crust topped with fiber-rich veggies, low-fat cheese and fresh herbs.

Prep: 20 minutes | Rise: 60 minutes | Bake: 12 to 14 minutes | Serves 4 (1 individual-size pizza each) 13/4 to 21/4 cups Hy-Vee all-purpose flour, divided 1 tablespoon ground flax meal 1 package (21/4 teaspoons) active dry yeast 11/2 teaspoons Hy-Vee sugar 3/4 teaspoon Hy-Vee salt 3/4 teaspoon Hy-Vee Italian seasoning 3/3 cup warm water (120°F to 130°F) 2 tablespoons Hy-Vee Select olive oil 2 teaspoons Hy-Vee minced garlic 1 tablespoon yellow cornmeal Desired toppings (see right)

1. In a medium bowl, combine 1 cup flour, flax meal, yeast, sugar, salt and Italian seasoning. Combine warm water, olive oil and garlic. Add to flour mixture. Using a wooden spoon, stir mixture until well blended. Gradually stir in enough remaining flour to make a soft dough. On a lightly floured surface, knead dough with enough remaining flour to make a moderately stiff dough that is smooth and elastic. Lightly grease bowl; place dough in bowl and turn once. Cover and let rise in a warm place until double, about 60 minutes.

2. Preheat oven to 425°F. Lightly grease a large baking sheet; sprinkle with cornmeal. Punch dough down. Turn dough out onto a lightly floured surface Divide into four portions for individual pizzas and let rest for 10 minutes. Shape each portion into a 6- or 7-inch round. Place on prepared baking sheet. Add desired toppings and bake for 12 to 14 minutes or until bubbly.

Mixed Mushroom: Drizzle each crust with 2 tablespoons Hy-Vee Select olive oil. Top with 2 ounces sliced soft goat cheese and 2 cups assorted fresh mushrooms. Sprinkle with Hy-Vee black pepper. After baking, sprinkle fresh thyme on top.

Pizza Margherita: Spread 2 tablespoons purchased Hy-Vee Alfredo sauce over each crust; top with 3 to 4 medium to large tomato slices, ¼ cup sliced cherry tomatoes and 2 ounces fresh mozzarella cheese. Sprinkle with Hy-Vee black pepper. After baking, top with fresh basil leaves.

Onion and Arugula: Spread 3 tablespoons purchased Hy-Vee pizza sauce over each crust; top with 1 cup lightly sautéed red onion wedges and sprinkle with Hy-Vee black pepper. After baking, top with ½ cup fresh arugula.

Pesto and Green Veggie: Spread 2 tablespoons purchased pesto over each crust; top with $\frac{1}{2}$ cup steamed broccoli rabe, $\frac{1}{2}$ cup Brussels sprout leaves and $\frac{1}{2}$ cup Hy-Vee shredded mozzarella cheese. Sprinkle with Hy-Vee black pepper.

Nutrition facts for each of these pizzas is available at www.hy-vee.com/meal-solutions/recipes





releases more of their vitamins, allowing those beneficial nutrients to be more easily absorbed by your body.

Soak: 5 hours | Prep: 40 minutes | Grill: 25 to 30 minutes | Serves 6

1 cup raw cashews

1/4 teaspoon Hy-Vee salt

2 cups warm distilled water

²/₃ cup almond milk

1/3 cup fresh lime juice

2 large sweet potatoes

Hy-Vee nonstick cooking spray

7 ounces extra-firm tofu, drained

2 teaspoons Hy-Vee taco seasoning

1 tablespoon Hy-Vee Select olive oil

12 (6-inch) corn tortillas, warmed

1 medium avocado, halved, seeded, peeled and sliced

Fresh cilantro, for garnish

Jalapeño pepper slices, optional*

cotton towel. Soak cashews for 5 hours. (Or place nuts and salt in bowl; cover with boiling water and let soak for 10 minutes.) Drain nuts. In a blender, place drained cashews, almond milk and lime juice. Cover and blend until creamy. Transfer to a bowl, cover and chill until serving time.

2. Preheat a charcoal or gas grill for direct grilling over medium-high heat. Peel sweet potatoes, if desired. Prick sweet potatoes with fork several times. Place in a microwave oven and cook on high for 5 minutes. Cut potatoes into wedges. Line grill rack with a piece of foil sprayed with nonstick cooking spray. Using a fork, prick foil in several places. Place potato wedges on foil. Grill for 25 to 30 minutes or until tender, turning once.

3. Meanwhile, pat tofu dry with paper towels. Cut into cubes; sprinkle with taco seasoning. In a for 2 to 3 minutes or until heated through;

4. Top each tortilla with sweet potato wedges. cooked tofu and avocado. Drizzle lime cream sauce over top. If desired, garnish with cilantro and/or jalapeño pepper slices.

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

Nutrition facts per serving: 390 calories, 19 g fat, 3 g saturated fat, 0 g trans fat, 0 mg cholesterol, 135 mg sodium, 45 g carbohydrates, 5 g fiber, 6g sugar, 11g protein. Daily values: 230% vitamin A, 35% vitamin C, 15% calcium, 15% iron.





CELEBRATING HY-VEE HISTORY

In 85 years, Hy-Vee has transformed from a small supply store in rural lowa with a handful of employees to a major retailer with 236 supermarkets and more than 76,000 employees throughout eight states. Take a look at some of the significant historical events that have shaped who we are today.



1930

Charles Hyde and David Vredenburg form a partnership and open the **Beaconsfield Supply** Store (lowa).

1936

David Vredenburg's son, Dwight, who manages the Centerville (Iowa) store, extends profit-sharing benefits to every employee at his store.

"WE ARE THE ONLY **COMPANY THAT WE** KNOW OF IN THE RETAIL **INDUSTRY THAT SHARES** WITH ITS PEOPLE THE AMOUNT OF PROFITS THAT WE DO."

— Ron Pearson



The Centerville store reopens with cutting-edge additions: a frozen food case, fluorescent lights, background music and shopping carts.

> To encourage hesitant Centerville customers to use the new carts, Dwight Vredenburg tosses in candy bars and packs of chewing gum as an incentive.

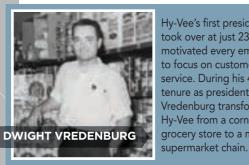


1930

1940

1933

The pair introduce profit sharing and autonomy to store managers after opening the **Princeton Supply** Store (Missouri).



Hy-Vee's first president, who took over at just 23 years old, motivated every employee to focus on customer service. During his 45-year tenure as president, Dwight Vredenburg transformed Hy-Vee from a corner grocery store to a modern

1938

Hyde & Vredenburg is incorporated, and **Dwight** Vredenburg becomes its first president.

Hyde & Vredenburg, Inc., purchases the Chariton **Wholesale Grocery** Company and moves its headquarters from Lamoni, Iowa, to Chariton, Iowa.



1949

"drive-in" store — the first to offer carryout service and selfservice meats.





1952 Three people suggest "Hy-Vee" in a contest

to rename the Supply

and Service stores.

19

Fort Madison (lowa) is the first store to have a courtesy counter and laundromat services.



1963

Hy-Vee unveils its second and most signature logo, which looks like a shopping cart.

1963

The company name changes from Hyde & Vredenburg, Inc. to Hy-Vee Food Stores, Inc.



1969

The first Drug Town opens in Cedar Rapids, Iowa, bringing Hy-Vee into the pharmacy business.

1963

The Hy-Vee Employees' Trust purchases the National Bank & Trust Company of Chariton.



1969

Hy-Vee merges with Cherokee, lowa-based Swanson Stores, Inc., and gains 12 new stores, an office-distribution complex and presence in a new state: Minnesota.

1970



1957

The **first in-store bakery** opens at
the lowa City
No. 1 (lowa) store.

1960

The Hy-Vee Employees' Trust is created and becomes a primary stockholder, making every fund participant an indirect stockholder.



1963

The "Helpful Smile in Every Aisle" slogan makes its radio and television debut. Hy-Vee is one of the first grocers in the nation to use television for advertising.

1950

1960



Hy-Vee adopts a **new logo** for its new name.



Hy-Vee introduces its **first private-label products:** canned coffee and fresh milk.

1961

The **first snack bar and coffee shop** opens at the Des Moines No. 2 (lowa) store.



"THE 'HELPFUL SMILE' SLOGAN
HAS SURVIVED MORE THAN 50
YEARS BECAUSE OUR EMPLOYEES
FULFILL THAT PROMISE. IT'S MORE
THAN JUST A SAYING."

— Ric Jurgens

1964

The **first Service Award Dinners**are held, honoring
406 employees for their service.

1967

The first in-store delicatessen opens at the Des Moines No. 2 store.





Dwight Vredenburg is

elected chairman and

chief executive officer.

Ron Pearson built upon Dwight Vredenburg's legacy by catering to the needs of the contemporary customer. He focused on convenience, enhancing in-store departments and adding on-site gas stations, dry cleaning services and dine-in or takeout meal areas.



1988

The opening of the **Overland Park** No. 1 (Kansas) store marks Hy-Vee's entry into its seventh state and largest metropolitan area: Kansas City.



Hy-Vee has its third leader to thank for its reputation for healthy living. Under Ric Jurgens, the company established the Hy-Vee Triathlon, began adding in-store medical clinics and created a Hy-Vee Health Team led by pharmacists, certified pharmacy technicians and dietitians.



Hy-Vee modernizes its 30-year-old logo and adds that the company is employee-owned.



Hy-Vee launches the Hy-Vee Employees' **401(k)** plan to encourage employees to save for retirement.



1990

Hy-Vee establishes **Perishable** Distributors of lowa as a subsidiary and purchases Lomar Distributing.



1995

The National Bank & Trust Company changes its name to Midwest Heritage Bank, which opens its first store branch at the Ames No. 1 (Iowa) Hy-Vee the following year.

1995

Hy-Vee's corporate offices move from **Chariton to West** Des Moines, and the corporate name changes to Hy-Vee, Inc.



Hv-Vee establishes Perishable Distributors of Iowa (PDI) as an affiliate of the company.



1983

Ron Pearson, Hy-Vee's chief operating officer, succeeds **Dwight Vredenburg** as president.

1990





The first Hy-Vee in Illinois opens in Macomb.

1985

Lincoln No. 4 (Nebraska) becomes Hy-Vee's first combination food and drugstore with more company firsts: a selfservice salad bar, cheese and deli counters and a self-service bakery.

1989

Dwight Vredenburg retires and Ron Pearson succeeds him as chairman and chief executive officer. During Vredenburg's 50-year tenure, Hy-Vee grew from 15 to 164 stores.



1992

Two important company purchases are made: D&D Salads (now D&D Foods) and Florist Distributing. Both become Hy-Vee subsidiaries.

1992

The first Chinese Express opens in Missouri at the Independence No. 1 store.





1975

Hy-Vee now owns stores

in four states. Its newest

welcomes the first Hy-Vee

state, South Dakota,

store in Brookings.

Norfolk No. 1 is the first Hv-Vee store to open in Nebraska.



Hy-Vee switches the red and white colors on the logo it introduced in 1994. This updated version of the logo is still used today.



Hy-Vee establishes the Road of Gold program to encourage safe driving.

HyVee WEITZ

1995

Hy-Vee/Weitz Construction **Company** is formed.

1996

Hy-Vee

website.

1998

The Hy-Vee Employees' Trust Fund and the 401(k) plan merge to form the Hy-Vee **Employees' Profit-Sharing Trust Fund** and 401(k) Plan. Participants have ownership in Hy-Vee stock.

1998 Midwest

Country Fare replaces the launches a Lots of Value company private-label

product line.

products are

Ric Jurgens is Pearson is elected chairman emeritus.

2003

Ric Jurgens is elected executive officer.

2000

HealthMarket private-label introduced.

2009

Randy Edeker becomes Hy-Vee's fourth president. He succeeds Ric Jurgens, who remains chairman of the board and chief executive officer.



2006

elected chairman of the board. Ron

Hv-Vee's chief

2009

Hy-Vee enters Wisconsin, its eighth state, with the opening of the Madison No. 1 store.

2006

The Hy-Vee Legendary Customer Service Award is established. Each year, 10 exemplary employees are inducted into the Customer Service Hall of Fame.



RANDY EDEKER

Hy-Vee becomes the exclusive grocer sponsor of the Kansas City Chiefs.



2009

Hy-Vee and Amber Pharmacy, an Omaha, Nebraskabased specialty pharmacy company, partner to form **Hy-Vee Pharmacy** Solutions.



Under Randy Edeker's leadership, we've reimagined

in-store dining with Market

engaged with customers using

social media and moved into

our largest market: the Twin

Cities (Minnesota). We look

grow in the years to come.

forward to watching his legacy

Grilles and Market Cafes,

2010

Hy-Vee introduces the Ronald D. Pearson Citizenship Award to honor employees for volunteer work.



2015

Hy-Vee replatforms online grocery shopping companywide.



2014

Amber Pharmacy joins the Hy-Vee family as its seventh subsidiary, creating a wealth of opportunities for the company in the specialty pharmacy field.

2000

1999

Hy-Vee begins stocking **Hy-Vee Grand** Selections, a premium privatelabel brand.

2005

Hy-Vee's first in-store clinic opens at the Davenport No. 5 (lowa) Hv-Vee.



The first Hy-Vee Triathlon takes place.

OUR FOCUS FOR

THE PAST 85 YEARS

ON SERVICE, CARING

AND ADAPTING TO

LIFESTYLES WILL

HELP US MOVE

FORWARD AND

SUCCEED IN

2008

Hy-Vee introduces its first mission statement: Making lives easier, healthier, happier.



2010

2012

Hy-Vee introduces the Fuel Saver™ program, which rewards certain store purchases with discounts on gas.



succeeds **Ric Jurgens** as CEO and chairman of the board following Jurgens' retirement.



2013

Hy-Vee forms a new subsidiary, Hy-Vee Construction, after the purchase of its share of Hy-Vee/Weitz Construction.

2013

Hy-Vee begins adding **Market Grilles and** Cafés to stores.



1997

The first "21st Century" store, which has more room for general merchandise, opens at the Mankato No. 2 (Minnesota) Hy-Vee.

1997

The first Hy-Vee Gas opens at the Davenport No. 3 (Iowa) store.



The **HealthMarket** department is introduced at the new Columbia No. 1 (Missouri) store.



2001



THE FUTURE. — Randy Edeker



CONGRATS

Joining Hy-Vee in celebrating 85 years of exceptional service, growth and success are 107 of America's greatest companies.







































































































Raising goodness:





HY-VEE!



































Good Food, Good Life







































































When the doors of Di Lusso Deli Company opened in 1919, customers had only two meat choices: Italianinspired Genoa Salami and Germanheritage Hard Salami. Both became New York City bodega classics. Through the years, the company's line expanded to include crafted beef, ham, turkey and chicken deli meats. As with the original meats, these are minimally processed so each carefully selected cut retains its authentic flavors. No fillers or MSG are used. This devotion to quality makes these products a cut above the rest.

Di Lusso also offers cheese made to the same high standards as their meats. From buttery Smoked Gouda to fiery Habanero Jack, all of the company's top-quality cheeses are handmade and aged to perfection in Wisconsin. Many of these cheeses carry the Master's Mark seal, assuring you that each was made by a master cheesemaker. These highly qualified artisans have at least 10 years of experience in cheesemaking. Their skillfully crafted cheeses coupled with Di Lusso premium meats create foods you will be pleased to serve.

Think outside the loaf. Don't settle for a typical sandwich, explore the possibilities with new recipes and ideas. Combine thinly sliced premium meats and cheeses for a variety of delicious appetizers such as Pepperoni Pizza or spicy Jalapeño Salami crostini. To pack loads of flavor into these tiny bites, spread them with Di Lusso specialty condiments. For a new spin on an old classic, use thick slices of country-style ham in a skewered Chicken Cordon Bleu. Visit your local Hy-Vee Deli to have your purchase sliced to order.





1. JALAPEÑO SALAMI

JALAPEÑO, MUSTARD, GENOA SALAMI, WISCONSIN WHITE AMERICAN CHEESE

2. PEPPERY BEEF

PEPPER JELLY, BABY ARUGULA, SWISS CHEESE, ITALIAN CHOICE ROAST BEEF, CORNICHON PICKLE

3. CHIPOTLE HAM

CHIPOTLE PEPPER MUSTARD, BABY SWISS CHEESE, HONEY ROASTED HAM, PINEAPPLE

4. CAJUN TURKEY

DIJON MUSTARD, PROVOLONE CHEESE, AVOCADO, CAJUN TURKEY, SMOKED PAPRIKA

5. TWO CHEESES

MUNSTER CHEESE, WISCONSIN HAVARTI CHEESE, FRESH THYME

6. CHICKEN-RADISH

DELI-STYLE MUSTARD, WISCONSIN SHARP CHEDDAR CHEESE, OVEN ROASTED CHICKEN, RADISH

7. ROASTED PEPPER

PEPPER JACK CHEESE, ROASTED RED PEPPER, FRESH BASIL

8. APPLE-MOZZARELLA

DELI-STYLE MUSTARD, MOZZARELLA CHEESE, GREEN APPLE, DOUBLE-SMOKED HAM

9. PEPPERONI PIZZA

PIZZA SAUCE, RED ONION, COLBY JACK CHEESE, PEPPERONI, CHERRY TOMATO

HOW

TO MAKE CROSTINI,
CUT THIN SLICES FROM
A BAGUETTE. BRUSH
OLIVE OIL ON THE
BREAD, ADD TOPPINGS
AND BAKE FOR 10 TO
15 MINUTES IN A 350°F
OVEN, TURNING ONCE
WHILE BAKING.



THESE PIPING HOT YEAST ROLLS ARE STUFFED WITH DI LUSSO PREMIUM TOP ROUND BEEF AND A DELICIOUS BLEND OF YELLOW COLBY AND WHITE MONTEREY JACK CHEESE. PERFECTLY PORTABLE FOR LUNCHES OR PICNICS, THEY REHEAT EASILY.

Prep: 10 minutes | Bake: 20 to 25 minutes | Serves 8 1 (13.8-ounce) can Hy-Vee refrigerated pizza crust 8 slices Di Lusso deli colby Jack cheese 8 ounces thinly sliced Di Lusso deli roast beef 1 Hy-Vee large egg, beaten 1 tablespoon water

- **1.** Preheat oven to 375°F. Line a large baking pan with parchment paper; set aside.
- 2. Unroll dough and cut into eight equal pieces. Cut cheese slices into pieces the size of the dough pieces. Layer meat and cheese on dough pieces. Carefully wrap dough around the meat and cheese layers, pinching edges to seal completely. Place seam-sides down on the prepared pan.
- **3.** In a small bowl, stir together egg and water. Brush egg wash on rolls. Bake for 20 to 25 minutes or until rolls are golden. Cool on a wire rack for 10 minutes before serving.

Nutrition facts per serving: 230 calories, 10 g fat, 5 g saturated fat, 0 g trans fat, 45 mg cholesterol, 730 mg sodium, 23 g carbohydrates, 1 g fiber, 4 g sugar, 14g protein. Daily values: 4% vitamin A, 4 % vitamin C, 15% calcium, 20% iron.



WHEN A HOMELESS SHELTER NEEDS BREAD, HY-VEE AND ITS EMPLOYEES MAKE SURE THEY GET IT. IF A WORLD WAR II VET LONGS TO SEE A WAR MEMORIAL, HY-VEE IS THERE TO HELP. SHUT-INS CAN'T PICK UP MEDICATION? HY-VEE HAS THAT COVERED. HY-VEE IS IN THE BUSINESS OF MAKING LIFE BETTER.

WORDS Steve Cooper and Tara Hunt ILLUSTRATIONS Thomas Rosborough

HILL A LESS BUILDING STRONG COMMUNITIES

Since Hy-Vee first opened its doors in the 1930s, it's been more than a place to get groceries. In the communities where it has stores, the company is a good neighbor, helping where it can to make life better for all. There's a long tradition of Hy-Vee employees reaching out to support people. Whether it's helping military veterans, school children, the homeless, senior citizens or those needing quality products, information or advice, Hy-Vee is there to offer assistance.

VFTFRAN AIRLIFT

The World War II Memorial opened in 2004 to honor those who fought in one of the nation's darkest hours. But when Hy-Vee learned military vets of the Greatest Generation couldn't get to Washington, D.C., to see the memorial, the store helped out. Honor Flight is an organization that flies vets for free to see the memorial. The Hy-Vee Homefront initiative contributes to Honor Flight in this mission. For more about Hy-Vee Homefront, see "On the Homefront," opposite.

A SHOW OF FLOWERS

Hy-Vee floral designers created a scene from the Netherlands as part of the 30th annual Cathedral Flower Festival in Omaha. It was the largest display in the history of the event. To get the job done, it took designers from 14 Hy-Vee stores in the area. The display, a little Dutch girl standing in a field filled with colorful tulips, was seen by as many as 10,000 people. The annual festival is staged by a nonprofit organization dedicated to enriching lives through the arts.

HY-VEE DIETITIANS TEACH KIDS ABOUT NUTRITION IN COOKING CLASSES.

OPERATION HELPFUL SMILE

More than \$2 million has been raised over the last 11 years for Operation Helpful Smile, a project of the Hy-Vee stores in Sioux Falls, South Dakota. The funds assist local nonprofit organizations and charities. Through the years, these funds have made a significant difference in local schools, the Sioux Falls Area Humane Society, the Good Samaritan Society, Make-a-Wish South Dakota, St. Francis House and other groups that help children, senior citizens, the homeless and others in need.

ON THE HOMEFRONT

Through Hy-Vee Homefront, more than \$387,000 has been raised to assist military veterans and current service members. Among the programs supported by the Homefront project are:

- Hope for Warriors. Gives assistance to post-9/11 service members with physical and psychological wounds.
- Operation First Response. Offers personal and financial help to wounded heroes and disabled vets.
- Puppy Jake Foundation. Provides highly trained service dogs for vets who need them.
- Veterans Day Breakfast. Free breakfasts are served to vets at more than 200 Hy-Vee stores. About 80,000 vets are served each year.
- Jobs at Home. Those who have served in the miltary are actively recruited for jobs at Hy-Vee. The company works through Home Base Iowa to fill jobs with veterans.

RAISING COLD CASH

Thirteen employees at the Hy-Vee in Austin, Minnesota, took a polar bear dip last January to raise money to fight breast cancer. These hardy 13 swimmers jumped into an ice-rimmed lake to support Paint the Town Pink, a month-long fundraiser for the Hormel Institute's research center in Austin. The Austin Hy-Vee has contributed more than \$15,000 to Paint the Town Pink since 2011.

SINCE 1998,
HY-VEE HAS
RAISED
CLOSE TO
\$10 MILLION
FOR THE
JUVENILE
DIABETES
RESEARCH
FOUNDATION.

STRAIGHT-TALKING FARMERS

Soybean farmers in South Dakota wanted to initiate conversations with consumers about food safety and nutrition, so they worked with Hy–Vee to get word out about the Hungry for Truth initiative. Farmers put everything on the table in sharing their stories about raising healthy food with care and pride. They describe farm life and such hot topics as genetically—modified organisms (GMOs) in food.

Hy-Vee supports farms in your area by offering the best locally grown produce. Look for the Hy-Vee Homegrown label.

PINKY SWEAR

Hy-Vee is supporting children with cancer as a co-sponsor of Hy-Vee Pinky Swear Kids Triathlons and 5K Family Runs in five Midwest cities this summer.

The events are a fundraising project of the Pinky Swear Foundation—founded by a Minnesota father after losing his nine-year-old son to cancer. Kids triathlons will be staged in Des Moines, Minneapolis, Omaha, the Quad Cities and Kansas City. Family runs will be held in all those cities, except Minneapolis. For event dates and more information, go to www.pinkyswear.org

Learn more about the touching Pinky Swear story in the



More than 100,000 people enjoyed turkey dinners through the Hy-Vee 10-day, 10-city and 10,000-turkey initiative. The hunger-fighting campaign provided healthy, high-quality Thanksgiving meals through Midwestern communities, food banks and shelters.

Hy-Vee's donation of 10,000 turkeys equates to 50 tons or 100,000 pounds of turkey. Turkeys were delivered to cities in Nebraska, Iowa, Kansas, Minnesota, South Dakota and Wisconsin.

WHEN RAGBRAI BIKE RIDERS WILT FROM A DAY IN THE SUN, HY-VEE IS THERE WITH ICE.



RAGBRAI: HY-VEE HOSPITALITY WELCOMES RIDERS

Officially, it's called the Register's Annual Great Bicycle Ride Across Iowa, or RAGBRAI. About 8,500 cyclists take the challenge to bike from the Missouri River to the Mississippi River each year, and Hy-Vee is always nearby with food and other necessities.

Planning for the arrival requires months of preparation by Hy-Vee store directors and their teams in communities where the ride stops overnight. Starting in February and March, store leaders attend strategy sessions with city officials. In some towns, Hy-Vee is the only business capable of providing basic necessities, such as food, for thousands of riders. Of course, Hy-Vee stores are always ready with everyday needs, such as cold drinks, energy bars, peanut butter, bananas, first-aid supplies, medications and more. Many stores also offer breakfast buffets, carb-loaded pasta meals and grilled foods.

It makes sense to Mike Kueny that there's collaboration between Hy-Vee, one of lowa's largest employers, and RAGBRAI, one of the biggest events in the state. Mike should know. He's director of Hy-Vee Des Moines store #2, and he's ridden RAGBRAI six times. "A core value at Hy-Vee is

1. SIOUX CITY 2. STORM LAKE 3. FORT DODGE 4. ELDORA This is the tenth time that RAGBRAI Overnighters will camp beside Halfway to Fort Dodge, riders can Five of the eight towns starts in Sioux City. Participants the city's 3,200-acre namesake take a 15-mile detour on a gravel along the day's route who discover they didn't pack lake. Bikers can visit the road. Store director Tim Flaherty have never been on a sunblock or some other essential Hy-Vee tent for cold drinks, bug says that once thirsty athletes hit RAGBRAI route. can stock up at one of the nearby repellent and more, says store town, Hy-Vee will have plenty of Hy-Vee store director director Shawn Brown. cold drinks on hand. Hy-Vee stores. Steve Deutmeyer promises there will be enough pasta, burgers and turkey legs for hungry riders. 71.8 miles HOW HY-VEE HELPS RAGBRAI RIDERS: Water / Ice / Sunscreen / Lip balm / Energy bars / Pain reliever / Bandages / First-aid cream / Sunglasses / Insect repellent

health and wellness, so RAGBRAI fits in with what we do," he says.

When RAGBRAI stops each night, some will want cold drinks and a burger or a brat, while others may be anxious to find bug repellent. They all ask, "Where's a Hy-Vee?" Fortunately, they won't be far from a local Hy-Vee store.

Helen Eddy, assistant vice president of pharmacy services and a rider herself, says, "Hy-Vee plays a crucial role for host communities. Just getting ice where it's needed takes a lot of hard work."

Since 1973, when about 300 people joined the first RAGBRAI, everyone who saddles up for the world's greatest bicycle trek has had one goal for the journey: Have an outrageously good time. They do, and Hy-Vee helps.

FOR RAGBRAI, HY-VEE STORES ARE STOCKING UP ON BOTTLED WATER, SUNBLOCK, BANANAS, ENERGY BARS AND MORE.

5. CEDAR 6. HIAWATHA 7. CORALVILLE 8. DAVENPORT **FALLS** Bicyclists travel 69.6 miles to The route for the day Arrival at Davenport get to Hiawatha and climb 2,669 includes some of the state's ends RAGBRAI with Store director Jeff feet in the process. Ice, food and Sesker says that the most beautiful country. the traditional dipping beverages will be delivered to campers Hy-Vee will offer burgers of front tires into the Hy-Vee crew will greet by at least one of the Hy-Vees in and brats from a grill at S.T. Mississippi River. riders with a truckload nearby Cedar Rapids. Morrison Park, where riders Hy-Vee store director of ice as tents rise will camp, says store director Todd Robertson says at the University of Tom Hamilton. his crew is ready Northern Iowa. When morning comes, the to feed the hungry Hy-Vee Kitchen will victors during their riverside celebration. have a breakfast buffet ready for bikers 59.6 miles Soap and shampoo / Toothbrush and toothpaste / Disposable cleaning wipes / Medications / First-aid supplies / Flashlight / Batteries / Breakfast / Lunch /

ONCALL



When you're stationed in Kuwait and your wife is home in Iowa, making sure she gets flowers on her birthday is a very big deal.

Though everything worked out in the end, one soldier doing his duty in the Middle East was frustrated after running into trouble with Hy-Vee's online ordering system. He wanted to send flowers to his wife, but the system kept turning down his credit card. Finally, he went on Live Chat at Hy-Vee.com and typed, "Hey, I'm over here serving my country and I can't order flowers for my wife!"

"It was a problem with his credit card code," says Larry Ballard, Hy-Vee communications manager. "So I got his information, called the store and put the order through. They delivered the flowers to his wife while he was on Skype talking to her, and, of course, he was the happiest guy in the world."

Larry is in charge of Hy-Vee's Customer Care Center, which is staffed seven days a week, 24 hours a day. It takes a staff of 15 to take phone calls, answer emails and engage with customers in Live Chats. Employees also communicate with customers through Facebook, Twitter and other social media.

Over the years it's grown from a quiet back room office to a high profile glassed-in command center at corporate offices in West Des Moines, Iowa.

"Our job is solving problems for customers and the stores in real time. We try to answer every Live Chat immediately and every email within 20 minutes. If we're not doing that, I think we're going too slow," Larry says.

Customers come to the Care Center with questions that run the gamut, from what to do about a lost Fuel Saver card to the price of crab legs at their local store. Contacts about Fuel Saver are the biggest category.

Most people are looking for fast, accurate information and solutions. This requires a combination of knowledgeable people, teamwork and technology.

"We have a huge database that helps us answer questions," Larry says. "For instance, when a customer gets an error code while trying to do something on the website, we know exactly what it means and what to do next."

When Larry and his team aren't able to solve a problem or concern, they can put a customer in touch with someone who can. Often, that means linking the customer with the right person at their local store. "It's a total team effort," says Larry.

The Care Center staff assumes each person has a life-or-death situation. For some customers it really has felt that way.

"On Valentine's Day," says Larry,
"Hy-Vee sold boxes with two New York
strip steaks, twice-baked potatoes, baconwrapped asparagus and gourmet cupcakes—
everything you'd need for a romantic dinner
for two. A young woman called in a panic.
She didn't realize the food wouldn't come
prepared and she had no idea where to
start. We talked her off of the ledge, and she
cooked a great dinner for her husband."

The team took care of more than 100 issues like this on Valentine's Day alone. This wouldn't have been possible before Live Chat, which is faster than standard emailing. During a Live Chat, a caller and a Call Center staffer simultaneously view notes as they are written.

Working in the Customer Care Center is fast-paced, and Larry says, "It can get crazy in here. I can always tell when there's a big storm in one of our locations. Suddenly we're swamped with questions and concerns."

Store directors get copies of every communication relating to their stores. Whether it's a request for information, a cry for help, a compliment or a complaint, Larry passes it on. Also, every Monday morning, Hy-Vee's management team reviews customer problems from the previous week. In this way, they can spot problems popping up at multiple locations and take corrective action.



LARRY BALLARD,
HY-VEE COMMUNICATIONS MANAGER.



"WE CHAT WITH PEOPLE ALL DAY LONG, ANSWERING QUESTIONS AND SOLVING PROBLEMS,"

SAYS LARRY BALLARD,
HY-VEE COMMUNICATIONS MANAGER.

A GROWING SERVICE

BY EVERY MEASURE, INCREASING NUMBERS OF HY-VEE CUSTOMERS TURN TO THE CALL CENTER.

COMPARISON STATS

2005 (weekly)

Staff size: 5.5 Coverage hours: 73 Emails: 150 Social media contacts: 0 Fuel Saver contacts: 0 Live Chats: 0 Private label inquiries: 0

2015 (weekly)

Staff size: 15 Coverage hours: 168 Emails: 850

Social media contacts: 250 Fuel Saver calls: 1,800 Live Chats: 500

Private label inquiries: 200

Email growth

2000: 2,090 2005: 6,921 2010: 21,148 2014: 47,258

Live Chat growth

Nov. 4-10, 2013: 57 chats May 18-24, 2014: 298 chats Feb. 8-14, 2015: 711 chats







NEW AT HY-VEE

Load up on flavor this summer with bold new foods and beverages from your local Hy-Vee.





KICK START! For a rush of flavorful energy, try this refreshing Iced Coffee in Mocha or Vanilla.

Hy-Vee Iced Coffee: Mocha or Vanilla 64 fl. oz. \$3.49



Add intriguing flavors to any

salad by sprinkling on feta with blueberries, cranberries or peppers in the mix.

> Hv-Vee Select Crumbled Feta Cheese: select varieties 4 oz. 2/\$5.00

MUNCHY BAGEL CHIPS



BBQ BACON MAYO!

Bacon is the one flavor that controls them all. Add a hint of barbecue and you're in mayo heaven!

Hv-Vee Select Flavored Mavo: select varieties 10 fl. oz. \$1.99



Snappy breakfast bites. Or snack on these bagel chips anytime of day. The cinnamon satisfies and relaxes, while the crunchability couldn't be better.

Hy-Vee Select Bagel Crisps: select varieties 6 oz. 2/\$5.00

SELECT

SMOKY BACON

GETTHE GOODS

Great deals abound at your local Hy-Vee. Save by picking up the foods, drinks and household items shown here and throughout *Hy-Vee Seasons*.

FRIDGE AND FREEZER



International Delight Iced Coffee or Chai Latte: select varieties 64 oz. \$3.28



Morey's Seafood Fish Creation: select varieties 10 oz. \$5.99



Famous Dave's BBQ Sauce: Sassy or Sweet & Zesty 29 oz. \$2.98



Newman's Own Skillet Entree's: select varieties 22 or 24 oz. \$6.99



Just BARE Whole Chicken: 3.5 lb. \$6.49



Just BARE Boneless Skinless Split Chicken Breast: 14 oz. \$4.99



Sargento All Natural Sliced Cheese: select varieties 6.3 to 8 oz. 2/\$6.00



Mt. Olive Pickles: select varieties 16 to 32 oz. \$2.29



Klements Bratwurst: select varieties 16 oz. \$3.99



Newman's Own Lemonade: regular or pink 59 oz. \$2.28



Smucker's Fruit & Honey Spreads: select varieties 9 oz. \$2.99



Cascade Ice Organic Sparkling Water: select varieties 17.2 oz. 4/\$5.00

MAKE YOUR SALAD SWEET TANGY



Newman's Own Salad Dressing: select varieties 16 oz. \$3.29





Heinz Ketchup Fridge Fit: 38 oz. \$2.98



Heinz Yellow Mustard: 14 oz. \$1.88

PANTRY 2



Stouffer's Fit Kitchen Meals: select varieties 13.13 to 14 oz. \$3.48



Old Orchard Juice Cocktails or Healthy Balance: select varieties 64 oz. \$1.88



Dr Pepper: 12 oz. 4 pk. \$3.99



McCafé or Gevalia Coffee: select varieties 12 oz. \$6.99



Uncle Ben's Rice: select varieties 6 to 15.8 oz. \$1.98



Sun-Maid Raisin Canister: 20 oz. \$3.38



McCormick Grill Mates Smoked Sausage: select varieties 14 oz. \$3.28



King's Hawaiian Buns or Rolls: select varieties 9 to 12 oz. \$2.88



Chinet White Plates or Bowls: select varieties 12 to 36 ct. 2/\$5.00



Frito-Lay Simply Natural Chips or Smartfood Popcorn: select varieties 4.5 to 10.5 oz. 2/\$6.00



Skinny Pop Popcorn: select varieties 4.4 oz. 2/\$6.00

HEALTH

CLEANING



Advil Liqui-Gels, tablets or caplets: select varieties 20 ct. \$3.99



Lysol Toilet Bowl Cleaner: select varieties 24 oz. \$1.99

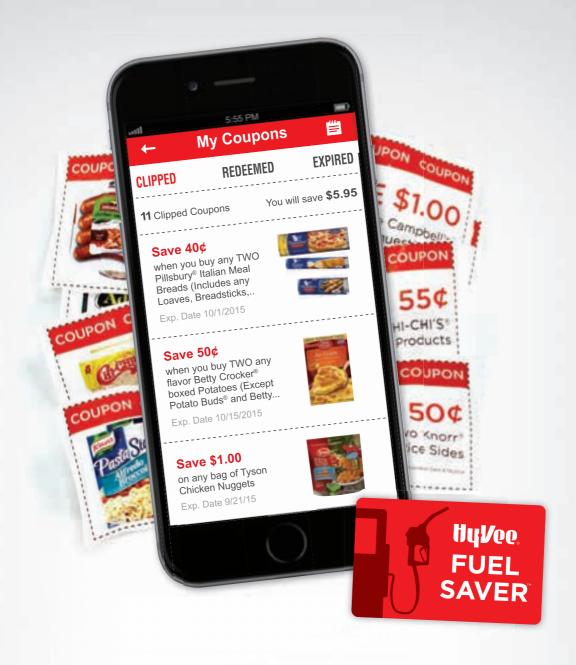


Lysol Wipes 80 ct.; Spray 12.5 oz.; Finish Tabs or Gel packs 14 to 30 ct.; Jet Dry 6.76 or 8.45 oz. or Electrasol Gel 75 oz. \$3,99

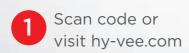
PUT SOME CRUNCH IN YOUR NIBBLES



General Mills Chex Mix, Chex Chips, Bugles or Gardetto's: select varieties 4.2 to 15 oz. 3/\$8.00

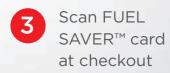


SAVE WITH HUNDREDS OF DIGITAL COUPONS!





Clip coupons to your FUEL SAVER™ card



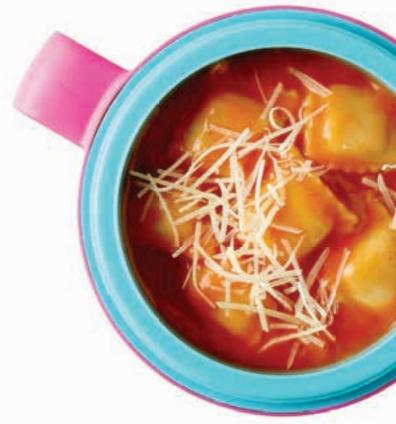




COMING NEXT

Count on *Hy-Vee Seasons* for nutritious, easy-to-prepare school lunch ideas in our annual Back to School issue. Soups are among the 55 recipes offered for kids meals. Readers will also be introduced to farmers who supply produce to Hy-Vee and meet kids who cook. Look for the 2015 Back to School issue in stores in late July. For free home delivery of our print edition or to download the new free digital version for tablets, visit the Hy-Vee website at *www.hy-vee.com/seasons*









Sign up to receive your **FREE Hy-Vee Seasons** magazines.

If you haven't already provided us with your current address, please go to www.hy-vee.com/seasons and enter your address information. Or you may fill out the lines below, add a stamp and mail in the card. Thank you for your interest in Hy-Vee Seasons magazine.

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PLACE STAMP HERE



5820 Westown Parkway West Des Moines, IA 50266



















YOUR. gunde to GRILLING

For complete relaxation. few things can compete with standing by while steaks or burgers sizzle on your barbecue. Then comes the iov of the first bite and you realize everything is cooked to absolute perfection.

Get a head start on firstrate results by following this expert guide. Learn about steaks and spices, then turn the page for essential tricks of the trade. This is your season to master the grill.

One key is timing. Avoid under- or overcooking food by sticking to the recommendations you'll find in the handy timing charts.

In this guide, we offer three great recipes: baked beans. grilled pita chips and smoky glazed ribs.

Get ready. It's time to grill!

CUTS FOR GRILLING A strip of bacon adds

T-BONE

From the loin. this hone-in cut should be about

1 inch thick or more Rubs all-purpose seasonings or just salt and pepper, are all a T-bone needs when grilled. Cook to 145°F at center for delicious results.

NEW YORK STRIP STEAK

A tender cut, this grilling steak is sometimes called a strip steak or a Kansas City strip. Grill a 1-inchthick strip steak 10 to 12 minutes or until it reaches desired doneness. turning once.

BACON-WRAPPED SIRLOIN FILET

smoky flavor to filet of sirloin, lowest price of cuts shown, while adding juiciness to the grilling steak. Your results will be succulent and flavorful

RIBEYE STEAK A well-

marbled cut, this boneless steak is tender and flavorful. Grill it following the instructions for a New York strip steak.

TOP SIRLOIN STEAK

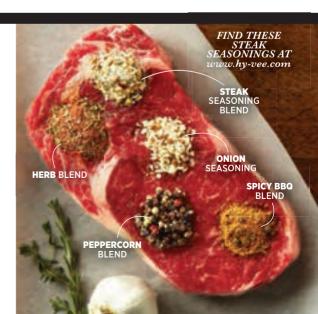
This cut has a bold beef flavor and can be tender when cooked to medium-rare (145°F) or no more than medium (160°F). Seasonings impart wonderful flavor. Try the Steak Seasoning Blend, below.

ADD SOME

Spice blends add lavers of flavor to beef and are easy to make with ingredients available at your local Hy-Vee. Try the recipe below or go online to find other recipes for sensational seasonings.

STEAK SEASONING BLEND

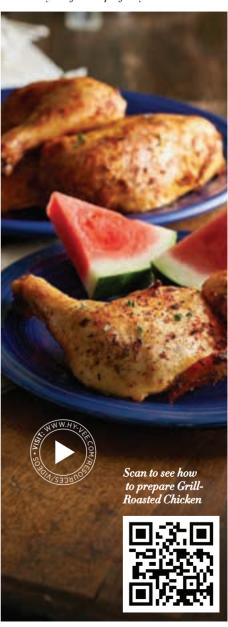
- 4 tablespoons salt
- 1 tablespoon black pepper
- 1 tablespoon dehydrated onion
- 1½ teaspoons dried garlic
- 1½ teaspoons crushed red pepper flakes
- 1½ teaspoons dried thyme
- 1½ teaspoons dried rosemary
- 11/2 teaspoons dried fennel





On the grill, timing is the difference between meat that is tender or tough. Use this chart to make sure your food is perfectly cooked.

| COOK TIME | ТЕМР. |
|------------------------------|---|
| 2-3 minutes per side | rare 135°F |
| 3-4 minutes per side | med. rare 145°F |
| 4-5 minutes per side | medium 160°F |
| 7-8 minutes per side | well- done 170°F |
| 3 minutes per side | 160°F |
| COOK TIME | TEMP. |
| 3-4 minutes per side | 160°F |
| 15-25 minutes per side | 160°F |
| 4-5 hours | 190°F |
| COOK TIME | TEMP. |
| 60-75 minutes | 180°F measured in thigh |
| 6-8 minutes per side | 165°F |
| 10-15 minutes per side | 180°F |
| COOK TIME | TEMP. |
| 4-5 hours | 180°F measured in thigh |
| 8-10 minutes | 170°F |
| 90 to 120 minutes | 165°F |
| | TIME 2-3 minutes per side 3-4 minutes per side 4-5 minutes per side 7-8 minutes per side 3 minutes per side 3 minutes per side 5 minutes per side 15-25 minutes per side 4-5 hours 60-75 minutes per side 60-75 minutes per side 60-8 minutes per side 10-15 minutes per side 4-5 hours 6-8 minutes per side 10-15 minutes per side 4-5 hours 90 to 120 |





BABY BACK RIBS WITH DR PEPPER BBQ SAUCE

Kick off your next cookout with a zesty homemade sauce for ribs or drumsticks. It also makes tasty sauce for a pizza, topped with shredded chicken and fontina.

Prep: 15 minutes | Rest: 30 minutes Grill: 2½ to 3 hours | Serves 8 3 (2½-pounds each) racks baby back pork ribs

RUB

1½ tablespoons Hy-Vee kosher sea salt 1 tablespoon Hy-Vee dried minced garlic 1 tablespoon Hy-Vee ground oregano 1 teaspoon Hy-Vee black pepper

SAUCE

1 cup finely chopped onion 2 tablespoons Hy-Vee Select olive oil

1 (12-ounce) can Dr Pepper (not diet)

1 cup Hy-Vee ketchup

½ cup packed Hy-Vee brown sugar

1/4 cup Hy-Vee Worcestershire sauce 3 tablespoons Hy-Vee tomato paste

2 tablespoons Hy-Vee honey

1 teaspoon grated fresh ginger 1 teaspoon Hy-Vee kosher sea salt

¼ teaspoon cavenne pepper

1. Prepare a charcoal or gas grill for indirect cooking over low heat (300°F).

Remove membrane from ribs, if desired.
 Combine rub ingredients; season ribs all over with rub mixture. Let ribs stand at room temperature for 30 minutes before grilling.
 Place rib racks, bone sides down, on grill

3. Place rib racks, bone sides down, on grill rack. Grill for 2 hours. For sauce, in a saucepan cook onion in hot oil for 10 minutes. Add remaining sauce ingredients. Bring to boiling; reduce heat. Simmer, uncovered, 30 minutes or until sauce thickens. Remove from heat; cool slightly. Transfer in batches to a blender

and blend until smooth. Set aside.

4. Tear off 3 sheets of heavy-duty aluminum foil, each about 2½ times the length of a rack of ribs. After 2 hours of grilling, transfer each rack to a foil sheet. Brush each rack on both sides with prepared sauce and wrap tightly in foil.

5. Return racks to grill. Grill 30 to 60 minutes

more or until ribs are done, when meat has shrunk back from the bones by ¼ inch or more. Serve with remaining sauce.



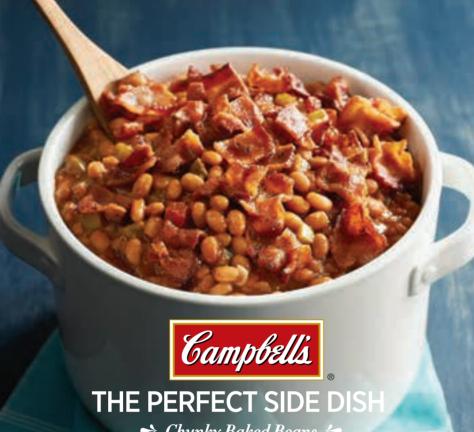


SAVOR YOUR SUMMER

terrific toppers

- 1. Crisp-cooked bacon and shredded cheddar
- 2. Creamy coleslaw and baked beans
- 3. Grilled onions and sweet peppers
- 4. Stone ground mustard and sauerkraut
- 5. Fresh salsa and sliced avocado
- 6. Chopped cherry tomato and pickle





→ Chunky Baked Beans ←

BACON-AND-SALSA BAKED BEANS

Prep: 20 minutes | Bake: 1 hour Serves 8

½ pound Hy-Vee thick-cut bacon

1 yellow onion, chopped

½ cup chopped green bell pepper 2 cloves garlic, minced

1 (20.5-ounce) can Campbell's Chunky Baked Beans

1 cup Pace Picante Thick & Chunky medium salsa

¼ cup Hy-Vee barbecue sauce ¼ cup packed Hy-Vee brown sugar

1 tablespoon Hy-Vee spicy

brown mustard 1 tablespoon Hy-Vee cider vinegar 1. Preheat oven to 350°F.

2. In skillet, cook bacon until crisp. Remove bacon from skillet; reserve 2 tablespoons drippings in skillet. Add onion, pepper and garlic to skillet. Cook for 5 minutes. Stir in remaining ingredients.

3. Transfer bean mixture to a 1-quart casserole. Cut bacon into chunks; arrange on top of beans. Bake, uncovered, for 1 hour or until bubbly and sauce is thickened.



For this recipe's nutrition facts, go to www.hy-vee. com/meal-solutions/

<u>10-</u>MINUTE

Hy-Vee Chef Lou Constantino recommends these appetizers. which grill quickly and disappear from the platter just as fast.

1. STUFFED MUSHROOMS.

Remove the stems from white or brown button mushrooms, and stuff mushrooms with imitation crab. Grill until cooked through. Finish with a dab of Alfredo sauce before serving.

2. WRAPPED ASPARAGUS.

Grill asparagus in advance, then wrap in phyllo dough and grill. Serve immediately.

3. SAUCY MEATRALIS.

Grill homemade or purchased meatballs: drop into marinara sauce. Top with grated Parmesan or Romano cheese and serve with toothnicks

- 4. SHRIMP. Grill raw shrimn (reheating precooked shrimp on a grill toughens them). As you grill, brush shrimp with butter and garlic
- 5. KABOBS. Skewer chunks of veggies, fruits and/or meats. Any tasty combo of foods that cook at the same rate and at the same temperature will tempt guests and are easy to eat straight off the skewer. (Soak wooden skewers before grilling to inhibit burning.)
- 6. GRILLED SALAD. Brush olive oil on romaine, mushrooms, tomatoes and other vegetables of choice: grill until tender. Chop. place in a salad bowl and drizzle with a light vinaigrette dressing.

- 7. APRICOTS AND CHEESE, Warm a Brie wheel on a grill to soften: remove. Pour mixture of dried apricots and apricot marmalade over Brie. Invite guests to dip into the cheese with flatbread crisps. water crackers or pita chips
- 8. PIZZA. Grill both sides of a crust, then add a thin laver of precooked toppings and cheese. Return to the arill to melt cheese.
- BRUSCHETTA. Grill veggies (such as tomatoes, sweet peppers, and/or onions) in advance: chop and season for the topping. Brush bread with olive oil and grill until toasty. Top with vegetable mixture.
- 10. GRILLED AVOCADOS. Halve avocados and remove pit: brush flesh with a mixture of oil and lime iuice. Grill 5 minutes, cut-sides down. Flip over, fill with Jack cheese and salsa. Grill 5 minutes more or until cheese begins to melt. Top with fresh chopped cilantro.

| | SEAFOOD GRILL TIMES | | | | | |
|---|---|--|-----------------------------------|--|--|-----------------------|
| 1 | FILLETS (direct high heat, 550°F) | ½ inch thick | 5-6 minutes | SHRIMP (direct high heat, 550°F) | medium (21-25 per lb.) | 3–4 minutes 4–5 |
| | FILLETS & STEAKS (direct medium-high heat, 450°F) | 3/4 to 1 inch thick | 8-10 minutes | | large (10-15 per lb.) jumbo (less than 10 per lb.) | 5-6 minutes |
| | BONELESS CUBES (kabobs direct medium-high heat, 450°F) | 1 inch cubes | 8-10 minutes | SCALLOPS (shells off (direct high heat, 550°F) | 1-2 inches wide | 6-8 minutes |
| | WHOLE FISH (direct medium heat, 350°F) | 1 inch thick 1½ inches thick | 10 minutes 12-16 minutes | CLAMS (direct medium- high heat, 450°F) | medium size | 4-6 minutes |
| 4 | | 2 to 3 inches thick | 20-40 minutes | MUSSELS (direct medium- high heat, 450°F) | less than 12 per Ib. | 4-6 minutes |
| | LOBSTER, WHOLE (direct medium-high heat, 450°F) | about 2 lb. | 10-12 minutes | OYSTERS (direct medium- high heat, 450°F) | small size | 4–5 minutes |
| | | | | | | |

| SHRIMP (direct high heat, 550°F) | medium (21–25 per lb.) large (10–15 per lb.) jumbo (less than 10 per lb.) | 3-4 minutes 4-5 minutes 5-6 minutes |
|--|--|--|
| SCALLOPS (shells off (direct high heat, 550°F) | 1-2 inches wide | 6-8 minutes |
| CLAMS (direct medium- high heat, 450°F) | medium size | 4-6 minutes |
| MUSSELS (direct medium- high heat, 450°F) | less than 12 per Ib. | 4-6 minutes |
| OYSTERS (direct medium- high heat, 450°F) | small size | 4–5 minutes |



PACE PACE PICANTE SALSA

PERKS UP PITA NACHOS

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GRILLED GARLIC-LIME PITA CHIPS

Prep: 10 minutes
Grill: 2 to 3 minutes
Serves 6 (6 chips each)
3 pita bread half-rounds
4 cup Hy-Vee Select olive oil
1½ teaspoons lime zest
1½ teaspoon Hy-Vee kosher
sea sait

¼ teaspoon Hy-Vee garlic powder

2 tablespoons fresh lime juice Pace Picante Thick & Chunky medium salsa, for serving

1. Prepare a charcoal or gas grill for direct grilling over medium heat.

2. Split pita bread half rounds for a total of six half-rounds. Lightly brush rough sides of each pita bread with olive oil. Combine lime zest, salt and garlic powder; sprinkle over pita breads. Drizzle with lime juice.

3. Place pita rounds on grill rack. Grill for 2 to 3 minutes or until lightly browned and crisp, turning once. Cut each pita half into 6 wedges. Serve warm pita chips with salsa, or use chips for nachos.





FRUIT & VEGGIE GRILL TIMES

Fresh summertime vegetables enjoy an additional burst of flavor from the kiss of a grill. Follow these timings for optimal doneness.

| VEGGIES | COOK TIME | METHOD |
|------------------------------------|------------------|----------------------------|
| ASPARAGUS (whole) | 6-8 minutes | direct medium heat |
| BELL PEPPER (halved) | 6-8 minutes | direct medium heat |
| CARROT (halved) | 12-20 minutes | direct medium heat |
| CORN (whole, in husk) | 25–30 minutes | direct medium heat |
| ONION (halved) | 30-40 minutes | indirect medium heat |
| MUSHROOM, PORTOBELLO (whole) | 10-15 minutes | direct medium heat |
| POTATO, NEW (halved) | 40-60 minutes | direct medium heat |
| POTATO, RUSSET (whole) | 40-60 minutes | indirect medium heat |
| SQUASH, ACORN (halved) | 40-60 minutes | indirect medium heat |
| SQUASH, BUTTERNUT (halved) | 50-55 minutes | indirect medium heat |
| SWEET POTATO (whole) | 50-60 minutes | indirect medium heat |
| TOMATO (halved) | 6-8 minutes | direct medium heat |
| ZUCCHINI (halved) | 6-10 minutes | direct medium heat |

Coat produce with olive oil or vegetable oil so fruit and veggies don't stick to grill. Use a grill basket for smaller pieces.



