

seasons

HuVee
EMPLOYEE OWNED

HELPFUL PRODUCTS AND IDEAS FOR BACK TO SCHOOL



FOOD . FAMILY . SCHOOL



Academix Backpack assorted colors 1 each \$15.99



Hy-Vee Facial Tissue 86 or 160 ct. \$.88



Kellogg's Yogos; selected varieties 4.8 oz. 3/\$5.00



Kellogg's On The Go Caddies: selected varieties 11.5 to 16.8 oz. \$3.49



Del Monte Fruit Cups: selected varieties 4 pk. \$1.88



Soup Du Jour: selected varieties 24 oz. \$4.99

DEAR FRIENDS,

Summer days will soon give way to fall's crisp air—demanding sweaters to ward off the growing chill and turning leaves from green to an array of sunset colors. The change also brings new beginnings for students and teachers who are heading back to school amid plenty of opportunities for fall fun.

We at Hy-Vee are committed to helping you and your family by offering everything you need to make the transition back to school trouble-free and low stress. We offer convenient, easy-to-navigate stores and well-stocked displays for uncomplicated, one-stop shopping. Our stores offer wide selections—from pencils to paper, ingredients for homemade sack lunches to after school snacks, kindergarten scissors to dorm room or first apartment essentials, and, of course, great food for everything from football tailgate parties to nurturing family suppers.

In this issue of *Hy-Vee Seasons*, learn how Hy-Vee products, people, and services can make your life easier and better. Turn to *Breakfast All-Stars*, page 14, and wake up your family with a kid-friendly breakfast. After-school snacks are fun and creative with our *Super Snacks*, page 20. And make lunch boxes that impress every lunch room crowd with *Lunch Box Originals*, page 16. Finally, bring them back to the family table with healthful and delicious meals made in less than 30 minutes in *Weeknight Wonders*, page 2.

Hy-Vee recognizes that kids of all ages need products and support. For elementary students, *Make the Grade*, page 26, provides tips for those just starting out. *Class Act*, page 30, offers help for junior high and high school students, and *College Course*, page 36, makes establishing a home-away-from-home easier. For kids of all ages, *School Spirit*, page 50, reminds us why going back to school is really a great experience.

BEST WISHES FOR A WONDERFUL SCHOOL YEAR!

—Your friends at Hy-Vee

seasons

Hy-Vee

BACK TO SCHOOL 2007 • VOLUME 1 ISSUE 4

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

Prices effective July 11, 2007, through August 15, 2007 (while quantities last).
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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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Set for success! Make mealtime prep easy by storing Hy-Vee's white dinner and salad plates (see more white service ware, [page 10](#)) in a pretty basket on the table. Add other items, such as glasses, flatware, napkins, fresh fruit, even flowers from Hy-Vee's floral department. The table is inviting and everything is handy for a quick family meal. After dinner clean-up, simply put the plates—straight from the dishwasher—back in the basket, and you're all set for the next meal.

Weeknight Wonders

Research shows that meals shared at the family table can improve children's grades and sense of worth, strengthen bonds, and reinforce family values. We show you how to make five taste-pleasing meals—one for each night of the school week—in 30 minutes or less.

WRITTEN BY JULIE MARTENS PHOTOGRAPHED BY PETE KRUMHARDT PRODUCTS PHOTOGRAPHED BY TOBIN BENNETT

Once a staple of daily life, supper 'round the table has become an endangered species in the wake of high-speed 21st-century lifestyles. Work and school schedules frequently sideline food-prep time, and meals often become an unhealthy drive-thru frenzy. Research is clear: Kids who eat dinner at the family table—even simple canned soup and sandwiches—are better equipped to succeed.

Harvard University reports that children ages 9 to 14 who eat dinner with their families eat more fruits and vegetables and fewer fried foods and soda—even away from home. Children who sit down for dinner understand nutritional concepts and consume more key nutrients, such as calcium, fiber, and iron.

High school seniors who share family dinners four or more times a week demonstrate higher academic abilities than classmates who have family meals three or fewer times per week, according to a 1994 Louis Harris and Associates survey, results of which cross racial lines and family make up. A University of Illinois study found that children ages 7 to 11 who ate meals and snacks with their families scored well on achievement tests.

Since 1996, the National Center on Addiction and Substance Abuse (CASA) at Columbia University reports that family dinners reduce the likelihood of children smoking, drinking, or using illegal drugs. Of teens who eat family meals five to seven times a week, seventy-two percent say they would go to their parents with a problem; sixty-nine percent feel their parents are proud of them.

Study after study reveals a simple truth: You don't need world-class cuisine to make mealtime meaningful. The true measure of a meal's success lies in conversation and bonding that gives kids a sense of security, belonging, and self-worth.

MEALTIME STRATEGIES

How can you make mealtime work for your family? Commit to have family dinner at least four nights a week.

- **Menu planning.** Write a weekly menu and shopping list to save time and money, and to improve nutrition. Hy-Vee dietitians make this task easy with weekly menus using sale items. Go to hy-vee.com/weeklymenu/weeklymenu.asp.

- **Pantry smarts.** Fill cabinets and freezer with foods that create complete meals in little time: pre-cooked meats, frozen vegetables, quick-cooking rice, all-in-one dinner kits, pasta, and

pasta sauce. Round out meals with fresh fruit, low-fat milk, and whole grain bread.

- **Make-ahead magic.** Whip up weekday meals on weekends to stock in the freezer. Or toss ingredients in a slow cooker in the morning, and come home to a hot meal. Complete the menu with bagged salad, fruit, and whole grain bread. Multitask when cooking to save time for another meal: Grill two extra chicken breasts to serve in fajitas the following night, or brown two pounds of ground beef and freeze one for later use.

- **Fabulously fresh.** Keep fresh fruit and vegetables on hand for snacking. Purchase baby carrots, pre-cut celery, dried fruit, or peeled and sliced fresh fruit to cater to cravings for crunchy or sweet mouthfuls.

- **Take-out.** Pick up a fully cooked rotisserie chicken and side dishes from the Hy-Vee Kitchen. For sports night, call the Hy-Vee Kitchen and order a veggie-stacked deli pizza. After work and before the big game, grab a pizza, some fruit, yogurt, and Gatorade for a hearty, nutritious picnic.

- **Kids in the kitchen.** Children who help with menu planning and cooking learn nutritional basics. Let older kids tackle a dinner once each week—from menu planning to shopping to meal prep and serving. Each day, entrust kids with various meal-related tasks. Always remember to supervise children around a hot cooktop and when using knives.

- **Simple setting.** Store dishes on the table in a plate rack or basket; stash silverware in an easy-to-carry caddy to ferry clean pieces from dishwasher to table. Include linens. Even ordinary fare becomes special when served on a pretty place setting.

- **Table talk.** Tune out distractions: Turn off phones, TV, computers, and electronics. Engage kids in conversation—and ask questions that require more than a “yes” or “no” answer.

Don't worry if dinnertime togetherness seems awkward at first. A family dinner experiment, conducted by Oprah Winfrey in 1993, with five families eating dinner together every night for a month, revealed that at the beginning of the month meal conversation was stilted and some members called it “a chore.” By month's end, every family member—particularly children—voted for continuing the mealtime tradition.

So gather your family around the table—the benefits of family dinners will last a lifetime.



USDC Lot Inspected Fresh Pacific
Cod Fillets \$6.99 per lb

MONDAY: Dill and Black Pepper Cod

ALL YOU NEED

- ½ tsp. Spice Islands™ medium grind black pepper
- ¾ cup crushed Hy-Vee Dill Pickle Potato Chips
- 1 lb USDC Lot Inspected Fresh Pacific Cod Fillets
- 1 cup buttermilk

ALL YOU DO

1. Preheat oven to 375°F. 2. In a medium bowl, combine black pepper and crushed chips. 3. Dip cod fillets into buttermilk; drain off excess buttermilk. Place fillets on a greased baking sheet. Press chip mixture evenly over top of fillets. 4. Bake 20-25 minutes or until fish flakes easily with a fork. Serves 4.

Nutrition Facts per serving: 180 calories, 6 g fat, 2 g saturated fat, 0 g trans fat, 45 mg cholesterol, 190 mg sodium, 9 g carbohydrate, 1 g fiber, 1 g sugar, 22 g protein. Daily Values: 10% vitamin C, 2% calcium, 2% iron.

1



2



3



1. Spice Islands
Gourmet Spices:
selected varieties
.10 to 5 oz.
\$1.00 off one
2. Kraft Cheez Whiz:
Regular, Light, or
Salsa Con Queso
15 oz. **\$2.69**
3. Hy-Vee Mix and
Match Salads:
selected varieties
16 oz. or cole slaw
15 oz. **\$1.59**
Market Fresh Fruit
Mix: per pound
\$4.88



1 2



PASTA—
HEALTHFUL
COMFORT FOOD
READY IN
MINUTES.

3



4 5



6 7



1. Newman's Own Salad Dressing: selected varieties 16 oz. **\$2.88**
2. Kraft Grated or Shredded Parmesan Cheese: selected varieties 7 or 8 oz. **\$2.79**
3. Bertolli Olive Oil: selected varieties 25.5 oz. **\$7.99**
4. Hunt's Tomato Sauce: selected varieties 8 oz. **3/\$.89**
5. Barilla Pasta Sauce: selected varieties 24 or 26 oz. **2/\$4.00**
6. Hy-Vee Canned Pastas with Meat: selected varieties 15 oz. **3/\$2.00**
7. Barilla Pasta: selected varieties 8 to 16 oz. **\$.98**

TUESDAY: Garden Vegetable Pasta With Chicken



ALL YOU NEED

- 1 (1 lb) box Barilla™ campanelle pasta
- 1 lb Hy-Vee natural boneless, skinless chicken breasts, cut in bite-size pieces
- 1 medium zucchini, chopped
- 1 medium red bell pepper, seeded and chopped
- 1 cup carrot slices
- 1 (24 oz) jar Barilla™ tomato and basil sauce
- Kraft™ shredded Parmesan cheese, optional

ALL YOU DO

1. Prepare pasta according to package directions. Drain; set aside. 2. Heat a large nonstick skillet over medium-high heat. Add chicken; cook and stir 3 minutes (internal temperature should reach 160° F). Stir in zucchini, red bell pepper, and carrot slices. Cook and stir until chicken is cooked through and vegetables are crisp-tender, about 5 minutes. 3. Stir in tomato and basil sauce. Cook and stir until sauce is heated through. 4. Serve chicken and sauce on pasta. Sprinkle with shredded Parmesan cheese, if desired. Serves 6.

Nutrition Facts per serving: 440 calories, 4 g fat, 0 g saturated fat, 0 g trans fat, 45 mg cholesterol, 520 mg sodium, 72 g carbohydrates, 7 g fiber, 11 g sugar, 30 g protein. Daily Values: 90% vitamin A, 100% vitamin C, 4% calcium, 25% iron.

WEDNESDAY: Steak and Orange Sauce Stir-Fry



ALL YOU NEED:

- 1 lb Blue Ribbon Beef Top of Iowa sirloin steak
- Hy-Vee salt and Hy-Vee pepper, to taste
- 1 tbsp Grand Selections garlic-flavored olive oil
- 1 medium onion, sliced
- 1 red bell pepper, cut in strips
- 1 cup snow peas
- ½ cup orange sauce glaze with ginger
- 1 (11 oz) can Hy-Vee mandarin oranges, drained
- 1 (6.1 oz) box Uncle Ben's Long Grain & Wild Rice, Fast Cook Recipe; or 1 (6 oz) package chow mein stir-fry noodles, cooked

ALL YOU DO:

1. Season steak with salt and pepper; grill over medium heat for 5 minutes. Turn; grill an additional 5 minutes or until desired doneness. Let rest 5 minutes. Slice into strips.
2. Meanwhile, in a wok or large skillet, heat oil over medium-high heat. Add onion, pepper, and snow peas; stir-fry for 3 minutes or until crisp-tender. Stir in orange sauce; cook 1 additional minute. Remove from heat; stir in drained mandarin oranges.
3. To serve, place rice or noodles on serving platter; top with stir-fry and steak slices. Serves 4.

Nutrition Facts: Rice version: 590 calories, 20 g fat, 7 g saturated fat, 0 g trans fat, 85 mg cholesterol, 170 mg sodium, 64 g carbohydrates, 2 g fiber, 22g sugar, 36 g protein. Vitamin A 35%, Vitamin C 150%, Calcium 4%, Iron 20% Noodle version: 570 calories, 21 g fat, 7 g saturated fat, 0 g trans fat, 85 mg cholesterol, 260 mg sodium, 59 g carbohydrates, 2 g fiber, 22 g sugar, 37 g protein. Daily Values: 35% vitamin A, 150% vitamin C, 4% calcium, 15% iron.

Blue Ribbon Beef Top of Iowa
sirloin steak **\$6.88** per lb

1



2



A THREE-OUNCE SERVING OF LEAN BEEF IS AN EXCELLENT SOURCE OF NUTRIENTS THAT PROVIDES THESE DAILY VALUES: PROTEIN (51%), ZINC (38%), VITAMIN B12 (37%), SELENIUM (26%), AND PHOSPHORUS (20%).

3



1. Amana® Quality Beef Boneless "Thick Cut" New York Strip Steak 12 oz. **\$8.99**
2. Hy-Vee Seasoning Envelopes: selected varieties .75 to 1.4 oz. **5/\$2.00**
3. Weber Grill Creations Seasonings: selected varieties 2.5 oz. **2/\$4.00**

Steakhouse dinner tonight—from *your* kitchen!

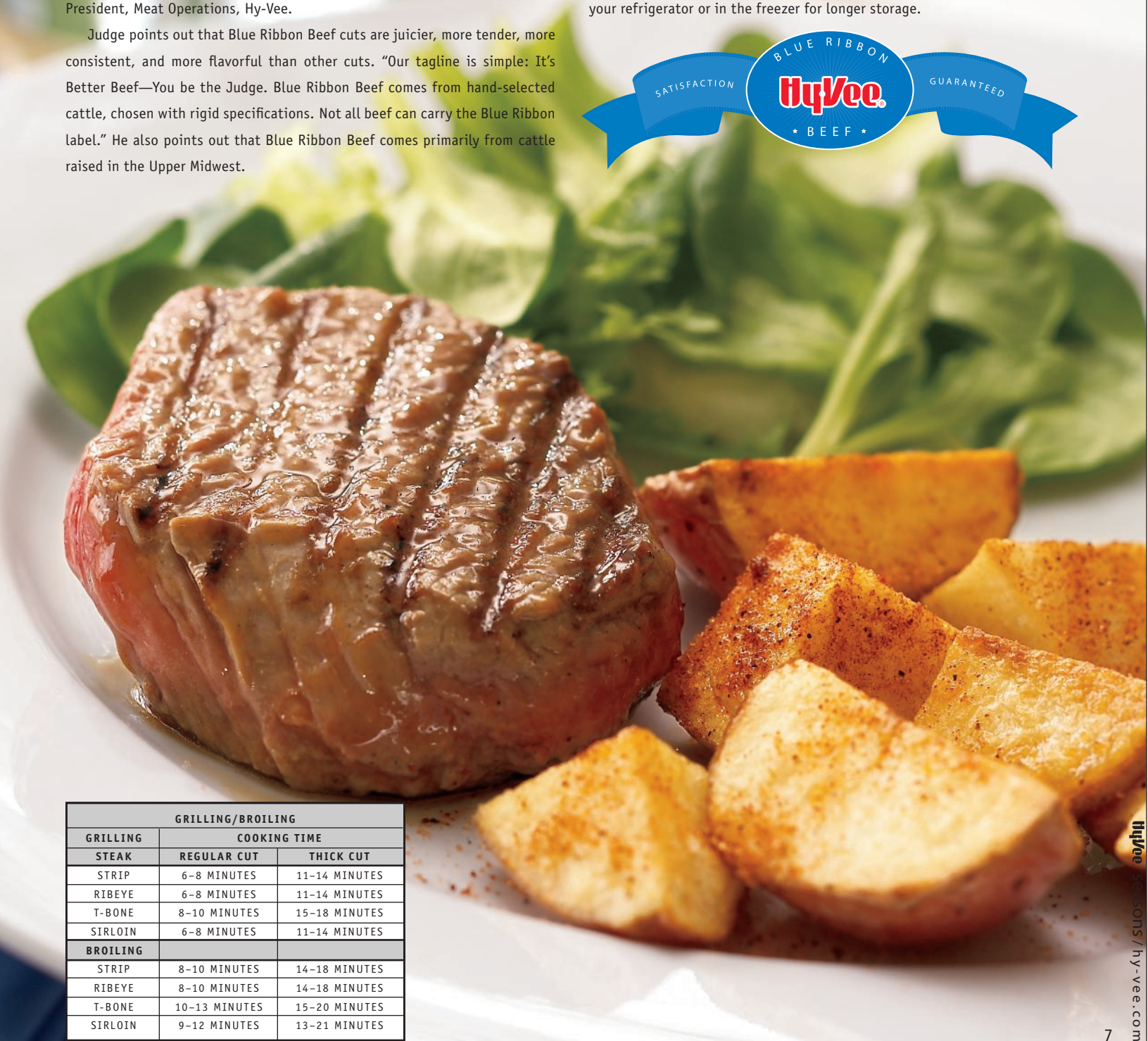
Treat your gang to a family favorite—a delicious steak grilled to perfection like those at great steakhouse restaurants. What’s the secret? Start with top-quality beef from Hy-Vee—the tastiest beef around.

The newest product in Hy-Vee’s signature meat lines is Blue Ribbon Beef, steakhouse-quality meats appropriate for grilling. A complete line of steaks, such as Chuck Tender Grill Fillet, *shown below*, and roasts are recent newcomers to all Hy-Vee stores. “The key word is ‘Blue Ribbon,’ because that means quality to those who enjoy a good cut of meat,” says Kenan Judge, Assistant Vice President, Meat Operations, Hy-Vee.

Judge points out that Blue Ribbon Beef cuts are juicier, more tender, more consistent, and more flavorful than other cuts. “Our tagline is simple: It’s Better Beef—You be the Judge. Blue Ribbon Beef comes from hand-selected cattle, chosen with rigid specifications. Not all beef can carry the Blue Ribbon label.” He also points out that Blue Ribbon Beef comes primarily from cattle raised in the Upper Midwest.

Packaging for Blue Ribbon Beef is also a positive for purchasers. “We listen to our consumers, so we know what’s important to them,” says Judge. “Food safety, quality, and convenience go hand-in-hand for them.” Customers can trust the peel-off cooking instructions and be confident in the clear packaging that indicates use-by or freeze-by dates. “We also know that consumers handling meat do not like meat juices, so the innovative leak-proof packaging for the steaks and roasts in this line takes care of that,” he explains.

As with all meats, be sure to store Blue Ribbon Beef in the coldest part of your refrigerator or in the freezer for longer storage.



GRILLING/BROILING		
GRILLING	COOKING TIME	
STEAK	REGULAR CUT	THICK CUT
STRIP	6-8 MINUTES	11-14 MINUTES
RIBEYE	6-8 MINUTES	11-14 MINUTES
T-BONE	8-10 MINUTES	15-18 MINUTES
SIRLOIN	6-8 MINUTES	11-14 MINUTES
BROILING		
STRIP	8-10 MINUTES	14-18 MINUTES
RIBEYE	8-10 MINUTES	14-18 MINUTES
T-BONE	10-13 MINUTES	15-20 MINUTES
SIRLOIN	9-12 MINUTES	13-21 MINUTES

Hy-Vee Elite Essentials

The right tools make any job, including cooking, easier. With your kitchen outfitted with Hy-Vee's Elite Essentials kitchen tools, meal prep will be a breeze. Professional cooks in the Hy-Vee kitchens tested the Elite Essentials line, which includes tools such as silicone brushes and trivets, grilling gear, and wine pourers with beginning cooks to accomplished chefs in mind. Some products—apple cutters and coffee measures—simplify everyday tasks.

“The tools are very user-friendly,” says Hy-Vee Food Technologist Susan Bingaman. “Each comes with directions and usage tips, and the classic, timeless design accents any style of kitchen. You can completely stock a kitchen with pieces that match.”

Features of the Elite Essentials line:

- Durable plastic, nylon, and/or stainless-steel construction
- All-inclusive line of products
- Specialty items at affordable prices
- Majority of pieces are dishwasher safe



1. Elite Essentials Cheese Slicer 1 ct. **\$5.99**
2. Elite Essentials Egg Slicer 1 ct. **\$7.99**
3. Elite Essentials Pizza Wheel 1 ct. **\$7.99**
4. Elite Essentials Ice Cream Scoop 1 ct. **\$7.99**



1. Elite Essentials Cheese Grater 1 ct. **\$5.99**
2. Elite Essentials Garlic Press 1 ct. **\$5.99**
3. Elite Essentials Measuring Spoons 1 ct. **\$5.99**
4. Elite Essentials Basting Brush 1 ct. **\$5.99**



1. Elite Essentials Rotary Grater, Colander, and Strainer 1 ct. **\$9.99**
2. Elite Essentials Stainless-Steel Measuring Cups 1 ct. **\$9.99**



THURSDAY: Caribbean Pork Fajitas



PORK TENDERLOIN, SUCH AS THE HORMEL PORK LOIN FILLET, SHOWN RIGHT, MEETS THE "EXTRA LEAN" GUIDELINES OF THE USDA AT ONLY 2.98 GRAMS OF FAT PER THREE-OUNCE SERVING.



1. Mario Enchiladas beef, chicken or cheese 11.5 or 13.5 oz. **2/\$6.00**
2. Johnsonville Pork or Link Sausages 12 or 16 oz. **2/\$5.00**
3. Manny's Tortillas selected varieties 8 ct. **\$1.08**



Hormel Always Tender® Pork Loin Fillet 1.7 lb. **\$6.98**

ALL YOU NEED:

- | | |
|---|--|
| 1 (1.7 lb) Hormel Always Tender® Pork Loin Fillet, trimmed and cut in thin strips | 2 avocados, peeled, seeded and diced |
| 1 tbsp adobo sauce from canned chipotle peppers in adobo sauce* | 2 Roma tomatoes, diced |
| 1 medium red onion | 1 tbsp cilantro, chopped |
| 1½ cups fresh pineapple, cut into chunks | 2 tsp Hy-Vee lemon juice |
| 2 mangoes, peeled, seeded, and diced | 8 Manny's Fajita-Style Flour Tortillas |

ALL YOU DO:

1. Combine pork and adobo sauce in medium bowl; toss to coat. Set aside. 2. Heat a large nonstick skillet over medium-high heat. Coat pan with cooking spray. Thinly slice red onion, reserving 3 slices for salsa. Add pork and red onion slices to pan; sauté 4 minutes or until done (internal temperature of pork should reach 160°F). 3. Add pineapple chunks to pork and red onion mixture. Sauté for 2 additional minutes or until pineapple is heated through. 4. For fruit salsa, dice reserved red onions and combine with mangoes, avocados, tomatoes, cilantro, and lemon juice; toss to coat. 5. Heat tortillas according to package directions. Serve pork with fruit salsa over tortillas. Serves 8.

Nutrition Facts: 420 calories, 16 g fat, 4 g saturated fat, 1 g trans fat, 40 mg cholesterol, 850 mg carbohydrates, 9 g fiber, 13 g sugar, 23 g protein. Daily Values: 15% vitamin A, 60% vitamin C, 6% calcium, 15% iron. For added heat, dice chipotle peppers and add to pork.*

Year-Round White

Celebrate family mealtimes with beautiful table settings that don't cost a fortune and begin with basic white serving ware. White works in any season, and, with a few simple touches, makes even everyday meals a memorable occasion.

- Food takes center stage served on white. Colorful vegetables, seasonal salads, even basic entrées show off their good looks while whetting appetites.
- Create festive table settings that feature white as the basic building block. Splash color in the scene with bright linens, or mix and match multi-hued dishes with white.
- Clean-up is a breeze with white ceramic dishes. A simple glance quickly reveals when dishes require a bit of scrubbing—and ceramic is dishwasher-safe.



1. Porcelain Rectangular Platter
13.5" x 10.5" 1 ct. **\$9.88**

2. Porcelain Round Platter 14" 1 ct. **\$8.88**



1. Ceramic Bakeware Set 11 pc. **\$19.99**

2. Ceramic Rectangular Bakeware
Set 3 pc. **\$14.99**



Ceramic Salad Plates, Dinner Plates, Soup Bowls
and Coffee Mugs 4 pc. **\$9.99 ea.**



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5

1. Ball Park Franks:
selected varieties
12.8, 14 or 16 oz.
2/\$4.00
2. Charlie's Pride Deli
Meat per lb **\$4.99**
3. Claussen Pickles:
selected varieties
20 to 32 oz.
2/\$5.00
4. Fast Fixin' Chicken
Patties: selected
varieties 20.4 to
36 oz. **\$4.88**
5. Foster Farms Corn
Dogs 29.3 to
42.7 oz. **\$3.99**



1



2



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5

1. Hormel Fully Cooked Entrees: selected varieties 17 oz. **\$4.99**
2. Tyson Chicken Tenders, Bites, Patties, or Nuggets: selected varieties 9 to 12 oz. **2/\$5.00**
3. Pringles Selects and Snack Stacks: selected varieties 6 or 8 pk. **2/\$5.00**
4. Jack's Original or Half & Half Pizzas: selected varieties 15 to 19.4 oz. **4/\$10.00**
5. Kid Cuisine Dinners: selected varieties 6.65 to 10.6 oz. **\$1.89**



Hy-Vee Kitchen Fresh meatloaf 4 ct. \$8.99

FRIDAY: Taster's Choice

Hy-Vee Kitchen Fresh thin crust gourmet pizza each \$10.99

Make Friday night "family fun night" and serve everyone a personal dinnertime favorite—with selections from Hy-Vee Kitchen. Add movies, games, and snacks for an enjoyable evening at home.

Hy-Vee Chinese Express Beijing chicken \$4.59

Fresh at 5 or it's free

10 WAYS TO USE A ROTISSERIE CHICKEN FROM HY-VEE'S DIETITIANS

SALADS Add sliced leftover rotisserie chicken to a bag of salad greens, chopped tomatoes, shredded carrots, and sliced red onions. Top with your favorite dressing.

SANDWICHES & WRAPS Mix chicken slices with chipotle mayo and any raw veggies on hand. Roll the mixture into a whole wheat tortilla, or scoop on whole grain bread. Serve cold or grill for a warm and satisfying treat!

SOUPS Rotisserie chicken lends slow-cooked flavor to soups. Add 2 cups chicken chunks to 3 cans chicken broth; add a bag of mixed or stew vegetables and *either* one cup uncooked rice or 2 cups uncooked noodles or pasta. Add ½ tsp. poultry seasoning. Simmer until all are tender. Dinner in 15 minutes!

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

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

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

PASTA DISHES Ready-to-eat rotisserie chicken shortens cooking time for many recipes. Use chicken in place of beef in lasagna and other pasta casseroles. Try this: 2 cups chicken chunks and 1 jar Ragu Cheesy Light Parmesan over pasta. A quick tasty dish that kids love.

BARBECUE CHICKEN SANDWICHES Mix shredded rotisserie chicken with your favorite BBQ sauce then pile it on whole wheat rolls. One whole chicken serves about six. Yum!

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

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

BUY 1 HY-VEE ROTISSERIE CHICKEN GET
1 BAG OF DOLE CLASSIC ICEBERG MIX FREE

SLU 1800



With the purchase of (1) Hy-Vee Rotisserie Chicken at \$5.59 each receive (1) bag of Dole Classic Iceberg Mix free. (Net wt. 16 oz.)



Hy-Vee
COUPON

Limit 1 coupon per customer | Limit 1 Bag Dole lettuce free with coupon
Offer valid July 11, 2007, through August 15, 2007.

Celebrate Good Taste—DiLusso™



All DiLusso™ products can be sliced to order at the Hy-Vee deli counter. Thick-sliced meats and cheeses that can be served whole or julienne-style open the door to culinary creations your family will love.



Old World tradition meets 21st-century convenience in the DiLusso™ line of salads. Grab a single salad for a healthful lunch or a large one to serve your family.



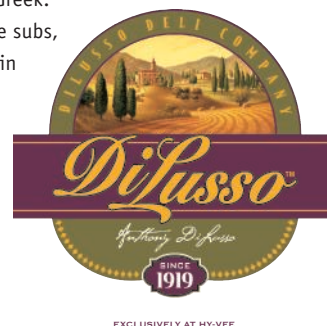
Drawing from authentic Italian recipes passed from generation to generation, DiLusso™ Deli Company offers tried-and-true goodness for your family. Each meat and cheese dish blends the finest ingredients to produce mouthwatering flavors and never includes fillers, artificial colors, gluten, or added MSG.

Shop for DiLusso™ sliced meats and cheeses at the deli counter. Look for sandwiches with DiLusso™ products in the Hy-Vee grab-and-go cooler, and visit the deli for made-to-order sandwiches. Savor DiLusso™ meats and cheeses from the Hy-Vee salad bar, or grab one of 11 salads made fresh daily.

Why nourish your family with DiLusso™ products?

- Meats are made from high quality ingredients and are minimally processed. All beef is Black Angus USDA Choice.
- Eleven types of salads, including Classic Chef's; Seafood; Southwest Turkey; Cobb; Ham & Broccoli; and Greek.
- Sandwiches made fresh daily include subs, kaiser rolls, harvesters on multi grain bread, wraps, and grilled paninis.

DiLusso™ Deli Company has handcrafted fresh food since 1919, and now these products are sold exclusively at Hy-Vee. Serve your family the best—in taste and ingredients. When it's DiLusso, it's Delicious!™



BREAKFAST all-stars!

Rev up your metabolism with your body's best friend: breakfast. A morning meal boosts grades, improves memory, and fuels weight loss. Best of all, a breakfast with staying power doesn't have to derail your daily dash out the door. Fuel up with a fast-track feast—we'll show you how.

WRITTEN BY JULIE MARTENS PHOTOGRAPHED BY KING AU
PRODUCTS PHOTOGRAPHED BY TOBIN BENNETT



Gerbera Daisy with Crayola container 1 ct. \$15.00

Looks like Mom was right, after all. And this time she has the government to back her up! Breakfast is the most important meal of the day.

Publicly and privately funded studies since the 1950s consistently support this homespun wisdom, proving that students who eat breakfast demonstrate increased concentration, memory, hand-eye coordination, and problem-solving skills. They do better in math, reading, and writing—while showing decreased emotional and behavioral problems. Similar results occur for adults who eat a healthful breakfast, with one added benefit: Eating breakfast helps in losing and maintaining weight because it jump-starts metabolism, which means you burn more calories during the day.

BREAKFAST PERFECTION

For peak performance, breakfast should balance flavor with nutrition. “An ideal breakfast includes as many food groups as possible,” says Lucy Crain, Hy-Vee Dietitian at the Broadway store in Quincy, Illinois. “Focus on protein-rich foods and good carbohydrates, whole grains that sustain metabolism.”

Sugary carbohydrates, common in sweetened dry cereals and pastries, defeat school and workplace success by rapidly increasing blood sugar levels, which eventually crash. That drop in blood sugar releases hormones that can influence mood and concentration.

In 2005, Tufts University studied this phenomenon with school children. One group ate sweetened oatmeal, while another feasted on sugar-coated dry cereal with milk. When given academic tasks involving memory, the oatmeal eaters scored 20 percent higher than classmates. Both breakfasts boasted the same amount of sugar, but oatmeal offered more protein and fiber, reducing the sugar absorption rate—and eliminating the crash.

“Protein gives breakfast staying power,” Crain says. Incorporate the protein of eggs, yogurt, and peanut or almond butter on whole grain breads. Crain suggests drinking milk, too. “Pour an eight-ounce glass of milk. If you’re having cereal, use a portion of that on your cereal, then drink the rest,” she says.

For dry cereal, select fortified versions with less than 8 grams of sugar and at least 3 grams of fiber. If you favor sweet cereals, try Crain’s idea and mix high-fiber shredded wheat with sweeter cereal. “Always check serving size,” Crain says. “Many cereal bowls hold as much as three cups, while a serving size may only be three-fourths of a cup.”

Season a bowl of oatmeal to suit your taste buds. Crain flavors oatmeal with pumpkin pie spice and Splenda. “It’s my personal favorite,” she says. “Adding nuts or fruit is another healthy option.”

Crain encourages families to view breakfast as a bonding opportunity. “Even over a bowl of cereal you can learn a lot about your kids,” she says. “Involve kids in menu planning. Write breakfast food (cereal, fruit, juice, whole grain bread) on slips of paper, and stick them in a jar or hat. At night, draw a choice from each category to determine the next day’s menu. It makes breakfast fun.”

GRAB ‘N’ GO BREAKFASTS

A nutritious morning meal doesn’t have to slow you down to power you up. These easy ideas feature fast fixin’s that taste fabulous:

- Quaker Oatmeal Squares pack the nutrition of a bowl of oatmeal into a prepackaged bar. Fiber One offers chewy bars; pair them with a glass of milk. Look for bars with protein, fiber, and less sugar.
- Try make-ahead breakfast casserole recipes from hy-vee.com.
- Bag a homemade trail mix of dry cereal, almonds, and dried fruit.
- Serve peanut butter (and jelly) on whole grain bagels or toast. Add a glass of milk and a piece of fruit.
- Build a breakfast burrito by stuffing a whole wheat tortilla or pita pocket with scrambled egg and salsa.
- One or two eggs with whole grain toast, milk, and fresh fruit serve up solid breakfast nutrition. Consider a hard-boiled egg for out-of-hand eating.

1. Jimmy Dean Sausage Sandwiches, Bowls or Omelets: selected varieties 12 to 16 oz. **2/\$4.00**
2. Tyson Premium Bacon: selected varieties 16 oz. **2/\$6.00**
3. Hy-Vee Bakery Fresh apple or cherry strudel bites 9 ct. **\$2.99**
4. Hy-Vee Bakery Fresh donut holes: all varieties 18 ct. **\$2.39**
5. Old Orchard Pomegranate Blends: selected varieties 64 oz. **\$3.27**
6. Kellogg’s Mini Wheats or Rice Krispies: selected varieties 12 to 18 oz. **2/\$5.00**
7. Hy-Vee Bagged Cereals: selected varieties 12 to 18 oz. **2/\$3.00**
8. Hy-Vee Toaster Pastries: selected varieties 11 oz. **10/\$10.00**
9. Hy-Vee Instant Oatmeal: selected varieties 12 to 16.2 oz. **2/\$3.00**



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Hy-Vee seasons by season

LUNCH BOX ORIGINALS

Design school lunches as individual as your child—and pack them in clever lunch boxes that kids can create themselves.

WRITTEN BY JILANN SEVERSON PHOTOGRAPHED BY TOBIN BENNETT LUNCH BOX DESIGNS BY HEATHER HILL AND ALISON VENTLING

Lunchtime is a flurry of activity—and eating a well-balanced lunch is often the lowest priority for students. Make healthful lunches an easy and appealing choice by offering food in fun and unique ways and by letting kids design their own lunch boxes.

Review the school policy on toting lunches from home (some ban nuts, certain drinks, etc.), then stock up on foods your kids can't resist. Observe food safety guidelines when packing lunches. Most foods will stay chilled with frozen ice packs or sheets. Many sandwiches, yogurt-in-a-tube, and desserts can be frozen and will remain cold until lunch. Use thermos containers to keep hot foods hot and to prevent bacteria growth.

Visit Hy-Vee for a wide selection of lunch box offerings, including convenient single-serve packaged foods such as tuna, salad dressing, peanut butter, yogurt, fruit chunks and sauce, and wrapped and sealed granola bars and chips. Then pick up mini storage containers, self-sealing plastic bags, chill packs, individually wrapped hand wipes, and a host of supplies to decorate lunch boxes.

YAKKITY PACKS: Kids who are more interested in the social scene rather than nutrition can feast on munchable finger foods while yucking it up with friends. Meat and cheese cubes, baked chips, crackers, mini carrots, raisins, grapes, dried fruit, and granola bars are bite-size foods packed with nutrition.

TRIPLE PLAY: Some growing kids just can't get enough to eat during lunchtime. For them, stack sandwiches tall, making a triple-decker sandwich instead of two singles. This treat eliminates one slice of bread yet makes room for more tasty fillings and saves them the time of snarfing down two sandwiches.

PICKY PICKS: Get picky eaters to select the foods they like, giving guidance about including all food groups. Then let them help pack their lunches. Pack their faves in self-sealing bags or containers for appetizing smorgasbord-style meals.

DIY LUNCH BOXES: Custom lunch boxes are fun to make and use. Basecoat the exterior of plain metal lunch boxes and thermoses (available at arts and crafts stores and lunchboxes.com) with DecoArt No-Prep Metal Paint (from crafts stores).

After the basecoat dries, kids can decorate with decoupaged scrapbook paper or paint (craft or chalkboard paint). Make stripes with painters tape or electrical tape, dots by dabbing on paint with a pencil eraser, designs with ink stamps and adhesive stickers, and add names and messages with stick-on letters and magnets and frills with fabric trims. Inside, adhere a plastic pocket to hold individually wrapped hand wipes or a note from home and a colorful laminated scrapbook paper sized to fit into the box lid to use as a mini place mat.



For more lunch ideas, check the Hy-Vee web site at hy-vee.com.

TIPS

THE LUNCH: Whole wheat bagel to make Jif peanut butter and banana sandwich, Hy-Vee Tomato Soup with organic dried corn and fish cracker toppers, green cauliflower, and milk (purchased at school).

THE LUNCH BOX: Soccer-themed lunch box/thermos painted with green craft paint and embellished with grass-motif scrapbook paper and sports stickers. White lines on the soccer field are created with a white colored pencil. Box is sprayed with clear acrylic. Magnetic-backed stickers and a Character Counts tag add fun trims. At lunchtime, laminated grass-motif scrapbook paper can be used as a place mat.



1. Armour LunchMakers: selected varieties 2.6 oz. to 3.2 oz. **10/\$10.00**
2. DiLusso Harvester Sandwich Ham, Turkey, Roast Beef or Club **\$2.99 each**
3. Hy-Vee Yogurt To-Go: selected varieties 18 oz. **2/\$3.00**
4. New! Oscar Mayer Deli Creations: selected varieties 6.8 to 7.1 oz. **2/\$5.00**
5. Oscar Mayer Variety Pak Lunchmeats: selected varieties 8 or 12 oz. **2/\$4.00**
6. Hy-vee Bakery Fresh Lunchbox Cookies 24 ct. **\$3.99**
7. Kraft Macaroni & Cheese 7.25 oz. 5 pk. **\$2.99**
8. Skippy Peanut Butter: creamy or chunky 28 oz. **\$2.77**
9. Pringles Minis: selected varieties 5 pk. **\$1.68**
10. Coke, Diet Coke, or Sprite 8 pk. 12 oz. (deposit where required) **3/\$9.00**
11. Sara Lee Whole Grain White Bread 20 oz. **\$1.99**
12. Sara Lee Soft & Smooth 100% Whole Wheat 20 oz. **\$2.19**



TIPS

THE LUNCH: Mini sandwich rolls made from wraps, lunch meat, and cheese sticks. Pea pods, green beans, carrots and dip, canned fruit, and juice.

THE LUNCH BOX: Flower-power lunch box and thermos in green, pink, and white craft paint. Decorated with freehand stripes, foam-tip tool or pencil eraser for dots, and flower stickers. Sealed with acrylic spray. Letters personalize laminated scrapbook tag and place mat. Self-adhesive pocket (art stores) holds hand wipes.



TIPS

THE LUNCH: Kid-built sandwich from pocket bread, lettuce, sprouts, grape tomatoes, Chicken of the Sea tuna, and pine nuts. Strawberry yogurt, apple, and water.

THE LUNCH BOX: Scrapbook paper decoupaged to box exterior, then sealed with two additional coats of decoupage. Key chain name tag created from scrapbook paper with computer-printed name.

1. Hefty One-Zip Storage or Freezer Bags 13 to 22 ct. **\$1.88**
2. Pepperidge Farm Goldfish Crackers: selected varieties 11 or 11.5 oz. **2/\$5.00**
3. Chex Snack Mix, Bugles or Gardettos: selected varieties 14.5 or 15 oz. **2/\$5.00**
4. Dannon Danimals Drinkable Yogurt: selected varieties 8 pk. **2/\$5.00**
5. Hy-Vee Chip-errific or Dunkster Cookies: selected varieties 15 to 18 oz. **3/\$5.00**
6. Hy-Vee Fruit Snacks: selected varieties 5.4 oz. **10/\$10.00**
7. Minute Maid Drink Box or Juice to Go: selected varieties 6 or 10 pk. **2/\$5.00**
8. Hy-Vee Fruit Cups or Fruit & Gel Cups: selected varieties 4 pk. **2/\$3.00**
9. Frito Lay Baked or Light Chips: selected varieties 6.38 to 12.5 oz. **2/\$6.00**
10. Jell-O Ready to Eat Pudding or Gelatin: selected varieties 6 pk. **2/\$5.00**
11. Fiji water: 16.9 oz. 6 pk. **\$4.88**



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GET THE LATEST CRAFT MATERIALS FOR YOUR LUNCH BOX PROJECTS FROM HY-VEE!



super snacks

WRITTEN BY ALISON VENTLING PHOTOGRAPHED BY KING AU





Snack time is nutritious and fun with Hy-Vee's healthful kid-tested recipes. Let your child's imagination run wild with creative bug, animal, and tropical island snacks—a blast to make and even more fun to eat!

"What's to eat?" and "I'm bored," are likely sentences that you'll hear from kids right after school. Rather than handing them sugary or salty snacks to eat while sitting in front of the TV or computer monitor, encourage them to make snacks themselves. The activity is fun, and relieves you during busy pre-dinner hours. Just as important, it teaches them how to perform beginning kitchen tasks, learn to make healthful snack choices, and use creativity and skills.

THE RIGHT CHOICE

Teach kids to choose fruits, vegetables, yogurt, cheese, peanut butter, pretzels, cereal, whole grain breads, and meat for snacks. Explain serving sizes, which are commonly misunderstood, to kids. Childhood obesity is a growing concern in the United States, and much obesity is caused by eating too much of a good thing. Use resources—books, Internet sites, and more—to educate kids about excellent (and poor) food choices. Visit mypyramid.org for educational games and activities. And schedule a consultation for you and your child with a Hy-Vee dietitian. These well-educated professionals can offer advice about food selection, name brand products, recipes, serving sizes, special diets, and more. Show kids the priority you place on healthful snacks, and they'll build lifelong skills for making wise food choices and enjoy a lifetime of good health.

MAKE IT FUN!

Kids love art projects, so it's natural that creating whimsical creatures from food is especially fun. And the real benefit is that they're learning. Believe it or not, even a Ladybug Apple Snack teaches and reinforces math, art, and small motor skills! Self-serve snacks also teach kids about kitchen tasks, responsibility, and may instill a love for cooking. Assign food duties according to ages and skill levels. Young children can usually fill a small cup



with raisins or yogurt; older kids can handle complex tasks, such as cutting apples or celery. All ages enjoy making food into interesting creatures, bugs, kabobs, and cookie cutter sandwiches.

TOOLS OF THE TRADE

Oversee the snack creation process until you're confident kids can handle it on their own. To make snack creations a bit independent, use a large colorful plastic bowl to hold specialty kitchen accessories—Noah's Ark mini cookie cutters (available at some Hy-Vee stores), other shape cutters, food color markers, plastic or metal measuring cups and spoons, and small bowls and plates. Stash the bowl on a shelf that's easy for kids to reach.

Stock the fridge and pantry with "crafting" foods: Crackers and tiny breads for sandwiches, pretzels or kabob sticks for dipping, and peanut butter for the sticky "glue" to hold small foods together. Cereal is a low-fat anytime food that can be eaten whole or crushed for coatings. For days when there's simply no time for homemade snacks, use the convenience of pre-sliced apples, baby carrots, granola bars, trail mix, and tiny boxes of dry cereal and raisins. They're great tote bag solutions for quick yet healthful on-the-go snacks.

LADYBUG APPLE SNACK

ALL YOU NEED: 1 pkg. (½ apple, sliced) Apple Sweets Apple Slices, 2 Tbls.

Hy-Vee Peanut Butter, 20 Sunmaid Raisins, 2 Hy-Vee Pretzel Sticks, 1 red grape

ALL YOU DO: On a lettuce leaf, lay apple slices cut-side down for the bug body. With dabs of peanut butter attach raisin spots, a grape head, and pretzel antennae.

Nutrition Facts: 260 calories, 16 g fat, 3.5 g saturated fat, 170 mg sodium, 26 mg carbohydrates, 4 g fiber, 17 g sugar, 9 g protein.

Daily Values: 0% vitamin A, 6% vitamin C, 2% calcium, 6% iron.



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1. Galaxy Veggie Mozzarella Super Stix
5 oz. **\$2.88**

2. Grimmway Farms Baby Carrot snack packs
4pk. 3 oz. **\$1.18**

3. Hillshire Farm Deli Select Ultra Thin Meats:
selected varieties 8 or 10 oz. **2/\$6.00**

4. Hy-Vee Fruit Dip 15 oz. **2/\$7.00**

5. Hy-Vee Veggie Dip: selected varieties
15 oz. **2/\$6.00**

6. Apple Sweets Apple Slices: selected varieties
4pk. 2.3 or 3 oz. **\$3.48**

7. Marzetti Caramel Dip 6 pk. 2 oz. **\$2.88**

8. Sun-Maid Raisins 6 pk. **2/\$3.00**

9. Hy-Vee Family Pack String Cheese
12 oz. **2/\$5.00**

10. Hy-Vee Peanut Butter Creamy or Crunchy
18 oz. **\$1.44**

11. Welch's Dried Fruit: Berry Medley or Cherries
5.5 or 6 oz. **2/\$7.00**

12. Kraft String-Ums, Twist-Ums, or Rip-Ums
Snack Cheese 12 oz. **\$2.99**

13. Glaceau Vitaminwater: selected varieties
12 oz. **2/\$6.00**

14. Laughing Cow Cheese Mini Babybel
4.5 oz. **\$3.44**

15. Nabisco Snack Crackers: selected varieties
12 to 16 oz. **2/\$5.00**

16. Planters Trail Mix: selected varieties
5.5 or 6 oz. **2/\$3.00**

17. V-8 Splash or Smoothies: selected varieties
46 or 64 oz. **\$2.17**

18. Kudos Snack Bars: selected varieties
10 pk. **2/\$5.00**



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NOAH'S ANIMAL BITES

ALL YOU NEED:

2 or 3 slices wheat or rye cocktail bread
4 slices Hillshire Farm Deli Select Ultra Thin Meat
1 slice of cheese: colby or cheddar
Mustard
Mayonnaise
Lettuce

ALL YOU DO:

1. Layer cheese and meat between two or three slices of cocktail bread spread with condiments, if desired. 2. Cut shapes using cookie cutters, place sandwiches on lettuce on a plate. Serves one.

Nutrition Facts: 240 calories, 8 g fat, 4.5 g saturated fat, 35 mg cholesterol, 860 mg sodium, 26 mg carbohydrates, 2 g fiber, 4 g sugar, 16 g protein. Daily Values: 10% vitamin A, 15% calcium, 10% iron.



TROPICAL ISLAND FRUIT KABOBS & DIP

ALL YOU NEED:

Grapes
Orange
Strawberries
Banana
Pretzel sticks
2 tbsp. Hy-Vee Fruit Dip
1 tube Hy-Vee Yogurt To-Go

ALL YOU DO:

1. Wash grapes and strawberries. Cut orange and banana in bite-size pieces. Place fruit and pretzels on a plate. 2. Put Hy-Vee Yogurt-To-Go in a small bowl; top with Hy-Vee Fruit Dip. 3. Let kids create kabobs to dip into the fruit dip and yogurt to eat. Serves one.

Nutrition Facts: 160 calories, 8 g fat, 6 g saturated fat, 30 mg cholesterol, 110 mg sodium, 19 mg carbohydrates, 16 g sugar, 4 g protein. Daily Values: 4% vitamin A, 10% calcium.



CRAZY CRITTERS

ALL YOU NEED:

4 tbsp. Hy-Vee Peanut Butter
1 cup Hy-Vee Essentially Yours Cereal
4 chocolate dipped pretzels
2 Welch's Dried Blueberries
1 red M & M
2 one-inch pieces celery

ALL YOU DO:

1. In a cereal bowl mix peanut butter and cereal. 2. To make the butterfly critter, *shown right*, form peanut butter mixture in three 1-inch balls; place on a plate. Press on pretzels wings, blueberry eyes, M&M nose, and celery antennae. Make different critters by changing size of peanut butter balls and trims. Serves one.

Nutrition Facts: 350 calories, 20 g fat, 7 g saturated fat, 350 mg sodium, 32 g carbohydrates, 4 g fiber, 14 g sugar, 13 g protein. Daily Values: 8% vitamin A, 20% vitamin C, 4% calcium, 35% iron.



HY-VEE CARES

Smiles for EDUCATION

For the second year, Hy-Vee's Smiles for Education will donate up to \$500,000 to schools in Iowa, Kansas, South Dakota, Minnesota, Missouri, Nebraska, and Illinois. Parents, teachers, and staff are encouraged to register students—and schools—at their local Hy-Vee. Each week during the 10-week contest, Hy-Vee will draw 10 winning student names, for a total of 100 winners. Hy-Vee will donate prizes (previous prizes include iPod nanos and \$1000 CompUSA gift cards toward computer purchases) to the winning students and \$5,000 to each winner's school. Smiles for Education runs from August 22 (first drawing) through October 24, 2007.



Hy-Vee contributes dollars and staff volunteer time to help local students and schools.

Exercising Your CHARACTER

In conjunction with the Iowa Sports Foundation and the Institute for Character Development, Hy-Vee sponsored a one-day event on May 2 for central Iowa fourth and fifth graders. The 4,000 students in attendance participated in aerobic activities, learned the importance of sportsmanship, and met three Olympic athletes: Hunter Kemper (triathlon), Julie Swail (water polo), and Sarah Haskins (triathlon). Local Hy-Vee stores provided funds for transportation to the event; Sara Lee, Cadbury Schweppes, Crest, and Speedo joined Hy-Vee as program sponsors.



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make the grade

WRITTEN BY TAMARA POOL PHOTOGRAPHED BY PETE KRUMHARDT

Celebrate the beginning of school with your children, stirring excitement while soothing first-day jitters. How? Begin preparing for the big day before summer vacation ends.

School success begins at home, as you supply your children with the right skills and equipment to navigate a new year. You don't have to be a parenting expert to give kids, from kindergarten through sixth grade, a leg up in the classroom. Focus on the basics—the setting, supplies, studies, and sleep—and you'll earn straight A's in back-to-school preparation. Your efforts will pay off as your kids begin the new school year with confidence.

SMOOTH TRANSITIONS

Don't let the winding down of summer freedom cloud the fun that will be found during school days ahead. Create a sense of

anticipation by taking kids on a tour of the school—classrooms, halls, bathrooms, and lunchroom or cafeteria.

Then spend time exploring and enjoying the playground. Pack a picnic lunch and select a spot to eat that will create pleasant memories, and make use of playground time to talk about such recess issues as safety, bullying, and how to use equipment.

HOMEWORK HELPERS

Brand new school supplies always get children excited about tackling homework. Take your kids on back-to-school shopping trips to your local Hy-Vee, letting them participate in



the selections. Encourage youngsters to read and check off items on their teacher's supply list. Allow for a few special supplies that express personality. Purchase extra supplies (pencils, markers, crayons, glue sticks, paper) to store at home so it's quick and easy to replenish throughout the year. Check Hy-Vee's scrapbook and general merchandise aisles, too, for craft materials to stock your home's creative center.

As you make space for new school supplies, donate new or leftover supplies to your school or teacher's supply closet. Extra supplies are always in demand and greatly appreciated.

STUDY TIPS

For the inevitable homework, a well-stocked study center makes the task more enjoyable. Site the study center in a TV-free zone that's well-lit and near a shelf stocked with reference materials—current atlas, dictionary, and thesaurus—and a ready supply of pens, pencils, and paper.

Stay close to students as they work, making use of the time to pay bills, work on scrapbooks, or read. Being nearby presents an opportunity to provide encouragement for the tasks at hand while setting a good example of study habits and quiet time. For occasional snack breaks and to keep creative juices flowing, keep a basket nearby filled with fruit leathers, granola bars, juice boxes, and small water bottles.

STRIKE A BALANCE

Foster good habits for rising, getting dressed, eating breakfast, getting off to school well-organized, being prepared for after-school activities, and following consistent bedtimes. For kids who have been sleeping in through the summer, ease them into school-day routines by waking them 5 to 10 minutes earlier each day until the ideal wake-up time is reached. Then stick to the bedtime schedule necessary for the right amount of sleep for each child.

Because older kids respond well to an alarm clock to get up and going, use morning time to pack lunches and prepare a healthful breakfast—a win-win situation. (Find breakfast ideas online by searching the Hy-Vee recipe database for “breakfast.”)

FIRST DAY JITTERS

Erase first-day back-to-school nervousness with planning and organization. Lay out clothes and school supplies the night before. That morning, wake everyone up early enough to get ready without rushing, then sit down together for a relaxing, nutritious breakfast. Hand each child a well-stocked lunch box (including a cheerful note and family photo to stash in a desk or locker), plenty of hugs and kisses, and a reminder that a tasty snack and curious parent will be waiting for them when the last bell rings later that afternoon.





Hearty Hibiscus 1 ct. \$10.00

Hydrangea 4.5" 1 ct. \$11.98

Flowers For Kids Program

Your local Hy-Vee Florist presents Flowers for Kids, a learning program especially for Midwest classrooms—and we're ready to come to your school. Created by Ramiro Panerherra, a flower grower in Ecuador, this grassroots program, now in partner with Hy-Vee has taught more than 7,500 second- through fifth-grade students about flower care in an educational and entertaining venue.

Flowers For Kids teaches students about flowers and flower care in a fun and interactive class. Children learn about basic types of flowers, arranging, care, and handling. The students also discuss how growing conditions affect flowers and why to give flowers. The class has life-long value.

Schools that have participated in Flowers For Kids are raving. Students are wowed by beautiful, colorful flowers while being engaged and entertained by the 40-minute demonstration. As students learn about flowers, they assemble a bouquet that's theirs to take home, enjoy, and care for.

Contact your local Hy-Vee Florist to set up a class today.

For all your
back to school
supplies look
to your local
Hy-Vee.



1. Spiderman, Pirates of the Caribbean or Tinkerbell Notebook 1 ct. 2/\$5.00
2. Microsoft Encarta Dictionary & Thesaurus 1 ct. \$5.99
3. Tribeca USB Flash Drive 1 Gb \$15.99
4. In Full Bloom Binder 1 ct. \$4.96
5. Elmer's Paintastics Pens 5 pk. \$2.99
6. Spiderman, Pirates of the Caribbean or Tinkerbell Portfolios 1 ct. \$1.27
7. Websters Student Notebook each \$4.99
8. Academix Big Display Calculator each \$3.98







class act

WRITTEN BY TAMARA POOL PHOTOGRAPHED BY TOBIN BENNETT AND KING AU

As freewheeling schedules of summer slam into the back-to-school routine, it's easy for kids—and parents—to feel stressed. Prep yourself and your family for an easy-going transition that ensures classroom success. We'll show you how.

Middle school and high school students face challenges on multiple fronts: academic, physical, emotional, and social. Help them negotiate teen-year demands by teaching them about wise choices and sharing healthy attitudes.

PARENTING SUCCESS: TEEN TACTICS

Homework, sports practice, music lessons, and after-school activities fill fall calendars at a frantic pace, transforming daily life into a juggling act. As you organize your family's back-to-school and activity schedule, set priorities and use the process as training ground for your kids.

Coach middle school and high school children through their maze of activities, homework, and social obligations. While they may feel qualified to determine how to spend time and energy, they definitely benefit from parental supervision and guidance. Every moment you invest in helping them manage time equips them for becoming successful, balanced, independent adults.

So they are aware of and understand personal responsibilities, talk about transportation, clothes, home chores, finances, and

daily and weekly schedules. Discuss safety issues for at home, school, and in between. And encourage decision-making skills.

To help prepare your teens for the school year:

- Gather vital information by attending school orientation and all parent meetings.
- Discuss school dress codes before clothes shopping.
- Encourage them to try out for new activities, pointing out character traits, skills, and talents that they may possess yet need your encouragement or confidence boost.
- Foster student/parent relationships by arranging and/or providing transportation and supervision for social events.
- Pay attention to each child's schedule. Transfer scheduled events from school calendars to home and personal calendars, and instruct your teen to do the same. Share important dates with everyone in the family, and stay involved and informed.

SUPERVISE STRESS LEVELS

Many middle school and high school students experience stresses specific to their age—worries about leaving old friends



Bypass first-day stresses. Stock up early with Hy-Vee school supplies.

and making new ones, navigating school halls and classrooms, keeping up with studies and homework, extracurricular activities, and, above all, trying to fit in.

As a parent of a teen, you may be recalling both good and bad memories from your school years. As you visit with your teen about feelings, ask open-ended questions and listen carefully. Avoid shifting your past onto their present, unless they ask you to share. Don't downplay their emotions or fears simply because you've lived through them. This is their unique experience—plus it may feel awkward for your teen to visualize you in any role except parent. Calmly reassure your teen that you will listen and help.

Staying close to your teen will help you recognize signs of stress: extreme mood swings, headaches, stomachaches, temper outbursts, irritability, or withdrawing from friends or normal activities. Talk to a professional for guidance.

Sometimes students simply need to be heard, to know they're not alone. Perhaps cutting back on activities, getting more sleep, or having help with homework is called for.

Look for solutions directly related to the stress. Suggest a meeting with a school counselor, teachers, or coaches to make classroom or schedule adjustments. Before study loads become overwhelming, turn to teachers and tutors for assistance. Most schools offer peer tutoring services, a friendly and cost-effective alternative to a private tutor.



Duracell Charger with 25 FREE photos **\$19.96**

FIRST IMPRESSIONS COUNT

Bypass first-day stresses by thoughtful preparation. Stock up on Hy-Vee school supplies early. Check out Hy-Vee's back-to-school sales to build your stash of pens, colorful notebooks, and a variety of other student needs. Hy-Vee also has backpacks, adhesive air fresheners for gym lockers, calculators, and computer products.

Plan for a healthful start every day by getting a good night's sleep and serving a nutritious breakfast. Send your kids off with a smile! As you show a positive and upbeat attitude for back-to-school transitions, your enthusiasm will be contagious.

Academix Magnetic Locker Accessory 1 ct. 2/\$3.00

FOUR-POINT RULES

Getting straight A's may not be in the report cards for every student—but these ideas will help improve performance and encourage good behavior.

1. Get 8 hours sleep each night. According to a 2003 Harris Poll, sleep deprivation is widespread among high school students, and appears to be a major cause of poor academic performance. Dr. Mary Carskadon, Brown University sleep researcher and author, says sleep-deprived students “may be in school but their brains are at home on their pillows.” Lack of sleep not only affects grade-point average it may also increase the risk of dropping out of school, weakens the immune system, and may be a component to aggressive or violent behavior.

2. Participate in extracurricular activities. Student involvement in selected high school extracurricular activities (instrumental music, student government, departmental clubs, religious organizations, and high school or community service organizations) is related to success in college, according to an ACT survey. Also found, students in these activities are more likely to be high achievers.

3. Connect with family. Teens who share five to seven dinner meals a week with their parents—regardless of family structure—are less likely to participate in substance abuse, violence, or early sexual activity, according to Shepherd Smith, Institute for Youth Development. According to Smith, parents who encourage kids to do well in school helps reduce emotional distress because it sends a message that parents have confidence in their child's ability and care about his or her future.

4. Create a quiet study space. A designated table or desk stocked with study items (page 35) and away from TV, music, and video games is the ideal setting for learning. Why is a quiet place important? Memory studies show that humans have two loops in the brain—one for language and auditory information, another for physical information. Reading uses the auditory loop, so simultaneously reading and listening to music or other sounds interferes with effective information processing.





BOARD DUDES DRY ERASE & CORK COMBO BOARDS ARE FUNCTIONAL. WHEN CLUSTERED ON A WALL THEY MAKE BIG IMPACT FOR A LOW-COST DESIGN STATEMENT.

HEALTHFUL SNACKS ARE A MUST FOR HUNGRY, GROWING TEENS. STOCK FRESH FRUIT, GRANOLA BARS, TRAIL MIX, NUTS, AND PLENTY OF BOTTLED WATER NEARBY FOR STUDY SESSIONS.

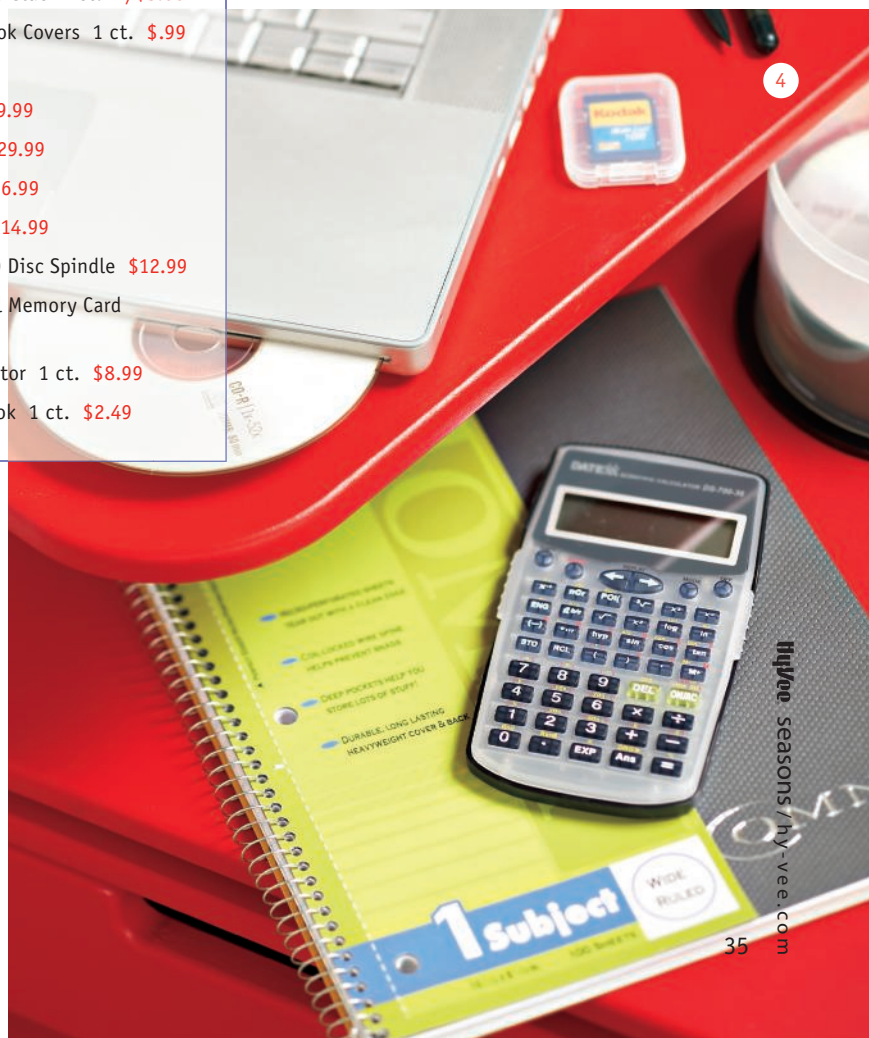
Board Dudes Dry Erase & Cork Combo 1 ct. **\$2.49**

A BACKPACK FROM HY-VEE LOOKS STYLISH IN TODAY'S MOST POPULAR COLORS—PLUS IT HOLDS EVERYTHING NEEDED TO GET THROUGH THE SCHOOL DAY.

STOCK UP! CALCULATORS, BATTERIES, MARKERS, COLORED PENCILS, PENS, PENCILS, SHARPENER, ERASERS, PAPER CLIPS, TAPE, PAPER, NOTEBOOKS, BINDERS, AND MORE—ALL AVAILABLE FROM HY-VEE—FOR YOUR WELL-STOCKED STUDY AREA.



1. EXP Computer Duster Spray 10 oz. **\$2.99**
 HP Multi Purpose Paper 92 500 sheets **\$3.98**
 HP Inkjet Cartridge Black 56 **\$19.99**
 HP Inkjet Cartridge TriColor 78 **\$32.99**
 Cannon Power Shot A550 Digital Camera **\$179.99**
2. Energizer Lithium Battery: aa or aaa 4 pk. **\$7.99**
 Energizer E2 Titanium Batteries – aa or aaa 8 pk. or 9 volt 2 pk. **\$7.99**
 Academix Fine Point 10 ct. or Jumbo Markers 8 ct. **\$1.98**



2. Elmer's Washable Purple Glue 1 ct. **2/\$3.00**
 Kittrich Stretchable Book Covers 1 ct. **\$0.99**
3. TracFone 2126 **\$19.99**
 TracFone 60 Minute **\$19.99**
 TracFone 120 Minute **\$29.99**
 100 minute rack card **\$6.99**
 250 minute rack card **\$14.99**
4. Imation CD-R 700MB 50 Disc Spindle **\$12.99**
 Kodak 1G Secure Digital Memory Card 1 ct. **\$19.96**
 Datex Scientific Calculator 1 ct. **\$8.99**
 Omni 1-Subject Notebook 1 ct. **\$2.49**



college **course**

*Show signature style with must-have accessories and a few amenities.
Transform any uninspired college room into a welcoming space that caters to cram
sessions and comfort. Find everything you'll need at Hy-Vee.*

Higher learning begins with setting up housekeeping. Whether you favor dorm life or off-campus housing, gear is necessary to make the grade in daily life. Stock your room or apartment beyond the basics, and you'll graduate from simple survival to cozy comfort—all on a student-friendly budget.

Not sure where to begin? Grab a spiral notebook and create a personal packing list by taking inventory of your daily routine. Record everything you use, enjoy, and do in a typical week that impacts your physical needs. Organize items into categories: kitchen, bathroom, laundry, appliances, and “special.” List everything—from dishes to clothes dryer sheets.

Next, make a wish list and highlight whatever you want in your space. Consult your college handbook or housing management to determine what's allowed and, if you share space, figure out who will be responsible for any shared items, such as a mini refrigerator or stereo.

Finally, take your list to Hy-Vee—a great place to make quick work of locating the necessities for living away from home. Set up and organize your space right away to feel settled in before the activities of getting to classes, studying, and social events.

POWER UP.

Undergrads agree: Computer, fridge, and microwave are essentials for dorm room living. Make the most of convenient small appliances and stock up on single-serving sizes of microwaveable mac 'n cheese, popcorn, soup, noodle bowls, and coffee. Use small milk and juice containers that fit the fridge so you're likely to finish the beverages while they're still fresh.

When there's space—and enough electrical outlets to use them safely—pizza ovens, mini-vacs, hot plates, coffee and tea makers, blenders, and toasters offer the convenience of quick meals and snacks, along with an occasional cleaning up, into the comfort of your own room.

KITCHEN SUPPLIES.

Basic white dishes, stackable microwave-safe storage containers, and disposable cups, plates, and napkins take little space and may invite you to take a seat and slow down to eat. Gather a variety of kitchen tools—from cereal spoons to pizza cutters—from Hy-Vee's Elite Essentials line. Bakeware and stovetop pans, in many sizes, are also available at Hy-Vee.

BATHROOM DETAIL.

When you're fortunate enough to have your own, dress it up with towels, shower curtain, hooks, organizing bins, and a fragrant decoration. With shared bathrooms, purchase flip-flops to wear, and tote towels and bath items in a plastic caddy. Color-matched or labeled towels and face cloths help keep everyone's items identifiable.

COZY TOUCHES.

Set up major comfort with an area rug, oscillating fan, and easy-care plants—such as a spider plant, philodendron, jade, aloe vera, or cacti—which help clean the air. Turn off harsh overhead lighting and use softer desk and floor lamps.





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1. Hy-Vee Kitchen Gadgets Flex Straws 100 ct., Nylon Small Turner 1 ct., Nylon Slotted Spoon 1 ct., or Paper Towel Holder 1 ct. **10/\$10.00**
2. Hy-Vee Kitchen Gadgets Bag Clip 2 ct., Kitchen Scissors 8", Serving Tongs 12", or Can & Bottle Opener 1 ct. **2/\$3.00**
3. Hy-Vee Kitchen Helper Fry Pan 10", Saucepan 2 qt., or Round Skillet 10.5" **\$12.99 ea.**
4. Hy-Vee Kitchen Helper Cookie Sheet 17" or 15", or Cake Pan 13" **\$4.99 ea.**
5. Hefty Foam Plates, Cups, or Bowls 18 to 60 ct. **\$1.88**
6. Act II Microwave Popcorn: selected varieties 6 pk. **3/\$6.00**

HY-VEE IS A CONVENIENT
"ONE-STOP SHOP"
FOR EVERYTHING
YOU NEED TO MAKE
YOUR NEW COLLEGE HOME
A GREAT PLACE TO LIVE,
PLAY, AND STUDY.



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Hy-Vee's back-to-college basics can make any dorm room or apartment a comfortable home.



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1. Puffs Facial Tissue: selected varieties 60 to 108 ct. **3/\$3.00**
2. Hy-Vee Kitchen Gadgets Pizza Cutter, Ice Cream Dipper, Steak Knives 6 pc. or Flatware Set 12 pc. **2/\$5.00**
3. Hy-Vee Kitchen Helper Pizza Pan 12", Pizza Crisper 12", or Brownie Pan 11" **\$3.96 ea.**
4. Hy-Vee Kitchen Helper Dutch Oven 5.75 qt. **\$19.88**
5. Indoor Extension Cord, brown or white 9 ft. **2/\$3.00**
6. Hefty XL & XXL one-zip bag 3 or 4 ct. **\$4.49**
7. Energizer To Go Cell Phone Charger: selected varieties 1 ct. **\$14.97**

On sofa: Brawny Paper Towels 6 or 8-roll or Northern Quilted Bath Tissue 24-roll or 12-roll double roll **\$5.98**

FOR HELPFUL
RECIPES, NUTRITION
INFORMATION, AND
MORE, GO TO
HY-VEE.COM.



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39

hy-vee seasons hy-vee.com

BASICS: kitchen & bath



BASICS: checklist

- ☐ BATH, HAND, & FACE TOWELS
- ☐ BATH MAT & SHOWER CURTAIN/LINER
- ☐ LAUNDRY BASKET & SUPPLIES
- ☐ SAUCE, FRYING, & OTHER PANS
- ☐ COOKIE SHEETS, CAKE, & OTHER PANS
- ☐ DISHES, GLASSES, & FLATWARE
- ☐ KITCHEN TOOLS & KNIVES
- ☐ TOASTER, COFFEE POT, & BLENDER
- ☐ COLLAPSIBLE COOLER/PIZZA OVEN
- ☐ PLASTIC & PAPER PRODUCTS
- ☐ FANS & EXTENSION CORDS
- ☐ CLEANING SUPPLIES, PAIL, MOP, & BROOM
- ☐ TRASH CAN

1. Libman Whisk Broom with Dust Pan, Feather Duster, Utility Bucket, or Roller Mop 1 ct. **\$9.98**
Sterilite White Wastebasket 36 qt. **\$4.44**
Hy-Vee Tall Kitchen, Trash, or Lawn & Leaf Bags 10 to 30 ct. **2/\$5.00**
Brawny Paper Towels 6 or 8 roll **\$5.98**
2. Kane Bath Towels: assorted colors 27" x 54" **\$8.98**
Kane Hand Towels: assorted colors 27" x 54" **\$7.98**
Kane Face Cloths: assorted colors 27" x 54" **\$4.98**
Kane Bath Mat: assorted colors 27" x 54" **\$12.98**
Kane Soap Dish, Toothbrush Holder, lotion Dispenser **\$7.98**
Kane Bath Shower Liner: assorted colors **\$6.98**
3. Excello Kitchen Dish Towels 2 ct. **\$4.98**
Hy-Vee Kitchen Helper Cookie Sheet 15" or 17" (*shown*) or Cake Pan 13" **\$4.99**
Hy-Vee Kitchen Helper Pizza Pan 12" (*shown*), Pizza Crisper 12", or Brownie Pan **\$3.96**
Hy-Vee Kitchen Gadgets Flatware Set 12 pc. **2/\$5.00**
Hy-Vee Kitchen Gadgets Nylon Small Turner 1 ct., or Nylon Slotted Spoon 1 ct. **10/\$10.00**
4. 3-Speed Oscillating Fan with Stand 16" **\$15.98**



BASICS: plants

Tropical plants 10" **\$13.98** or 6" **\$5.98**



BASICS: your own place

TEST DRIVE: FIRST TIME ENTERTAINING

Invite a few friends over to celebrate the freedom of your new home away from home—and to try out all your new gear.

- Plan a simple no-nonsense menu—frozen pizzas, Hy-Vee Kitchen rotisserie chicken and sides, vegetable and fruit trays, meat and cheese trays, breads and pastries, and snack foods.
- Stock plenty of plates, napkins, cups, utensils, ice, and a ready trash can—with extra liners.
- Add festivity: balloons, music, potted flowers, or colorful bowls of fruit.
- Wear your sincere smile, and when guests offer to help, let them.

BASICS: laundry

LAUNDRY 101

Clean clothes invite head-turning good looks, and you'll love the way fresh clothes feel. In a sturdy laundry basket, stock the basics: detergent, color-safe bleach, stain remover, dryer sheets, bags for sorting and carrying, and wooden and plastic hangers. Follow this guide to wash and dry clothes with confidence.

- Plan to stay with your laundry while using a community facility. Take along study materials, music, or snacks.
- Sort whites, lights, and darks. Close zippers, snaps, buttons, and hooks. Unroll shirt sleeves, pant legs, and socks; turn darks inside out. (To decipher confusing laundry tag symbols, visit TextileAffairs.com.)
- Read and follow machine instructions.
- Check and clean out machine lint filters before and after use.
- A “thumping” sound signals an unbalanced load. Stop the machine, open the door, and shift clothes for better balance.
- Gently shake out and hang delicate or lightweight clothing straight from the washer.
- When using dryer sheets, cut them in half; use the halves more than once.
- Watch the dryer closely and remove clothes as soon as they are dry to avoid setting in wrinkles. Fold or hang clothes immediately.
- To avoid ironing, and look sharply dressed, spritz clothes with fabric refresher and wrinkle remover.

Sterilite Hip Hold
Laundry Basket 1 ct.
\$4.88



Arm & Hammer Laundry
Detergent: selected
varieties 100 oz. **2/\$7.00**



Solid Wooden Hangers
5 ct. **\$5.99**



BASICS: appliances



1. Select Brands Stainless Steel Pizza Oven
1500 watt **\$79.99**

2. Collapsible Cooler **\$24.98**

Proctor Silex Coffee Maker
12 cup **\$12.88**



Proctor Silex 8-Speed
Blender 1 ct. **\$19.77**



Proctor Silex 2-Slice
Toaster with Crumb Tray
1 ct. **\$9.99**



FRESH BREAD FOR FAST MEALS



Busy school days often mean fast food. Instead of high fat takeout meals, make meals tasty and healthful with freshly made breads from Hy-Vee's bakery. Whole grain bagels are handy on-the-go breakfast or snack options, and a perfect base for a veggie sandwich packed in a zip-lock bag for a quick on-campus lunch. French bread is delicious to come home to, especially when topped with sliced meat and cheese or as a garlic and cheese topped appetizer toasted in the pizza oven (*opposite*).





Healthy Kids



To help kids excel in school this year, encourage them to eat right, exercise, and get plenty of rest. Here's how to ensure that children make the wellness grade and stay on track with good health.

WRITTEN BY MELODY WARNICK PHOTOGRAPHED BY KING AU

BACK-TO-SCHOOL TIME is all about fresh starts: new school supplies, classroom, possibly new friends. And prime time to focus on your child's health. As childhood obesity reaches epidemic levels—approximately 30 percent of children and teens are overweight—you can protect your kids against disease by instilling healthful habits for eating nutritious foods, exercising, and getting plenty of rest. You and the kids will both make the grade for wellness.

1. PACK A LUNCH THEY'LL LOVE. If you suspect the apples packed in your child's lunch aren't taken out and nibbled, visit with your child's teacher about inviting a Hy-Vee dietitian to visit the class. With registered dietitians in approximately 100 Hy-Vee stores, it's easy to arrange healthful eating lessons or store tours to sample fresh produce. Find a dietitian near you at hy-veehealth.com.

2. PROMOTE ACTIVITY AT SCHOOL AND AFTER. Not only does exercise boost moods for kids, but studies also show that physically active children are more likely to excel academically. As structured physical education classes are cut, it is increasingly important for parents to encourage kids to spend recess time running, walking, and jumping rope. Enroll kids in organized after-school sports, such as soccer or tae kwon do, with exercise being a regular part of the day. At your child's back-to-school physical, ask your pediatrician for the okay.

3. OFFER TASTY SNACKS. Shop your local Hy-Vee to stock up on kid-friendly snacks minus fat and sugar. Think in terms of texture, recommends Hy-Vee corporate dietitian Laura Kostner, PhD. Offer crunchy snacks such as popcorn, flavored rice cakes, and crackers; chewy snacks like 100-percent fruit leather, granola bars, and dried apricots; and smooth snacks, including yogurt cups, string cheese, and melon cubes.

4. HELP YOUR CHILD SLEEP EASIER. According to the National Sleep Foundation, grade-schoolers should get between 10 and 11 hours of sleep a night; they often don't. Establish a routine that encourages regular bedtimes and restful sleep. Begin with a light nutritious snack, such as wheat toast and peanut butter. Next is quietly getting cleaned up, teeth brushed, and dressed for bed. With soft lighting, it's time for 20 minutes or so of reading time, a few words with mom or dad, hugs and kisses, and lights out.

5. ALLOW OCCASIONAL INDULGENCES. Don't worry: Cookies and chips are fine from time to time. "No food is a 'bad' food," Kostner points out. "You can have anything in moderation." Compromise by stashing a basket of

treats in your pantry for kids to pick from no more than once a day. Then pack an applesauce cup or orange sections for lunch to ensure a nutritional counterbalance. Also, make Hy-Vee's HealthMarket Children's Chewable Complete vitamins a part of a breakfast ritual. While vitamins aren't a substitute for good food choices, they help offset the days when even your best intentions go by the wayside.

6. GET ACTIVE AS A FAMILY. It's easy and natural for kids to plunk down in front of the TV after school. Set rules before that becomes a habit by limiting TV time, perhaps not more than an hour or two a day. Get the family together for fitness—go rollerblading, hiking, riding bikes, tossing a ball. "Get them in the habit that exercise and play is the normal thing to do," says Kostner. "The earlier you start, the healthier your child will be for the rest of his life."

1. Aquafresh White & Shine Toothpaste 6 oz. **2/\$5.00**
2. Hy-Vee Natural Spring Water .5L 15 pk. **3/\$10.00**
3. Hy-Vee Water Bottle: assorted colors 1,000 ml **\$3.88**
4. Hy-Vee HealthMarket Children's Vitamins: selected varieties 60 or 100 ct. **\$2.28**
5. NuGo Nutrition To Go Bar: selected varieties 50 grams **10/\$10.00**
6. L'il Critters Gummy Vites: selected varieties 30 to 70 ct. **\$3.96**
7. South Beach Diet Meal Bars: selected varieties 2.11oz. **3/\$4.00**



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**“Get them in the habit of
knowing that exercise
and play are the
normal thing to do.”**

**— Laura Kostner, PhD,
dietitian for Hy-Vee**

Eat 5 A Day for Better Health

All national health authorities recommend eating 5 to 9 servings of fruits and vegetables every day to promote good health and reduce risks of cancer, heart disease, and other chronic diseases. Research indicates that people who regularly eat 5 or more servings of fruits and vegetables every day have half the risk of cancer and one-third the risk of heart disease compared to people who eat fewer fruits and vegetables.

SERVING SIZES FOR 5-A-DAY:

- 1 medium-size piece of fruit (banana, apple, orange, pear)
- $\frac{1}{2}$ cup cut-up fresh fruit or fruit canned in its own juice
- $\frac{3}{4}$ cup (6 fl. oz.) 100% fruit juice
- $\frac{1}{4}$ cup dried fruit (raisins, dried apricots, prunes)
- 1 cup raw, leafy vegetables (e.g. lettuce, spinach) or salad
- $\frac{1}{2}$ cup cooked or canned vegetables
- $\frac{3}{4}$ cup (6 fl. oz.) 100% vegetable juice
- $\frac{1}{2}$ cup cooked or canned beans, peas, or lentils

Serving sizes are quite small, which means eating 5 A Day is easy!

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Check-ups:

When to get them—what they involve

The American Academy of Pediatrics has established a basic schedule of well-child visits for grade school students, and many local medical clinics adapt this schedule for their patients. Typically, children who are well and between the ages of 5 and 11 visit their doctors every other year. Specific family health insurance coverage may dictate that children visit even more often.

Check-ups include a physical exam and development assessment and varies according to child's age and the doctor's style.

DURING ROUTINE PHYSICAL EXAMS, THE FOLLOWING IS CHECKED AND RECORDED:

- Height and weight
- Blood pressure and heart rate
- Teeth, gums, tongue, and throat
- Reflexes
- Eyes, ears, nose, and skin
- Heart, lungs, and abdomen
- Fine-motor development, such as the ability to walk, climb stairs, and jump
- Spinal alignment for signs of curvature (scoliosis)
- Genitalia, confirming a normal level of maturation and checking for hernia, infection, or possible problems

Source: MayoClinic.com MayoClinic.com does not endorse any company or product.





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1. Back To Nature Dinners:
selected varieties 6 or 6.5 oz.
3/\$5.00
2. Back To Nature Cookies: selected
varieties 8 to 12 oz. **2/\$6.00**
3. Oral-B Cross Action Toothbrush
1 ct. **\$3.27**
4. Snapple: selected varieties
12 pk. 16 oz. bottles **\$6.99**
5. Planters Premium Snack Nuts:
selected varieties 9.25 to 10.25 oz.
2/\$8.00
6. Naked Fruit Juice: selected varieties
15.2 oz. **2/\$5.00**

**“The earlier you begin, the healthier your child
will be for the rest of his life.”**

—Laura Kostner, PhD, dietitian for Hy-Vee





Choose Your Favorite Team:

Collegiate T-shirts 1 ct. \$6.99

Rally Flags 2/\$5.00

Collegiate Pet Bandana 1 ct. \$4.98

Collegiate Pet Jersey 1 ct. \$12.98

Collegiate Camp Chair 1 ct. \$22.98

SCHOOL SPIRIT

Students unite to show their allegiance to their universities.



Each college has rituals that students participate in each year. Young men and women band together to cheer, dance, paint, sing, and rally in support of their school. The events may be planned to welcome new students, close out the school year, raise money for charity, create community awareness, or a multitude of fun and worthwhile endeavors. Whatever the reason for gathering, however, the most important outcome is esprit de corps. Many school traditions span generations, bringing fond memories to alums. Thus, not only are current students unified, but also the strong bond extends to those who graduated many years ago and those who have yet to follow in these same footsteps within the schools' hallowed halls.

Turn the page for a sampling of spirited events at some Midwestern universities.

ILLINOIS: UNIVERSITY OF ILLINOIS

U OF IL • NO MASCOT • URBANA-CHAMPAIGN



Although the University of Illinois presently lacks a mascot, students still manage to exhibit plenty of enthusiasm.

1. Orange Krush. Opposing teams and their supporters may feel intimidated by the University of Illinois Assembly Hall and the Orange Krush student cheering section. This enthusiastic group of fans is well-known for highly coordinated taunts of opposing coaches and players. The cheer group travels with the team, often

snatching up tickets in other venues, and entering events wearing the opposing team's colors, only to reveal Illini orange T-shirts once the games begin. Besides attending games, this group is a philanthropic organization. During the 2005-2006 season, the Orange Krush Foundation raised \$285,850 to support charities.

2. The Alma Mater statue. This touchstone image is one that every alumnus takes away from campus. Designed by University graduate Lorado Taft and dedicated in 1929, the statue now sits outside Altgeld Hall, one of the oldest buildings on campus. An inscription at the bottom of the statue reads: "To thy happy children of the future those of the past send greetings." To Illini grads, the Alma Mater represents the generations who have shaped the campus, which sustains and educates current students. It is the most photographed location on campus; throughout commencement weekend each spring, graduates and families line up to have their pictures taken in front of the Alma Mater.

IOWA: DRAKE UNIVERSITY

DU • BULLDOGS • DES MOINES

Drake Bulldogs are loyal in their devotion to Drake University.

1. Drake Relays. Drake's most time-honored tradition takes place in late April, with athletes from all around the world competing to set more than a dozen world records and countless American and national collegiate records. This huge event packs in lots of action both on and off the track. Each year, hundreds of students involved in student organizations paint squares on sidewalks on campus, providing their interpretation of the Relay theme. For the 2007 Drake Relays, student artists and Drake First Lady Madeleine Maxwell crafted canine masterpieces for the Bulldog Parade, which featured seven 50-pound fiberglass bulldogs

that stand guard at campus locations. The goal is to expand the Bulldog Parade to a community-wide effort for the 100th running of the Drake Relays in 2009. Other Relays activities include the Beautiful Bulldog Contest, Relays Parade, mud volleyball tournament, carnival, foam dance party, and Court Avenue Celebration in downtown Des Moines.

2. Back to School Bash. Drake University students will kick off the new school year full-throttle with the third annual Back to School Bash, a free community event to be held Sunday, August 26, from 2 to 5 p.m. at the John R. Grubb YMCA in Des Moines. Students will hand out free school supplies to elementary, middle, and high school students who attend the event, which is entirely run by Drake students and organized through cross-campus collaboration. The event features a free basketball tournament and carnival for elementary and middle school students—with field games, disc jockey, refreshments, and more.





IOWA: UNIVERSITY OF NORTHERN IOWA

UNI • PANTHERS • CEDAR FALLS

Go Panthers! University of Northern Iowa fans demonstrate team spirit all year long—and pull out all the stops for Homecoming Week in October. A full week of spirit-building activities—window-painting, pep rallies, and Purple Pride Day—lead up to the Homecoming game on Saturday.

1. Purple Pride Day. On the Friday before Homecoming, this event encourages students, alumni, staff, and supporters to wear purple and gold. On campus, organizations and offices compete to be the most purple; off campus, alumni and supporters show UNI pride. Thousands of “Purple for Life” buttons are distributed and supporters submit purple pride photos to a web site.

2. Pep Rally. The spirit of Purple Pride Day continues on into the evening with a pep rally at the campus campanile. Student groups get creative on stage, while those in the crowd cheer them on. Fireworks and the traditional kiss at midnight, called “campaniling,” cap off the night.

3. Panther Mascot. Originally referred to as the “Tutors” because of the school’s emphasis on teacher education, UNI became the Purple Panthers back in 1931. The Panther mascot evolved over the years, as did the name, to become the UNI Panthers and TC “The Cat.”

IOWA: THE UNIVERSITY OF IOWA

U OF I • HAWKEYES • IOWA CITY

University of Iowa Hawkeyes proudly display their black and gold year ’round on this campus of 30,000 students. Hawkeye fans are notably devoted: A string of sellout games in Kinnick Stadium put Iowa among the top 25 schools in home game attendance.

1. Dance Marathon. One of the largest Children’s Miracle Network dance marathons in the country, the U of I Dance Marathon is held every February in the Iowa Memorial Union Ballroom. During the event, hundreds of devoted U of I students stay on their feet for 24 hours to raise money, bring attention to the cause, and show their support for children and families who receive treatment at University of Iowa Hospitals and Clinics. Last February, the event generated more than \$880,900.

2. Celebrating Cultural Diversity Festival. This annual event—held in February—is one of the largest nonathletic events on campus. It showcases the more than 100 domestic and international cultures, which are represented at the University through music, performance, crafts, and food. For multicultural student groups, this festival is an opportunity to share cultural traditions with the U of I community.

3. RiverFest. Banks of the Iowa River fill for this annual weekend-long celebration of spring, held in April each year. RiverFest encourages students and the community to come together for music, food, and carnival games. Begun in 1978, the student-organized event has expanded over the years to include a road race and a full lineup of entertainment.



IOWA: IOWA STATE UNIVERSITY

ISU • CYCLONES • AMES

Cyclones whirl with energy for their mascot, Cy, all for support of ISU.

1. VEISHEA. A crowd of 75,000-plus attends this ISU showcase each April, one of the largest student-run celebrations in the nation. VEISHEA includes a wide variety of events, entertainment, and education, culminating with a parade of elaborate floats and festive bands. Begun in 1922, the name “VEISHEA” was composed from the first letters of each of the five colleges at that time:



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PLAN GAME DAY PARTIES WITH PRODUCTS AND FOOD FROM HY-VEE. CHOOSE FROM A HOST OF COLLEGIATE GEAR—PLATES, NAPKINS, CUPS, CLOTHING, AND OTHER ITEMS—TO SHOW YOUR SCHOOL PRIDE. HY-VEE'S GREAT SELECTION OF FOODS AND BEVERAGES GUARANTEE A BIG WIN FOR THE FANS DESPITE THE FINAL SCORE!



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1. Collegiate Baby Sippy Cup 1 ct. **\$5.88**
2. Collegiate Cell Phone Cover 1 ct. **\$9.99**
3. Collegiate Football 1 ct. **\$12.99**
4. Collegiate Magnetic Koozy 1 ct. **\$5.99**
5. Collegiate Partyware **2/\$6.00**
6. Collegiate Pet Bandana 1 ct. **\$4.98**
7. Collegiate T-Shirts 1 ct. **\$6.99**
8. Collegiate Window Cling 1 ct. **\$9.97**
9. Hy-Vee Snack Puddings: selected varieties 14 oz. 4-pk. **\$.88**
10. Hy-Vee Home Helper Containers: selected varieties 3 to 6 ct. **2/\$4.00**
11. Nabisco Single Serve Snacks: selected varieties 12 pk. **\$3.99**
12. Starburst or Skittles: selected varieties 13.3 to 16 oz. **\$2.18**
13. Tootsie Roll or Tootsie Roll Pops Bag Candy 12.7 to 16 oz. **\$1.88**
14. Ziploc Storage freezer or sandwich bags 10 to 50 ct. **2/\$3.00**



(V)eterinary Medicine, (E)ngineering, (I)ndustrial (S)cience, (H)ome (E)conomics and (A)griculture. One of the longest held traditions is the sale of cherry pies for \$1 each; the students in Hotel, Restaurant and Institution Management make and sell 10,000 of them each year.

2. Sesquicentennial (150th birthday). ISU was officially founded on March 22, 1858, when Iowa became the first state to accept the provisions of the Morrill Act. The first official class entered in 1869, with 24 men and two women. ISU celebrates some of the nation's major events throughout the past 150 years: the world's first electronic digital computer, Maytag blue cheese, the round hay baler, along with other historical breakthroughs. The year's events include numerous celebrations—open houses, historic exhibits, family fun, volunteer projects, and a quilt contest.

3. Cy, the Mascot. In the early 1950s, the Cyclone pep council reached a consensus that "you can't stuff a cyclone," and determined an alternative mascot was needed. A cardinal was selected, and Cy was chosen for the name. Since his introduction at the 1954 homecoming game Cy has survived numerous redesigns and refittings, a plucking in 1961 at the hands of the University of Missouri students, a car accident en route to the 1972 Liberty Bowl in Tennessee, and a series of kidnappings in the 1970s and 1980s. The university has a year 'round mascot squad of four to six students, which enables Cy to make public appearances more than 200 days each year.

KANSAS: UNIVERSITY OF KANSAS

KU • JAYHAWKS • LAWRENCE

The one and only university Jayhawk in the world resides as the mascot of KU. Jayhawks show their spirit in many ways.

1. Hawk Week. During this official welcome week, the university draws approximately 10,000 new and returning students. The week is full of fun, information, and programs that highlight opportunities at KU. Daytime events include tours, choir auditions, employment and organization fairs, orientations, and food galore—BBQs, ice cream socials, and veggie lunches. The festivities carry through into the evening with block parties, movies, service projects, live music, and Traditions Night.

2. Traditions Night. At this event, new students learn the songs, chants, and yells of a true Jayhawk. Participants—marching band, students, faculty, staff, and Lawrence community—show off such KU traditions as Waving of the Wheat, The Alma Mater, and the Rock Chalk Chant.

3. The Rock Chalk Chant. The long, slow Gregorian cadences of this traditional cheer, created by a KU chemistry professor in 1886, cheers the heart and soul of any Jayhawk: Rock Chalk Jayhawk Kaaay-youuuuuuu. “Rock chalk” is a transposition of the “chalk rock” of a limestone outcropping found on the Lawrence campus. Teddy Roosevelt pronounced it the greatest college chant he’d ever heard. At the 1920 Olympic games, the King of Belgium asked for a typical American college yell—and the assembled athletes chose to render the Rock Chalk Chant. The Rock Chalk Revue is a university-wide variety show that began in 1949 and thrives today with satirical musical performances. The show raises \$50,000 a year for United Way.



KANSAS: KANSAS STATE UNIVERSITY

K-STATE • WILDCATS • MANHATTAN

Wildcats are wild about K-State and demonstrate their allegiance in numerous ways.

1. Purple Power Play on Poyntz. In late summer, Kansas State University students and alumni congregate on Poyntz Avenue before the first home football game for this event. The two-day community-wide pep rally has live music, entertainment, food, games, fireworks, and an opportunity to listen to K-State athletes and coaches. K-State marching band, cheerleaders, Classy Cats dance team, and K-State mascot, Willie the Wildcat, ensure the spirit of the campus transcends to downtown Manhattan.

2. All-University Open House. K-State students fill the open house with team spirit each spring during K-State’s biggest recruiting event of the year, which welcomes nearly 20,000 visitors. Students give tours of the campus and demonstrate what they’ve learned during the year. Bakery Science and Management students hand out more than 2,000 purple-and-white cupcakes made in their labs; engineering students reveal and explain their K-State-emblazoned solar-powered car.



3. The Cat Cannon. When mechanical engineering technology students at the Salina campus built a contraption, it quickly became a fixture at Wildcat home football games. The Cat Cannon lets Willie the Wildcat shoot T-shirts a distance of 120 yards—plus 300 feet in the air—to lucky football fans.

MINNESOTA: UNIVERSITY OF MINNESOTA

UM • GOPHERS • MINNEAPOLIS CAMPUS

Gophers go wild with school spirit and show it through several major activities during the school year.

1. Paint the Bridge. The campus straddles the Mississippi River and many students traverse the Washington Avenue pedestrian bridge as they attend classes on both sides of the river. Each fall during the second week of school, more than 800 students—members of various student organizations—paint the hundreds of panels on the bridge. The event is a way for students to promote their organizations and is held in conjunction with other welcome to campus activities.

2. Spring Jam. This April event—the largest student-planned all-campus event during spring semester—welcomes the return of spring to the cold north and celebrates the end of the school year. Events throughout the week include live music performances, service projects, a walk/run, a block party, and educational expos. Students form teams and compete at Ballyhoo (performing a choreographed dance routine on stage), sport competitions, and battle of the bands. One competition, which is for overall spirit, judges teams on accountability, sportsmanship, creativity, and participation.

3. Activities Fairs. More than 100 student organizations participate in the annual fairs for fall and spring. Several groups set up tables in the front plaza of the Coffman Memorial Union and the St. Paul Student Center to create awareness of their group. Involved organizations span intramural athletics; cultural, political, and religious groups; and fine arts groups such as movie buffs; health and wellness groups; and service-oriented groups. The fall event is held in conjunction with an arts festival that features the work of local artists.



MISSOURI: UNIVERSITY OF MISSOURI

MIZZOU, MU • TIGERS • COLUMBIA



Mizzou Tigers have plenty of spirit to roar about.

1. Tiger Walk. This event, sponsored each August by Mizzou Alumni Association, welcomes freshmen. To symbolize their entrance into Mizzou, the 4,000-plus new students meet and walk through the Columns near Jesse Hall, then participate in an ice cream social. The six Ionic Columns that stand in the heart of campus are all that remain of the old Academic Hall that was destroyed by fire in 1892. They have symbolized higher education for generations of Missourians.

2. Tap Day. This annual spring ceremony recognizes outstanding students, faculty, and staff who demonstrate exemplary academic, leadership, and service achievements. It is one of the highest honors on campus to be inducted into one of six secret honor societies on this day. Initiates in the honoraries are “tapped” by a current member as their names are read.

3. Homecoming. While there remains some debate about the claim, Mizzou states that it was the first to hold a homecoming event, in 1911, when MU football coach Chester Brewer invited alumni to “come home” to Columbia for the annual football game against University of Kansas. (University of Illinois also claims to have begun this tradition.) That first homecoming brought more than 9,000 fans to Rollins field. Mizzou still boasts the largest student-run Homecoming in the nation. Annual events consists of a parade, blood drive, talent competition, tailgate, queen/king, campus house decorations, community service projects, and more.

4. Truman the Tiger. The Bengal tiger mascot is rooted in the Civil War. Militiamen who protected the Columbia area were known as the Fightin’ Tigers. In 1986, MU’s award-winning tiger mascot was named after Harry S. Truman, thirty-third president of the United States, who hailed from Independence, Missouri.

NEBRASKA: UNIVERSITY OF NEBRASKA

U OF NE • HUSKERS • LINCOLN



Nebraska Huskers believe that Big Red fans are second to none.

1. The Tunnel Walk. The traditional buildup to football games is a greeting by 79,000 fans stomping and rocking Memorial Stadium, amid deafening sound and video from the stadium HuskerVision. The Husker team runs onto the field in a grand entrance in hopes of psyching out the visiting team.

2. Big Red Welcome. The weekend before classes, students are welcomed during this festival. One highlight is a new-student tunnel walk in which students take their place in the traditional stadium pre-game lineup and rush the field, greeted by Big Red Welcome crowds, HuskerVision special effects, and the football team. Other weekend events include the giant street fair, street dances, tours, open houses, and several other events—all organized to get students settled into campus life and excited about the upcoming school year.

3. Football Saturdays. The student section at Memorial Stadium is the place to be on football Saturdays in Lincoln. The Huskers have the NCAA record for home football sellouts: every game has been sold out since 1962. That's 275 games! Memorial Stadium becomes a sea of red. Home Husker football games are one of the top-ranked stadium experiences anywhere.

4. Volleyball. Nebraska's returning national championship volleyball team also generates an amazing amount school spirit. And this fall, Huskers are hoping to repeat that title.

SOUTH DAKOTA: SOUTH DAKOTA STATE UNIVERSITY

SDSU • JACKRABBITS • BROOKINGS

Quick as a jackrabbit, students and alumni at SDSU support their school.

1. Hobo Day. In a world that emphasizes fashion, alumni and friends of South Dakota State University make a point of dressing in their dingiest apparel for this celebration. Hobo Day is celebrated in conjunction with SDSU homecoming. The traditions

of hobo bums, beards, and cobbled motorized vehicles, in addition to beautifully decorated floats and snappy bands, hold audiences captive as they parade throughout Brookings on a crisp fall day. The Jackrabbit football team holds a 55-33-5 record for Hobo Day games and is slated to play Stephen F. Austin (Texas) for the 2007 homecoming on September 29, with kickoff at 2 p.m.

2. Jackrabbit Mascot. One account says the nickname came from a Minneapolis newspaper reporter after a 1905 football game between the University of Minnesota and South Dakota State College who said the team played as "quick as jackrabbits." More than 100 renditions of the Jackrabbit have been done through the years. The current Jackrabbit has been in place since 1971 and delights children and fans during football and basketball seasons.

3. Pride of the Dakotas Marching Band. South Dakota State University traditions are most memorable when accompanied by music, often the Pride of the Dakotas marching band. The 400 members of the Pride have performed at collegiate and professional athletic events; marched in two U.S. Presidential inaugural parades, and the National Independence Day parade in Washington, D.C.; and was the first non-Rose Bowl team band to march in the Tournament of Roses parade; performed in the PBS Production of "A Capitol Fourth"; and has been invited to return to the Tournament of Roses parade in 2008.





time for you

The kids have left for school and your day's schedule hasn't kicked in yet. Take a few moments to pamper yourself before the hectic pace begins again.

WRITTEN BY JULIE MARTENS PHOTOGRAPHED BY KING AU

Sneaking in bits of personal time helps you recharge, renew, and readjust your outlook on life. Plan ahead for those luxury moments by stocking up on luxurious self-care items on your next trip to Hy-Vee. When those few minutes pop up in your schedule, put on some mood music and pamper away.

MANIS AND PEDIS

You may feel a wee bit decadent when treating yourself to an at-home manicure and pedicure. Begin by filing your nails to the length you're comfortable with. Next soak your hands or feet in warm water with mild soap or Epsom salts added for softening. Gently push back cuticles with an orangewood stick covered with cotton, and carefully trim away any hangnails. Use a pumice stone on calluses. Begin the polishing process with a good clear base coat to help colored enamel stay on longer. Add one or two coats of color, then top it off with a strong top coat. **TIP:** On manicures, polish your dominant hand first (right hand if you're right-handed, left hand if you're left-handed). Polish on that hand will be dry first, just in case you need to answer the phone or open the door.

PEARLY BRIGHTS

Let your smile sparkle with over-the-counter teeth whitening products. **NOTE:** Be sure to read the directions and cautions on whitening products and follow them thoroughly. Over-whitening can cause gum irritation. As your teeth are being whitened, curl



up with the latest reading selected from your neighborhood Hy-Vee book and magazine aisle.

BE A SOFTIE

Exfoliate and soften skin with homemade sugar or salt scrubs. Salt is a bit more exfoliating, while it detoxifies and relaxes muscles. Sugar is gentler and softens skin more. Mix approximately two parts table salt or white sugar with one part oil (olive, safflower, grapeseed, or jojoba are good choices). Avoid mineral oil—it has a drying effect on skin. The mixture should be slushy. Add a few drops of essential oil, lemon juice, or orange juice. Use the mixture on your face

(avoiding eye area) or your entire body. Gently massage mixture onto wet skin, then rinse thoroughly. In the shower, take care not to slip while using the scrubs. Store leftover scrub in a sealed jar and stir before using.

SOAKING IT UP

For ultimate luxury, take a long warm bath. Add fresh fragrance to your bath, with organics from Hy-Vee Floral and/or herb displays in the produce aisles. Look for mint leaves, lavender, rose petals, lemon verbena, and others. Tie the flowers and herb stems together with string or cut and tie closed a large square of cheesecloth filled with herbs or flower petals. Place the cluster or pouch under running water, tying it to the faucet with string or ribbon. Add a handful of Epsom salts, if desired, then sit back, relax, and breathe in fragrance.

OPPOSITE and ABOVE: Charles & David Fine Chocolates selected varieties 8 oz. \$6.99



ABOVE: (front to back)

Crest Glide Original Floss \$2.99

Crest Pro-Health Toothpaste: selected varieties 6 oz. \$2.99

Crest Premium Plus White Strips selected varieties 40 or 42 ct. \$29.99

Crest Wild Expressions Toothpaste: selected varieties 4.6 oz. \$2.99



RIGHT: (left to right)

Dial, Tone, or Coast body wash: selected varieties 4.5 or 12 oz. 2/\$5.00

Sunsilk Shampoo or Conditioner: selected varieties 7 to 12 oz. \$2.88



LEFT: (counter clockwise)

Clearasil Daily Oil Control Cream Cleanser: 5 oz.,

Clean & Clear Deep Action Cream Cleanser: 6.5 oz.,

Clean & Clear Daily Pore Facial Cleanser: 5.5 oz.,

Clean & Clear Foaming Facial Cleanser: 8 oz.,

Clean & Clear Continuous Control Acne Cleanser: 5 oz. your choice 2/\$7.00

BELOW: (left to right)

L'Oréal Vive Pro Shampoo or Conditioner selected varieties 5 to 13 oz. 2/\$7.00

Hy-Vee Foam Bubble Bath selected varieties 40 oz. 2/\$5.00



ABOVE: (left to right)

Olay Definity Illuminating Cream Cleanser 5 oz. \$6.96

Olay Age Transform Lotion 6.7 oz. \$6.96

Olay Facial Moisturizer or Cleansers 4.2 to 10.1 oz. \$6.96

Olay Regenerist Facial Treatments .5 to 1.7 oz. (Tone Enhancement Treatment shown) \$13.77



new
OLAY
DEFINITY™
highly defined anti-aging
Illuminating
cream cleanser
thoroughly eliminates micro-residue
for more luminous skin
moisturizing formula with glucosamine,
vitamin E & hyaluronic acid
5 FL OZ (150 mL)



ABOVE: (left to right)

Nivea Lotion: selected varieties 3.3 to 8.4 oz. **\$3.69**

Eucerin Creme 16 oz. **\$9.97**

Skinmilk 22 oz. **2/\$10.00**

YOUR PERFECT PEDICURE

Pamper yourself with spa treatments in the comfort of your home—at a fraction of the price of salons—using products from Hy-Vee. Take a few minutes to relax in a warm tub surrounded with lit candles and scented with sliced lemons and limes floating in the water. Place cool cucumber slices over your eyes and recall or dream about a favorite vacation experience. Then towel off and slather on one of the many moisturizers from Hy-Vee. Follow with a Med Spa Moist Heat Pac to further eliminate tension or sore muscles. Finally, give yourself the best treat of all: a pedicure. With just a few simple steps, Hy-Vee's Pedicure Spa Set will have your feet beautiful and ready for dancing.

STEP 1

Soak feet for 15 minutes in very warm water, Epsom salts (a natural disinfectant), and a few rose petals. Add a capful or more of massage oil to soften and smooth skin. Use a cotton pad soaked with nail-polish remover to remove old nail polish. Relieve dry cuticles and give your toes a healthy look by massaging them with a few drops of olive oil on a cotton pad.

STEP 2

Clip toenails straight across, and file to a square with rounded edges. Clean under your nails with an orange stick. Push back cuticles with a cuticle pusher or orange stick and wipe with a cotton pad and olive oil for a soft, silky finish.

STEP 3

Dip a foot brush or file in water and use it to smooth heels, balls, and sides of feet. Pat feet dry, then generously apply extra-moisturizing foot lotion to feet, ankles, and calves.

STEP 4

If you apply polish, first remove lotion from toenails using a cotton pad dampened with alcohol. Apply a moisturizing or nail-hardening base coat to strengthen nails and protect them from absorbing polish color; let base coat dry. Brush on two coats of nail color, follow with a clear topcoat. TIP: This season's popular hues are rich burgundies and plums, deep chocolates with hints of red, and bright orange-reds. Because dark colors show chips easily, run the brush across the tip of each nail to barely cover the underside. Dry 2 minutes before the next step. For French nails, apply light pink or neutral polish over the base coat; let dry completely. Apply guide strips, then brush each nail tip with white. Let dry, then follow with a topcoat. Reapply topcoats every three days to prevent polish from chipping.



BELOW: (left to right)

Pedicure Spa Set 1 ct. **\$19.88**

Med Spa Moist Heat Pac 1 ct. **\$9.98**



ABOVE: (left to right)

Jergens Natural Glow Lotion 2.5 or 7.5 oz. **\$5.77**

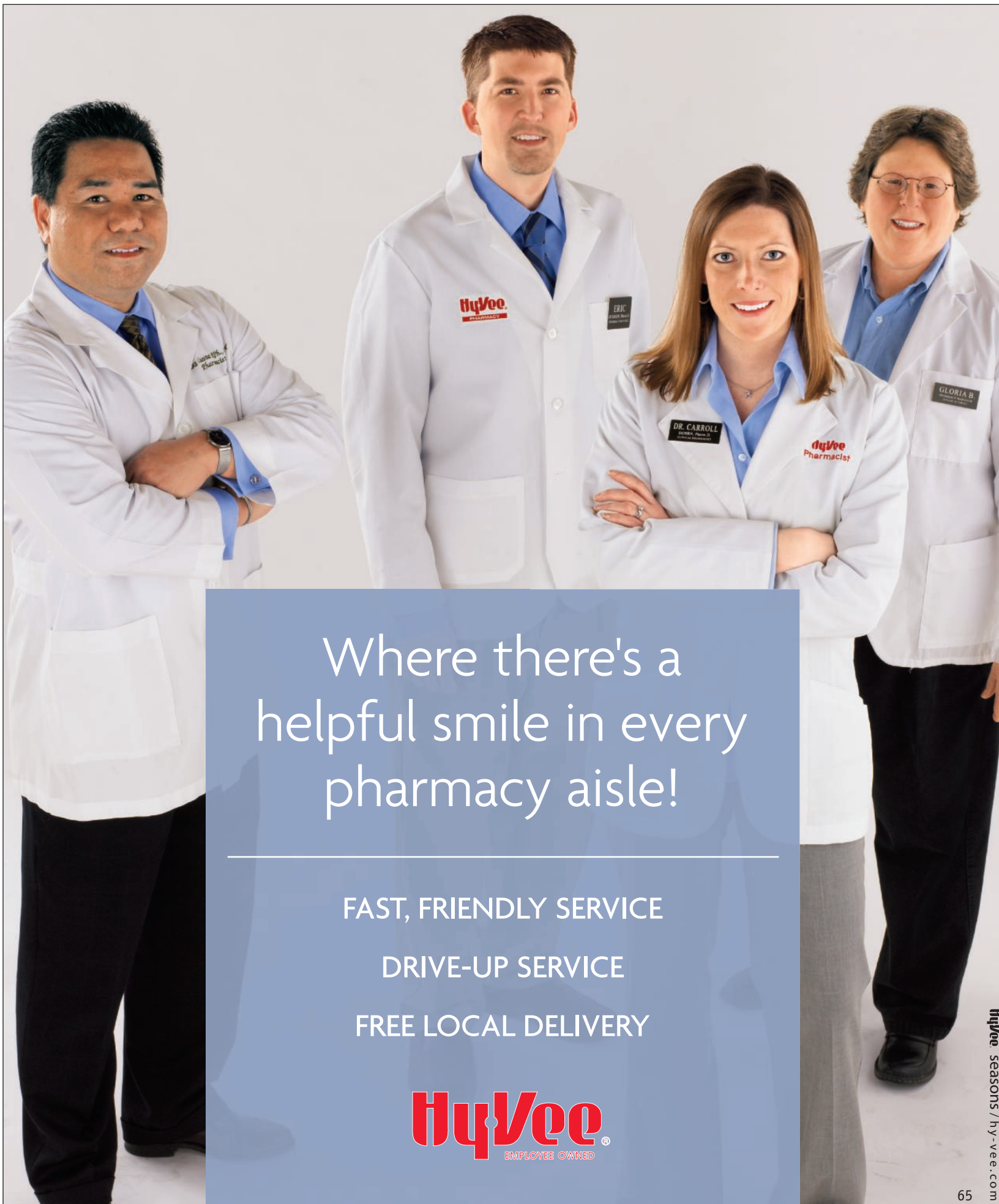
Banana Boat Sun Screen: selected varieties 8 oz. **\$6.98**





COMING THIS FALL

A cornucopia of ideas from taste-pleasing autumn dishes to clever decorating tips and entertaining ideas. Plus, helpful information on great products, services, and savings! Don't miss out—watch for the fall issue of *Hy-Vee Seasons* at your local Hy-Vee.



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helpful smile in every
pharmacy aisle!

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DRIVE-UP SERVICE

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SCHOOL BUS

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