

# seasons



HELPFUL PRODUCTS AND IDEAS FOR HEALTHY LIVING



FALL 2009  
~~\$3.95~~ FREE  
[www.hy-vee.com](http://www.hy-vee.com)

FOOD . FAMILY . FALL





1



2

1. Kellogg's Cocoa Krispies Haunted House Kit 1 ct. \$7.99
2. M&M's Large Bag Candy: plain or peanut 19.2 oz. \$3.77
3. Red Rover Bouquet 5 stem \$7.00
4. Bakery Fresh Cut Out Cookies or Cupcakes 6 ct. \$3.99
5. Soup du jour: selected varieties 24 oz. \$4.49
6. Johnsonville Bratwurst or Italian Sausage: selected varieties 19.7 oz. \$3.69



3 4



5 6



## DEAR FRIENDS,

This issue of *Hy-Vee Seasons* is one of my personal favorites. Fall and the quickly approaching holidays bring out the best in the Midwest. Temperatures cool, leaves turn, holiday decorations are brought out and wonderful smells waft from stoves and fireplaces.

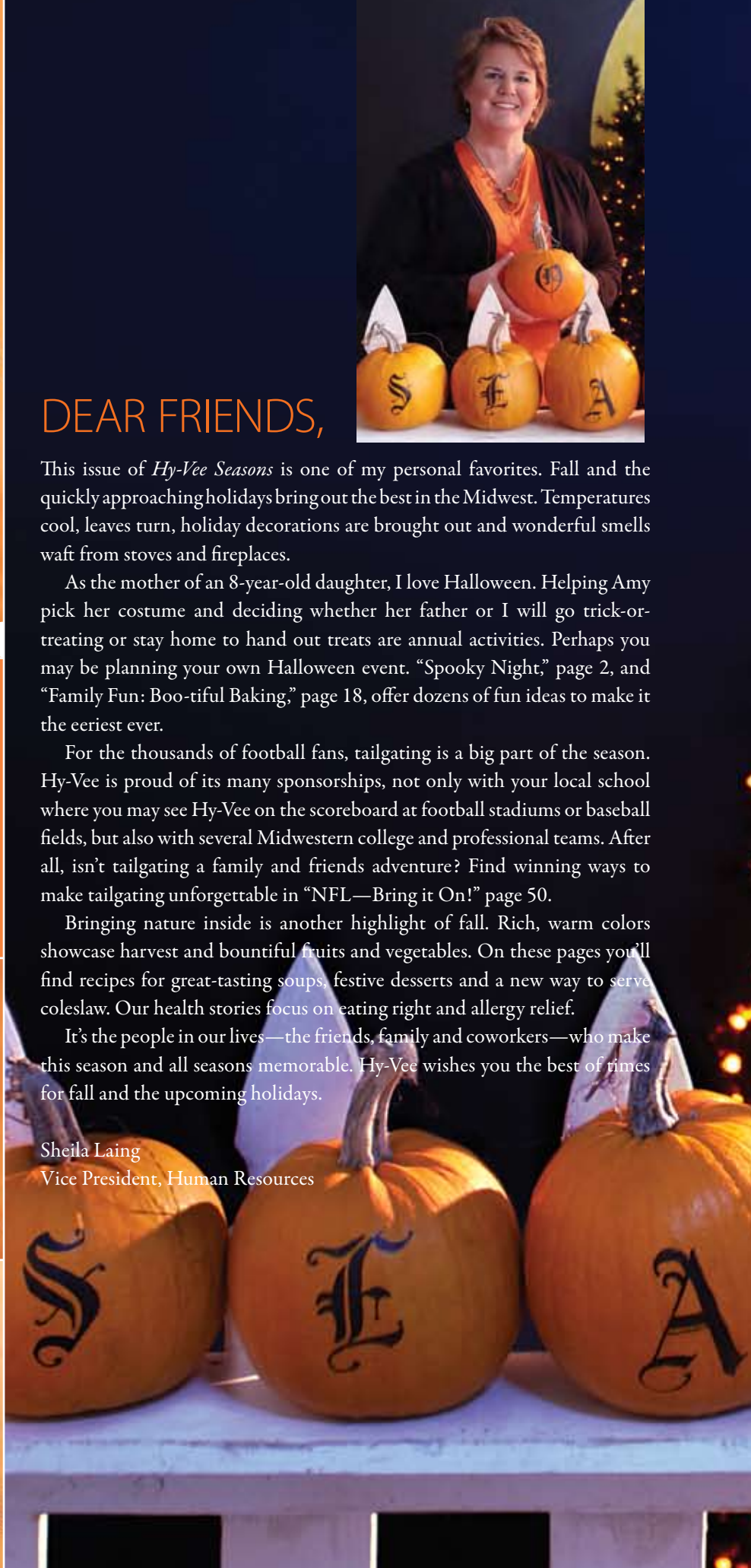
As the mother of an 8-year-old daughter, I love Halloween. Helping Amy pick her costume and deciding whether her father or I will go trick-or-treating or stay home to hand out treats are annual activities. Perhaps you may be planning your own Halloween event. "Spooky Night," page 2, and "Family Fun: Boo-tiful Baking," page 18, offer dozens of fun ideas to make it the eeriest ever.

For the thousands of football fans, tailgating is a big part of the season. Hy-Vee is proud of its many sponsorships, not only with your local school where you may see Hy-Vee on the scoreboard at football stadiums or baseball fields, but also with several Midwestern college and professional teams. After all, isn't tailgating a family and friends adventure? Find winning ways to make tailgating unforgettable in "NFL—Bring it On!" page 50.

Bringing nature inside is another highlight of fall. Rich, warm colors showcase harvest and bountiful fruits and vegetables. On these pages you'll find recipes for great-tasting soups, festive desserts and a new way to serve coleslaw. Our health stories focus on eating right and allergy relief.

It's the people in our lives—the friends, family and coworkers—who make this season and all seasons memorable. Hy-Vee wishes you the best of times for fall and the upcoming holidays.

Sheila Laing  
Vice President, Human Resources





# seasons

Hy-Vee

FALL 2009 • VOLUME 3 ISSUE 5

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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.

Hy-Vee, Inc.:

senior vice president, marketing: **JON WENDEL**

assistant vice president, graphic design: **MATT NANNEN**

creative staff: RYAN NEVILLE, LINDSEY FUNK, BRITT BUSCH, SARA HEIM,  
DAWN LAUER, MINDY VAN GUNDY, HILLARY HALSTEN, JESSICA WHITE

Grey Dog Media, LLC Integrated Marketing:

director of business operations: ADAM VENTLING

business director: ANDREW VENTLING

editorial director: WANDA J. VENTLING

art director: JAN M. CARLSON

premedia/imaging director: MICHAEL GOSHON

managing editor: KRISTI JACKSON

text manager/senior food editor: LOIS WHITE

senior editor: ALISON VENTLING

associate editor: MEGAN THOMPSON

assistant stylist: BRITNI BRILES

copy editors: LARRY CLAYTON, M. PEG SMITH

proofreader: LIZ ANDERSON

food stylists: JENNIFER PETERSON, SUSAN STRELECKI

hair and makeup stylists: RONA MARTINO, GRETCHEN TANCREDI

cover and this page photographer: KING AU

back cover photographer: TOBIN BENNETT

All products shown in *Hy-Vee Seasons* are available from local Hy-Vee stores.

Please ask our helpful employees if you need assistance locating these products.

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Please recycle after use.





# Spooky Night

WRITTEN BY MELODY WARNICK PHOTOGRAPHED BY ADAM ALBRIGHT



Little ghosts and goblins will gladly swap their tricks for treats when you invite them to a fa-boo-lous family party this Halloween. With ideas, goodies, costumes and decorations from your local Hy-Vee, you'll be ready in a snap for a spook-tacular time.





Metal Sparkle Halloween Signs: Choose from 3 styles \$5.99

This holiday is as frighteningly fun for kids as it is for adults. What's not to love about dressing up in costumes, knocking on doors to visit neighbors, snacking on delicious treats and giggling over a few spine-tingling scares?

This year, offer up even more Halloween thrills—and a few chills—by planning a Monster Bash. Hosting a party at home means kids stay safe and warm, you control the fear factor and everyone has a ghoulishly good time. And if you keep the guest list to family and close friends, you keep costs and stress levels low.

When you shop at Hy-Vee for cakes, candy, costumes and candy dishes, a Monster Bash is a snap, not a monstrous headache.

#### A MYSTERIOUS MOOD

Set the scene for your party with a collection of creepy decorations from Hy-Vee. For instant scare appeal, ditch the tablecloth and drape your table with faux-cobwebs and eye-fooling plastic spiders. A scary tabletop tree and glittery “Spooky!” signs will create a festive mood. Make a bone-chilling backdrop for the festivities by cutting out poster board ghosts (see ghost pattern at [www.hy-vee.com](http://www.hy-vee.com)), or use a projector to cast a haunting image—a curved-back black cat or a dancing skeleton—on a nearby wall.

Every Halloween party requires an eerie play list. From iTunes.com, download favorite boogie-along tunes, such as “Monster Mash”





## Dress the Part

At Hy-Vee, find the coolest costumes for the whole family—from parents to preteens to babies—plus the family pet. One of this year's hot Halloween trends is costumes with historical connections, such as pirates and gladiators. You can make sure that everyone gets to dress exactly as they want. How about Mom donning full witch regalia, while Dad does a little jailhouse rock and Baby looks pretty, dad as a pea in a pod? Because Fido has always been a clown, let him dress the part.

- 1. Adult Costumes: Choose from 11 styles \$15.98
- 2. Infant Sack Costumes: 4 styles to choose from \$9.98
- 3. Youth Costumes: Choose from 11 styles \$9.98





by Bobby 'Boris' Pickett, "Ghostbusters" by Ray Parker Jr. and "Thriller" by Michael Jackson.

### FRIGHTENING FOOD

With help from the Hy-Vee Bakery, a yummy spider cake—complete with candy-corn grin and licorice legs—is a spine-tingling centerpiece. Set the spider on a cake pedestal decorated with a piped frosting web, then dot it with rainbow-color gummy worms for the ultimate "Eewww!" presentation.

To make other treats stand out, pour candy for nibbling in Halloween dishes, shaped as a wide-mouthed jack-o'-lantern or a ready-to-howl ghost. A monstrous eyeball bowl offers scares—and does double-duty holding festive napkins wrapped in do-it-yourself bat napkin rings. (Find the printable pattern for this easy crafts-foam creation at [www.hy-vee.com](http://www.hy-vee.com).)

### AWESOME ACTIVITIES

Boost your party's fun quotient with some chilling activities that offer new twists on Halloween classics. Instead of bobbing for apples, which can sop costumes, tie apples by their stems to a piece of strong twine and string the garland across the room. Hands behind their backs, party guests can race to gnaw an apple down to the core. Because carving jack-o'-lanterns can get messy, decorate small pumpkins with markers, stickers, feathers, ribbons and self-adhesive gems. Top off the night by sharing spine-tingling ghost

stories. Need help getting creative? Write monstrous words—such as vampire, midnight or witch's broom—on strips of paper. Place the strips in a bowl or bucket for guests to draw out. The words or phrases drawn must be used to tell the story.

### MAKE IT SCARY YET SAFE

Although a party at home is safer than trick-or-treating on dark streets, decor that's too spooky can have dangerous side effects. Protect guests by keeping plenty of lights on; a dark hall is creepy, but it also invites injury. If you use dry ice to make a bubbling witch's cauldron, prevent frostbite by using oven mitts and tongs to handle the ice. Keep children and pets away from the smoky vapor, which is actually carbon dioxide and can cause suffocation.

### TREATS TO TAKE HOME

Cap off the party with sweet goody bags for little goblins. Stuff small orange sacks with crayons, stickers or Halloween trinkets. Tie the bags closed with pretty ribbons and attach a sparkling Halloween ornament in the shape of a jack-o'-lantern, ghost or creepy spider.

Plush Toddler Costumes: Choose from 5 styles \$15.98







Goblins  
Goodies

Boo-Nanas!

Scary Spiders

Phantom Pizzas

Creepy Candy

## Party Checklist

### 2 WEEKS AHEAD

- Invite family and friends
- Order a cake from the Hy-Vee bakery

### 1 WEEK AHEAD

- Buy decorations
- Pick up nonperishable foods and snacks

### 2 DAYS AHEAD

- Assemble treat bags
- Put up spooky decorations

### 1 DAY AHEAD

- Pick up cake and perishable foods from Hy-Vee
- Prepare treats

### 1 HOUR AHEAD

- Put on your costume
- Help your kids get dressed
- Get ready for a fiendishly good time

The most hair-raising original Halloween decoration this year: a spooky black tree strewn with orange lights and topped with cobwebs, resin ghost and skeleton ornaments and orange danger tape. Find the tree, accessories and everything else at your local Hy-Vee store.

1. Halloween Prelit Pencil Tree: 6' tall with 350 orange lights \$49.99
2. Halloween Ornaments: 4" or 4.2" 2/\$4.00
3. Pumpkin Stand Frankenstein or Skeleton \$12.98

MAKE FUN PARTY DECOR  
WITH PATTERNS FROM  
[WWW.HY-VEE.COM](http://WWW.HY-VEE.COM).

LOOK FOR:  
BAT NAPKIN RINGS (ABOVE)  
TOOTSIE POP BATS (PAGE 11)  
GHOST IMAGE (PAGE 3)





1



2



3



4

1. Halloween Ornaments: 4" or 4.2" 2/\$4.00  
 2. Instant Pet Costumes: perfect for small dogs \$3.99  
 3. Pumpkin Stand: 1 ct. \$5.00  
 4. Halloween Decorative Velvet & Feather Witch Hat \$5.99  
 5. Ceramic 3 Section Serving Tray or Halloween Spiders 14" Tray \$9.99  
 6. Spooky Tea Light Holder/Sign \$5.99

Be your scariest self! Find Halloween costumes and accessories at Hy-Vee that make you stand out as best-dressed!



5



6





## Phantom Pizzas

Add petrifying pizzazz to the dinner menu by letting everyone create personalized Phantom Pizzas. All you need is a quick and easy Chef Boyardee Pizza Kit and a few Halloween cookie cutters, available from your local Hy-Vee. Let family members roll balls of prepared dough into mini crusts (spread on sheets of waxed paper to keep messes minimal), then cut cat and ghost shapes from deli-sliced provolone or Swiss cheese with cookie cutters. Dollop crusts with sauce, place cheesy shapes on top and bake following pizza package instructions.

Chef Boyardee Pizza Kits: cheese or double pepperoni 31.85 to 33.60 oz. **\$3.77**

## Boo-Nanas

For healthful snacks, create ghoulishly fruity ghosts. Skewer a half banana, dip it in melted white chocolate, roll in faked coconut and press on raisin eyes. Kids won't have a clue that this treat is a nutritious trick.



## Scary Spiders

Creepy-crawly and delicious, Scary Spiders are fun to make, fun to ponder and even more fun to eat! Slide pretzel sticks (eight per leggy spider, naturally) into a large marshmallow. Then use a new clean paintbrush to brush the entire creature with melted chocolate candy coating. Press on gleaming red eyes—cinnamon red hot candies or M&Ms.

## Creepy Candy Mice

Beady-eyed rodents never looked so sweet—or so delectable. To create them, assemble slivered almonds, chocolate kisses, chocolate-covered cherries and canned white frosting. Use a dab of frosting to attach the cherry body to the chocolate kiss, the pointy chocolate tip making a cute mouse nose. Tuck in almond ears and add a dab of frosting for eyes.





The perfect grand finale to the party is a fantastically frightening cake from Hy-Vee Bakery. This grinning jack-o'-lantern is assembled from cupcakes, frosted, and decorated. It separates easily for munching.

Pumpkin Shaped Cupcake Pull-A-Part  
8 cupcakes \$8.99

1. Betty Crocker Fruit Snacks: selected varieties 4.5 to 9 oz. \$1.88
2. Hershey's All Time Greats: Snack Size 50 pc. \$7.99
3. Brach's Milk Maid Caramels 14 oz. \$1.99
4. Hot Tamales or Mike & Ike Big Bag Candy 4.5 lb. \$7.99
5. Halloween Costume Accessories 2/\$6.00
6. Libbey Halloween Candy Jar: witch leg design \$2.99
7. Ceramic Pumpkin or Ghost Wide-Mouth Candy Dish: 7" or 9" \$11.99
8. Standing Eyeball Candy Dispenser 18" tall \$14.99
9. Green Style "Ghostly Fun" Recycled Paper Plates & Napkins 2/\$6.00
10. Halloween Reusable Bag: each 4/\$5.00
11. Black Forest Gummy Candy: selected varieties 4 or 4.5 oz. \$.88
12. Halloween Barbie \$10.99
13. Toy Story Grab'm 2 pack \$6.99
14. Halloween Plush Standing Goblin: choose from 2 styles 28" tall \$29.98
15. Halloween Give & Take Cupcake or Cookie Boxes \$2.99
16. Metal Standing Decorations: 27" witch or 29" skeleton \$19.98



1 2



3 4



5 6



7 8



9 10



11 12



13 14



15 16



## Plan ahead for your holiday photo cards

Hy-Vee offers a wide variety of online photo greeting cards. You can create your own picture-perfect holiday card in three easy steps.

**Step 1.** Visit the Hy-Vee Online Photo Department at [www.hy-vee.com](http://www.hy-vee.com) where you'll find colorful templates and follow-along instructions.

**Step 2.** Follow along as the program walks you through uploading a photo or scanned image, placing it into the template and adding text. You can also upload designs you've made in other programs.

**Step 3.** Send the electronic file and order from the Web site directly to your local Hy-Vee and pick up the cards at your convenience.

### Online Greeting Cards

20 ct. **\$5.50**      40 ct. **\$11.00**

60 ct. **\$16.00**      80 ct. **\$20.05**

100 ct. **\$25.00**

Go Photo Children's Digital Camera **\$29.98**

ALL Photo Online Gifts **25% off**







M&M's Stand Up Bag: plain or peanut 42 oz. \$7.49

Mars Assorted Big Bags Candy: Snickers, Variety, Starburst or Skittles 17.5 to 41 oz. \$4.99



Large Orange Plastic Candy Bowl 11.7" diameter \$1.59

Pepperidge Farm Goldfish Crackers: selected varieties 9.9 to 12.15 oz. 9 ct \$4.49



Spiderweb Pattern Treat Bag with Fur Lining 14" tall \$2.99

Pillowcase Pumpkin or Ghost Treat Bags 24" tall \$2.99



Tootsie Roll Halloween Child's Play: 3.5 lb. \$6.39

Tootsie Roll Laydown Bags: selected varieties 13.2 to 16 oz. \$2.39



# *80 years* AND GOING STRONG

Born in the Heartland 80 years ago, Hy-Vee began as a small-town general store.  
The values of honesty, integrity and service to customers and community remain.

WRITTEN BY ALLAN DEAN, COURTENAY WOLF AND WANDA VENTLING  
PHOTOGRAPHED BY TOBIN BENNETT







# Chariton

WHOLESALE GROCERY

In the 1930s, the neighborhood grocer, butcher and baker were friends and trusted helpers in the community, and the services and foods they provided were offered with honest integrity and a deeply held pride in customer satisfaction. It is from these roots in the small towns of middle America that Hy-Vee developed a foundation of values that is still tightly woven into the fabric of the company.

## BACK TO THE BEGINNING

Just a few weeks before the stock market crash of 1929, two hardworking entrepreneurs in their mid-forties—David Vredenburg and Charles Hyde—leased a store in Beaconsfield, Iowa. It wasn't an easy time to start a business, but the two men reasoned that even in hard times, people still had to eat.

Maybe it was the tough economy that led to a focus on greeting every customer by name and stocking the items they preferred, or maybe it was small-town values. But from the start, customers came first with everyone from the truck drivers who made overnight runs to Kansas City for fresh produce, to the clerks who carried groceries down the street to waiting wagons or cars.

"One of the things we've said for years is that we'll do anything for a customer," says Randy Edeker, executive vice president, chief operating officer. "That's been true from the beginning."

As Vredenburg and Hyde opened more stores, they made a decision that would set the course for the success of the growing company. After just three years in business, they offered each store

manager a share of the store's profit and the opportunity to run the store as if it were his own business—ordering products for the local market, pricing, hiring staff and setting wages, maintaining inventory and deciding on advertising. A few years later, employees shared in the profits and prideful ownership in the company.

The founders didn't have to do this. Times were tough and jobs were hard to come by. But they believed that managers and employees working for a paycheck would never reach their full potential.

It was wildly successful. Employees who took the opportunity to become owners took pride in going the extra mile. Customers were happy and sales went up dramatically, even in the depth of the Depression. And it still works today. When you talk to a Hy-Vee employee-owner, you're talking to a person who has a stake in making you happy.

"To think that these folks crafted this plan 80 years ago and it's still so successful is remarkable," says Ken Waller, executive vice president and chief administrative officer at Hy-Vee. "They realized that to grow and prosper you had to make sure your people were successful. They were willing to share, and it set the tone for the attitude of the company and the people who work here."

## PASSING ON VALUES

In the small towns and cities of the Midwest, local stores offered an important source of first jobs to young people. With fewer part-time options than today and plenty of competition, landing a job as a sacker or stocker at the local Hy-Vee was considered an honor.

*continued on page 16*



## SURE DELIVERY

Trucks have been essential to Hy-Vee's growth. The company's first box-style delivery truck was purchased in 1933. A refrigerated truck was put into service in March 1935. Today's semitrailers operate with fuel-saving features including extra-wide tires (10 versus 18 tires). Aluminum "mini skirts" hang from the bottom of the trailers to help improve the aerodynamics of the trailer, which in turn improves gas mileage.



1930

1933

1935-36

1937

1938

1939

1940

1942

1945

**Milestone:** Charles Hyde & David Vredenburg opened a small store in Beaconsfield, Iowa.

**Milestone:** The company changed its name to Hyde & Vredenburg.

**Innovation:** Company store managers were included in a profit-sharing plan.

**1935-Milestone:** Dwight Vredenburg started his long tenure with the company as a manager of the Unionville, Missouri, store on August 23.

**1936-Innovation:** Employee bonuses were introduced. Bonuses continue to reward employees' work today.

**Tradition:** Company employees gathered for the first company summer picnic at the Lamoni city park.

**Milestone:** On January 3, Hyde & Vredenburg and 14 partners formed Hyde & Vredenburg, Inc., which included 15 stores in Iowa and Missouri and an office, meat plant, mill and warehouse in Lamoni, Iowa. Dwight Vredenburg, the cofounder's 23-year-old son, was elected president of the firm.

**Milestone:** The company included 23 stores in Iowa and Missouri.

**Innovation:** A new store opened in Centerville, Iowa. The store had its own parking lot and offered shopping carts. Music played in the store from a well-positioned radio. Store lighting came from more energy-efficient fluorescent fixtures. A frozen food case offered convenience.

**Innovation:** At several stores women filled in for male relatives who were serving in World War II.

**Milestone:** The company purchased the Chariton Wholesale Grocery company on November 9. Railroad access was a major reason.







1948–49

**1948—Milestone:** The company opened its new Chariton warehouse, which was served by 22 tractor trailer trucks.

**1949—Milestone:** The chain operated 29 stores.



1952

**Milestone:** Hy-Vee became the new name for the expanding company, replacing the Hyde and Vredenburg name.

1956

**Tradition:** Regal trading stamps were offered to customers for the next 28 years.

**Milestone:** Private-label products were introduced.



1957

**Innovation:** The first in-store bakery opened at the Iowa City store.

1959

**Milestone:** The chain operated 37 stores with 1,200 employees.

1960

**Milestone:** The Employees' Trust Fund was established, marking the long-held tradition of being an employee-owned business.

**Tradition:** Springtime Party was first celebrated in stores throughout the company to welcome spring and thank loyal customers.



1963

**Tradition:** The slogan, "A Helpful Smile in Every Aisle," was born.

**Milestone:** The company changed its name to Hy-Vee Food Stores, Inc.

1969

**Milestone:** Hy-Vee expanded into new areas, launching its first drugstore called Drug Town.

**Milestone:** Hy-Vee welcomed neighbors to the north by opening operations in Minnesota.

**Milestone:** The chain operated 66 stores.



1975

**Milestone:** The first Hy-Vee store in South Dakota opened in Brookings.



Students learned responsibility and teamwork, earned money for college and were eligible for scholarships. Many of today's employees and recent retirees got their start at Hy-Vee as a part-timer.

"I started as a high school sophomore doing bottles and clean-ups in Mason City back in 1969," says Ken Butcher, a retired store director with 37 years of service. He worked through high school and college, eventually opening and closing on Sundays. "I was in the right place. I dearly love retail. I love working with customers."

As Ken moved into management he began to give other young people their first jobs. "It's so much fun watching them grow. They come in and they're shy and won't look you in the eye, and a few months later they're smiling and greeting customers."

Over the years, Hy-Vee managers have hired and trained thousands of young people. Some, like Ken Butcher, Randy Edeker and Ken Waller, loved the business and stayed to build careers. Others moved on. These former part-timers will tell you that the values they learned at Hy-Vee helped them succeed in their chosen fields.

"When I started at Hy-Vee at 15, the first thing I learned was the discipline of being on time and looking neat," says Shane Kline, owner of Kline Electric in Ankeny, Iowa. "My manager taught me to respect people and myself." Kline has 30 employees and says he models his business after the values he learned working at Hy-Vee.

## KEEPING OUR HERITAGE ALIVE

Though the world has changed many times over since David Vredenburg and Charles Hyde leased that first store in 1929, Hy-Vee's unique combination of employee ownership and local control still works for customers today. "We have a long heritage," says Waller, "and we work really hard to make sure those values of integrity and service to customers are never forgotten."

Hard work, dedication and a commitment to sharing the wealth with employees and communities have led to success. Hy-Vee is the second largest employee-owned company in the United States and is nationally recognized as one of the top grocers in the country. The company has developed a strong regional presence, with 226 stores in seven Midwestern states (soon to be eight when the Madison, Wisconsin, store opens in the fall).

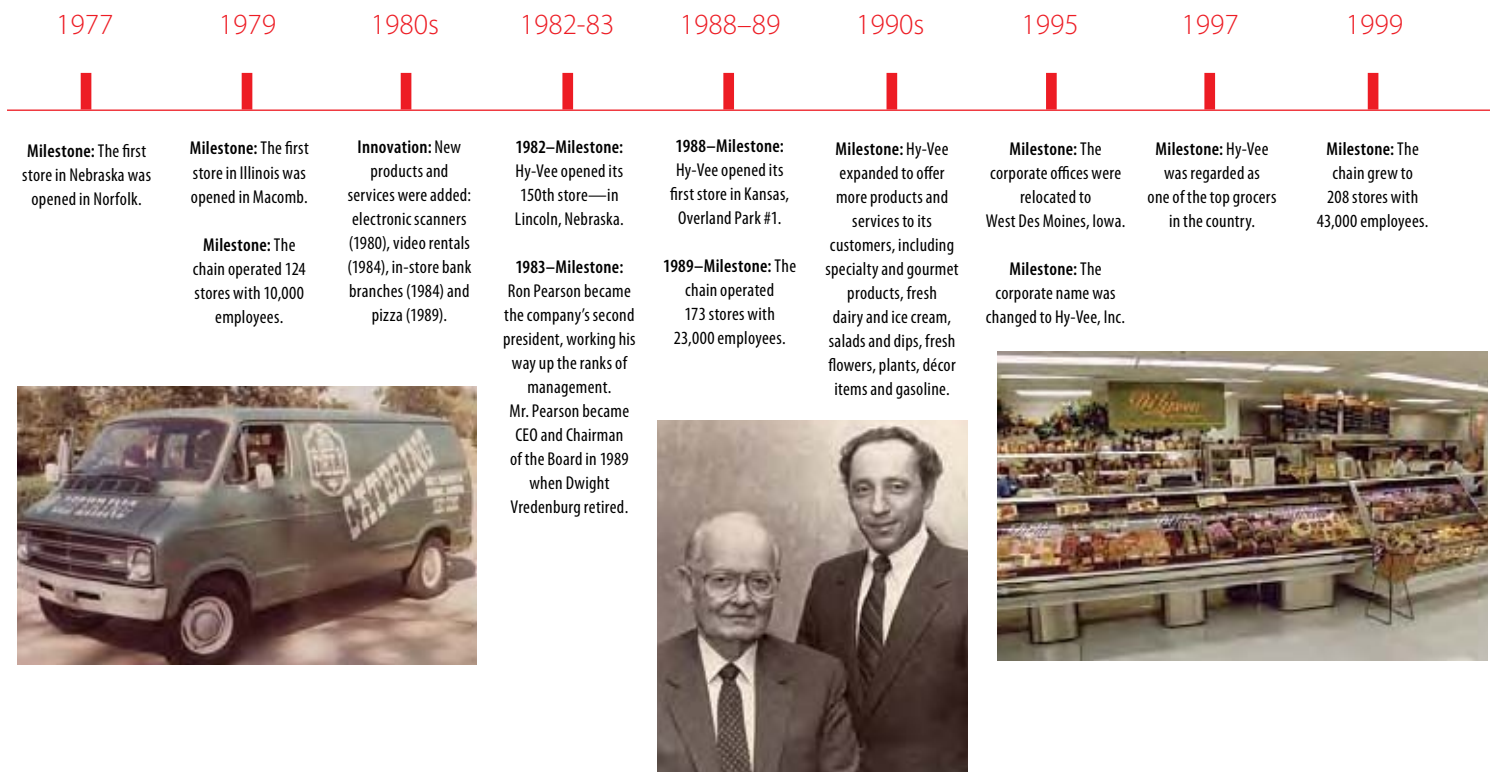
But it's not enough to rest on your laurels. "Treat your customers the way you like to be treated" remains Hy-Vee's philosophy. This commitment to service is renewed every day.

## A TRADITION OF GIVING AND SERVICE

Hy-Vee has a long tradition of serving the communities it calls home. David Vredenburg started the tradition by donating the Lamoni Public Library building. The company continues that tradition today.

Doing good starts at home. Hy-Vee employees provide countless hours of service in their local communities. The company is committed to helping make a difference in every child's education. Hy-Vee offers college scholarships, partners with Upromise to fund education and donates to hundreds of schools through the Smiles For Education program.

Several charities are regular recipients of Hy-Vee donations and service. Variety—The Children's Charity received a \$1 million donation last year, and Ric Jurgens, Hy-Vee CEO, and his wife Carol, served as honorary chairs. Hy-Vee has also supported the Juvenile Diabetes Research Foundation since 1998 with more than \$10 million in donations. And the company has long supported the American Red Cross.





# Quality Standards

Hy-Vee is committed to selling the highest quality foods at the most competitive prices. With the Hy-Vee brand, the company strives to offer great-tasting foods that everyone will take pleasure in eating as well as products that support health and well-being.

1. Hy-Vee Ice Cream: all varieties 56 oz. **2/\$4.00**
2. Hy-Vee Aspirin 100 ct. **\$.72**
3. Bakery Fresh Double Chocolate Cake Donuts 4 ct. **\$.299**
4. Hy-Vee Dog Food 20 lb. **\$.648**
5. Hy-Vee Can Peaches 29 oz. **\$.158**
6. Hy-Vee Box Gelatins: all varieties .44 or 3 oz. **5/\$2.00**
7. Hy-Vee Family Size Soups: all varieties 26 oz. **3/\$4.00**
8. Hy-Vee Potato Chips: selected varieties 11 to 12.25 oz. **2/\$3.00**



2000

**Innovation:** Hy-Vee provided new services to promote healthy lifestyles. In-store dietitians and online shopping were introduced.

**Community:** Hy-Vee sponsored multiple events to benefit philanthropic concerns such as the Juvenile Diabetes Research Foundation.

2001

**Community:** Ron Pearson was elected chair of the Food Marketing Institute, the authoritative voice for the industry and continued to serve as CEO and Chairman of the Board. Mr. Pearson became Chairman Emeritus in 2006.

**Milestone:** Ric Jurgens was elected president of Hy-Vee.

2003

**Milestone:** Hy-Vee was selected as Progressive Grocer's Retailer of the Year.

**Milestone:** Ric Jurgens was elected CEO of Hy-Vee. He was elected Chairman of the Board in 2006.

2004-05

**2004—Milestone:** Hy-Vee Hall, the Des Moines convention/events center, opened as part of the Iowa Events Center.

**2005—Innovation:** Hy-Vee Seasons magazine was introduced to serve Hy-Vee customers.

**2005—Milestone:** Hy-Vee Drug Town stores were renamed Hy-Vee Drugstores.

2006-07

**2006—Innovation:** Hy-Vee introduced its new gift card.

**2007—Community:** Hy-Vee sponsored the first Hy-Vee World Cup Triathlon, which included events to benefit Variety—The Children's Charity. Hy-Vee also sponsored the Smiles for Education program, which benefits schools and students across the region.

2008

**Milestone:** Hy-Vee was the second-largest employee-owned company in the country with sales in excess of \$6 billion.

**Milestone:** Heartland Pantry, a new smaller Hy-Vee store format, opened its first store in Lincoln, Nebraska.

2009

**Community:** Ric Jurgens was elected Chairman of the Board for the Food Marketing Institute. Mr. Jurgens continues to serve as CEO, president and Chairman of the Board of Hy-Vee.

**Milestone:** Hy-Vee opened a new store in Madison, Wisconsin. The chain now includes 226 stores, 55,000 employees and several subsidiaries.



1963

1993



2004

## FRESH LOOKS

Hy-Vee replaced the Hyde and Vredenburg name on its stores in 1952 and added a new logo. The Hy-Vee logo has kept up with the times. Hy-Vee entered the graphic-intense '60s by introducing a stylized shopping cart in 1963.

A new logo, "Hy-Vee" in white letters on a red background, was introduced in 1993. A fresh logo, the red "Hy-Vee" on a white background, was introduced in 2004.

The look is always fresh and the slogan, "A Helpful Smile in Every Aisle," is a classic.



# Family Fun: Boo-tiful Baking

Eek!

Boo!



Gingerbread houses only for Christmas? Not this year! Begin the fun of holiday baking now with this merry-not-scary haunted house. But first, read how one mom gets her kids involved and shares tips for working and playing safe in the kitchen. Find the recipes, patterns and how-to instructions for the gingerbread mansion at [www.hy-vee.com](http://www.hy-vee.com).

WRITTEN BY BARBARA HALL PALAR PHOTOGRAPHED BY TOBIN BENNETT

“Since Bailey and Belden could sit on the kitchen counter, they’ve helped me with holiday baking,” says Deb Bremser, wife of Brett Bremser, director at Hy-Vee in Urbandale, Iowa.

One of the Bremser’s most treasured holiday baking projects is gingerbread houses. This year, the tradition begins early, with the construction of the Haunted Gingerbread Mansion, *opposite*.

For Deb, baking and decorating with kids has never been reserved only for the holidays. She takes cookies to school for a variety of occasions, and she loves watching the kids decorate those cookies. To simplify the process, she prepares frosting and places it in small freezer bags. In the classroom, she snips a corner from each bag, hands out the frosting, and watches as students pipe frosting onto their projects.

Fall parties at school are one time to make graham cracker candy houses. Kids can decorate their houses with favorite fall candies. Cookie cutters come in shapes to match nearly any celebration imaginable. “We do eggs and chicks for spring, leaves in the fall, and numbers for birthdays,” Deb says. “What child wouldn’t love cookies in the shape of number 7 for his or her seventh birthday? Or star-shape cookies for when he or she is ‘Star of the Week’?”



As soon as the Halloween decorations are put away for the year, it’s time to start getting serious about the next baking season. Holiday baking can create traditions that span generations. “Our girls love to bake with their grandmothers, and sometimes grandmas have more patience with little ones,” says Deb. When the girls were very little, their grandmother, Sharon Bremser, would make up a batch of sugar cookie dough so she and the girls could bake and decorate the cutouts together.

“My husband, Brett, can remember eating Nana’s cookies when he spent summers and holidays at the farm, and she still makes them for him as a special treat. He loves that we

call them ‘Nana’s Sugar Cookies’ when I make them with his daughters. It’s become the tradition for every holiday,” Deb says.

Besides being fun and delicious, holiday baking can teach kids valuable skills. Reading and following a recipe provide practice in comprehension, vocabulary, and linear thinking. Measuring is a perfect way to learn fractions and understand volume. There are also things that you can only learn in the kitchen—for example, how to crack eggs without getting shells in the batter. Deb says, “Both of our girls can now follow a recipe, and recently they have begun trying out new recipes on their own.”

## Baking with Kids

Deb offers these helpful tips for baking with kids:

1. Get ready by thoroughly washing hands. Aprons and tying back hair are optional.
2. Get organized. Read through the recipe and instructions, gather all the supplies and place them within easy reach. Have a few towels handy for quick mop-ups.
3. Allow plenty of time for each project and for taking breaks during big projects. When working with small children, schedule baking for one day, decorating on another. You’re more likely to keep their attention and enthusiasm than if you try to accomplish too much.
4. Give children plastic measuring cups and spoons and help them learn about fractions, whether in the kitchen or the bathtub.
5. Patience, patience. If your child is satisfied by helping to mix the dough and nothing else, let his hands-on involvement stop there. He’ll also learn by watching.
6. Encourage kids to choose icing colors, candies and placement of decorations. The more involved they are, the more enthusiastic they’ll be about baking again.





# Kitchen Essentials

For a helping hand with every kitchen task—prepping, cooking, baking and grilling—check out the Hy-Vee Elite Essentials kitchen tools. The wide spatula shown, specially designed for sticky baking projects, makes picking up dough from the counter easy, without tearing the cutouts.

Elite Essentials tools feature classic designs that accent kitchen styles. Most of these affordable tools, made of durable plastic, nylon and/or stainless-steel, are ideal for setting up a first kitchen or adding to an established one.

1. Fisher Baking Nuts: pine nuts, cashews or frosted walnuts 4.25 or 4.75 oz. \$4.88
2. Elite Essentials Kitchen Gadgets – 25% off
3. Sunbeam Retractable-Cord Hand Mixer \$20.99
4. Wilton Halloween Cookie Cutters \$.89
5. Xcell Autumn Sprinkles \$2.49
6. Hy-Vee Kitchen Helpers Pots and Pans – 25% off



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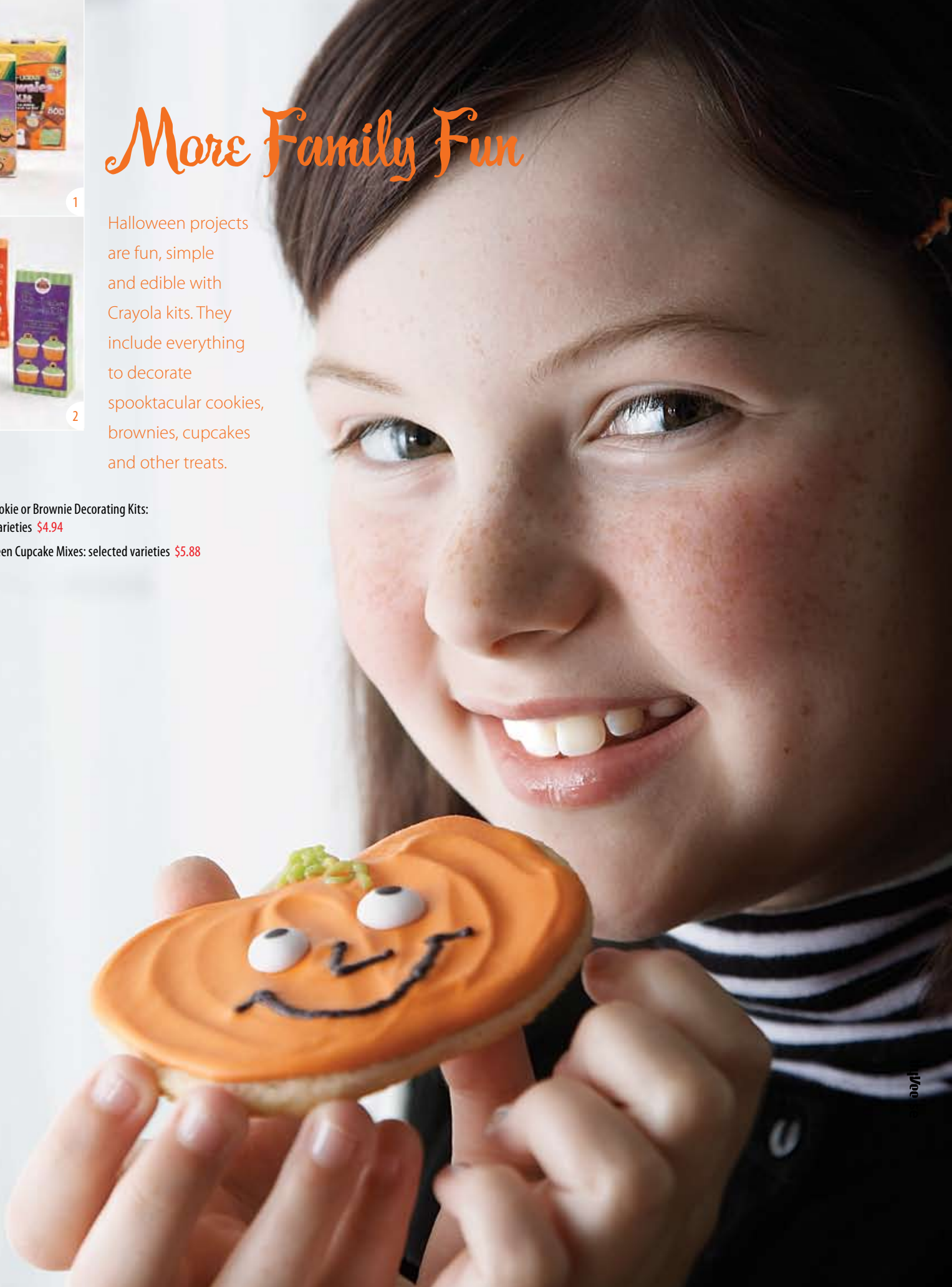
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# More Family Fun

Halloween projects are fun, simple and edible with Crayola kits. They include everything to decorate spooktacular cookies, brownies, cupcakes and other treats.

1. Crayola Cookie or Brownie Decorating Kits: selected varieties **\$4.94**
2. Jo Halloween Cupcake Mixes: selected varieties **\$5.88**





# EATING WELL

Take steps toward improving your lifestyle by following a few simple guidelines when shopping for food. Your family will be healthier for it.

WRITTEN BY JENNIFER RUISCH  
PHOTOGRAPHED BY TOBIN BENNETT

Eating Right foods means you don't have to sacrifice flavor for good nutrition. More than 100 delicious Eating Right products, from cereals to beverages to frozen entrées, can contribute to your family's well-being while pleasing their taste buds. Each package features the Spot Your Needs™ system—a series of color-coded spots that point out important dietary attributes.



# E

at your way to good health while making choices that reduce the risk for heart disease, cancer and diabetes. Begin practicing healthful eating with these five strategies.

## BOOST FIBER

Research shows that people who consume high-fiber foods are the healthiest. Add fiber to your diet with plant foods such as fruits, vegetables and beans. Legumes have 15–19 grams per serving. Per cup wheat bran has 17 grams and prunes have 12 grams of fiber.

## CUT CHOLESTEROL

The higher the cholesterol, the greater the risk of heart disease. The Framingham Heart Study, which has produced 1,200 articles in medical journals, found that people with cholesterol levels below 150 have minimal risk. Lower your risks of heart disease by eating low-fat dairy products, lean meats and poultry, and seafood.

## CHECK SUGAR

The U.S. Food and Drug Administration estimates that on average Americans consume 32 teaspoons of sugar a day. Read ingredient lists on packages to see whether sucrose, fructose, maltose, dextrose or high-fructose corn syrup is added. Let nature's sweet tooth guide you toward foods with vital nutrients: fruit. Studies show that fruit, more than any other food, reduces cancer mortality rates. Fresh fruit also has powerful antiaging effects on mind and body, so be sure to stock up on many varieties of fruit for your family.

## REDUCE SODIUM

Excessive sodium intake has been linked to stomach cancer, hypertension and increased risks for heart attacks. Choose soups, beans and other canned goods labeled “reduced-sodium” or “no salt added.” Use herbs, spices and nonsalt seasonings to flavor food. Remember that condiments such as ketchup, mustard and soy sauce are high in sodium. The American Heart Association suggests keeping average daily sodium intake at less than 2,300 mg.

## GO BEYOND WATER

Think big when it comes to daily replenishment. Drink plenty of water and know about other nutritious options. Mitzi Dulan, Team Nutritionist for the Kansas City Royals and Kansas City Chiefs recommends low-fat chocolate milk as the perfect recovery drink to refuel and re-hydrate tired muscles. “The unique mix of nutrients is ideal because it has the perfect carbohydrate and protein combination. It’s also a good source of vitamin D, calcium and high-quality protein to help build lean muscle mass,” Mitzi says.

1. Eating Right Vitamin Waters or Soups: selected varieties 1.3 to 1.9 or 20 oz. 4/\$5.00
2. Eating Right Large Soups or Yogurt Bars: selected varieties 5.3 or 18.6 oz. 2/\$4.00
3. Eating Right Fruit and Grain Bars: selected varieties 10.4 or 16 oz. 2/\$5.00
4. Eating Right Frozen Pizza: selected varieties 6 oz. \$2.99
5. Eating Right “Better For You” Frozen Entrées: selected varieties 8.5 to 11.5 oz. 2/\$5.00





# Taste the difference with DI LUSSO®

The makers of DI LUSSO® deli meats and cheeses understand that simple flavors make every meal wonderful. Find a full selection of meats and ready-made salads at Hy-Vee.

## EASIEST EVER

### CHICKEN AND BASIL ROLL-UPS

Place a basil leaf on each DI LUSSO® chicken slice. Roll up chicken slice tightly. Top with bell pepper strips and insert a toothpick to secure. Add a spoonful of your favorite mustard spread to a slice of pumpernickel cocktail bread and place chicken roll on top.

DI LUSSO® Deli Sliced Mesquite Chicken  
per lb. **\$5.99**



EXCLUSIVELY AT HY-VEE

1. DI LUSSO® Festo Spuntino Salad regular or large **\$5.99 or \$9.99**
2. DI LUSSO® DELI HAM per lb. **\$3.99**
3. DI LUSSO® Frutto Formaggio Salad regular or large **\$5.99 or \$9.99**
4. DI LUSSO® honey roasted, Black Forest, honey maple, brown sugar or smoked ham per lb. **\$5.99**

Buy 1 lb. DI LUSSO® premium ham at **\$5.99** and receive ¼ lb. DI LUSSO® hard salami, Genoa salami or pepperoni free (with in-store coupon)

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# HERE'S TO YOUR HEALTH

Better meals for under \$2 a serving\*



\*BASED ON 6 SERVINGS

## SPICY ITALIAN PASTA BAKE WITH HUNT'S® AND PAM®

Makes: 6 servings

Hands On: 30 minutes

Total Time: 45 minutes

### INGREDIENTS:

PAM® Original No-Stick Cooking Spray

2 cups dry rotini pasta, uncooked

8 oz. Italian turkey sausage links, casings removed

1 medium yellow onion, chopped

1 medium zucchini, quartered lengthwise, sliced

1 pkg. (8 oz.) sliced mushrooms

½ cup shredded carrot

1 can (28 oz.) Hunt's® Crushed Tomatoes

½ teaspoon crushed red pepper flakes

1 cup shredded part-skim mozzarella cheese

### DIRECTIONS:

Preheat oven to 375°F. Spray 8x8-inch baking dish with PAM® No-Stick Cooking Spray. Prepare pasta according to package directions.

Meanwhile, cook sausage in large nonstick skillet over medium-high heat, breaking p into p.

Cook and stir 5 minutes or until sausage is no longer pink and vegetables are crisp-tender. Add Hunt's® Crushed Tomatoes and pepper flakes; heat 2 minutes or until bubbling.

Add pasta to tomato mixture; stir until pasta is well coated. Spoon half of mixture into baking dish. Top with half of the cheese. Repeat layers once more. Bake 15 minutes or until hot.

Recipe provided by ConAgra Foods®

For more tasty, affordable recipes visit [STARTMAKINGCHOICES.com](http://STARTMAKINGCHOICES.com)



1. Healthy Choice All Natural or Select Entrées: selected varieties 6 to 10 oz. **\$1.99**
2. Healthy Choice Fresh Mixers: selected varieties 6.95 to 7.95 oz **2/\$6.00**
3. Healthy Choice Complete Selections or Steamers: selected varieties 6 to 12.5 oz. **2/\$5.00**
4. Healthy Choice Soups: selected varieties 14 or 15 oz. **\$1.18**
5. Hunt's Spaghetti Sauce: selected varieties 26 or 26.5 oz. or Tomatoes: stewed, whole peeled or diced 14.5 oz. **10/\$10.00**
6. PAM Cooking Spray: all varieties 5 or 6 oz. **\$2.59**
7. Egg Beaters: selected varieties 15 or 16 oz. **\$1.99**
8. Hebrew National Premium Beef Franks: selected varieties 11 or 12 oz. **2/\$7.00**
9. Fleischmann's Sticks: 1 lb. **4/\$5.00**







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## Fresh and ready from your Hy-Vee Kitchen

1. Texas 2-Hand Breakfast Sandwich \$3.99
2. Sweet Red Chili Roasted Chicken 2 pc. Dinner \$4.99
3. Tuscano Thin Cracker Crust Single Topping Pizza \$5.99





# Versatile seafood offered at Hy-Vee makes it easy to eat healthfully.

## SEAFOOD AT ITS FRESHEST BEST!

Hy-Vee is the only Midwest supermarket chain to employ a full-time inspector from the USDC (United States Department of Commerce), the seafood equivalent of the USDA. This voluntary program attests you always find top-quality fresh seafood at your local Hy-Vee.

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1. USDC Lot Inspected Fresh Bay Scallops per lb. \$6.99
2. USDC Lot Inspected Fresh Tilapia Fillets per lb. \$6.99
3. USDC Lot Inspected Previously Frozen Marlin Steaks per lb. \$7.99
4. Fish Market Cooked Bay Salad Shrimp per lb. \$4.99
5. USDC Lot Inspected All-Natural Shrimp Skewers 1.6 oz. each 5/\$5.00

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# COMING SOON

Remember the home-cooked foods that your mom and grandmother made—fluffy pancakes, filling casseroles, hearty stews, flaky-crustured pies, and fudgy brownies? Now, with *Hy-Vee Seasons Comfort Foods* cookbook, you can make the same kind of food easily and economically.

Every easy-to-follow recipe has been tested in the Hy-Vee Test Kitchen. A beautiful full-color photo accompanies each dish.

Look for *Hy-Vee Seasons Comfort Foods* at Hy-Vee in October. \$19.99





# healthy HARVEST

Plan meals around choice autumn foods that are packed with nutrition.

Blend fall favorites such as pumpkins, apples and pecans to create healthful meals and snacks that everyone will enjoy.

Start with the simple fall harvest salad, *opposite*.

WRITTEN BY JULIE MARTENS  
PHOTOGRAPHED BY ADAM ALBRIGHT

Treat your family royally with fall feasts that feature the season's best produce—pumpkins, pears, apples, pecans and cranberries. “Fall produce brings excellent nutrition to the table,” says Carolyn Skelton, Hy-Vee dietitian in Gladstone, Missouri.

## PUMPKINS

An autumn tradition, pumpkins are a superfood. “Not only are they pretty decorations, they’re nutrient dense,” Carolyn says. “Pumpkins may be the best single source of carotenoids.” Carotenoids assist the immune system, protect cells from oxidative stress and help protect skin and eyes from ultraviolet light.

Carolyn suggests adding roasted pumpkin to stews or risottos. Brush chunks of pumpkin with olive oil, season with salt and pepper and roast in a 350°F oven until fork tender. Roast the seeds in a 250°F oven for 15 to 20 minutes or until crisp and dry. Season with salt or a spice or herb blend for a delicious snack or salad topper.

## PEARS

Pears add delicious flavor to salads. “Serve leafy greens with pears, blue cheese, pecans and dried cranberries,” Carolyn says. Or try them baked with honey and cinnamon, topped with vanilla yogurt. However you enjoy them, count on pears for vitamins C and K, and for copper and fiber. To ripen, place pears in a paper bag for a few days.

## APPLES

Feature crunchy apples in dishes throughout fall. And savor the skin, which contains six times the amount of antioxidants as the flesh. Carolyn suggests adding chopped apple to cooked oatmeal for a nutrient-packed breakfast.

## PECANS

Native to America, this nut adds fiber to the diet while lowering cholesterol. Enhance the flavor by toasting the nuts before adding to breads, salads and desserts. Spread the nuts in a single layer on a baking sheet and toast in a 350°F oven for 8 to 10 minutes, watching carefully to avoid overbrowning.

## CRANBERRIES

This fruit is rich in antioxidants, which help fight cancer, heart disease and cavities. Choose unsweetened dried cranberries for a nutritious snack.

Eaten individually or together, autumn's offerings blend great taste with outstanding nutrition. Savor our Fall Harvest Salad (see recipe, page 30), or search the recipe database at [www.hy-vee.com](http://www.hy-vee.com) for more great recipe ideas featuring fall's fresh harvest.





### THE NU WAY TO SHOP

Make wise food choices using the NuVal™ Scoring System at your local Hy-Vee. Each score, a number from 1 to 100, is listed on the product's shelf tag right next to the price. The higher the NuVal Score, the higher the nutrient value. For more information about the NuVal Nutritional Scoring System, visit [www.nuval.com](http://www.nuval.com).



# FALL HARVEST SALAD

Serves 4

## ALL YOU NEED

- |   |  |
|---|--|
| 2 teaspoons Hy-Vee butter                 | 2 tablespoons Hy-Vee orange juice        |
| ¼ cup Hy-Vee pecan halves                 | 2 tablespoons Grand Selections olive oil |
| ½ teaspoon Hy-Vee granulated sugar        | 4 teaspoons white balsamic vinegar       |
| 1 (10 oz) package Hy-Vee chopped romaine  | 4 teaspoons Hy-Vee honey                 |
| 6 ounces chopped cooked chicken (1½ cups) | ¼ teaspoon Hy-Vee ground ginger          |
| 1 medium apple, cored and chopped         | ¼ cup crumbled blue cheese               |
| ¾ cup Hy-Vee dried cranberries            |  |

## ALL YOU DO

Melt butter in a saucepan over medium heat. Add pecan halves; cook and stir for 3 to 4 minutes or until lightly toasted. Sprinkle with sugar and cook 1 minute. Remove from heat to cool. Once cooled, chop pecans. In a medium bowl, toss together romaine, chicken, apple and cranberries. For dressing, combine orange juice, olive oil, balsamic vinegar, honey and ginger. Pour dressing over salad; toss lightly to coat. Sprinkle each serving with candied nuts and cheese.

*Nutrition facts per serving: 360 calories, 17 g fat, 5 g saturated fat, 40 mg cholesterol, 540 mg sodium, 39 g carbohydrates, 4 g fiber, 14 g protein, 31 g sugar. Daily values: 50% vitamin A, 10% vitamin C, 6% calcium, 8% iron.*

1. Green & Black's Organic Chocolate Bars: all varieties 3.5 oz. **2/\$5.00**
2. Hy-Vee HealthMarket Cough & Cold: includes vitamin C, Zinc or Echinacea: selected varieties **50% off**
3. Burt's Bees Body Care: shampoo, conditioner, lotion or facial scrub selected varieties .45 to 12 oz. **\$7.99**
4. Burt's Bees Body Care: body lotion, sun soother, acne or radiance facial scrub selected varieties .25 to 8 oz. **\$9.99**
5. Smart Chicken Fresh Natural Boneless Skinless Chicken Breast per lb. **\$4.99**
6. Bolthouse Farms 100% Juices: selected varieties 450 ml. **2/\$5.00**
7. Earthbound Farms Organic Clamshell Salads: selected varieties 1 lb. **\$4.99**
8. Pur 2 Stage Oval Pitcher with Raspberry Flavor Cartridge **\$25.99**



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# DIETITIAN SERVICES

With fall in full swing and the holidays just around the corner, it's the perfect time to get on track with eating the right foods. So why not schedule a meeting today with a Hy-Vee dietitian? It's as easy as stopping by the store, calling a nearby store or visiting [www.hy-vee.com](http://www.hy-vee.com). Consultations generally begin with personalized store tours and stops at the HealthMarket; dairy, meat and seafood counters; freezer; bread and cereal aisles and fruit and vegetable sections. While on the tour, you may discover new foods that you never thought about eating. You'll learn simple ways to shop smarter, choose more healthful cooking techniques and keep portions in check. Your Hy-Vee dietitian can also address special dietary concerns, such as diabetes or food allergies, and help you make appropriate food choices.

Throughout fall, look for ongoing and special events at Hy-Vee that promote healthy eating. Visit [www.hy-vee.com](http://www.hy-vee.com) to view the Dietitian Schedule of Events in your area. Watch for cooking classes, cholesterol screenings, food samplings and HealthMarket sales.







# *Soups to Satisfy*

Welcome crisp autumn days with hearty bowls of soups, stews and chowders. Savor enticing aromas, taste rich flavors and warm up to this nutritious comfort food.

WRITTEN BY DEBRA LANDWEHR ENGLE AND LOIS WHITE  
PHOTOGRAPHED BY ADAM ALBRIGHT





Flavorful, nourishing soups are easy and inexpensive dishes to serve at home or away. From gatherings around the kitchen table to tailgate outings, soups are satisfying, simple and versatile. Quickly assembled and heated through or slow-simmered all day, no other dishes offer such a medley of tastes and serving options—from side dish to main dish. The recipes on the following pages will make you eager to prepare and serve soups throughout the season. Count on them to satisfy hunger while inviting rave reviews.

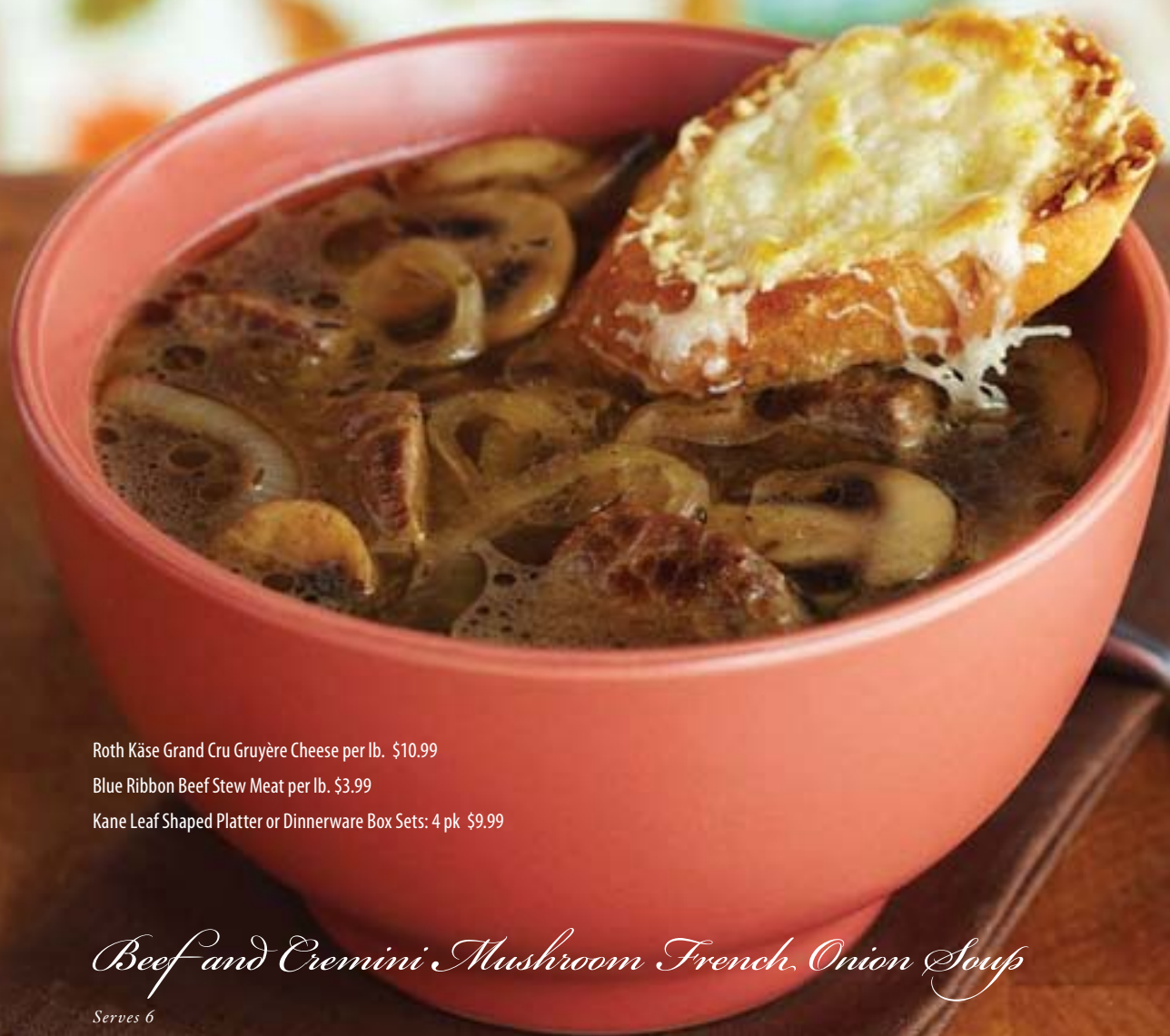
To make the most of these recipes, follow the tips for preparing ingredients. For example, brown the meat to develop deep rich flavor and cut down on fat while speeding cooking time. Sauté onions and garlic to mellow their flavors and prevent them from overpowering other soup ingredients.

For soups with several ingredients that require washing, peeling, slicing and chopping, begin preparation several hours before cooking time. For example, the evening before starting soup in a slow cooker, chop and separately cover and refrigerate as many ingredients as you can. You can peel and chop onions and seed and chop peppers, then freeze them for several weeks. Store them separately, with measurement and date of storage noted on the container, then pull them from the freezer in amounts to suit the recipe.

When using a slow cooker, avoid the common mistake of loading it to the brim. Fill it at least half full, but no more than two-thirds full, to allow flavors to meld, steam to build and to ensure thorough cooking. Tempted to peek to see how the soup is progressing? Of course. That's why slow cookers have glass lids. Watch through the lid rather than lift and let heat escape. Especially at low heat, cookers have to work hard to recover any heat lost. So keep the cooker covered until it's time to add ingredients, stir or serve.

When the soup's done, bring it to the table in a beautiful tureen. The pumpkin tureen that's shown is available at Hy-Vee. Accompany the soup with flavor enhancers such as sour cream, shredded cheese, herbs, bacon or croutons. Aah! Savor the aroma, the taste and the warming richness of homemade soup.





Roth Käse Grand Cru Gruyère Cheese per lb. \$10.99

Blue Ribbon Beef Stew Meat per lb. \$3.99

Kane Leaf Shaped Platter or Dinnerware Box Sets: 4 pk \$9.99

## Beef and Cremini Mushroom French Onion Soup

Serves 6

### ALL YOU NEED

1 tablespoon Grand Selections olive oil  
12 ounces Blue Ribbon beef stew meat, cut in 1-inch cubes  
2 tablespoons Hy-Vee butter  
2 large yellow onions, thinly sliced  
1 cup sliced fresh cremini or white mushrooms  
5 cups Hy-Vee beef broth

½ cup dry red wine  
1½ teaspoons Hy-Vee Worcestershire sauce  
1 Hy-Vee bay leaf  
½ teaspoon Hy-Vee dried thyme  
¼ teaspoon Hy-Vee black pepper  
6 (¾-inch) slices French baguette, toasted  
½ cup finely shredded Gruyère or Swiss cheese (2 ounces)

### ALL YOU DO

Heat olive oil in a 4-quart Dutch oven over medium-high heat. Add beef cubes and cook about 5 minutes, stirring occasionally until beef is brown. Remove beef from Dutch oven; reserve drippings in Dutch oven and set aside beef. Add butter to reserved drippings and heat over medium-low heat. Add onions and cook, covered, for 5 minutes. Add mushrooms and cook, covered, 5 minutes more or until onions are golden, stirring occasionally. Stir in beef, broth, wine, Worcestershire sauce, bay leaf, thyme and pepper. Bring to boiling; reduce heat and simmer, covered, for 30 minutes. Discard bay leaf. Meanwhile, place baguette slices on baking sheet. Top with cheese. Broil 3 to 4 inches from heat for 3 to 4 minutes or until cheese is light brown and bubbly. Ladle soup into bowls. Top each serving with a bread slice.

*Nutrition facts per serving: 320 calories, 16 g fat, 7 g saturated fat, 0 g trans fat, 55 mg cholesterol, 990 mg sodium, 20 g carbohydrates, 2 g fiber, 17 g protein, 3 g sugar. Daily values: 4% vitamin A, 10% vitamin C, 10% calcium, 15% iron.*

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1. McCormick Grinders: selected varieties .77 to 2.12 oz. \$1.88
2. McCormick Black Pepper: 4 oz. \$2.38
3. McCormick Chili Seasoning Mix: selected varieties 1.25 oz. 4/\$3.00
4. Bush's Beans: variety or chili beans 15 to 16 oz. \$.84
5. Kane Oven Mitt, Kitchen Towel or Hemstitch Napkins \$3.98





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## Corn and Shrimp Chowder with Crispy Bacon

Serves 6 (about 1 cup each)

### ALL YOU NEED

- |   |  |
|---|--|
| 1 tablespoon Grand Selections olive oil                       | 1 cup Hy-Vee half-and-half   |
| $\frac{3}{4}$ cup chopped onion                               | 2 tablespoons Hy-Vee all-purpose flour                                     |
| $\frac{3}{4}$ cup chopped red bell pepper                     | $\frac{1}{2}$ teaspoon Hy-Vee dried thyme, crushed                         |
| 1 (16 ounce) package Hy-Vee frozen cut golden corn            | $\frac{1}{4}$ teaspoon Hy-Vee salt   |
| 1 medium Hy-Vee russet potato, peeled and cubed (about 1 cup) | $\frac{1}{4}$ teaspoon Hy-Vee crushed red pepper                           |
| 1 (14.5 ounce) can Hy-Vee chicken broth                       | 1 pound uncooked 51- to 60-count shrimp, peeled                            |
|   | 2 strips Hy-Vee applewood-smoked bacon, crisp-cooked, drained and crumbled |

### ALL YOU DO

Heat olive oil in a large saucepan over medium heat. Add onion and bell pepper; cook and stir until onion is tender, about 5 minutes. Stir in corn, potato and broth; bring to boiling. Simmer, covered, about 20 minutes or until potato is tender, stirring occasionally. In a small bowl, combine half-and-half, flour, thyme, salt and crushed red pepper; stir into corn mixture. Cook and stir until thickened and bubbly, about 3 minutes. Add shrimp and continue to cook about 3 minutes or until shrimp turn pink. Sprinkle each serving with crumbled bacon.

*Nutrition facts per serving: 300 calories, 10 g fat, 4 g saturated fat, 0 g trans fat, 135 mg cholesterol, 580 mg sodium, 30 g carbohydrates, 2 g fiber, 21 g protein, 6 g sugar. Daily values: 20% vitamin A, 50% vitamin C, 10% calcium, 15% iron.*

Hy-Vee 100% Natural Raw Shrimp  
45 to 55 ct. per 16 oz. pkg. \$6.99

1. Shore Lunch Soups: selected varieties 9.2 to 12 oz. 2/\$7.00
2. Hy-Vee Broths: chicken, fat free chicken or beef 32 oz. \$1.77
3. Rival Crock Pot: red or white 4 qt. \$19.99
4. Bear Creek Soup: selected varieties 7 to 13 oz. 2/\$6.00
5. Kane Fall Soup Tureen with Ladle \$19.99







## All-Day Chipotle Pork Chili

*Serves 6 (about 1 cup each)*

### ALL YOU NEED

1 tablespoon Grand Selections olive oil  
1½ pounds pork tenderloin, cut in ¾-inch cubes  
1 cup chopped onion  
2 cloves garlic, minced  
2 red bell peppers, seeded and cut in ½-inch pieces  
2 cups Hy-Vee beef broth

1 cup Hy-Vee chunky salsa  
1 (16 ounce) can Bush's™ red chili beans, rinsed and drained  
1 (1.25 ounce) package McCormick™ chili seasoning mix  
2 tablespoons finely chopped canned chipotle chile peppers in adobo sauce  
Hy-Vee sour cream, optional  
Fresh cilantro sprigs, optional

### ALL YOU DO

Heat olive oil in a large nonstick skillet over medium-high heat. Add pork cubes, onion and garlic; cook for 6 to 8 minutes or until pork is browned. Place pork mixture in a 4-quart slow cooker. Add bell peppers, beef broth, salsa, chili beans, chili seasoning mix and chipotle peppers. Cover and cook on LOW for 8 to 10 hours or on HIGH for 5 to 6 hours. Serve with sour cream and cilantro, if desired.

*Nutrition facts per serving: 280 calories, 6 g fat, 2 g saturated fat, 0 g trans fat, 75 mg cholesterol, 1,070 mg sodium, 23 g carbohydrates, 6 g fiber, 30 g protein, 5 g sugar. Daily values: 45% vitamin A, 100% vitamin C, 2% calcium, 15% iron.*

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1. Spice Island Grinders or Spices: selected varieties 0.5 to 3.5 oz. \$2.00 off 1
2. Mrs. Dash Seasonings: selected varieties 2 to 2.5 oz. 2/\$5.00
3. Country Pride Individually Quick Frozen Boneless Skinless Chicken Breasts 2.5 lb. \$5.99
4. Grand Selections Frozen Pasta: all varieties 14.5 to 25 oz. \$2.99
5. Uncle Ben's Rice: selected varieties 6 to 17.5 oz. \$1.77



# Fabulous Fall Soups from your Hy-Vee spell c-o-m-f-o-r-t.



To satisfy hungry appetites on crisp, cool autumn days and evenings, count on steaming bowls of Hy-Vee soup. Even when there's little time for home cooking or starting soup in a slow cooker, your family can sit down to a heart-warming meal. Find plenty of options to choose from in your Hy-Vee Frozen Food Section. If you're a cheese lover, try Hy-Vee Cheesy California Medley or Cheddar Baked Potato Soup. Or spice things up a bit with Brickhouse Chili or Chicken Tortilla Soup. When you have a craving for home cooking, dig into a bowl of Hearty Chicken and Wild Rice or Homestyle Chicken Noodle Soup. You'll love every spoonful! Other incredible flavors are Cheeseburger Chowder, Cream of Broccoli with Cheese and Goulash Soup. The soups are made with the freshest, highest quality meats, vegetables and dairy products. Simply thaw, reheat and serve with a fresh salad and bread.

Restaurant Quality Soups: selected varieties 3 lb. \$7.99





## Quality breads from the Hy-Vee Bakery

Hy-Vee Bakery breads—from crusty rolls to traditional loaves—burst with natural flavor and wholesome goodness, just as if you spent all day baking in your own kitchen. When you choose Take & Bake artisan breads, you can serve the loaves piping hot from your oven in a matter of minutes. Leftovers make great sandwiches and panini the next day.

Bakery Fresh Hard Rolls 8 ct. **\$1.28**

Take & Bake Baguette 2 pk. **\$3.99**



## GREAT BREAD—THE PERFECT COMPLEMENT TO GREAT SOUP

Just as tempting on a blustery day as a bowl of piping hot soup is the bread you serve with it. Head to the Hy-Vee Bakery for wholesome breads, baked fresh daily, that spark up the simplest soup supper.

There are no hard, fast rules on soup and bread pairings. Any kind of bread will do—French baguette bread, hard rolls, multigrain bread, focaccia, corn bread or even olive or cheese bread.

French baguettes, the classic long narrow loaves, are crispy on the outside and chewy on the inside. If you love the chewy texture, tear the bread into big chunks and dip it right into the soup. If you prefer something crispier, cut the baguette into ¼-inch slices, brush with olive oil or spread with butter and toast under the broiler until golden. Watch the bread carefully as it can burn quickly.

Hard rolls are crusty on the outside and soft on the inside. They pair well with hearty soups and stews and often make great sandwiches. Sometimes, you'll even find the rolls topped with poppy seeds or sesame seeds.

Corn bread, another great soup bread, has a mellow sweetness that softens spicy chili or complements bold-flavored stews. Find fresh corn bread at your Hy-Vee Bakery. Even if it's not a soup night, you can slather corn bread with honey or butter and it's practically a meal in itself.

Homemade croutons are a fun way to use Hy-Vee Bakery breads, and add a whole new level of sophistication to soup. They're easy to make and their chunky, rustic appearance adds visual appeal, not to mention a crisp bite. To make your own croutons, cut a French baguette into cubes, however large or small you like, toss the cubes with olive oil and your favorite fresh or dried herb, garlic or grated Parmesan cheese. Then, bake in a 375°F oven for 10 to 15 minutes or until crisp. Consider making a large batch of croutons so you have leftovers to use later in salads or crush into bread crumbs. The croutons stay fresh if you store them at room temperature in an airtight container for up to 3 days.

## A GREAT SANDWICH STARTS FROM WITHIN!

When it comes to sandwiches, the freshness of the meat and quality of ingredients can make or break the sandwich. It's the difference between the ultimate sandwich and just a sandwich.

With Oscar Mayer Deli Fresh Oven Roasted Turkey, you get fresh as the deli taste, without the deli cost.

1. Kraft Miracle Whip or Mayo: selected varieties 18 oz. \$2.68
2. Kraft Deli Fresh Natural Sliced Cheese: selected varieties 7 or 8 oz. 2/\$5.00
3. Grey Poupon Squeeze Mustard: Dijon or mild creamy 10 oz \$2.48
4. Oscar Mayer Deli Shaved or Wallet Pack Meats or Chicken Strips 10 oz. \$3.29







In the weeks leading up to Thanksgiving, salute the season with harvest colors, natural materials, and rustic textures that celebrate autumn's bounty. Bringing a festive fall look to your home couldn't be easier.

WRITTEN BY VICKI INGHAM PHOTOGRAPHED BY TOBIN BENNETT

You won't need expensive arrangements to dress up indoor and outdoor living spaces this fall. Just collect a few basic elements that capture the essence of the season, such as pumpkins, colorful mums, dried leaves and grasses, winter squash and gourds. Then arrange them casually around a table to create an inviting mood.

For a quick door decoration or centerpiece, divide two dried fall bunches from the Hy-Vee Floral Department in half and arrange the stems of cattails, wheat, and faux leaves into two "bow ties." Use raffia to tie each of the bow ties to a Hy-Vee vine wreath. Another creative way to decorate with a vine wreath is to hang it like a chandelier, suspending it with ribbons from an overhead branch or beam. This unexpected treatment creates a center of interest and places appealing natural textures slightly above eye level. Moss and dried materials attached to the face of the wreath add to the intriguing effect.

To make a bold autumn splash at the entry, frame a door or swag a porch with a garland of fabric leaves. Artificial leaves are weatherproof and fade-resistant and, combined with twigs and vines, they have a natural appearance that's convincing from a distance.

Pumpkins naturally take center stage as a symbol of the season. Look for fresh pumpkins with 1- to 2-inch-long stems, no soft spots and a hard rind (firm enough that you can't scratch the skin

with your fingernail). They'll last for several months in a cool, dry place, so they're perfect for outdoor arrangements. Combine them with ceramic, metal, and vine versions for a long-lasting display indoors or in a protected area outdoors.

With vine pumpkins you can transform an ordinary cabinet or china cabinet into a fall-theme showcase. Choose a variety of sizes, and raise one or two on stacks of plates to create a multilevel arrangement. Push some toward the back of the cabinet and bring others forward to give your eye an interesting path to follow.

Like pumpkins, chrysanthemums capture the essence of the season. For an easy centerpiece, group 4-inch pots of hardy mums in a long wooden box, massing them by color for greatest impact. For bright accents on the porch, patio or steps, slip gallon-size pots of mums into galvanized tin buckets. Ensure that the plants look their best through the season by keeping the soil evenly moist, but don't let them sit in water.

As Thanksgiving approaches, add whimsical decorations that underscore the holiday. A weatherproof tom turkey sculpture and wooden painted "Harvest" sign welcome family, friends and guests who arrive for the annual feast. The metal "Be Thankful" pumpkin, especially appropriate at Thanksgiving, displays a motto worth remembering throughout the season.





1. Metal Dancing Turkey Decoration—30" tall \$19.98
2. Rattan Vine Pumpkins 3 pc. set \$29.98
3. Metal Pumpkin Sign "Be Thankful"—12" \$9.98
4. Wooden Pumpkin Wreath Hook (wreath not included)—20.5" \$9.98
5. Grape Vine Wreath—18" \$7.99
6. Fall Dried Bunches 1 ct. \$4.99



## FALL DECORATING ON A BUDGET

Save green while adding fall color to your home and garden with smart decorating ideas that use found objects, vegetables, flowers and a few stylish accessories from Hy-Vee. Decorating to mark the changing seasons is a great way to add interest and warmth to your home. Finding ways to decorate on a budget is easy with a few tips from the pros.

**Use what you have.** Interior and set designers know that it's often one item that works as the backbone of the best displays. Consider selecting an aged cupboard or table with grayed or chipped-paint patina, a vintage wagon, a brightly painted farmhouse chair, old tin buckets, wooden tool carriers, a retro bicycle or an old wheelbarrow. Any of these items, as well as a plethora of others, can spark creative groupings for your home and garden. These often forgotten castoffs create the foundation for your decorative display and give you the opportunity to make a big statement on a small budget. Look for pieces that show wear and have interesting patinas to imply years of use and history, which adds character to your displays. Search the basement, garage or attic for items that hold special meaning to you and your family or check out yard sales or secondhand shops for purchases.

**Decorate your exterior and interior spaces.** Select a few places where decorations won't be hazardous or troublesome for daily activities and use. Walkways need to be clear and narrow hallways safe to pass through. If you bring a display piece indoors, first check it for pests or smells. Otherwise plan to use it outdoors.

Consider how a display will fit into your space so it looks natural and as if it belongs. In most cases, decorations should make sense to the function of the space. For the dining room or kitchen, set an old bucket of apples on the table or by the front door, or fill a wagon with a bounty of mums.

**Include living items.** Fall is the ideal time to bring in some of the delicious color found in the produce aisle. Harvest a bounty of color for your home with orange pumpkins; green, gold and cream squash and gourds; chocolate brown, rusty red or orange potatoes; or yellow, green or red apples. Tuck large produce, such as pumpkins, into the display to soften the hard edges; then fill containers with small produce, such as gourds or apples. (To reduce the amount of produce needed, fill containers two-thirds full with crushed grocery bags.) Be sure to wash produce, such as apples, that may be eaten directly from the display, and plan to use and replace all vegetables throughout the season to keep the display fresh.

Flowering plants add a smile to every space. Remember to add a few blooms here and there. Look for fall favorites in the Hy-Vee Floral Department. Sunny-faced mums, bright daisies and other plants energize displays with color and life.

**Add punch with points of interest.** Swags of colorful fall leaves, a tin pumpkin with the message "Be Thankful," ceramic or rattan vine pumpkins, a metal dancing turkey and other decorative accessories transform a good arrangement into a well-designed display. Grapevine wreaths may be hung on doors or windows or even above a vintage table, *page 41*. Design a wreath yourself using accent items from the Hy-Vee Floral Department, such as berries or dried flowers. Or use tiny pumpkins or gourds from the Hy-Vee Produce Department. You can also ask one of Hy-Vee's professional floral designers to create a beautiful wreath for you.

Look for a wide selection of decorator items that you can use year after year from Hy-Vee. Be assured that these items were selected to be up-to-date with today's home decorating trends and styles. Because they're from Hy-Vee, you can trust that they are decorating-budget smart.

## Candle Fruit Carver

Your Thanksgiving table will sparkle with creativity when you decorate it with pumpkin votive candleholders made by hand. Carving out the center of miniature pumpkins to insert tea lights has long been popular with party planners and gourmet hostesses, but cutting through the rind to make a hole just the right size to hold a candle was messy and difficult. With the Fruit & Candle Carver set this project is easy. Just press the tool down onto the fruit and twist as you would a corkscrew, cutting out the perfect size plug.

The set includes two sizes—1½-inch cutter for miniature pumpkins, apples and small winter squash, and 2¼-inch cutter for large pumpkins, watermelons, cantaloupe and large winter squash. To make sure the candle will stand upright in the hole rather than tilt to one side, choose well-shaped fruits or vegetables that sit flat. Large fruits and vegetables, such as watermelon or Hubbard squash, can accommodate several candles. To prevent the fruit from rolling, first slice off a portion of one side to make a flat surface for the bottom of the candleholder. Then use the tool to make evenly spaced holes for the candles along the top of the fruit.

Candle Fruit Carver: 2-pc. set \$12.99

Everlasting LED White Tea Lights: 120-hour battery life \$3.99







Wooden Pumpkin Wreath Hook (wreath not included)—20.5" \$9.98



Colorado Blue Spruce 2 gallon \$14.99



## Winning Ways with Flowers

For the eighth time, a Hy-Vee florist has won the prestigious B rger Cup award, which recognizes merchandising excellence among supermarket and high-volume retail florists. Sherrie Palmer, head of the floral department at the Hy-Vee store in Fort Dodge, Iowa, received the award at this year's Super Floral Show in Atlanta, Georgia, for her department's spring daffodil display, titled "April Showers Bring May Flowers." Fort Dodge shoppers were greeted with a mini garden of yellow umbrellas, yellow ducks and yellow daffodils, leading to flower coolers where masses of bright flowers made a brilliant show.

To decorate your home for fall, Sherrie offers these tips to use flowers and dried materials from the Hy-Vee Floral Department.

- Yellow and burgundy Red Rover daisies offer long-lasting fall color. The bouquet is vase-ready—just trim stem ends and place the bouquet in a cylinder vase to hold it upright. If you prefer a layered arrangement, cut the stems varying lengths, with the tallest stems one-half to one times the height of the container.
- Make fresh flowers last longer with proper care. Bacteria begin to form immediately on stems in water, shortening the life of the flowers. Wash out the vase daily using a capful of bleach in the water, rinse the stem ends and add fresh water and flower food to make flowers last much longer.
- Flowers brighten the day, Sherrie says. She suggests that customers divide and share a bouquet. For example, give single stems of Red Rover daisies to neighborhood moms along with invitations to a play date. Deliver each flower with the note: "Red Rover, Red Rover. I'm having a party; come over!"
- Add accents of fall color around the house using a single bouquet of fall-color roses. Place single stems in bud vases in a bedroom and on the kitchen counter or windowsill. With the remaining stems, make one or more small rounded arrangements in a teacup, bubble bowl or rectangular vase. To hold short stems in place, make a tic-tac-toe-shape grid of clear cellophane tape across the top of the container, trim the stems to about the depth of the vase and insert them through the grid. Place arrangements to enjoy them up close, such as near your desk or beside your chair in the family room.
- Dried materials are ideal for fall decorating. The natural textures and neutral hues of wheat, seedpods, cattails and curly willow branches complement pottery containers and woven baskets. For vibrant splashes of autumn color, add fall leaves to arrangements or pair dried arrangements with pots of mums.







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## Fall Cleanup

Raking leaves from the yard, gardens and walkways is similar to vacuuming and dusting indoors before welcoming company to your home. The task, with the added benefits of fresh air and exercise, leaves the yard tidy and fresh-looking and it's good for the grass. When fallen leaves become packed, they block light, air and water, which could eventually smother the lawn. Using a plastic cleanup bin on wheels from Hy-Vee makes quick work of gathering leaves to compost or bag. For more on the autumn agenda:

- Spruce up flowerbeds and vegetable gardens. Pull up dead annuals and rake away plant debris, which can harbor diseases. Cut back perennials after the first killing frost, or according to plant specifications. Mulch flowerbeds in mid to late November.

- Protect roses from winter freeze and thaw cycles. In November, when nighttime temperatures drop to the mid to low 20s, loosely tie canes together with garden twine, install rose collars and fill with clean topsoil (fresh or from elsewhere in the garden) to insulate the crown. If you prefer using rose cones, cut back canes to fit under the cone, mulch the crown, then place the cone on the plant and anchor in place with soil.



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1. Hy-Vee Home Insect Control 1 qt. \$5.99
2. Hy-Vee Winterizer Lawn Food covers 5,000 sq. ft. \$13.99
3. Bond Poly Fan Rake 24" or Pruner Set 2 pc. \$9.98
4. Rose Cones or Rose Collars: 1 or 3 ct. \$5.99
5. Plastic Clean-Up Bin with 2 wheels: 10.5 gal. capacity \$19.98



# Cabbage

Shredded, stir-fried, steamed or sautéed—however you serve it—cabbage dishes up fiber plus vitamins A and C.


WRITTEN BY JULIE MARTENS AND PEG SMITH  
PHOTOGRAPHED BY TOBIN BENNETT

## *Confetti Coleslaw*

Fresh, colorful and crunchy, this quick salad in edible leaf bowls is an ideal side dish with grilled meats, poultry and fish. For the bowls, wash and pat dry 8 crisp Napa cabbage leaves. For the salad, combine 4 cups shredded green, purple and/or Napa cabbage with 2 chopped Granny Smith apples, ¼ cup raisins and ¼ cup toasted broken walnuts. Lightly toss the salad with ½ cup bottled dressing. Cover and refrigerate for 2 to 24 hours. Serve on Napa cabbage leaves—eating the leaf bowl is part of the deal. Makes 8 servings.

Iowa Grown Cabbage per lb. \$.49





Cruciferous vegetables, any of the colorful leafy vegetables in the cabbage family, just seem to promise satisfying crunch. More than that, the leafy vegetables are known as health foods. With few calories, cabbage is filling to eat while a person tries to lose or maintain weight. Cabbage possesses a rich supply of vitamin C and fiber and is recognized for its contributions toward supporting a healthy immune system.

Familiar as the main ingredient in coleslaw—with as many recipes for this crisp salad as there are cooks—cabbage is also the prime ingredient in spring rolls and sauerkraut dishes. And there are many more ways to serve this versatile vegetable. It's equally good raw or lightly cooked, shredded finely or coarsely, in whole leaves or added to a variety of dishes.

#### FAMILY OF HEADS

The word *cabbage* is derived from *caboche*, a French term for “head.” The vegetable, with hundreds of varieties, is available in many shapes and sizes. Green and red (or purple) heads are most common. Find them year-round at Hy-Vee, and select them by size and weight. An average weight for a medium-size head is 2 pounds, which makes four to eight servings. Heads should be compact, feel heavy for their size and have tightly wrapped leaves. Look for fresh outer leaves with vibrant color and turn the head over to look for an intact core. As with most vegetables, darker color means more vitamins. Substitute red cabbage for green in most recipes, although red leaves release some color when cooked.

Napa cabbage has a football-shape head with long leaves, ranging in color from white to green. Chop this cabbage to use in coleslaw, salad or Asian dishes, such as stir-fries or kimchi. Chinese, or Pe-Tsai, cabbage is light in color, has sweet flavor and is often used

in Chinese dishes. Savoy (or curly) cabbage has an elongated less compact head and loose crinkly leaves. The color ranges from dark to pale green. Look for heavy heads and crisp leaves. The size, shape and texture of the leaves of this mellow-flavor cabbage are ideal for shaping little bowls and for wrapping.

#### GET IT TO THE TABLE

To serve cabbage, remove any wilted outer leaves. Wash the heads or leaves and pat dry with towels. Separate leaves or chop or shred according to recipe instructions.

For a quick dish, sauté shredded cabbage with olive oil, onions, salt and pepper. Or braise cabbage in peanut oil with onions and garlic, then sprinkle with cinnamon, nutmeg, cloves, fresh cranberries and red wine vinegar.

Add Italian dressing to shredded cabbage to top meatball sandwiches. Basil, caraway seeds, cayenne pepper, cumin, dill, fennel and sage add delicious taste to chilled shredded cabbage.

Make mayonnaise-free coleslaw by stirring lime juice, chili powder, sugar and fresh mint into shredded cabbage. Or mix yogurt, cumin, lime juice and jalapeño peppers to dress a slaw to top tacos and enchiladas. For Asian-style slaw dressing, mix sesame dressing, bean shoots and water chestnuts. Discover more delicious cabbage recipes online at [www.hy-vee.com](http://www.hy-vee.com).

#### IT'S A WRAP

Wrap cabbages in plastic, place in a tightly sealed container and refrigerate up to two weeks. For partial heads, sprinkle cut sides with water, wrap and store up to three days. Wash again before using. Although cabbages keep their appearance, even when cut, store them as briefly as possible to ensure the highest nutrition.





## HY-VEE PRODUCE MANAGER WINS NATIONAL AWARD

You never know what you might discover in the produce aisles in the Hy-Vee at Olathe, Kansas. It could be kids making healthy fruit pizzas, a do-it-yourself demo of an apple corer, or a floor-to-ceiling apple display. Produce manager Jeff Mallory oversees the produce department, which overflows with education and fun.

Jeff's programs to increase produce consumption through merchandising, displays and promotions, along with his department's community service and educational efforts earned him a 2009 Retail Produce Manager Award. The contest, sponsored by Ready Pac Foods, Inc., recognized 25 produce managers from 21 different supermarket chains, commissaries and independent retail stores in 14 states and Canada. Jeff was one of five grand prize winners in the competition.

"This year's contest focused, in part, on what we're doing to help educate customers, classroom students and the community," Jeff says. "Typically we host tours for school children, Scouts and day care centers." This year, Jeff, the store dietitian, catering manager and store director took produce education to the classroom. They took more than a dozen products from the store to the classroom so kids could compare nutrition labels to see which product was more healthful. Eating more fruits and vegetables was also a key point made during the presentation. "We made it fun. I'd teach younger children about kiwi's origin and high vitamin C levels, and I'd ask them to guess how many pounds of bananas we sell each week at the store. They'd guess 5 pounds; the answer is 5,000," Jeff says.

In addition to classroom education, Jeff also promotes in-store learning, using signage posted among the produce or in-store cooking demonstrations. "A favorite promotion among our customers is our fall caramel apple event," Jeff says. "We bring out our biggest slow cooker, fill it with melted caramel, and let kids choose their own apple toppings—like candy, nuts, or chocolate chips." Jeff's philosophy of produce promotion is simple. "Instead of having customers coming in just to buy lettuce and bananas, we're trying to keep them in the produce area longer—so they can learn and ultimately consume more produce."



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1. Roth Käse Kronenost Fontina Cheese per lb. \$7.99
2. Roth Käse Landhaus Butterkase Cheese per lb. \$8.99
3. Smart Chicken Fresh Chicken Drumsticks or Thighs per lb. \$1.79
4. Local Grown Squash: acorn, butternut or spaghetti per lb. \$.88
5. Midwest Grown Gala or Cortland Apples per lb. \$1.28
6. Stemilt Organic Gala Apples per lb. \$1.28



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HyVee  
**TAILGATE  
KANSAS  
CITY!** 

**NFL—BRING IT ON!**

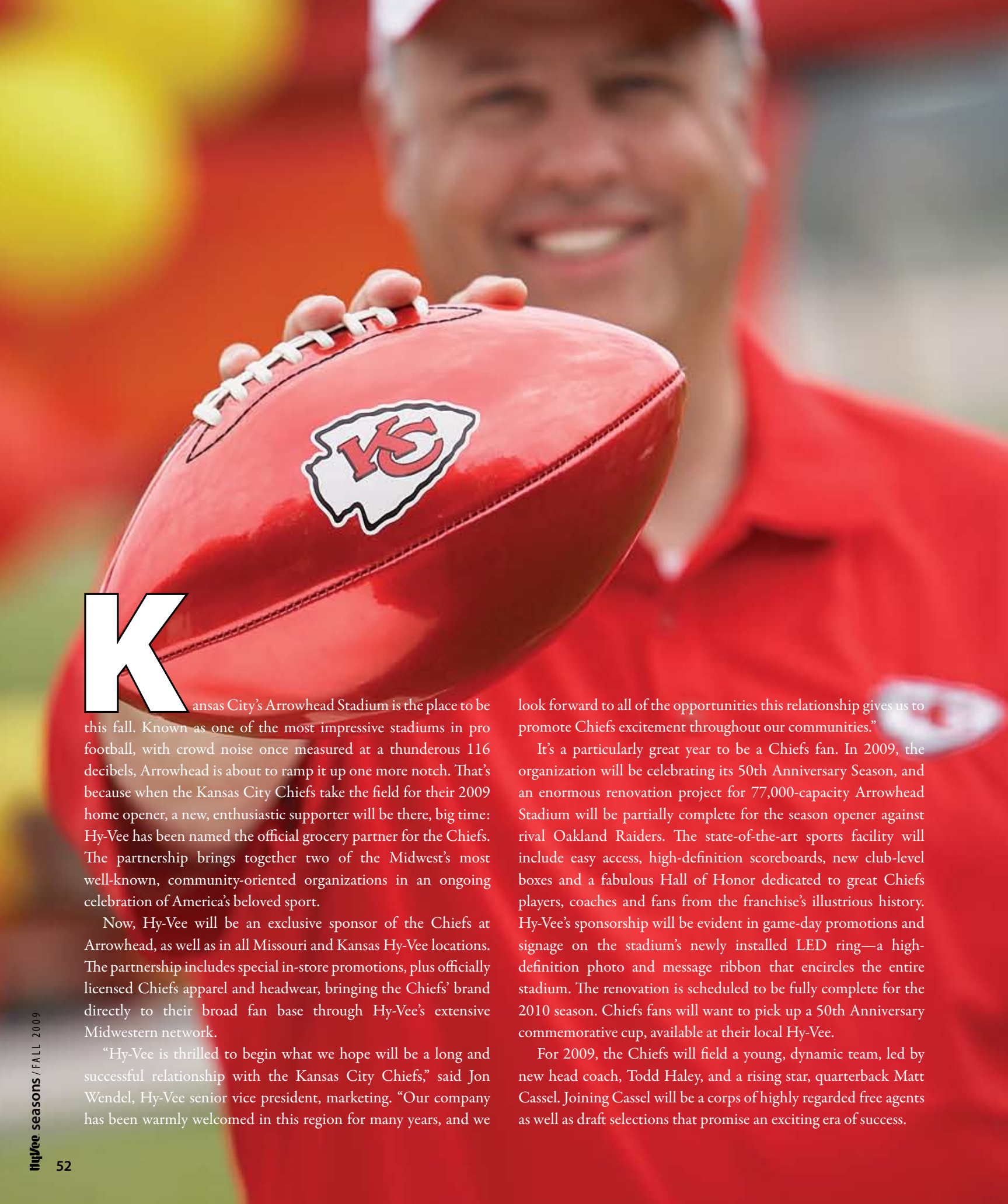




It's fun and food aplenty when family and friends get together to cheer on their favorite NFL team. You'll score big when you visit your local Hy-Vee for all your tailgating needs—grills, coolers, balloons, banners, party trays and more.

WRITTEN BY JOHN RIHA PHOTOGRAPHED BY TOBIN BENNETT





K

ansas City's Arrowhead Stadium is the place to be this fall. Known as one of the most impressive stadiums in pro football, with crowd noise once measured at a thunderous 116 decibels, Arrowhead is about to ramp it up one more notch. That's because when the Kansas City Chiefs take the field for their 2009 home opener, a new, enthusiastic supporter will be there, big time: Hy-Vee has been named the official grocery partner for the Chiefs. The partnership brings together two of the Midwest's most well-known, community-oriented organizations in an ongoing celebration of America's beloved sport.

Now, Hy-Vee will be an exclusive sponsor of the Chiefs at Arrowhead, as well as in all Missouri and Kansas Hy-Vee locations. The partnership includes special in-store promotions, plus officially licensed Chiefs apparel and headwear, bringing the Chiefs' brand directly to their broad fan base through Hy-Vee's extensive Midwestern network.

"Hy-Vee is thrilled to begin what we hope will be a long and successful relationship with the Kansas City Chiefs," said Jon Wendel, Hy-Vee senior vice president, marketing. "Our company has been warmly welcomed in this region for many years, and we

look forward to all of the opportunities this relationship gives us to promote Chiefs excitement throughout our communities."

It's a particularly great year to be a Chiefs fan. In 2009, the organization will be celebrating its 50th Anniversary Season, and an enormous renovation project for 77,000-capacity Arrowhead Stadium will be partially complete for the season opener against rival Oakland Raiders. The state-of-the-art sports facility will include easy access, high-definition scoreboards, new club-level boxes and a fabulous Hall of Honor dedicated to great Chiefs players, coaches and fans from the franchise's illustrious history. Hy-Vee's sponsorship will be evident in game-day promotions and signage on the stadium's newly installed LED ring—a high-definition photo and message ribbon that encircles the entire stadium. The renovation is scheduled to be fully complete for the 2010 season. Chiefs fans will want to pick up a 50th Anniversary commemorative cup, available at their local Hy-Vee.

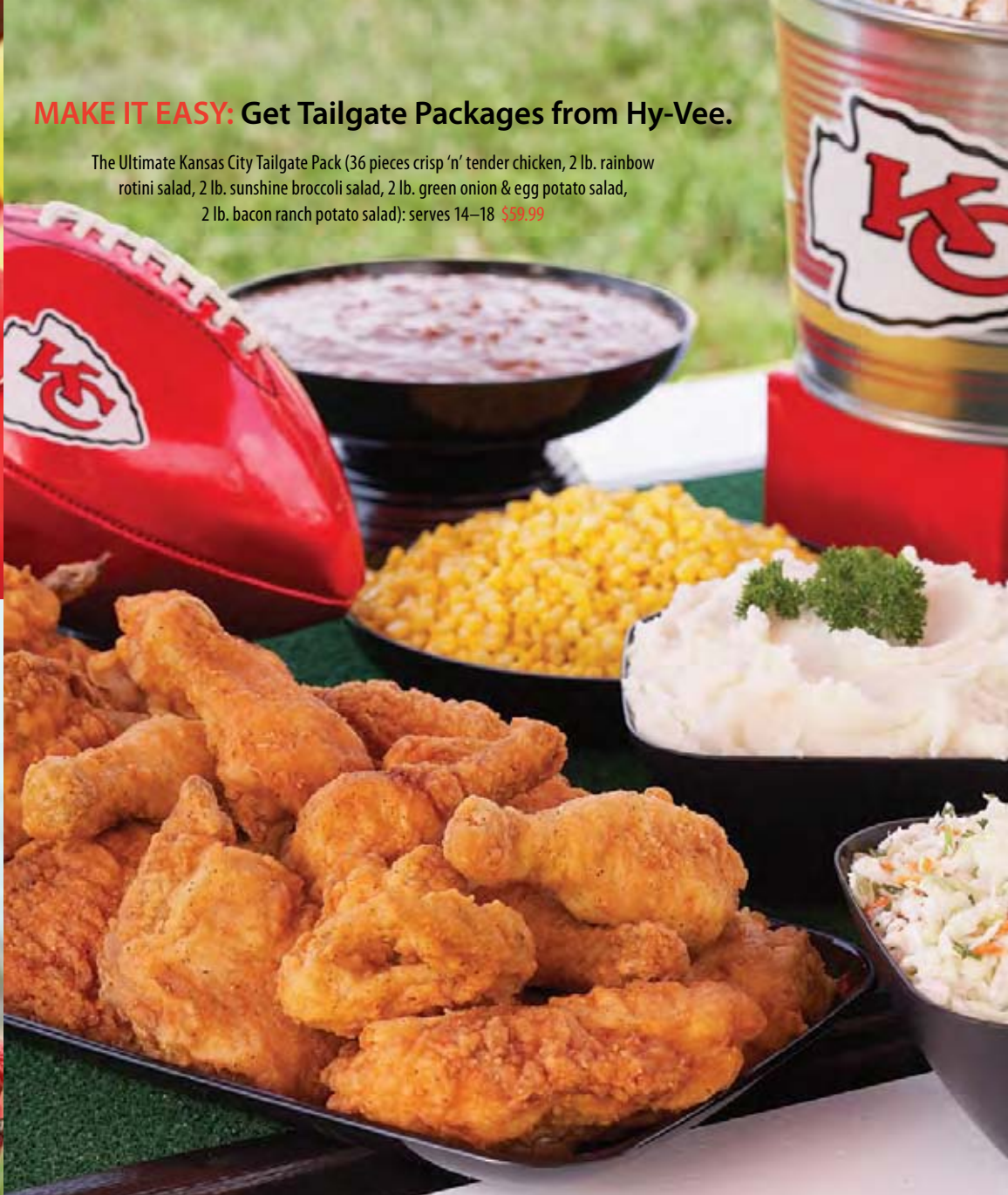
For 2009, the Chiefs will field a young, dynamic team, led by new head coach, Todd Haley, and a rising star, quarterback Matt Cassel. Joining Cassel will be a corps of highly regarded free agents as well as draft selections that promise an exciting era of success.





## MAKE IT EASY: Get Tailgate Packages from Hy-Vee.

The Ultimate Kansas City Tailgate Pack (36 pieces crisp 'n' tender chicken, 2 lb. rainbow rotini salad, 2 lb. sunshine broccoli salad, 2 lb. green onion & egg potato salad, 2 lb. bacon ranch potato salad): serves 14–18 **\$59.99**



Igloo Ice Cap Rolling Cooler: holds up to 40 cans **\$39.99**





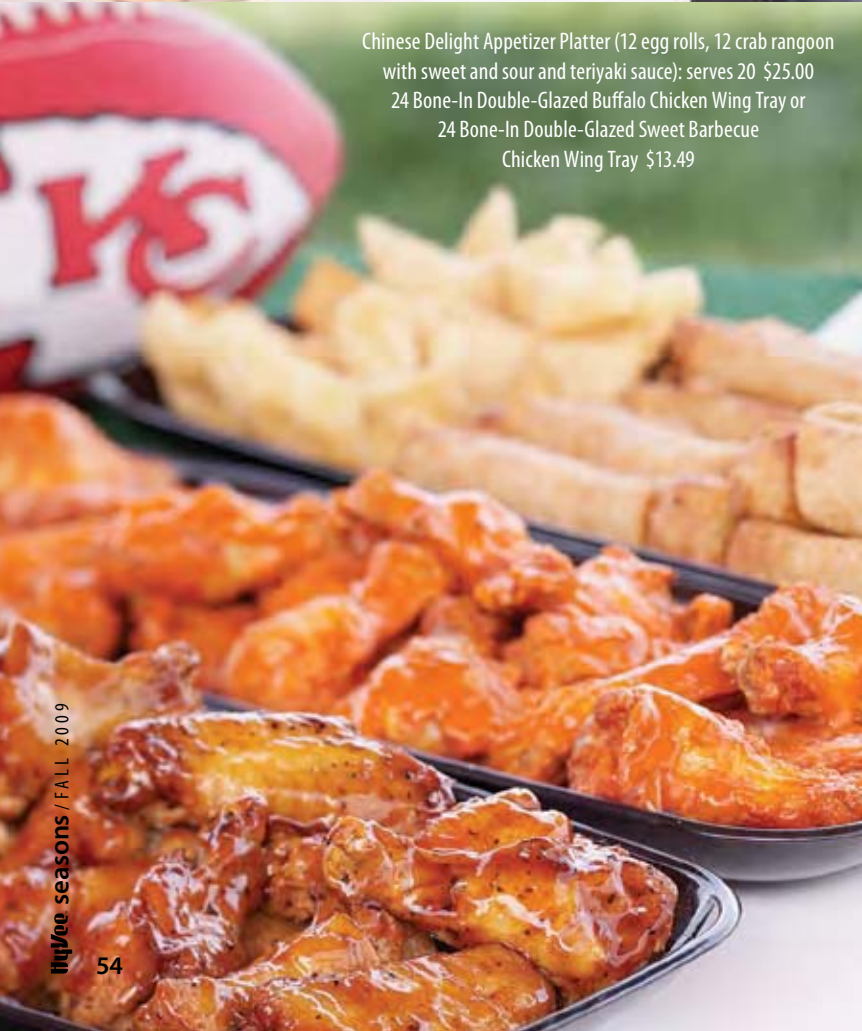


Hy-Vee Sliced Apple Tray with Dip: 2 lb. \$7.99

Zarda Full Slab Ribs \$10.99

Chinese Delight Appetizer Platter (12 egg rolls, 12 crab rangoon with sweet and sour and teriyaki sauce): serves 20 \$25.00  
 24 Bone-In Double-Glazed Buffalo Chicken Wing Tray or  
 24 Bone-In Double-Glazed Sweet Barbecue  
 Chicken Wing Tray \$13.49

**MAKE IT QUICK:** Pick up party trays.





High

Warm

## **MAKE IT AHEAD:** Slow-cook barbecued beef sandwiches.

### **ALL YOU DO**

Place a 4-pound round roast in a 3½- to 5-quart slow cooker, cutting to fit if necessary. Pour bottled barbecue sauce over top. Cover and cook on low-heat setting for 10 to 12 hours or on high-heat setting for 5 to 6 hours. Remove roast from cooker, discarding any remaining juices. Using two forks, pull roast apart into shreds and toss with additional barbecue sauce. Makes enough for 12 sandwiches.

Amana® Natural Beef Bottom Round Roast per lb. \$3.68







# COLLEGE—BRING IT ON!

Beyond the NFL, get out and show your team spirit for your favorite collegiate team. Let Hy-Vee help you kick it up a notch with the latest—and greatest—tailgate gear.

1. Collegiate Tailgating Chairs: choose from 8 teams \$29.98
2. Coleman Roadtrip Grill LXE \$159.99
3. Collegiate Hooded Sweatshirts: 11 teams to choose from \$24.98
4. Collegiate Vintage T-Shirts: 11 teams available \$14.98



Michelob Craft Beers: selected varieties 6 pk. bottles \$5.99 (plus deposit where required)

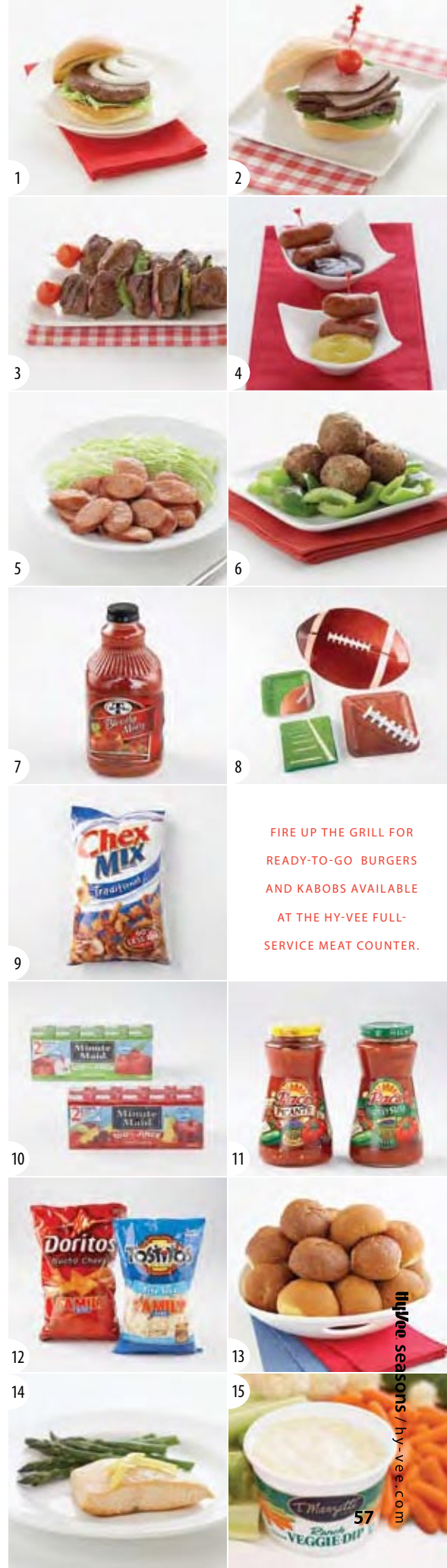


Corona or Corona Light: selected varieties 18 pk. bottles \$17.99 (plus deposit where required)



## Show your team pride with tailgate products found at your local Hy-Vee.

1. 85% Lean Gourmet Steakhouse Burgers 6 oz. **3/\$5.00**
2. Charlies Pride Sliced Roast Beef, Corned Beef or Pastrami per lb. **\$5.88**
3. Grill Ready Beef & Veggie Kabobs 10 oz. **2/\$8.00**
4. Hillshire Farms Little Smokies: selected varieties 14 or 16 oz. **\$2.68**
5. Johnsonville Smoked Sausage Links or Brats: selected varieties 13.5, 14 or 16 oz. **\$2.99**
6. Rosina Cooked Meatballs: all varieties 32 oz. **\$6.99**
7. Mr & Mrs T's Drink Mixes: selected varieties 64 oz. or 1.89 L **\$3.99**
8. First & Ten Football Themed Paper Plates & Napkins or Serving Tray **2/\$5.00**
9. General Mills Salty Snacks: chex, bugles or gardettos 10.5 to 15 oz. **2/\$5.00**
10. Minute Maid Juice Box or Juice to Go: selected varieties 6 or 10 pk. **\$2.85**
11. Pace Picante Sauce or Salsa: all varieties 16 oz. **2/\$4.00**
12. Family Size Doritos, Tostitos, Lays or Large Dips: selected varieties 14 to 24 oz. **2/\$7.00**
13. Bakery Fresh Cocktail Buns 12 ct. **\$1.99**
14. USDC Lot Inspected Fresh Atlantic Salmon Portions 5 oz. **2/\$7.00**
15. Marzetti Veggie Dips: selected varieties 11 to 15.5 oz. **2/\$6.00**



FIRE UP THE GRILL FOR READY-TO-GO BURGERS AND KABOBS AVAILABLE AT THE HY-VEE FULL-SERVICE MEAT COUNTER.



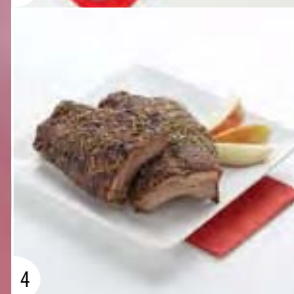
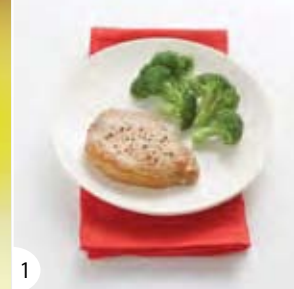
# KICK UP THE FLAVOR OF HOT DOGS WITH SPICY HORMEL CHILI.

Hormel Chili No-Beans: regular, hot or turkey 15 oz. \$1.88



What's not to love about biting into a hot dog smothered with spicy Hormel chili? Top it off with mustard, ketchup, onions or shredded cheese.

1. Blue Ribbon Boneless Pork Chops: 15 oz. pkg. \$5.00
2. Hormel Always Tender® Boneless Pork Thick Cut America's Chop 8 oz. 2/\$4.00
3. Hormel Deli Party Trays 1.75 lb. \$9.99
4. Hormel Always Tender® Extra Meaty Pork Back Ribs per lb. \$4.48
5. Hormel Fresh Ground Pork or Patties 16 oz. \$2.99
6. Hormel Original Pepperoni 8 oz. \$2.99
7. Lloyd's BBQ Meats or Chi Chi's Taco Meat: selected varieties 18 oz. \$3.99







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## SCORE BIG WITH KRAFT SNACKS!

Kick off your pregame party with a winning assortment of nuts, crackers and snack bars. Tasty, wholesome products offered at Hy-Vee will keep your crowd cheering.

1. Planters Peanuts: selected varieties 10 to 12.5 oz. \$2.18
2. Kraft South Beach Cereal Bars: selected varieties 5.88 or 6.15 oz. \$2.69
3. Nabisco Large Snack Crackers: selected varieties 12 to 16 oz. \$3.69

1. Kraft String-Ums Mozzarella String Cheese 12 oz. or Twist-Um String Cheese 9 oz. \$3.78
2. Kraft Bagel-fuls: selected varieties 10 oz. 2/\$4.00
3. Kraft BBQ Sauce: selected varieties 16.25 or 18 oz. \$.98
4. Seattle's Best Coffee: selected varieties 12 oz. \$6.49
5. DiGiorno Ultimate, DiGiorno Stuffed Crust or California Pizza Kitchen Self-Rising Pizza: selected varieties 22.96 to 32 oz. \$5.98
6. Oscar Mayer Bologna: regular, thick, thin or light 12 oz. 3/\$4.00
7. Oscar Mayer Deli Creations: selected varieties 4.9 to 7.1 oz. 2/\$5.00



# *Festive Fall Feast*







Set the stage for your gathering with a table brimming with fresh florals and greenery, an impressive autumn centerpiece cake and a fabulous, easy-to-do holiday menu.

WRITTEN BY EILEEN WOLF PHOTOGRAPHED BY KING AU

Planning seasonal gatherings gives the host a chance to get creative, yet it also calls on a balancing act. On the one hand, it's the holidays—time for the very best foods and loveliest flourishes you can put on your table. On the other hand, you want to spend every minute you can enjoying precious time with your family. With a little planning, however, you can have it all, ensuring a fine meal, a remarkable setting and a great time for everyone—including you. Just follow these hints.

**Make some/buy some.** Decide which dishes you truly love to make, whether you're a dessert goddess, a salad king or the master of breads. Then, round out the rest of the menu with items purchased from Hy-Vee. From a deli dish or two to an entire Kitchen Holiday Dinner Pack (see pages 64–65) you can rely on Hy-Vee to do some, most or all of the food preparation.

**Embellish a bit.** Put your own spin on purchased items by adding a few flourishes. Rosemary sprigs and orange slices can pretty up a ham platter, while snipped parsley and chives add color to mashed potatoes. Arrange sage leaves and grape clusters around your turkey platter, or rim the roast beef platter with kale leaves. A swirl of whipped cream, a sprinkle of nutmeg and a scattering of toasted nuts make purchased pumpkin pie even more irresistible.

**Fashion a focal point that wows.** If you're pressed for time, focus on one memory-making highlight, perhaps a sumptuous centerpiece, such as our applause-worthy White Chocolate Pumpkin Cake, *opposite*. (See recipe, page 63.) Create mini-size pumpkin cakes, *above* and *opposite*, using your favorite cake mix and the mini pumpkin muffin pan, shown on page 63. Prepare the chocolate ganache, using the ganache recipe for the centerpiece cake, but substituting semisweet chocolate squares for the white chocolate baking squares. Accent the mini cakes with chocolate-covered espresso beans.

**Simplify your shopping.** Remember that Hy-Vee is your one-stop spot for most all of your holiday feasting needs, from recipe ingredients and prepared foods to flowers, holiday napkins and even kitchen supplies and bakeware. Shop for as many of the supplies and nonperishable food items as you can in the days and weeks leading up to your gathering. Then, as you get closer to the celebration day, purchase the flowers and fresh food items.

**Say “Yes” to help.** Most cooks enjoy the chance to share a favorite dish or two, so when invitees ask if they can bring something, say, “Yes, please!” It's just another way of creating a feast that's all-out easy yet combined with your own family's traditions.







# White Chocolate Pumpkin Cake

Serves 16

## ALL YOU NEED

1 cup Hy-Vee unsalted butter	½ teaspoon Hy-Vee ginger	1 cup shredded carrot
4 Hy-Vee large eggs	¼ teaspoon Hy-Vee ground nutmeg	1 cup chopped Hy-Vee English walnuts, toasted
3 cups Hy-Vee all-purpose flour	¼ teaspoon Hy-Vee ground cloves	½ cup golden raisins
2½ teaspoons Hy-Vee baking powder	1 15-ounce can Hy-Vee pumpkin	1 cup heavy whipping cream
1½ teaspoons baking soda	1 cup buttermilk	12 (1 ounce each) squares premium white chocolate baking squares, coarsely chopped
1½ teaspoons Hy-Vee ground cinnamon	1⅔ cups Hy-Vee granulated sugar	Leaves and Vines (below)
½ teaspoon Hy-Vee salt	2 teaspoons Hy-Vee vanilla	

## ALL YOU DO

Allow butter and eggs to stand at room temperature for 30 minutes. Preheat oven to 350°F. Grease and flour two 6-inch Pumpkin 3-D Baking Bundt Pans (see product information at right); set aside. Combine flour, baking powder, baking soda, cinnamon, salt, ginger, nutmeg and cloves in a bowl. Stir together pumpkin and buttermilk in separate bowl.

Beat butter on medium speed for 30 seconds. Add sugar and vanilla; beat until well combined. Add eggs, one at a time, beating well after each addition. Alternately add flour and pumpkin mixtures to butter mixture, beating on low speed after each addition just until combined. Fold in carrot, walnuts and raisins. Divide and spread batter evenly into prepared pans. Bake for 40 to 45 minutes or until a wooden toothpick inserted near the centers comes out clean. Cool in pans on a wire rack for 10 minutes. Remove cakes from pans. Cool thoroughly on wire rack.

For white chocolate ganache, bring cream to a boil in a medium saucepan. Remove from heat. Stir in white chocolate. Let stand for 5 minutes. Whisk mixture until smooth. Refrigerate 3 to 4 hours or until mixture slightly thickens and has coating consistency.

To assemble cake, spread ¼ cup of the ganache on flat side of one cake. Add second cake, pressing flat sides together to form a round pumpkin-shape cake. Transfer cake to a foil-lined tray. Spread remaining ganache evenly over cake. Chill for 30 minutes. Make leaves and melt chocolate for piping vines. Before serving, transfer cake to serving platter, arrange leaves on top and pipe on the vines.

**Leaves and Vines:** For leaves, microwave 2 squares (2 ounces) Hy-Vee white chocolate candy coating on High for 1 minute; stir and microwave 30 to 40 seconds more. Stir again until smooth. Brush the melted candy coating on 5 to 7 clean pesticide-free ivy leaves, following the instructions below. For vines, microwave 1 cup Hy-Vee semisweet chocolate baking chips on High for 30 seconds; stir and microwave 30 seconds more. Stir again until smooth. Transfer mixture to resealable plastic bag and snip corner of bag for piping.

*Nutrition Facts: 540 calories, 30g fat, 15g saturated fat, 1g trans fat, 105mg cholesterol, 340mg sodium, 62g carbohydrates, 3g fiber, 40g sugar, 7g protein. Daily Values: 120% vitamin A, 2% vitamin C, 10% calcium, 10% iron.*

## A GLAMOROUS GARNISH

Easy to make, lovely to look at and sweet to eat, white candy-coated leaves add extra allure to dessert. To make, you'll need white chocolate candy coating (do not use premium white chocolate baking bars) and small clean nontoxic, pesticide-free leaves, such as a nontoxic variety of ivy.

Wash and thoroughly pat the leaves dry. Line a baking sheet with waxed paper. Melt the candy coating. Using a soft-bristled brush, thickly coat the underside (vein side) of the leaves with the coating. Place the leaves, coated side up, on the waxed paper. Chill until firm (15 to 20 minutes). Grasp the stem of the leaf, peel the chocolate away from the leaf. Store the chocolate leaves in an airtight container in single layers between waxed paper. Cover and chill until ready to use.



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1. Amana 100% Natural Beef Boneless Bacon Wrapped Sirloin Fillet 5 oz. 2/\$8.00
2. Hormel Always Tender Boneless Pork Loin Butterfly Chops 5 oz. 2/\$4.00
3. Fresh Asparagus per lb. \$3.49
4. Earthbound Farms Garnet Sweet Potatoes per lb. \$1.39
5. Minute Rice 28 oz. \$3.58
6. Nordic Ware Mini Pumpkin Muffin Pan \$7.99
7. Nordic Ware Pumpkin 3-D Baking Bundt Pan \$14.99





Turkey Holiday Pack

*Call on Hy-Vee to do most or all of your holiday  
dinner preparations.*





Ham Holiday Pack



Jennie-O Boneless Turkey Breast Dinner

## GET HELP WITH HY-VEE KITCHEN HOLIDAY DINNER PACKS

Offering outstanding value and convenience, Hy-Vee Kitchen Holiday Dinner Packs let you spend more time enjoying the season and less time cooking for it. Your options include:

- **Traditional Turkey Dinner:** 10- to 12-lb. Butterball Turkey plus up to three family-size side dishes or pies. This dinner costs \$59.95 and serves eight for only \$7.49 per person.
- **Traditional Boneless Ham Dinner:** 5-lb. Farmland Round Ham plus up to three family-size side dishes or pies. This dinner costs \$59.95 and serves eight for only \$7.49 per person.
- **Boneless Turkey Breast Dinner:** 2-lb. Jennie-O Turkey Breast plus up to two dinner-size side dishes or half-portion pies. This dinner costs \$34.95 and serves four for only \$8.74 per person.
- **Oven-Roasted Prime Rib Dinner:** 5-lb. Hormel Prime Rib plus up to three family-size side dishes or pies. This dinner costs \$89.95 and serves eight for only \$11.25 per person.

Each dinner comes with Hy-Vee signature gravy and dinner rolls. Your sides and/or dessert choices include:

- Country Mashed Potatoes
- Onion-Topped Green Bean Casserole
- Cheesy Macaroni and Cheese
- Homestyle Sage Bread Dressing
- Old-Fashioned Sweet Potato Casserole
- 16 oz. Sweet Cranberry Relish
- Bakery Fresh 10" Hy-Vee Homestyle Pumpkin Pie
- Bakery Fresh 10" Hy-Vee Homestyle Cherry Pie
- Bakery Fresh 10" Hy-Vee Homestyle Apple Pie

Order in the store, over the phone or online. To order online, visit [www.hy-vee.com](http://www.hy-vee.com). Create an account, select the meal and accompaniments and specify a pickup date. It's that simple! Because dinner packs are refrigerated, allow two hours for reheating time.



Prime Rib Holiday Pack





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1. Hy-Vee Best Thing Since Butter 3 lb. \$3.28
2. Hy-Vee French Onion Dip 16 oz. \$1.18
3. Hy-Vee Egg Substitute: 3 pk. \$1.99
4. Hy-Vee Half and Half 16 oz. \$.77
5. Hy-Vee Hy-Active: all varieties 4 pk. \$1.77
6. Hy-Vee Light English Muffins 6 ct. \$1.15
7. Hy-Vee Whipped Butter 8 oz. \$1.18
8. Hy-Vee Yogurt-to-Go: all varieties 18 oz. \$1.88



## Pumpkin Streusel Cheesecake Pie

Serves 8

### ALL YOU NEED

- 1 (8 ounce) package Hy-Vee cream cheese, softened
- $\frac{1}{4}$  cup Hy-Vee granulated sugar
- 1 Hy-Vee large egg
- 1 refrigerated Hy-Vee ready-to-bake pie crust
- 1 (15 ounce) can Hy-Vee pumpkin
- $\frac{3}{4}$  cup Hy-Vee half-and-half
- 2 Hy-Vee large eggs
- $\frac{1}{2}$  cup Hy-Vee granulated sugar

- 1 teaspoon Hy-Vee ground cinnamon
- $\frac{1}{4}$  teaspoon Hy-Vee ground nutmeg
- $\frac{1}{4}$  teaspoon Hy-Vee salt
- 2 tablespoons Hy-Vee all-purpose flour
- 2 tablespoons packed Hy-Vee brown sugar
- 2 tablespoons Hy-Vee butter, softened
- 1 (2 ounce) package Hy-Vee slivered almonds, finely chopped and toasted

### ALL YOU DO

Preheat oven to 425°F. For cheesecake layer, beat cream cheese until smooth. Add  $\frac{1}{4}$  cup sugar and 1 egg, mixing until smooth; refrigerate while preparing remaining steps. Meanwhile, for pastry, unroll pastry and fit into a 9-inch pie pan. Trim edges, leaving a 1-inch overhang. Fold under extra pastry and crimp edges as desired; set aside.

For pumpkin layer, combine pumpkin, half-and-half, 2 eggs,  $\frac{1}{2}$  cup sugar, cinnamon, nutmeg and salt. Spread cheesecake filling into pastry shell. Pour pumpkin mixture over top. Bake for 15 minutes. Reduce heat to 350°F and bake for 40 minutes.

For almond streusel topping, combine flour and brown sugar. Cut in butter and almonds; combine well. Sprinkle topping on pie and continue baking 30 minutes, or until knife inserted comes out clean. Cool on a wire rack. Cover and refrigerate.

*Nutrition facts per serving: 440 calories, 28g fat, 12g saturated fat, 0g trans fat, 130mg cholesterol, 340mg sodium, 45g carbohydrates, 3g fiber, 8g protein, 265g sugar.*

*Daily values: 170% vitamin A, 0% vitamin C, 10% calcium, 8% iron.*



## READY-MADE RADIANCE

This simple arrangement can add drama, color and luminosity to a side table. To make, choose from an array of straight-side glass containers available at Hy-Vee. Fill the base with coffee beans, then place a pillar candle in the center of the container and surround it with layers of split peas and coffee beans. For added height, place the container on a pedestal cake stand.

If you like, vary the components of the project to complement the colors of your holiday decorations. For example, bands of red beans and white Great Northern beans will resemble stripes in a peppermint candy cane.

## A SUPERB CENTERPIECE

An exquisite centerpiece welcomes guests to the table with fanfare. It's a generous way to say, "I'm so glad you're here." It also works wonders in giving confidence to the host. When you set the table with a focal point that you love, you set the tone for a memorable event.

While a lush, bountiful arrangement, such as the one shown on these pages, looks as if it would require many trips around town for all the flourishes plus hours to put together, it's easy to pull off. A trip to Hy-Vee Floral Department to talk to a pro is all it takes.

Crisp, clean and bright, this lavish green-on-green centerpiece calls on a merry mixture of glamorous roses, hydrangeas and bupleurum, along with playful touches of artichokes, bittersweet (or any variety of fall berries), green spider mums and a few spiky fronds of millet. With blooms and accents in fresh shades of green, the centerpiece is elegant yet whimsical, setting the stage for a festive yet relaxed celebration.

For your gathering, enlist the help of the Hy-Vee floral department to personalize a centerpiece that matches your style of entertaining. Whether you want a simple bouquet in a sparkling glass vase or an elaborate garland, the experts at Hy-Vee can combine the colors and flowers that you love while suggesting blooms, grains and grasses that may be less familiar. You'll have an arrangement that you'll be proud to put on your table.



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1. Hungry Jack Mashed Potatoes 15.3 oz. 2/\$3.00
2. Hunt's Tomato Sauce: all varieties 8 oz. 2/\$.88
3. Hy-Vee Noodles: egg noodles, color rotini or farfalle 12 oz. \$1.18
4. Kane 3-pc Leaf Plates Gift Set: \$7.99
5. La Choy Bipacks or Creative Dinners: selected varieties 21 to 43.5 oz. \$3.18
6. Pompeian Olive Oil: all varieties 16 oz. \$4.77



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# Easy ways to Brighten your day

It's fall, perhaps the most beautiful of the seasons. Take a few moments each day to pamper yourself—you'll be glad you did.

WRITTEN BY LOIS WHITE AND PATRICIA INGRAHAM PHOTOGRAPHED BY TOBIN BENNETT

Fall Rose Bouquet \$10.00

Perhaps it's been a while since you've taken some time out to cherish those "special little joys" that life has to offer. You're not alone. Many people are so busy tending to careers, homes and families, that it's easy to overlook the simple pleasures that are so tremendously satisfying. But today is a new day. On this and the following page we present more than 25 ways to make your days brighter. You'll be taking care of yourself in a good way!

## *First thing in the morning*

- Before you get up, take a moment to think about what you accomplished yesterday.

- Think about what a blessing it is that you and your family are healthy and able to enjoy the day.
- Open your window blinds and greet the day.
- Take a long steamy shower, then slather yourself with shea butter or body lotion.
- Set the coffeemaker so there's freshly brewed coffee when you come out of the shower. Or make up a cup of cocoa.
- Organize your day—important stuff first, then things you'd like to do if you have the time.
- Surprise your kids by writing little notes just for them, and slipping them under their bedroom doors.





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1. Swiss Miss Cocoa: chocolate, marshmallow or variety 8 to 10 ct. **4/\$5.00**
2. Fall Scents Reed Diffuser: 2.5 oz. **\$7.98**
3. Orchid-Scented Bath Set **\$14.98**
4. Toasted Head Wine: selected varieties 750 ml. **\$10.99**

RED WINE, IN MODERATION, CAN BE HEART-HEALTHY. ITS ANTIOXIDANTS MAY HELP INCREASE LEVELS OF "GOOD" CHOLESTEROL.



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Some of the best ways to pamper yourself are also some of the simplest. As a bonus they may help your family and friends have a wonderful day, too.

### *During the day*

- Engage a friend or coworker in a good conversation.
- Over the lunch hour write a letter to a friend or one of your relatives on pretty stationery—sorry, no e-mails.
- Go out to your favorite park and take a stroll. During the fall, you'll delight in the changing colors of the trees and other foliage.
- Sit on a park bench and listen to recorded music or a book.
- Take a power nap to get refreshed for the rest of the day.
- Buy your lunch from the Hy-Vee Deli, then find a nice shady spot to sit down and enjoy it
- Make a quick call to someone you love to let him or her know that they're special.
- Steal away to your favorite dessert or coffee shop with your journal and enjoy a yummy treat while you write or people-watch out the window.
- Buy yourself a little treasure—a scented candle, bath salts, a new lipstick or some English tea. Then enjoy it.
- If you need a morale boost at the office, open your desk drawer and retrieve a previous "job well done" note from your supervisor.

### *After the workday is done*

- Treat your taste buds to quality wine or dark chocolate.
- Have your kids (and your spouse) tell you the best thing that happened to each of them during the day.
- Snuggle up in a comfortable chair and read a gripping novel or leaf through an interesting magazine.
- Enjoy your favorite TV program.
- Join a book club and schedule time to actually read a book. The club provides a great way to socialize, too.
- Unwind with a hot bath.
- Tuck your kids in bed and tell them how much you love them.
- Make a special dinner with your special someone.
- Delight in knowing that you and yours enjoyed yet another activity-filled day
- Pull down the shades, turn off the lights and enjoy happy dreams.



## HERE COMES ALLERGY SEASON AGAIN

More than 35 million Americans suffer from seasonal allergies or hay fever. The first clouds of pollen in spring come from flowering trees and grasses. By late summer and fall when pollen counts soar again, weeds, especially ragweed, are to blame.

Ragweed blooms from mid-August through October. One plant can produce a billion pollen grains per season, and the light weight of the grains allows them to travel up to 400 miles on a breeze. These allergens (pollens and molds) trigger the symptoms so common to hay fever sufferers.

Here's how it works: Allergens enter the body through eyes, nose and mouth. When you have allergies, your body's immune system fights off offending allergens as if they were an invading army. The body zaps the allergens with histamines, which cause sneezing and irritating symptoms.

If you experience mild to moderate allergy symptoms, try an over-the-counter antihistamine, such as Claritin, Alavert and Zyrtec. These usually can be taken once a day without making you feel drowsy. Moderate sufferers may also need nasal sprays. Two popular brands are nonprescription NasalCrom and prescription Nasonex. Find these products and more at your Hy-Vee Pharmacy.

If the sniffles still don't go away, consult your local physician who may suggest a prescription medication or allergy shots. When allergies are chronic and severe, visit an allergist for a more in-depth evaluation to determine what you may be allergic to, then proceed with the best treatment program.

## TAKE THE BITE OUT OF INDOOR ALLERGENS

**Control dust mites.** They love high humidity, so use a dehumidifier or air conditioner to keep humidity below 50 percent. Consider the amount of carpeting in your home. Use dust-mite-proof mattress and pillow covers. Replace air-conditioner filters often and use a high-efficiency particulate air (HEPA) vacuum to keep your floors clean.

**Check animal dander.** Wash hands after touching pets and before touching eyes or face. Avoid dander-catching furnishings, such as fabric drapes, curtains and blinds. Keep pets out of bedrooms or areas where you spend the most time. Cover favorite resting spots of pets with washable slipcovers. Wash sheets weekly in water that's at least 130°F. Have a nonallergic family member groom pets frequently outside the house.

**Eliminate mold and mildew.** Airborne mold spores peak in late summer and fall but can thrive year-round. Clean surfaces with a water-bleach solution. Replace carpeting, wallpaper, shower curtains and mats that have visible mold. Use a dehumidifier in warm, moist places to prevent mold. The best defense against indoor allergens is a clean well-ventilated home.



Nyquil, Dayquil or Vicks Custom Care:  
selected varieties 6 to 12 oz. or 20 to  
24 ct. **\$6.44**

Puffs Family or Puffs with Vicks:  
selected varieties 96 to 216 ct. **\$1.98**



Pepcid: complete or maximum strength 50 or 65 ct. **\$14.98**

Imodium: selected varieties 18 to 30 ct. **\$6.99**



# HY-VEE

# Pharmacy

We're here to help you.







coming next issue

Celebrate winter with some family fun on a farm. You'll also find recipes for entertaining and creative ideas for holiday decorating and gift-giving. Look for *Hy-Vee Seasons Holiday 2009* at your local Hy-Vee or in the mail.

PHOTOGRAPHED BY TOBIN BENNETT

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