

# seasons

Hy-Vee  
EMPLOYEE OWNED

HELPFUL PRODUCTS AND IDEAS FOR HEALTHY LIVING

FALL 2008  
~~\$3.95~~ FREE  
[www.hy-vee.com](http://www.hy-vee.com)

FOOD . FAMILY . FALL



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## DEAR FRIENDS,

Crisp shiny apples fresh from the orchard, plump pumpkins plucked from the field, and bundles of cornstalks standing tall in the moonlight. Fall is here!

Experience the season. Inhale the brisk air, listen to the crunch of leaves beneath your feet, bite into a just-picked apple, and plan to get reacquainted with warm sweaters.

Autumn offers exceptionally delicious foods, out of the ordinary activities and colorful landscapes that seem to invite families and friends to get together. Football games, raking leaves, hayrack rides that end with S'mores and stories around a bonfire—all popular events that signal fall.

As the nights become shorter and cooler, make your home even cozier by serving flavorful comfort foods. For lunch or dinner, a bowl of hot soup, accompanied by fresh artisan bread from Hy-Vee, is nutritious, filling and easy. For some of our favorite soup recipes, turn to “Soup’s On,” *page 16*.

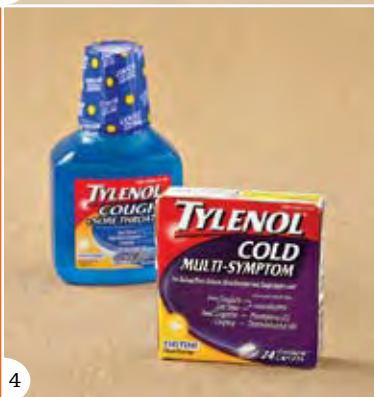
Autumn ushers in the holiday season, and Hy-Vee is your one stop center for parties and family gatherings. If you’re planning a Halloween bash that ends in trick-or-treating, read “Trick or Treat,” *page 6*, to get ideas for activities and decorations. Or, if you’ve been put in charge of the family Thanksgiving feast, check out “Gather Together,” *page 34*, for menu tips and suggestions on how to make your event unforgettable.

At Hy-Vee, we can help. Whether you’re looking for a new pumpkin pie recipe, *page 39*, or advice on carving a turkey, *page 37*, this issue of *Seasons* is packed with information that you’ll use now and later. We’re eager to assist you—both in these pages and in the store—to make this your best autumn ever!

Paula Correy  
VP, Marketing



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1. Bakery Fresh Decorated Halloween Cupcake 6 ct. \$3.99
2. Hy-Vee Cranberry Juice Cocktail: selected varieties 64 oz. \$1.68
3. Hefty Trash Bags: selected varieties 16 to 45 ct. \$5.88
4. Tylenol Cough and Cold items: selected varieties 4 to 8 oz. or 24 ct. \$4.59
5. Bear Creek Soup: selected varieties \$3.26
6. Hershey’s, Reese’s or Kit Kat snack size 75 pc. or 100 pc. \$3.99



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# seasons

FALL 2008 • VOLUME 2 ISSUE 5

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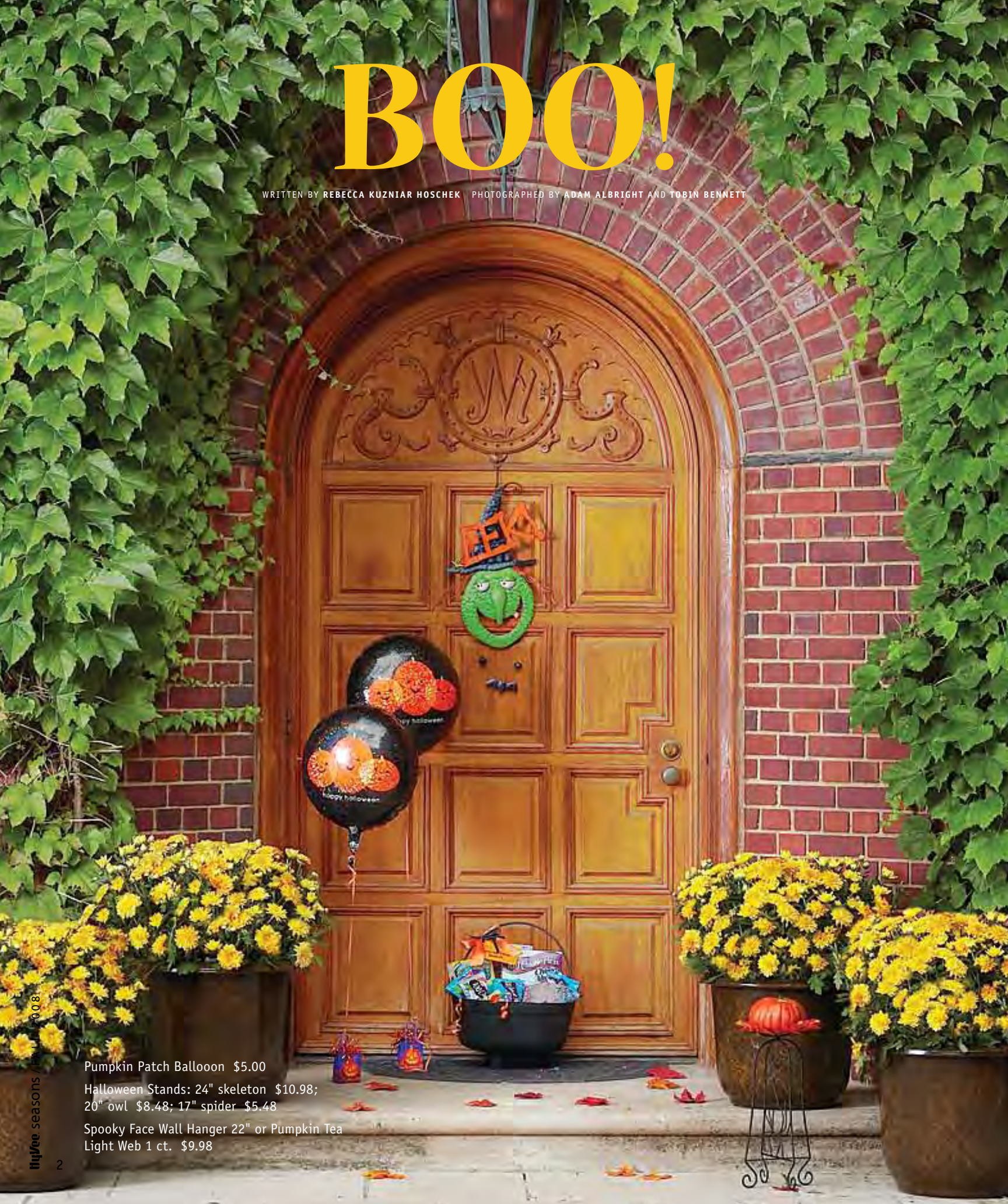
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Please recycle after use. 

# BOO!

WRITTEN BY REBECCA KUZNIAR HOSCHEK PHOTOGRAPHED BY ADAM ALBRIGHT AND TOBIN BENNETT



Pumpkin Patch Balloon \$5.00

Halloween Stands: 24" skeleton \$10.98;  
20" owl \$8.48; 17" spider \$5.48

Spooky Face Wall Hanger 22" or Pumpkin Tea  
Light Web 1 ct. \$9.98

*Ghosts, goblins, tricks and treats are for kids of all ages. Growing in popularity, booing is a fun-spirited activity to share with coworkers, family and friends. Get the whole family involved and spread a little spook!*

Halloween booing is a fun and creative way to surprise friends this season, adding another dimension to the celebration of wacky costumes, candy corn and jack-o'-lanterns. Similar to leaving a "May Day" basket, booing involves secretly leaving treats or special gifts for a neighbor, friend or co-worker. A note accompanies the surprise, letting the recipient know that he or she has been officially "boo'd." The note also encourages the person to pass along the fun by booing someone else!

### JUST BOO IT

1. Select friends, neighbors or coworkers you'd like to boo.
2. Start early. October first is the official kick-off of booing season, which means you have a whole month to share the excitement with others.
3. Create a special Halloween gift, treat bag or boo basket. (See suggestions for creative ideas and supplies, *below*.)
4. Write a note telling the recipient that he or she has been boo'd. Use a handwritten note card or Halloween greeting card. Encourage the person to secretly boo someone else within a few days.
5. Leave the goodies and the note on a coworker's desk or a neighbor's doorstep. Don't let anyone see you!
6. Now it's up to your friend to continue the fun.

### IDEAS TO BOO

1. Buy the perfect pumpkin and carve a special design. Your jack-o'-lantern will make a great surprise, especially for those who don't eat candy.
2. Fill a fun container, such as a plastic cauldron, pumpkin or trick-or-treat bag, with favorite chocolate, nutty, fruity or sweet-and-sour treats.
3. Order delicious ghost and pumpkin sugar cookies on wooden sticks from your local Hy-Vee Bakery. Bag them individually in plastic bags and tie with a ribbon or make a booing centerpiece, *page 5*.
4. Boo with scents of the season: A basket of candles in scents such as maple, cinnamon or apple, makes a practical booing gift that smells as good as grandma's kitchen.
5. Give a festive fall item as a booing gift. Wrap up a decorative candy dish, a bewitching photo frame, some seasonal stationery or other useful items.



Hallmark Boo-ing Bags \$5.79



Black Cauldron \$5.98

(contents, bow and tag not included)



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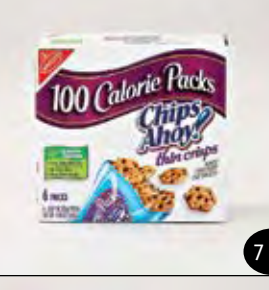
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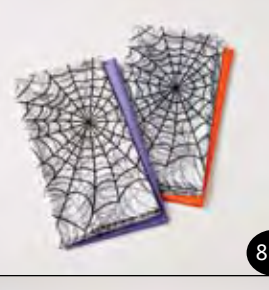
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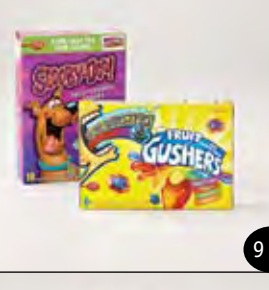
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1. Wilton Halloween Cookie Cutters, Nonpareils or Glowing Pumpkin Party Pack: 1 to 3 ct. or 5.25 oz. **2/\$5.00**
2. Halloween Tableware: plates, napkins or cups 1 ct. **\$1.98**
3. Halloween Tree Tealight Holder: 15" **\$19.98**
4. Pumpkin Lights Partyware: plates or napkins 1 ct. **\$1.98**
5. Assorted Spiderweb Trays: 1 ct. **\$2.99**
6. Witch Shoes Candy Bowl **\$11.98**
7. Nabisco 100-Calorie or Itty Bitty Packs: selected varieties 4.2 to 5.88 oz. **2/\$5.00**
8. Halloween Table Cover: 54"×108" **\$4.99**
9. Betty Crocker Fruit Snacks: selected varieties 4.5 to 9 oz. **2/\$4.00**
10. Midwest Country Fare Sandwich Crackers: peanut butter or cheese 8 pk. **2/\$3.00**
11. Jones Soda: selected varieties 4 pk. 12 oz. **\$3.69**
12. Pepperidge Farm Goldfish Crackers: selected varieties 6.6 to 8 oz. **3/\$5.00**
13. Farley's Kiddie Boo Mix: 32 oz. **\$5.99**
14. Oval Felt Treat Bucket: 13" **\$4.98**



### BOOING CENTERPIECE

Halloween cookie bouquets make great booing gifts. They also make decorative centerpieces that offer taste-pleasing favors for school or office Halloween parties.

Start with an Oval Felt Applique Treat Bucket or other seasonal container from Hy-Vee. Fit the container snugly with foam and cover the surface of the foam with plastic wrap tucked in around the edges. Cover the plastic with candy corn. (Make sure the candy and foam are completely separated by plastic wrap to ensure safety.)

Poke cookies on sticks tied with festive ribbon, *below*, into the foam (if needed puncture the plastic wrap with a skewer first). Sugar cookies may be ordered from your local Hy-Vee Bakery (ask them to add the sticks) or make your own at home using Hy-Vee's seasonal Wilton cookie cutters. Roll cookie dough thick enough

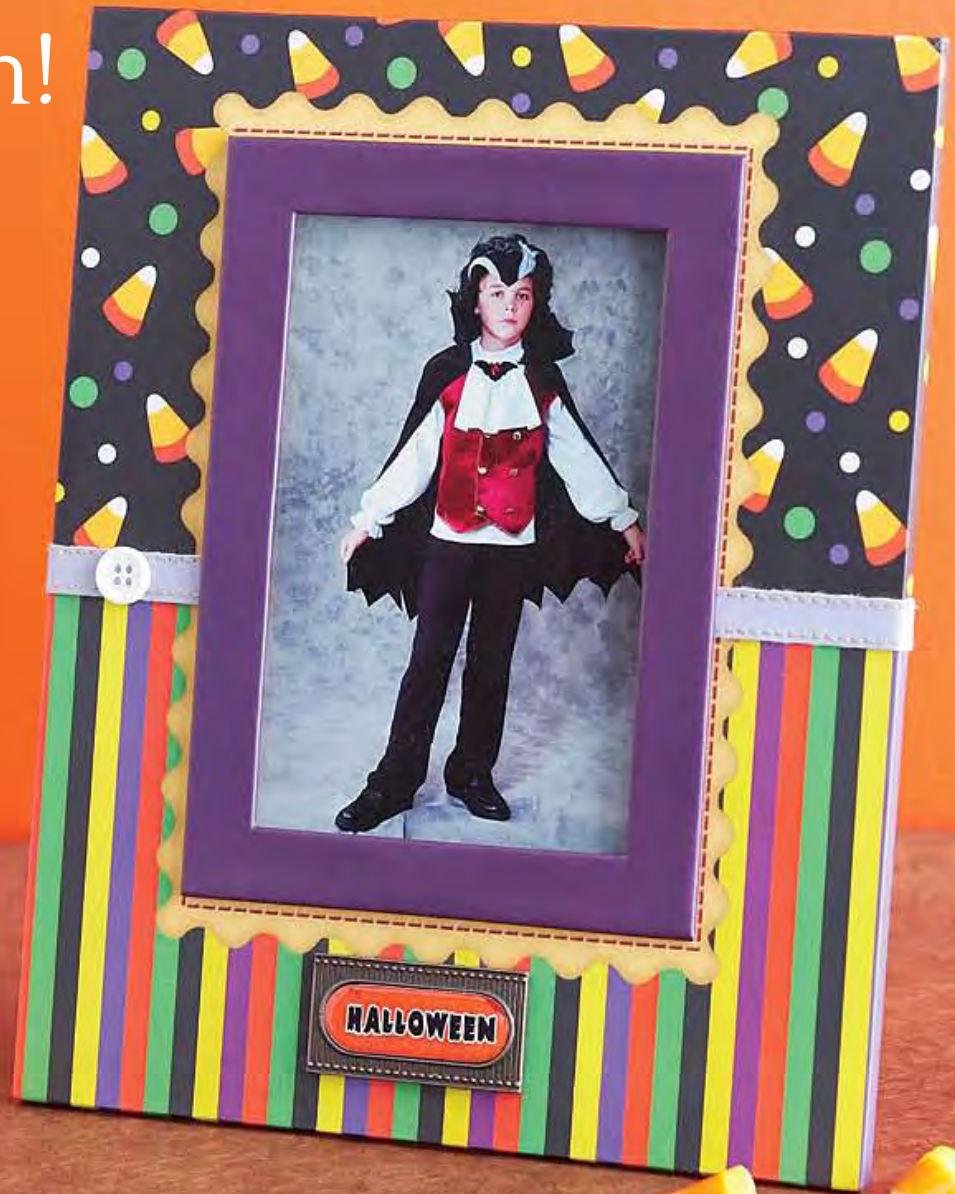
to insert a wooden stick into the dough before baking (baking time may need to be increased). Decorate the cookies and let dry before handling.



# Keep the Fun!

Capture moments on film. Treasure them for a lifetime. Visit Hy-Vee's online Photo Center to order quick prints and get innovative ideas to take advantage of snapshots. A click of the mouse puts a favorite photo on a T-shirt, mug, puzzle, throw pillow or tote bag. You can even create holiday greeting cards in less than 5 minutes!

Stop by Hy-Vee for specialty scrapbooks and picture frames, *right*. From easy photo printing to high-quality cameras and accessories, Hy-Vee carries all the tools needed to effectively create and organize photos. Visit the Hy-Vee Photo Center today at [www.hy-veephoto.com](http://www.hy-veephoto.com).



Halloween Photo Frame with Candy Corn \$4.98



Online Greeting Cards 20% off



New at [www.hy-veephoto.com](http://www.hy-veephoto.com), choose your next camera from some of the most popular brands.





# TRICK-OR-TREAT

*Planning a Halloween party to kick off your trick-or-treat festivities means more fun for everyone.*

WRITTEN BY COURTENAY WOLF PHOTOGRAPHED BY KING AU



Child Fairy Costume: assorted styles \$19.99



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- 1. Luminaria Driveway Marker Kit 4 ct. \$9.99
- 2. Standing Eye Candy Dispenser: each \$29.98
- 3. Frankenstein or Pumpkin Stand 30" \$19.98
- 4. Witch Hat or Spider Web Stake: 1 ct. \$11.98
- 5. Plastic Candy Treat Bags: selected varieties 20 ct. \$1.98
- 6. Large Orange Treat Bowl: 1 ct. \$1.59
- 7. Metal Pumpkin Buckets: 6" small \$8.89; 10" medium \$13.48; 13" large \$17.98



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Whether your kids are experiencing their first “not-too-scary” Halloween or have reached that “scarier-is-better” age, you can’t go wrong with a Halloween party that ends in trick-or-treating. Start with decorations to set the mood. Keep them age-appropriate. Wicked witches and ghosts may delight an older set of children, but could terrify 5- and 6-year-olds. Younger children will do better with smiling pumpkins, friendly ghosts and cats. Want to make a decorative spider less frightening? Add a pink tutu.

### START WITH DECORATIONS

Use your imagination when decorating the house inside and out. For a budget-friendly party, combine inexpensive paper decorations in orange and black or purple and green along with a few special pieces. Cut out black cats and spiders to put in windows. Hang witches and ghosts from tree branches or ceiling fans. For a spooky transformation inside, decorate using fluorescent paint or reflective tape and black lighting.

Combine an autumn-themed yard sculpture with mums and pumpkins for a colorful effect. Metal pumpkin pots on the front porch welcome guests to your house and are sturdy enough to reuse year after year. On the day of your party, place Halloween luminaries along the sidewalk to light the way.

### REMEMBER THE COSTUMES

While decorations set the mood for the party, costumes increase the excitement. Finding the right Halloween

costume is often an enduring childhood memory. Whether your child’s costume is whimsical or spooky, stop by your local Hy-Vee to pick up necessities such as masks, face paints, pointed hats and accessories.

### PLAN ACTIVITIES

Once the decorations and costumes are under control, it’s time to think about party activities. A jack-o’-lantern carving contest is fun for older kids. Offer rewards for the spookiest, the funniest, the most artistic, etc. Inexpensive pumpkin carving kits include safe tools to create all kinds of effects. To move the activity along, provide pumpkins that have been cut open and scooped out. Divide the kids into teams of two or three and set a time limit. Remember candles to light up the creations.

Let young children decorate pumpkins with stick-ons, markers and beads. Keep them entertained by playing games such as “Guess the Ghost.” Send one child out of the room, and place a sheet over another child’s head. Ask the rest of the kids to change places, then bring the first child back to figure out who the ghost is.

### FEED THE GOBLINS

Have plenty food on hand for a hungry crowd. Make it easy on yourself by picking up deli trays from Hy-Vee. Choose from a selection of meats, cheeses and veggies to provide quick energy for trick-or-treaters. For dessert, serve frosted pumpkin cookies or cupcakes made and decorated at your local Hy-Vee Bakery.

### SAFETY FIRST

The National Safety Council offers these Trick-or-Treat tips:

- Use reflective tape and armbands so kids can be seen by passing cars.
- Make sure an adult or older youth supervises children under the age of 12.
- Pin a slip with your child’s name and address in his/her costume in case of separation.
- Plan the route your children will be following and know the names of their companions.
- Agree on a return time.
- Teach your children never to go into unlit areas and never to enter a stranger’s home.
- Have children return home before eating any treats. When in doubt, throw it out.
- Review all safety and pedestrian rules.
- Be sure costumes are short enough and do not present a tripping hazard.



Halloween Safety Armbands: 1 ct. \$1.28



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- 1.-4. Plush Toddler or Infant Costumes: assorted styles \$15.98
- 5. Spiderweb Witch Hat \$4.98
- 6. Nestle Halloween Jumbo Bags: selected varieties 32 or 36.5 oz. \$6.48
- 7. Plush Treat Bag with Lighted Eyes 1 ct. \$10.88
- 8. Mattel Hot Wheels 1 ct. 10/\$10.00
- 9. Pumpkin Carving Kit \$2.78
- 10. Pumpkin Create-A-Face Set \$1.98
- 11. Costume Accessories: select varieties 2/\$5.00

- 11. Halloween Make-up Disguise Kit: 1 ct. \$1.98
- 12. Halloween Glasses Disguise Kit: 1 ct. \$1.48
- 13. Halloween Voice Changer \$7.98
- 14. Little Topper Half Masks: selected varieties \$4.98
- 15. Little Toppers Body on Shoulders Mask: selected varieties \$11.98
- 16. Character Teeth: 1 ct. \$1.48
- 17. Bakery Fresh Pumpkin Shape Iced Cutout Cookies: 6 ct. \$3.99



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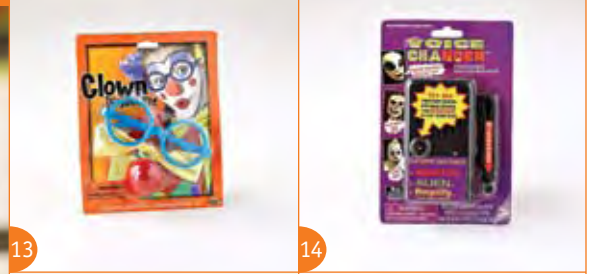
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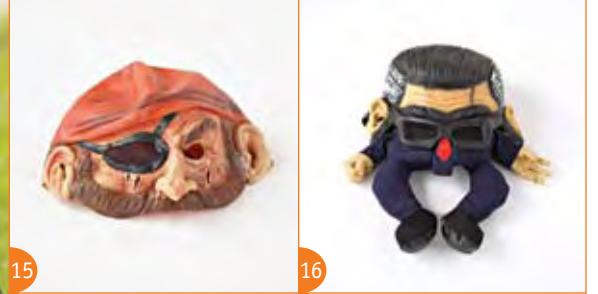
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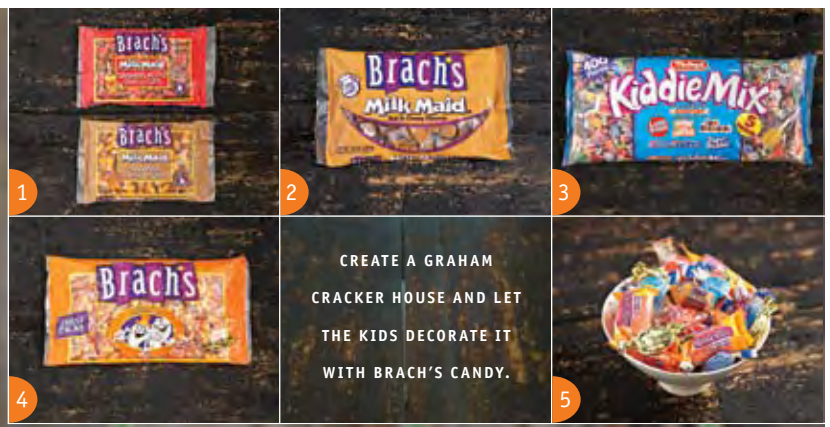


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# Brach's Haunted House



CREATE A GRAHAM  
CRACKER HOUSE AND LET  
THE KIDS DECORATE IT  
WITH BRACH'S CANDY.

1. Brach's Caramel or Candy Corn: 9.5 oz. \$1.49
2. Brach's Caramels: 5 lb. \$10.99
3. Farley's Kiddie Mix: 80 oz. \$7.99
4. Brach's Treat Pack Candy Corn 37.5 oz. \$4.99
5. Brach's Pick-A-Mix: selected varieties per lb. \$1.49



# Hershey's Treat Bags

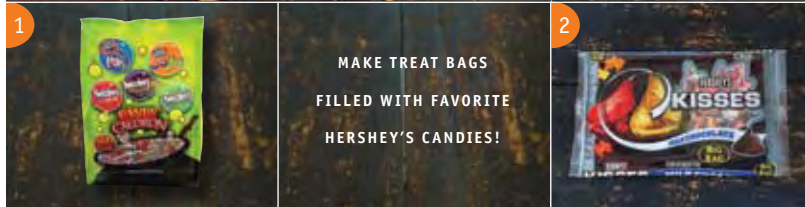


1. Hershey's Halloween Candy: Cauldron or Demon Treats: 54.12 or 55.63 oz. \$10.99
2. Hershey's Harvest Bag Candy: Kisses, Reese's or Hershey's Miniatures 18.5 oz. \$3.99

# Go batty for Mars



1. Mars Halloween Candy: selected varieties 40.30 to 56.20 oz. \$12.48
2. Mars Halloween Boo Mix: 10.26 or 10.29 oz. \$2.77
3. Mars Halloween Variety Pack: 35.03 oz. \$7.99



MAKE TREAT BAGS  
FILLED WITH FAVORITE  
HERSHEY'S CANDIES!





Halloween Metal Wall Star: 17" \$9.98

Retro Treat or Large Treat Bags: selected varieties 1 ct. 14" \$3.98



Pumpkin Bead Jewelry Kit \$11.98  
 Disney® Pumpkin Carving Kit \$9.99



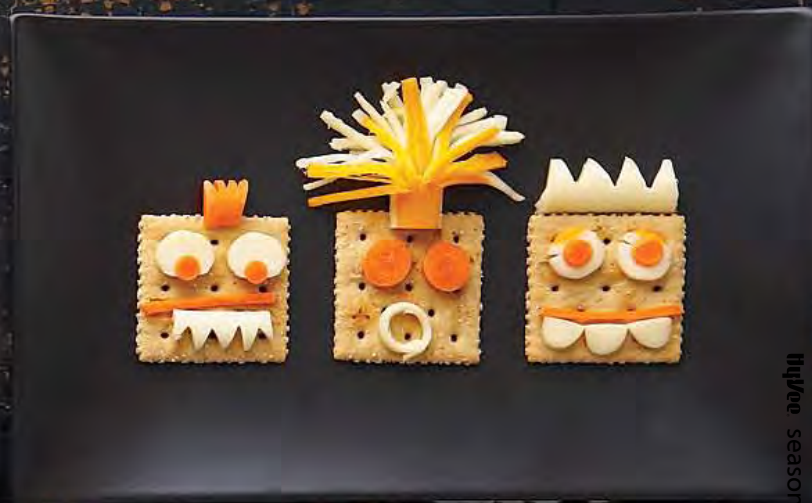
Sitting Witch with Long Legs 36" \$14.98

### HEALTHY TREATS

Set out wholesome party foods to counterbalance all the candy from trick-or-treating. Be creative and incorporate the Halloween theme in food preparation. Kids will be so impressed that they won't even realize what they're eating is good for them.

Use Hy-Vee Whole Wheat Crackers, Hy-Vee String Cheese and Grimmway Baby Carrots to create silly monster faces, *right*. Or wrap thin pieces of Hy-Vee String Cheese around Grimmway Baby Carrots to make miniature mummies.

Don't forget the option of handing out healthful snacks to trick-or-treaters. Kids are sure to enjoy fruit leather or small packages of almonds, raisins or granola.



Grimmway Baby Carrots: 3 oz. 3/\$1.00  
 Hy-Vee String Cheese Singles: 1 oz. 4/\$1.00



1, 2, 3-Plush Infant or Toddler Costumes: assorted styles \$15.98

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Assorted Pet Costumes: 1 ct. \$6.99





### CORNY FUN

Put everyone in the mood for a party with outdoor Halloween decorations. These simple kid-friendly projects will delight passers-by. On a fence or deck, weave 5"-wide orange ribbon through the posts. Make ghosts by covering suckers with tissues tied with orange curling ribbon; mark eyes and a mouth to make a face on each sucker with a black marker. Poke the sucker sticks into the fence or tape them in place.

Make giant pieces of candy corn from orange craft foam cut in 6" triangles. Glue candy corn and yellow M&M's to the foam using powdered sugar and water to make a food-safe paste—in case kids eat the decorations! Glue the candy to the foam base and let dry. Tie a black-and-white polka-dot ribbon to the top of each triangle. Attach the giant candy corn pieces to the wide orange ribbon with miniature clothespins.



# Soup's On

*The quickest way to warm up on a cold evening is to ladle up a steaming bowl of nutritious, homemade soup.*

WRITTEN BY KATHY ROTH EASTMAN PHOTOGRAPHED BY ADAM ALBRIGHT

Years ago, old-country cooks had a pot of soup simmering on the stove at the end of the day. They tossed in leftover bits of vegetables and meats, along with herbs and whatever was seasonally available. The rich aroma permeated the kitchen and made an economical and nutritious meal.

Today, soup is often just as economical, but some canned varieties have too much sodium and fat. Don't let that deter you. Homemade soup is an easy one-dish meal. If you choose your ingredients carefully, you can serve all the comfort of a steaming bowl of soup while still ensuring a healthful meal for your family.

## GOOD BROTH = GOOD SOUP

Hy-Vee dietician Jennifer Soucie, Macomb, Illinois, says, "Good soup starts with good broth, regardless of the soup type. And it's easy to make." Start with a slow cooker or Dutch oven (a heavy pot with a tight-fitting lid). Toss in chicken, carrots, onion, celery, bay leaf, a little salt and water to cover. Simmer for 6 to 8 hours on low or in a Dutch oven for several hours. Strain the liquid; debone the chicken and add it back to the broth. After chilling, skim off fat before adding soup ingredients. To make beef broth, Jennifer suggests similar preparation with beef shanks, onion and red wine.

No time for homemade broth? Purchase reduced-sodium broth. "Reduced-sodium varieties have at least 25 percent less sodium than regular broth," Jennifer says.

## QUICK-AND-EASY BROTH SOUPS

- **Chicken noodle:** Start with broth and vegetables—carrots, celery and onion. Add whole-grain rotini.

Jennifer's tip: Add cooked pasta when the broth and vegetables are done; wide noodles can be cooked in the soup.

- **Chicken and rice:** Make it easy with broth, leftover rotisserie or herb-roasted chicken, and a package of frozen rice and vegetable mix.

- **Minestrone:** Soak and cook dry beans in a Dutch oven or use canned beans (navy, garbanzo, pinto or kidney). Add tomatoes, beans, vegetables and whole-grain pasta to broth.

Jennifer's tips: Drain and rinse regular canned beans (or any vegetable with added salt), to remove as much as 50 percent of the sodium, or use sodium-free beans and tomato products. Other add-ins for soups: fresh or frozen vegetables, sun-dried tomatoes, frozen tortellini, frozen turkey.

## CREAMY COMFORT SOUPS

Cream soups are irresistible, but they generally include cream or half-and-half.

Jennifer's tips: To cut fat, replace cream with 2% evaporated milk, pureed cooked vegetables (especially starchy ones such as potatoes), or fat-free half-and-half (add at the end of cooking). Or just use half the amount of cream called for.

- **Butternut squash soup.** Cook and puree squash; add broth and milk or cream. Season with garlic and/or ginger.
- **Zip up canned low-fat/low-sodium cream of mushroom soup** by adding sautéed sliced fresh Bella and rehydrated porcini mushrooms.

Jennifer's tip: Season winter soups with Gourmet Garden herbs and spices—herbs in a squeeze tube.

## STICK-TO-THE-RIBS HEARTY SOUPS

- **For chili or taco soup,** use browned ground beef, turkey or chicken. Add reduced-sodium taco seasoning packets or combine paprika, cumin, cayenne pepper, oregano and garlic powder. Add no-salt-added canned tomatoes, rinsed beans, and frozen corn or Hy-Vee Fiesta Blend.

- **To make stew,** brown the meat; add chunks of potatoes, carrots, onions and mushrooms; cover with water and simmer. Thicken at the end of the cooking time with pureed vegetables or reduced-sodium beef broth and cornstarch.

Jennifer's tips: Look for reduced-fat or turkey kielbasa and sausage for bean soup or gumbo. Shrimp, chopped ham and edamame (soybeans) are flavorful add-ins for hearty stews. As a quick soup starter, cook 3 to 4 pounds of 90 to 93 percent lean ground meat in a slow cooker. Before serving, drain the cooked meat and use what you need for that evening's meal. Freeze remaining ground meat to use later.



## Chicken and Wild Rice Soup

SERVES 6 (1 CUP EACH)

### ALL YOU NEED

2 tablespoons Hy-Vee Unsalted Butter  
½ cup finely chopped onion  
½ cup finely chopped celery  
½ cup finely chopped carrots  
½ cup finely chopped mushrooms

1 (6-ounce) package Uncle Ben's™ Long Grain and Wild Rice  
1 (32-ounce) container Hy-Vee Low-Sodium Chicken Broth, divided  
1 pound chopped, cooked chicken breasts  
¾ cup Hy-Vee shredded Parmesan cheese  
Hy-Vee Salt and Hy-Vee Pepper, to taste

### ALL YOU DO

1. In a 5-quart Dutch oven melt butter over medium heat. Cook onion, celery, carrots and mushrooms about 7 minutes until vegetables are tender and mushrooms have given up moisture. 2. Stir in long grain and wild rice, seasoning packet and 2¼ cups chicken broth. Bring to boiling and simmer, covered, for 25 minutes or until rice is tender. 3. Stir in chicken and remaining chicken broth. Simmer an additional 5 minutes. Stir in cheese before serving. Season with salt and pepper.

*Nutrition facts per serving: 290 calories, 10 g fat, 6 g saturated fat, 0 g trans fat, 70 mg cholesterol, 1,060 mg sodium, 24 g carbohydrates, 1 g fiber, 2 g sugar, 29 g protein. Daily values: 40% vitamin A, 6% vitamin C, 25% calcium, 10% iron.*

Kane Stoneware Footed Bowl 4 pc. set \$9.99

## Broccoli Soup Deluxe

As the weather gets colder and dinners get warmer, turn to products from Concord Foods for help with easy meal preparation. Serve a hearty, nutritious soup using Concord's Broccoli Soup Mix and fresh broccoli, *below*.

1. Emeril's Soup Stock: chicken, beef or vegetable 32 oz. 2/\$5.00
2. Hy-Vee Whole Wheat Saltines: 16 oz. \$1.44
3. Hy-Vee Kitchen Helpers Dutch Oven: 5 qt. \$19.99
4. Uncle Ben's Assorted Rice: selected varieties 6 to 17.5 oz. 2/\$3.00
5. Midwest Country Fare Spices: selected varieties .3 to 4.25 oz. \$.77
6. Rival Crock Pot Red Stainless 6 qt. \$39.99
7. Fresh Gourmet Crispy Toppings: selected varieties 3.5 oz. 2/\$3.00
8. Fresh Soup Starter Kits: selected varieties 18 to 28 oz. \$6.48



Concord Broccoli Cheese Soup Mix: 1.75 oz. \$.88



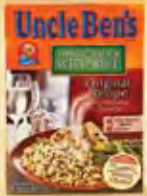
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# Ham and Bean Soup

SERVES 10 (1 CUP EACH)

## ALL YOU NEED

3 (15 ounces each) cans Hy-Vee Great Northern Beans, rinsed and drained  
1 pound red potatoes, peeled and diced  
1 small onion, diced  
2 medium carrots, peeled and chopped  
2 stalks celery, diced

1 (32 ounce) container Emeril's™ All-Natural Chicken Stock  
2 bay leaves  
1 (8 ounce) ham steak, cubed  
Hy-Vee Salt and Hy-Vee Pepper, to taste

## ALL YOU DO

1. Place beans, potatoes, onion, carrots, celery, chicken stock and bay leaves in a 6-quart slow cooker. 2. Cover and cook on high for 4 hours. 3. Add ham, cover and cook on low for an additional hour. Remove bay leaves. Season to taste with salt and pepper.

*Nutrition facts per serving: 190 calories, 2 g fat, 0 g saturated fat, 0 g trans fat, 10 mg cholesterol, 870 mg sodium, 35 g carbohydrates, 8 g fiber, 2 g sugar, 12 g protein. Daily values: 40% vitamin A, 25% vitamin C, 8% calcium, 8% iron.*





## *Soup Du Jour*

When you want something warm and homemade, look no further than the Du Jour soups at Hy-Vee. You won't find them with the regular canned soups; you'll need to stroll over to the Deli to find these hearty soups, full of fresh ingredients.

"We have nine varieties of soup," says Greg Frampton, assistant vice president of food service. "Our bestsellers are cheddar baked potato and chicken tortilla." Du Jour soups are rich in flavor and especially delicious when paired with warm bread from the Hy-Vee Bakery.

## *Bakery Breads*

There is nothing more satisfying than the smell of freshly baked bread. Next time you're at Hy-Vee, slow down as you walk through the Bakery and take time to bask in the appetizing aroma. Then remember that Hy-Vee breads actually taste as incredible as they smell.

Try Hy-Vee's flavorful Bakery line of artisan breads. Skilled craftspeople dedicated to old-world traditions create these crusty rolls and traditional loaves. The breads burst with natural flavors and wholesome goodness—as though you spent all day in the kitchen.

Hy-Vee Du Jour Soups: selected varieties \$4.49



Bakery Fresh Focaccia Bread: 1 lb. \$3.49

International Collection Dipping Oil: selected varieties 8.45 oz. 2/\$10.00

# Homegrown & Delicious

WRITTEN BY DEBRA LANDWEHR ENGLE PHOTOGRAPHED BY TOBIN BENNETT

*Savor the fresh flavors of  
the season by serving  
locally-grown fall foods.*



For Greg and Suzy Heldt, *left*, raising fresh, delicious produce for Hy-Vee customers is a full-time job. The couple, along with their 22-year-old son Jerod and 19-year-old daughter Chelsey, spend their days cultivating watermelon, sweet corn, bell peppers, cantelope, zucchini and much more.

In business since 1981, the Heldts are proud to be part of the Hy-Vee program that allows people to experience the benefits of buying local. “We have the ability to raise high-quality produce here in the Midwest,” Greg says. “We can keep it fresher, and fresher means better.”

When food has been raised with attentive care on a family farm, there is often a difference in both appearance and taste. And when products don’t have to be transported across the country, gas is kept to a minimum and resources aren’t wasted. “People are looking for ways to eat healthy and do the right thing for the earth,” says Ron Coles, assistant vice president of produce purchasing for Hy-Vee. Buying local can improve physical well-being and the health of the planet.

Hy-Vee carries a wide selection of foods from Midwest family farms. “Locally grown products are among the most popular items we sell,” says Doug Riley, assistant vice president of retail produce operations for Hy-Vee. “Consumers appreciate that the food hasn’t been shipped a long distance.”



### ORGANIC FOODS

Hy-Vee carries a large assortment of natural and organic foods. If you aren’t already using organic foods in your daily cooking routine, autumn is the ideal time to start.

Here are some ideas:

- **Explore new fruit flavors.** Apples and pears are at their peak this fall. Organic fruits may taste sweeter and more flavorful because they’ve matured naturally, which allows time to convert starch to sugar.
- **Dress up simple salads.** Add a handful of organic nuts and chopped apple to a green salad to make it special.
- **Make cakes and pies.** Use a mix of organic fruits and vegetables in old favorites. Try carrot cake made with chopped apples or zucchini bread made with carrots.
- **Switch dairy products.** Try organic milk, buttermilk, cheese, cream, yogurt and butter. Serve organic eggnog at holiday parties—it’s high in calcium and vitamin D.
- **Enhance Thanksgiving staples.** Add organic fruits and nuts to stuffing. Use organic berries in cranberry sauce.
- **Choose high-quality vegetables.** Select organic sweet potatoes and varieties of squash for hearty soups and stews. A hint of nutmeg or cinnamon adds holiday flavor.
- **Get sophisticated.** Enjoy the enhanced flavor of fresh organic fruit paired with wine, organic cheese and chocolate. Pears hold freshness longer than apples after being cut, so they can be prepared ahead.

1. Earthbound Farm Organic Celery Hearts: 2 ct. **\$1.99**
2. Smart Chicken All-Natural Fresh Whole Fryer: per lb. **\$1.79**
3. Hy-Vee Organic Soymilk: original, vanilla or chocolate 32 oz. **\$1.29**
4. Hy-Vee HealthMarket Soymilk: selected varieties half gallon **\$3.29**
5. Hy-Vee Organic Chunk Cheese: selected varieties 8 oz. **\$3.99**
6. True North Nuts: selected varieties 4.5, 5.5 or 7 oz. **\$2.99**
7. Earthbound Farm Organic Clamshell Salads: selected varieties 5 or 9 oz. **2/\$6.00**
8. Hy-Vee Instant Oatmeals: selected varieties 12 to 16.2 oz. **2/\$3.00**
9. Hormel Natural Choice Lunchmeat or Chicken Strips: selected varieties 6, 7 or 9 oz. **\$2.99**





Midwest Grown Cortland or McIntosh Apples: per lb. **\$1.28**

# AMAZING APPLES

*Sweet, succulent and healthful, apples are an ideal addition to most diets. With so many varieties to choose from, there's a taste to please every palate.*

WRITTEN BY LISA WATERMAN GRAY

What could be more versatile and delicious than apples? Bite into a crisp apple fresh from the orchard; sit down to a dinner of roast pork and applesauce; savor a warm slice of apple pie, fragrant with cinnamon and nutmeg; snack on toast topped with spicy apple butter; or curl up with a cup of steaming apple cider. The options are endless. No wonder this fruit has been so well-loved over the years.

Charred apples were found in prehistoric dwellings in Switzerland, dating back to the Iron Age. Alexander the Great transported dwarfed apples from Asia Minor to Greece in approximately 300 B.C. Apples reached North America with the colonists during the 1600s, and the first orchard was planted near Boston in 1625. By 1768, Benjamin Franklin had begun exporting apples to London. Now about one of every four apples grown in the United States is exported around the world.

Today's apple orchards are far different from those in the past, says Fred Wescott, president of Wescott Orchards in Elgin, Minnesota (a Hy-Vee supplier). If you walk through a modern Midwest orchard in the fall, you'll see about 1,000 eight-foot-tall apple trees per acre, says Fred. There's a new tree every few feet, planted almost like grape vines and tied to trellises or support posts. Each tree will produce about one bushel (48 pounds) of fresh apples.

In addition to fresh taste and versatility, apples are packed with nutrition from Vitamin C and many antioxidants, but without any fat, cholesterol and sodium. One medium unpeeled apple provides 3 grams of dietary fiber—10 percent of the daily recommended fiber intake. The *Nutrition Journal* reviewed 85 apple studies and found that, when compared to other fruits and vegetables, apples have been most consistently associated with reduced risks of cancer, heart disease, asthma and type 2 diabetes. Apples also are associated with increased lung function and weight loss and have the second highest antioxidant activity of any fruit.

The McIntosh, *left*, may be America's most famous apple. Its sweet, tart flavor makes it a superior eating apple. And, because its tender white flesh cooks down so quickly, it's also ideal for applesauce, cider and pie. Delicious Cortland apples also have a sweet flavor with a hint of tartness. They don't turn brown as quickly as some apples, so they are perfect for salads and dishes that may have to sit a while. Both McIntosh and Cortland apples are available at Hy-Vee.

Great taste coupled with a seemingly endless array of uses make the apple one of the most multipurpose, healthful foods in the kitchen. Whether you choose Cortlands to top your salads or McIntoshes for eating fresh, Hy-Vee has a selection of apples for every purpose.



1



2



3



4



5



6

1. Happy Apple Caramel Apples: 4 pk. **\$3.49**
2. Pepin Heights Apple Cider: 1 gallon **\$3.99**
3. Concord Apple Crisp Mix: 8.5 oz. **2/\$3.00**
4. Canela Cinnamon Sticks: 1 oz. **\$1.99**
5. Melissa's Mulling Spice: 2 oz. **\$2.69**
6. Elite Essentials Apple Cutter: 1 ct. **\$12.99**

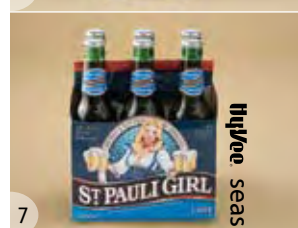
# Cultivating a Classic

WRITTEN BY COURTENAY WOLF PHOTOGRAPHED BY ADAM ALBRIGHT

*With a product to rival the great European cheeses, artisan cheese maker Roth Käse wins accolades and awards from chefs and food writers worldwide.*



HY-VEE CARRIES A VARIETY OF DRINKS IDEAL FOR PAIRING WITH SPECIALTY CHEESES.



Nestled in the rolling hills of southern Wisconsin in an area called “Little Switzerland,” famous for its lush landscape and quality milk supply, Roth Käse crafts signature cheeses, such as Gruyère, Havarti and Fontina.

The art of turning fresh milk into fine aged cheese has deep roots with the Roth family. “It’s our heritage, a tradition that goes back five generations,” says Kirsten Jaeckle, marketing manager and daughter of cofounder Fermo Jaeckle. Tracing its history to Oswald Roth, who began crafting cheese in Uster, Switzerland, in 1863, the family has been involved in making and importing fine cheese for more than 140 years.

**OLD-WORLD METHODS**

Until the 1990s, Roth cheese-making took place in Switzerland, with the American side of the family involved in importing. That changed when American entrepreneur and Roth descendent, Fermo Jaeckle, decided it was time to make great Alpine cheese in America. Fermo and his Swiss cousins Felix and Ulrich Roth proposed making a cheese in Wisconsin, but not just any cheese. Their goal was lofty: to create a Gruyère equal to the majestic Swiss classic.

The challenge was one for which the Roth family was uniquely qualified. “As a young man, my Dad spent his summers in Switzerland, learning about every aspect of making cheese,” says Kirsten. “He did everything from cleaning silos to mucking out stables. I’ve never met anyone who loves cheese more.”

With a shared passion for quality cheese, Fermo, Felix and Ulrich set about creating a Gruyère worthy of their heritage. They turned to tools and techniques dating to the 12<sup>th</sup> century—authentic Swiss-made copper vats, special Swiss wood-curing shelves and the finest curing and aging cellars. Then they combined these time-honored methods with state-of-the-art European technology and quality control processes.

The result of their attention to detail is Roth Käse Grand Cru Gruyère, a critically acclaimed robust cheese with nutty, earthy and fruity overtones. Offered at various degrees of maturity, it is an ideal cheese for quiches, omelets, fondues and French onion soup—or any dish that depends on cheese for full flavor.

Aged nine months or more, Roth Käse’s Grand Cru Surchoix stands on its own. Pair it with a sweet white wine, such as Riesling or Gewürztraminer. The fruitiness of the wine complements the earthy flavors of the cheese. If you prefer drier wines, choose a crisp Pinot Grigio or tart Sauvignon Blanc.

**DELICIOUS SELECTIONS**

From their award-winning Gruyère, these gifted cheese makers have gone on to craft additional cheeses and have won more than 100 national and international awards. Look for their creamy Havarti, manchego-like Sole GranQueso and buttery Fontina. You’ll find a selection of Roth Käse cheeses at your local Hy-Vee.

**KIRSTEN’S CHEESE TIPS:**

- Ask deli managers or cheese specialists for recommendations. They try all the cheeses. They’ll talk with you to get a sense of what flavors you might like.
- Cured cheese like Gruyère and Swiss have more intense flavors developed during the curing and aging process.
- Uncured cheeses like Havarti and Muenster have a milder flavor. These are a good place to start if you’re new to artisan cheeses.
- Try new flavors. There’s an amazing array of cheese available today.

1. Johnsonville Bratwurst or Italian Sausage: selected varieties 19.76 oz. **\$3.77**
2. Frank’s Sauerkraut: 2 lb. **\$1.68**
3. Bakery Fresh Brat Buns: 6 ct. **\$2.28**
4. Farmland Smoked Sausage: selected varieties 14 to 16 oz. **2/\$5.00**
5. Wine For You Glasses: 4 pk. **\$12.99**
6. Sommerau Castle 750 ML **\$6.99**
7. St. Pauli Girl 6 pk. **\$6.99**
8. Woodchuck Cider 6 pk. **\$6.99**

deposit where required



Fall Welcome Wreath or Standing Scarecrow 28" \$19.98



# AUTUMN ACCENTS

*Indoors and out—warm the scene with the rich colors and textures of the season.*

WRITTEN BY JILANN SEVERSON PHOTOGRAPHED BY KING AU

Colors, textures and motifs reminiscent of the 1960s dominate this year's fall décor, says Rita Peters, vice president of floral operations for Hy-Vee. "Orange is making a strong comeback and so are motifs such as Gerbera daisies and leaves." The natural look, another throwback from the '60s, is also strong, with simplicity being key.

"There's nothing fancy or frilly about decorating this fall," Rita says. "Just put a few items in a simple container you already own." Fresh flowers in amber or copper vases, gourds in baskets, even a few blooms placed in uncapped salt and pepper shakers quickly bring fall indoors. If you have containers such as baskets, tins or wooden vases, and you want them to hold fresh flowers but are worried they aren't watertight, line them with a glass jar, plastic container or a heavy-duty food storage bag.

Green is also key, in all senses of the word. "Fall decorating is very green and earth-friendly this year," Rita says. "Green is the color of the century and is part of the environmental concern. All shades of green are hot." It should come as no

surprise that the first recycling effort and the first Earth Day both occurred during the 1960s.

Using natural items emphasizes that earth-friendly concern and brings the outdoors in. In addition to a wide array of fresh seasonal flowers, Hy-Vee floral and produce departments are well-stocked with branches of berries, preserved leaves, pencil cattails, curly willow twigs and pumpkins and gourds in all sizes and shapes. Keep arrangements simple and rotate them often for the most impact. Combine clusters of different elements, such as baskets of gourds and small bottles with fresh flowers, for contrast in texture and color that can be spread throughout the house.

Rita recommends using the same technique outdoors but on a grander scale. Instead of small vessels of fresh flowers, fill pots with fall mums and surround them with tall curly willow and berry branches or piles of pumpkins.

Coordinate related colors and decorating techniques for indoors and out. This style of decorating was also a trend that began in the '60s.

*Ky-Dee's selection of  
Kane stoneware in soothing  
earthtones add warmth to  
an autumn table.*



Kane Matte Finish Dinnerware  
Dinner Plate 4 pc. set **\$12.99**  
Side or Salad Plate 4 pc. set **\$9.99**  
Footed Bowl 4 pc. set **\$9.99**





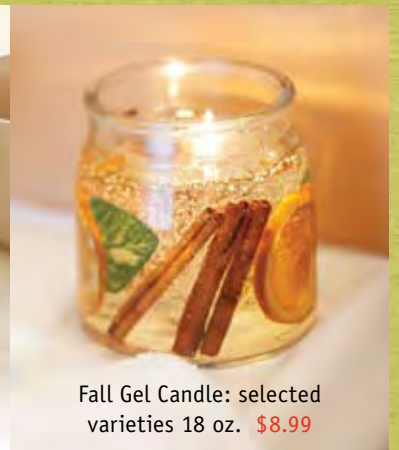
Decorated Glossy Ceramic Pumpkin: 6"× \$14.99  
 Decorated Glossy Ceramic Pumpkin: 6.5"×8.75" \$9.98



Kane Fall Foliage Fabric Placemat \$2.99



Kane Stoneware Scoop Mug  
 4 pc. set \$9.99



Fall Gel Candle: selected varieties 18 oz. \$8.99



Kane Fall Foliage Kitchen Towel: 2 pk. \$2.99  
 Kane Fall Foliage Kitchen Oven Mitt: 1 ct. \$2.99



Empire Fall Holiday Recipe Candles: selected varieties 20 oz. **\$9.99**

### SEASONAL TABLEWARE

Paper plates, cups and napkins in fall colors and motifs add a festive touch to the dinner table. Keep a stash of them tucked away to use throughout the season. Set them around as accent pieces to coordinate with everyday dishes, or go all out and cover the entire table with color and pattern. These inexpensive items instantly add warmth to a table set for family and friends and remind everyone of the many reasons to give thanks.



Green Style or Welcome Autumn Tableware: 20 ct. **2/\$6.00**  
 Thanksgiving Kids Partyware **\$1.98**

### CREATIVE CANDLES

With the candle carver tool, *below*, creating handcrafted candle holders is easy. The tool carves a plug from fruits and vegetables, the right size for tealights. Use the tool on apples, pears, gourds or pumpkins for autumn-theme tables and buffets. Or use oranges, lemons and limes for fragrant candleholders. Place the fruit or veggie votives on a decorative plate or platter for a beautiful, unique centerpiece.



Candle Carver: 1 ct. **\$7.99**

*Use simple decorations  
in rustic earthtones to bring  
fall's beauty indoors.*

Rattan Round or Oval Pumpkin Decoration: 1 ct. **\$4.98**  
Kane fall foliage 60" round or 60"×84" tablecloth **\$12.99**





# Gather Together

Simplify Thanksgiving preparations with help from your local Hy-Vee. From pumpkins to delicious foods, beautiful florals to tender turkeys, the professionals at Hy-Vee can make the holiday memorable.

WRITTEN BY KATHY ROTH EASTMAN PHOTOGRAPHED BY KING AU AND ADAM ALBRIGHT

*For bountiful  
flavors, set the  
table with a menu  
planned by the Hy-  
Vee Kitchen.*





Thanksgiving is just around the corner and you're hosting. Perhaps it's your first time and you've never roasted a turkey. Or maybe your group has grown too large and you're simply too busy to prepare all the food.

Don't panic. Hy-Vee is a one-stop shop for ingredients and supplies, including Kitchen Pack heat-and-serve meals and catering and decorating assistance.

"We're as flexible as you want us to be," says Tony Byington, Hy-Vee food service supervisor, northwest region. "Our catering staff can work with you by phone, fax, email or by appointment at your local Hy-Vee or right in your home," he adds. While many hosts plan and purchase groceries on their own, a more elaborate event may require consultation and advice from an expert.

Whether you do it yourself or hire help, Tony Byington offers tips for your gathering:

- **Rethink your rooms.** Why not set up buffet tables in the dining room and dine from smaller tables in the living room? Or, if your dining room won't hold your table once the leaves are installed, stretch it out in the family room instead.

- **Plan a buffet.** Set up separate stations for hors d'oeuvres, main course, desserts and beverages. Guests can mingle as they move from table to table.

- **Set the stage.** Use seasonal linens and décor. Include a floral arrangement, candles, or basket of squashes and gourds; drift leaves and ivy throughout displays.

- **Arrange horizontal and vertical spaces.** Stack plates at the beginning of the food line, and position gravy right after the potatoes. Showcase foods on pedestal plates or mirrors; set a 12-pack of soda under the tablecloth to elevate a platter; arrange rolls to spill out of a cornucopia basket.

- **Keep foods hot or cold.** Serve hot foods from chafing dishes and place bowls of cold foods over an ice-filled container.

- **Start new traditions.** In addition to turkey and pie, Tony suggests a chocolate fountain with fruit pieces, cake bites and more; or a health-conscious buffet, including steamed vegetables, fruits and whole-grain rolls.

- **Set out single-use cameras.** Guests can click anytime the mood strikes and document the day for you. Have photos developed at Hy-Vee (in store or online) after your party.

#### FLOWERS AND MORE

Kara Hagge, Hy-Vee floral manager, Urbandale, Iowa, suggests thinking beyond the dining table when making or ordering arrangements. "Display florals on buffet tables, coffee and end tables, in the entryway and guest bathroom," she says. It's easy to purchase materials at Hy-Vee and make your own arrangements, but if you are all thumbs (none of them green), your Hy-Vee floral staff can assist with suggestions, ready-made centerpieces or complete decorating assistance.

Kara's suggestions for personalizing your décor:

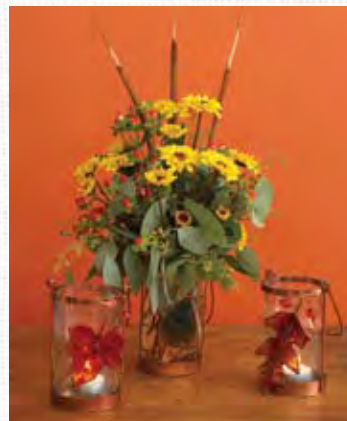
- Place a single-stem flower in a vase by each place setting and position a framed photo of each guest in front of the vase.

Let guests take home vases and/or frames.

- Paint several small pumpkins with non-toxic silver paint and attach artificial leaves and berries to the stems, *page 34*.

- Use a keepsake container, such as a ceramic pitcher; add wheat and flowers.

- Let children create centerpieces for the kids' table. Provide gerbera daisies in fall colors and give each child a clear votive filled with water. Help them cut flower stems and add marbles or floral gems to hold the stems upright.



# Turkey 101

## HY-VEE OFFERS:

- Butter-basted frozen turkey
- All-natural fresh turkey
- All-natural frozen turkey
- Moisture-enhanced fresh turkey
- Moisture-enhanced frozen turkey
- Organic frozen turkey

## TURKEY FACTS:

- Federal regulations prohibit the use of artificial stimulants or hormones in poultry.
- Fresh turkeys are all natural and do not contain basting solution.
- Safely thaw frozen turkeys in the refrigerator, never at room temperature. Allow adequate time to thaw, about 1 day for every 5 pounds of turkey.
- Keep fresh turkeys refrigerated (30°F to 34°F) until ready to roast. Roast or freeze within 1 to 2 days of purchase. Do not open bag until preparing to roast.
- Leave fresh and frozen turkeys sealed in their bags until preparing to roast.
- Roast or freeze fresh turkeys by the suggested date, located on the tag on the bird.

## COOKING A TURKEY:

- Plastic and metal clamps are oven-safe. It is not necessary to remove the clamp before cooking or carving. Remove the legs from the clamp by pushing down and in on the legs one at a time.
- Remove the giblets and neck and rinse the turkey cavity and skin.
- Prepare for roasting, grilling or deep-frying. Turkey is done when the thigh meat reaches an internal temperature of 165°F.

## DEEP-FRYING:

- Choose a medium-size turkey, around 15 pounds or less.
- Remove the leg clamp for even cooking on the legs and for safety. Never use the clamp to lift the bird out of the fryer.
- Assemble a large pot with a basket or turkey frying hardware, a propane burner, a candy thermometer and plenty of oil.
- Wash the turkey and pat dry thoroughly, taking care to dry both inside cavities.
- To allow for oil circulation throughout the cavity, do not truss or tie legs together.
- Cut off wing tips to prevent them catching in the fryer basket.

## CARVING A TURKEY:

- Remove turkey from oven. Let stand 20 minutes before carving.
- Cut off the wings.
- Remove the thighs and legs. Separate the thigh from the leg and slice the thigh meat. Leave the leg whole.

## STORING LEFTOVERS:

- Debone turkey and refrigerate all leftovers in shallow containers within 2 hours of cooking.
- Use leftover turkey and stuffing within 3 to 4 days, gravy within 1 to 2 days. Or freeze leftovers, well wrapped and covered.
- Reheat thoroughly to 165°F or until hot and steaming.
- A whole uncooked turkey may be frozen for 2 years. Uncooked turkey parts may be frozen for 6 months.
- Frozen turkey should not be thawed and refrozen.

## COMMON CONSUMER QUESTIONS:

**Q:** How much turkey should I buy?

**A:** If you would like leftovers, buy 1 to 1½ pounds per person.

**Q:** Why are the joints or the dark meat red?

**A:** If the turkey has been properly cooked, reaching internal temperatures as noted on charts, the redness is from the juices of the dark meat. The turkey will be perfectly safe to eat. If you cook it longer, the breast meat will dry out.





## Baked Mashed Sweet Potatoes with Crumb Topping

SERVES 18

### ALL YOU NEED

5 pounds sweet potatoes

1 cup packed Hy-Vee brown sugar, divided

$\frac{1}{4}$  cup plus 2 tablespoons Hy-Vee unsalted butter, divided

Hy-Vee salt, to taste

$\frac{1}{2}$  cup Hy-Vee all-purpose flour

### ALL YOU DO

1. Scrub sweet potatoes and pierce with fork in several places. Place in a single layer on a baking sheet. Bake at 375°F for about 50 minutes, or until tender. Let stand about 20 minutes until cool enough to handle. 2. Remove and discard skins. In a large bowl, combine sweet potatoes,  $\frac{1}{2}$  cup of the brown sugar, 2 tablespoons butter and salt to taste. Mash with potato masher until slightly chunky or until desired consistency. Spoon into greased 9×13-inch baking pan. 3. Combine flour and  $\frac{1}{2}$  cup of the brown sugar in a food processor and pulse until combined. Add  $\frac{1}{4}$  cup butter, cut into small pieces, and pulse until mixture resembles coarse meal. Sprinkle over potato mixture. 4. Bake at 375°F, covered, for 15 minutes. Uncover and continue baking for 25 minutes, until crumb mixture is lightly browned.

*Nutrition facts per serving: 200 calories, 4 g fat, 2.5 g saturated fat, 0 g trans fat, 10 mg cholesterol, 50 mg sodium, 39 g carbohydrates, 4 g fiber, 20 g sugar, 3 g protein. Daily values: 490% vitamin A, 40% vitamin C, 6% calcium, 6% iron.*



# Cream Cheese-Swirled Pumpkin Pie

SERVES 8

## ALL YOU NEED

12 ounces Hy-Vee cream cheese, softened  
1 cup Hy-Vee sugar  
3 tablespoons Hy-Vee flour  
1 (15 oz) can Hy-Vee pumpkin

3 large Hy-Vee eggs  
1 tablespoon pumpkin pie spice  
1 frozen Hy-Vee deep-dish pie crust, unthawed  
1 tablespoon Hy-Vee skim milk

## ALL YOU DO

1. Beat cream cheese, sugar and flour together on low speed until smooth; reserve  $\frac{1}{2}$  cup cream cheese mixture for later use. 2. Add pumpkin, eggs and pumpkin pie spice to cream cheese mixture; beat on medium speed until smooth, scraping down sides of bowl occasionally. Pour into frozen deep-dish pie crust. 3. In a small bowl, stir milk into reserved cream cheese mixture. Microwave on high for 20 to 30 seconds or until slightly softened and creamy. Spoon over pie filling and swirl in S-shape curves with knife. 4. Bake at 375°F for 60 to 65 minutes or until knife inserted near center comes out clean. Cool completely. Refrigerate before serving.

*Nutrition facts per serving: 400 calories, 22 g fat, 12 g saturated fat, 0 g trans fat, 130 mg cholesterol, 240 mg sodium, 43 g carbohydrates, 2 g fiber, 27 g sugar, 8 g protein. Daily values: 170% vitamin A, 0% vitamin C, 6% calcium, 10% iron.*





## DINNER FOR TWELVE

### MENU

#### STEAMSHIP ROUND HAM DINNER

12-15 lb. Steamship Round Ham

Choose *SEVEN* family-size sides:

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

Each dinner includes 48 oz. of our signature gravy  
and 24 of Hy-Vee's finest dinner rolls.

\$99.95 (serves 12, only \$8.33 per person)

Order in store or online.

## DINNER FOR EIGHT

### MENU

#### OVEN-ROASTED PRIME RIB DINNER

5 lb. Hormel Prime Rib

Choose *FOUR* family-size sides:

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

Each dinner includes 32 oz. of our signature gravy  
and 12 of Hy-Vee's finest dinner rolls.

\$89.95 (serves 8, only \$11.25 per person)

Order in store or online.





## DINNER FOR EIGHT

### MENU

#### TRADITIONAL TURKEY DINNER

10–12 lb. Butterball Turkey  
 Choose *FOUR* family-size sides:  
 Country Mashed Potatoes  
 Onion-Topped Green Bean Casserole

Bakery Fresh 10" Hy-Vee Homestyle Pumpkin Pie  
 Bakery Fresh 10" Hy-Vee Homestyle Cherry Pie  
 Bakery Fresh 10" Hy-Vee Homestyle Apple Pie

Cheesy Macaroni and Cheese  
 Homestyle Sage Bread Dressing  
 Old-Fashioned Sweet Potato Casserole  
 16 oz. Sweet Cranberry Relish

Each dinner includes 32 oz. of our signature gravy and 12 of Hy-Vee's finest dinner rolls.

\$59.95 (serves 8, only \$7.49 per person)

Order in store or online.

## KITCHEN ESSENTIALS

Make cooking and food preparation easier with the right tools. Outfit your kitchen with Hy-Vee's Elite Essentials kitchen tools and your next meal prep will be a breeze. Tools from silicone brushes and trivets to grilling gear and bakeware. Products such as graters, egg slicers and strainers simplify everyday tasks. "The pieces aren't intimidating and are very user-friendly," says Hy-Vee Food Technologist Susan Bingaman. "Each comes with directions and usage tips, and the classic timeless design accents any style kitchen. You can stock a kitchen with pieces that match."



Elite Essentials kitchen gadget line 25% off

1. Nestlé Toll House Morsels: semi-sweet 24 oz. or milk chocolate 23 oz. **\$4.48**
2. DiLusso Apple Harvester Salad: 14 oz. **\$6.99**
3. Wholesome Harvest Breads: selected varieties 24 to 33 oz. **\$3.99**
4. Sunbeam Heritage Hand Mixer **\$34.99**
5. Hy-Vee Marshmallows: miniature or regular 10 or 10.5 oz. **\$.77**
6. Prego Italian Sauces: selected varieties 48 oz. **\$2.88**
7. DiGiorno Frozen Pizza: stuffed crust or ultimate 24.18 to 32 oz. **\$5.99**
8. Hormel Fully Cooked Entrees: selected varieties 17 oz. **\$5.49**
9. South Beach Living Entrees 8.2 to 10.1 oz. or Pizza 6 or 6.4 oz. **4/\$10.00**
10. **25% Off** Elite Essentials Kitchen Gadget Line
11. Häagen-Dazs Pints or Frozen Snacks: selected varieties 1 ct. **\$3.19**
12. Banquet Family Entrees: selected varieties 27 to 32 oz. **\$2.39**
13. Hy-Vee Kitchen Helpers Roaster Pan with V-Rack **\$14.99**
14. Hy-Vee Seasoning or Gravy Envelopes: selected varieties .75 to 1.4 oz. **3/\$2.00**
15. Concord Sweet Potato Casserole Mix: 3.7 oz. **2/\$5.00**
16. Cookbook Sale: select titles **\$9.99**
17. Concord Cranberry Bread Mix: 14.1 oz. **2/\$5.00**
18. Hy-Vee Grand Selections Napkins: 100 ct. **\$1.77**



# Hy-Vee Kitchen

When the family is hungry and you don't have time to make dinner, how about letting the Hy-Vee Kitchen staff prepare a meal for you? Choose from an array of selections made fresh daily, such as the Herb-Roasted Chicken, *below*, that comes with two sides of your choice and fresh hot rolls. Satisfy the ones you love by serving a delicious, well-balanced dinner tonight courtesy of your friends at Hy-Vee.

2 pc. Herb-Roasted Chicken with 2 Sides, Roll & Butter \$5.49



*Pick up a Hy-Vee platter stacked high with delicious, wholesome food.*

Seasoned with an irresistible blend of spices and served with mouth-watering dipping sauces, Hy-Vee's party platters add the perfect accent to any event!

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Hy-Vee's new gourmet party platters make first-class entertaining easier than ever. The selection of high-end trays piled with palate-pleasing foods is the result of a rigorous development process. It began when a Hy-Vee team was asked to research the best upscale food offerings available. "We were challenged to raise the bar on the typical party trays we sell," says Greg Frampton, assistant vice president of food service. "We researched what other companies were doing then decided on about 15 trays we wanted to develop ourselves using Hy-Vee's own touch and unique products."

Fresh premium foods are the trays' most important feature. The Creole Shrimp Platter, *top right*, contains all-natural cooked shrimp—a superior product similar to shrimp you would cook and peel yourself. And while the Premier Vegetable Platter, *bottom right*, still includes staples such as broccoli, cauliflower and tomatoes, it also offers a colorful assortment of garden fresh snap peas, organic yellow baby carrots, red and green pepper straws, and carrot chips.

To display such beautiful food, Hy-Vee decided to stray from typical round trays. "Another way we wanted to set these foods apart was by creating a whole new look and feel," Greg says. "We sought out platters in different shapes and sizes to showcase the unique products."

Another benefit of the new platters: No dips in plastic containers. Instead, fresh dips are sent home with the customer to later spoon into a crisp pepper boat, a hollowed out pineapple, an artichoke, etc. This finishing touch makes platter presentation even more impressive.

Each new platter comes in at least two sizes—one can feed 10 to 15 people and one can feed up to 30. "The standard meat, cheese and veggie platters were just a starting point," says Greg. "We wanted to cover the range of needs from appetizers to desserts. We developed a Bruschetta Platter that we know will be a winner. And we also have a Sparkling Berry Platter loaded with fresh berries topped with confection sugar."

A "Thank You" card that comes with each tray spells out any last minute display and serving instructions. Stop by your nearest Hy-Vee today and let a Gourmet Tray Specialist help you pick out the best party platters for your next event!

### 1. FANTASTIC FRUIT PLATTER

An artful arrangement of hand selected fresh fruits paired with a delicious dip.

### 2. CREOLE SHRIMP PLATTER

Our new 100% all-natural cooked shrimp seasoned to perfection with Emeril's Bayou Blast Creole Seasoning and paired with a flavorful orange marmalade dipping sauce.

### 3. DILL DIP APPETIZER PLATTER

A fresh-baked bread bowl filled with a creamy dill dip served with pumpernickel bread, crisp red pepper straws, celery sticks and baby carrots.

### 4. PREMIER VEGETABLE PLATTER

A colorful assortment of garden fresh snap peas, yellow carrots, red and green pepper straws, broccoli, cauliflower and carrot chips paired with a creamy ranch dip.









# FALL'S CLEAN SWEEP

*When leaves crunch underfoot and frost dusts the pumpkins, it's time to tackle fall home and garden cleanup. Enlist your family to get your house buttoned up for winter.*

WRITTEN BY JULIE MARTENS PHOTOGRAPHED BY KING AU

Pull and bend. Twist and stretch. Squat and lift. It sounds like calisthenics, but it's really the chorus of autumn cleanup. Raking leaves, washing windows and spreading mulch make your fall to-do list an exhilarating, calorie-burning workout.

Exercise isn't the only benefit of fall cleaning. Tidying your yard before winter arrives frees you to focus on preparations for holiday gatherings. A little outside spit and polish also jump-starts your lawn and garden efforts for next spring.

## LATE-SEASON LAWN CARE

Keep mowing turf as long as it's growing. When leaves gather on grass in a layer that blankets the top one-third of blades, it's time to remove them. Intact leaves, if left on a lawn, will kill grass.

Apply winterizer fertilizer to cool-season turf to promote thick root growth. Green grass turns amber when

frost arrives. Keep warm-season lawns green all winter by overseeding with ryegrass.

## FALLING LEAVES

Autumn leaves are a gift; don't be so intent on removing them that you overlook the riches underfoot. Leaves are chock-full of nitrogen—that's free fertilizer. Run over leaves with a mower and let the tiny pieces lie in place to feed grass. Mow and bag leaves, and you'll have mulch or the makings of compost.

Walnut and oak leaves are acidic and can shift soil pH when used as mulch. Place these chopped leaves around acid-loving plants, such as azalea, rhododendron, holly or blue hydrangeas. When wet, these leaves stain surfaces, so keep them removed from patios and driveways. Many evergreens shed needles in fall. Pine needles are acidic and make an excellent mulch; rake them and place around acid-loving plants.



## GARDEN WRAP-UP

Remove dead or weak branches on trees before foliage falls, especially in areas prone to ice storms. Wait to prune other woody plants until late winter or early spring. It's okay to cut back perennials after a killing frost. Clip seed heads of invasive perennials—such as fall-blooming clematis, joe-pye weed, white boltonia and goldenrod—before they mature.

After a killing frost, pull any remaining vegetable plants from the garden. Don't add disease-infected plants to your compost pile. Till the vegetable garden after a hard frost to expose insects to freezing temperatures.

Mulch around roses and perennials after the ground freezes. At the same time, apply a 4- to 6-inch-deep layer of chopped leaves around garden mums planted during fall. They may not survive winter, but this treatment will increase their odds.

## INSIDE/OUTSIDE CHECKLIST

- Drain, coil and store hoses for winter.
- Cover exterior spigots with insulating covers.
- Drain irrigation systems.
- Run the gas out of the mower; sharpen the blade.
- Clean gutters as leaves fall from trees.
- Touch up flaking paint on deck railings and garden structures.
- Move the grill closer to the house, but maintain a safe distance of at least 10 feet.
- Hang bird feeders so they can be seen indoors.
- Install a birdbath heater or buy a heated birdbath.
- Wash windows inside and out.
- Examine house and garage doors for tight seals. Replace weather stripping and thresholds as needed.
- Get chimney, flue and furnace inspected and cleaned.
- Purchase a supply of furnace filters for winter. Changing the filter monthly may improve furnace efficiency.
- Check humidifiers before using; clean and replace parts as necessary.
- Purchase heavy items for winter use—bird seed, water-softener salt and sidewalk deicer—to avoid lugging them across slippery winter surfaces.
- Fill and start the snowblower.

# NIGHT LIGHTS

As fall tumbles into winter, nightfall blankets the landscape with darkness before most folks return home from work. Give your house a welcoming glow—and one that deters intruders—with outdoor lighting. Lighting transforms dark patios and decks into cozy exterior living rooms, perfect for cool, insect-free evenings.

- Select light styles that complement your home architecture. Choose lines that offer lights in several sizes for a coordinated look. Look for rust-resistant, weatherproof materials, such as brass and cast aluminum.
- Place lights in must-have areas: on steps, along paths and near doors. Light every step on stairs, either with recessed step lighting, path lighting or floodlights. Illuminate driveways when street lights cast minimal light.
- Install fixtures with timers to create a lived-in look—and you'll always come home to a well-lit property. Install exterior lights so coverage areas overlap.
- Select motion-activated lights to provide illumination when necessary, saving energy dollars. Place motion lights carefully; trees and swimming pools can trigger sensors.
- Consider fixtures that accommodate energy-efficient light bulbs to lower energy bills.
- Choose solar lights for a low-voltage, nonelectrical alternative. Do your homework before choosing solar styles. Some solar lamps burn out over time, and replacements can be hard to find. Low-voltage lights illuminate only a small area. They're an excellent choice for serving as landmarks that define a space, such as along a driveway or planting bed.
- Use fewer lights placed closer together when installing ground level lights. Aim for less than 10 feet between lights. Along driveways and paths, alternate lights from side to side to avoid a runway look.



- Globe Bug Light 13w **\$3.88**
- Globe Soft White 23w 2pk **\$5.98**
- Globe Flood Light 15w, Soft White  
Spiral or Cool White Spiral 13w **\$4.88**



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- 2009 Calendar Assortment **\$12.99 to \$15.99**
- Viva Paper Towels: 6 roll **\$6.59**
- Hy-Vee Micro Fiber Cleaning Items: 1 to 4 pk. **\$4.44**
- Hy-Vee Angle Broom or Sponge Mop: 1 ct. **\$7.96**
- Oxydol Laundry Detergent: original or with bleach 50 oz. **\$2.88**
- Lysol Home Cleaners: selected varieties 24 oz. to 40 oz. or 35 ct. **\$2.29**

# GRIDIRON GOURMET

*Get creative and take your tailgating to a whole new level.*

WRITTEN BY MELODY WARNICK PHOTOGRAPHED BY KING AU

Collegiate Car Flags: each \$8.98

Collegiate Tailgate Chair: each \$19.98

If you want a real football showdown, try arguing about the origins of tailgating. Some trace it back to the first intercollegiate football game in 1869, when famished fans ate picnic lunches on the sidelines while Rutgers trounced the College of New Jersey (now Princeton) on the field. Others say Yale fans first packed bags of food to snack on before the kickoff at a game in 1904.

Wherever you happen to fall on this particular line of scrimmage, there's no contest that tailgating is about as American as football itself. "Tailgating is the picnicking of the 21st century," says Debbie Moose, author of the cookbook *Fan Fare: A Playbook of Great Recipes for Tailgating or Watching the Game at Home*. "The point is to get everyone together for good food and a good time."

While the only tailgating must-have is team spirit to spare, when the whistle blows this season, you can blitz your friends and family with amped-up menus and imaginative décor designed to make your pregame party a winner.

Here's how to go all-pro:

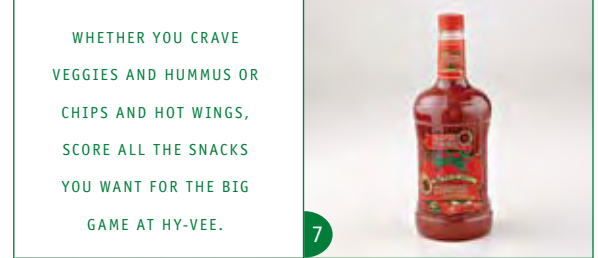
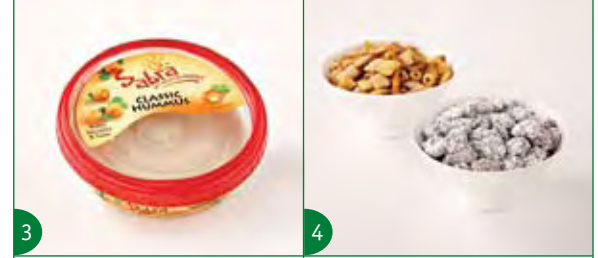
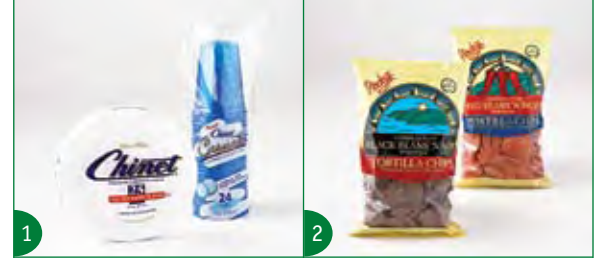
**GRILL GOURMET.** Ditch standard fare like burgers and brats in favor of something new, such as bacon-wrapped fillets and Little Smokie kabobs from the Hy-Vee meat counter. Even simpler, order up a rack of smoky, saucy ribs from Hy-Vee. Can't abandon your hot dogs? Give them a gourmet kick by topping them with grilled onions, crumbled blue cheese and a dash of hot sauce.

**SIT BACK.** Prep elegant side dishes, like tangy green bean and red onion salad, the day before. Or take along Hy-Vee party platters filled with boneless buffalo wings, DiLusso premium meats and cheeses, or crisp vegetables and creamy dip. No muss, no fuss—so you can have a carefree time and look forward to the game.

**PLANAHEAD.** Stock up on napkins, paper towels and grilling tools at Hy-Vee, then stow them in a plastic storage container all season long. Replenish the supply after every game and you'll never have to worry about missing a necessity before kickoff.

**SERVE IT IN STYLE.** Show your team pride with dishes and serving platters from Kane Ware's line of football-theme dinnerware, available at Hy-Vee. Score a hand-cranked blender at [www.americantailgater.com](http://www.americantailgater.com), mix up a batch of margaritas and sip them in style from a football-shape glass. Touchdown!





Heineken 5L Keg Can \$18.99



1. Chinet Casual Cups 24 ct. or Plates 44 ct. **\$2.48**
2. Plocky's Chips: selected varieties 6 to 7 oz. **\$2.38**
3. Sabra Hummus or Salsa: selected varieties 10 or 14 oz. **\$3.49**
4. Bakery Fresh Party Mix 1 lb. 12 oz or People Chow 2 lb. **\$11.99**
5. Collegiate Cooler: 12 can **\$14.49**
6. Garden Fresh Salsa 16 oz. **\$3.99**
7. Master of Mixes Bloody Mary Mix: selected varieties 1.75 L **\$4.99**
8. Kane End Zone Partyware: platter 1 ct. **\$5.99**, chip or snack bowl 1 ct. **\$2.99**; place mat or coaster 1 ct. **\$1.99**; napkins 20 or 30 ct. **\$2.99**
9. Libbey Football Shape Glasses: 4 pk. **\$7.99**
10. General Mills Chex Mix, Bugles or Gardettos: selected varieties 10.5 to 15 oz. **2/\$5.00**
11. Planters Peanuts: selected varieties 10 or 12 oz. **\$1.97**
12. Doritos, Lay's Chips or Rold Gold Twists: selected varieties 17.5 to 36 oz. **2/\$7.00**
13. Kane End Zone Partyware: platter 1 ct. **\$5.99**, chip or snack bowl 1 ct. **\$2.99**
14. Pepperidge Farm Buns or Rolls: selected varieties 12.25 to 15 oz. **\$2.48**  
Charlie's Pride Deli Sliced Roast Beef, Pastrami or Corned Beef: per lb. **\$5.99**

# Hy-Vee Game Time Favorites

Hy-Vee Tailgate Veggie Tray: 12" \$25.99

Kitchen Wing Tray 3 lb. \$24.95

Hy-Vee Deli Deluxe Meat & Cheese Tray:  
medium 3 lb. serves 15 people \$29.99





Amana® 100% Natural Bacon Wrapped Sirloin Filet 8 oz. 2/\$8.00

## Bacon Wrapped Filets with Chipotle Rub

SERVES 4

### ALL YOU NEED

2 tablespoons packed Hy-Vee brown sugar  
1 teaspoon chipotle chili powder  
½ teaspoon Hy-Vee chili powder

½ teaspoon Hy-Vee garlic powder  
¼ teaspoon sea salt

4 (8 ounces each) Amana® 100% Natural Bacon Wrapped Sirloin Filet

### ALL YOU DO

1. Combine brown sugar, chipotle chili powder, chili powder, garlic powder and sea salt in a small bowl.
2. Rub chipotle mixture over all sides of steaks, dividing mixture among filets. Let stand 20 to 30 minutes at room temperature.
3. Grill over medium heat for 16 to 18 minutes, turning once. Remove from grill; allow to rest 10 minutes.

*Nutrition facts per serving: 370 calories, 12 g fat, 4 g saturated fat, 0 g trans fat, 100 mg cholesterol, 530 mg sodium, 8 g carbohydrates, 0 g fiber, 7 g sugar, 55 g protein. Daily values: 6% vitamin A, 2% vitamin C, 6% calcium, 20% iron.*





Hormel Smoked Pork Chops: bone in 15 oz. or boneless 7.5 oz. \$3.99  
Fresh from our Kitchen Zarda Ribs: 1 rack \$13.99  
Hillshire Farms Lil Smokies: regular, beef or cheese 14 to 16 oz. \$2.77

# SALMON

*However you cook it, salmon is the focal point of the meal.  
And you can't do much better than salmon for healthfulness and ease of preparation.*

WRITTEN BY LISA WATERMAN GRAY PHOTOGRAPHED BY ADAM ALBRIGHT



Fresh Farm Raised Seasoned Salmon Skewers:  
choose from Sweet Bourbon, Lemon Dill,  
Jamaican Jerk or Traditional 5 oz. **2/\$7.00**



Fresh Farm Raised Boneless Skinless Salmon  
Fillets 5 oz. **2/\$7.00**

Chef Gary Puetz, (a.k.a. “The Seafood Steward”) is a Hy-Vee food education specialist and world-renowned seafood chef. He believes that when it comes to a simple, nutritious meal, you really can't beat protein-rich salmon, low in calories and saturated fat.

For the freshest regional source of Atlantic salmon, Hy-Vee sources its Atlantic salmon from Eastern Canada. You will notice that the salmon portions are translucent orange and turn soft pink when cooked. They are cut from fresh, firm fillets that deliver the soft delicate taste and moist tender flaking associated with Atlantics raised in a natural environment.

Removing the skin before broiling or grilling salmon is a favorite technique that Chef Gary suggests. (Ask your Hy-Vee meat and fish specialist to do this at no extra charge.) “You get a sweeter, milder and less intense flavor,” Chef Gary says. He often uses cedar planks

soaked in water for about 20 minutes when he broils or grills his salmon. This way the fish cooks with smoky flavor and moistness.

A portion of Atlantic salmon is an excellent source of protein and a natural source of “good for you” Omega-3 fatty acids. Eating foods that contain Omega-3 can reduce risks of heart attack and stroke. Your body relies on external sources for fatty acids, and what better way to get them than eating delicious fresh Atlantic salmon hot off the grill?

Chef Gary recommends pairing salmon with small red potatoes dressed in green onions, dill and sour cream, or with boiled fresh sweet peas and carrots. Top whole-wheat pasta with vegetables and salmon, or lay a salmon fillet across a bed of crisp greens—and you have an irresistible, guilt-free entrée.

However you choose to serve salmon, be assured that it's packed with nutrients and flavor.



Red Bone Alley Sauces: selected varieties  
**\$3.77**

## PARMESAN-CRUSTED SALMON WITH ANGEL HAIR PASTA AND ROASTED RED PEPPER SALSA

SERVES 4

### ALL YOU NEED

2 tablespoons Hy-Vee Grated Parmesan Cheese  
2 tablespoons Plain Panko Bread Crumbs  
Four (4 ounces each) salmon fillets  
Juice of one lime, divided  
Hy-Vee Salt and Hy-Vee Pepper, to taste

8 ounces uncooked Hy-Vee Whole Wheat Angel Hair Pasta  
½ cup diced roasted red peppers  
1 clove garlic, minced  
1 tablespoon chopped cilantro

### ALL YOU DO

1. Mix Parmesan cheese and bread crumbs together; set aside. 2. Lay salmon fillets skin-side-down on a foil-lined baking sheet. 3. Drizzle salmon fillets with half the lime juice and season with salt and pepper. 4. Coat top of the salmon fillets with Parmesan mixture. 5. Bake at 400°F for 14-16 minutes or until fish flakes easily with a fork. Broil the fish on high for 2 minutes to brown the coating. 6. While salmon is baking, cook pasta according to package directions. 7. Combine roasted red peppers, garlic and cilantro. Add remaining lime juice. 8. Once fillets are done, remove from baking sheet with a spatula, allowing the skin to stick to the foil. 9. Divide pasta among four plates; top each with a salmon fillet and roasted red pepper salsa.

*Nutrition facts per serving: 410 calories, 10 g fat, 2 g saturated fat, 0 g trans fat, 65 mg cholesterol, 250 mg sodium, 45 g carbohydrates, 5 g fiber, 4 g sugar, 31 g protein. Daily values: 35% vitamin A, 45% vitamin C, 8% calcium, 15% iron.*



Fresh Farm Raised Boneless Salmon Fillets: per lb. \$7.77



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1. Touch of Fall Bouquet (flowers only) **\$12.00**
2. 50% OFF Hy-Vee HealthMarket Vitamins
3. Fiji Water: 6 pk. .5 liter **\$4.99**
4. Celestial Tea: selected varieties 20 ct. **2/\$5.00**
5. Naked Juice: selected varieties 15.2 oz. **2/\$5.00**



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# For You

*Get a healthy start this fall with a fresh fitness routine and a diet of power-packed foods.*

WRITTEN BY DEBRA LANDWEHR ENGLE PHOTOGRAPHED BY TOBIN BENNETT

Autumn is the perfect time to focus on yourself and cultivate a new outdoor fitness plan paired with healthy eating habits. According to Tracey Shaffer, Hy-Vee dietitian, Blue Springs, Missouri, fall offers the possibility of invigorating fresh air workouts and an abundance of nutritious foods.

With kids settled into school day routines, crisp breezes beckon. “Fall is a great time to discover the outdoors,” Tracey says. “Women can find some ‘me’ time and get the exercise they need by walking, hiking, cycling and exploring parks.”

## TAKE IT OUTSIDE

If you have outdoor yard work to do, consider yourself lucky. Raking leaves for 30 minutes can burn more than 150 calories. Take your favorite exercise outside too, whatever it may be. Lay a yoga mat in the backyard and practice among nature for a stimulating workout. Or take free weights and resistance bands out to the patio or deck.

## LET COLOR GUIDE YOU

With bumper crops of nutrient-rich foods in autumn, smart diet choices are easy. Eat plenty of fresh, low-calorie and vitamin-rich apples, pumpkins, squashes, pecans, sweet potatoes, pears and cranberries.

“Go for all the dark, intense colors of fall, such as reds, oranges and dark greens,” Tracey says. The colors you see in nature should be the same colors you search for in fall foods.

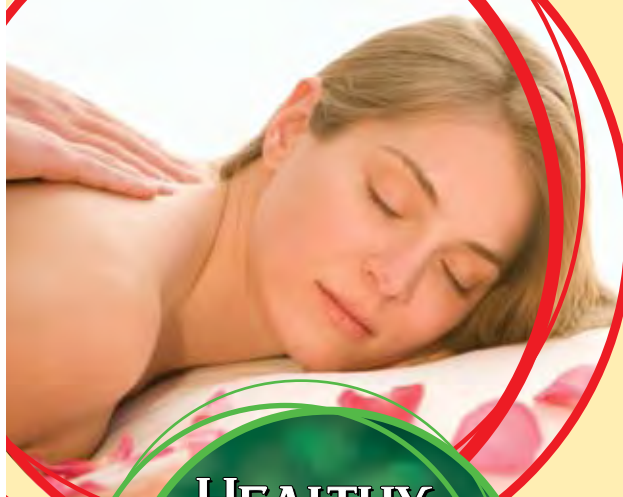
## CELEBRATE THE SEASON

Take advantage of fall favorites:

- Celebrate the versatility of apples by eating them raw, dried and baked. Make homemade apple juice or cider. Add sliced apples to sandwiches, salads and grain dishes for crunch.
- Roast pumpkins and winter squashes or dice them to stir into soup or risotto.
- Serve healthy snacks, such as roasted pumpkin seeds or fresh fruit.
- Add dried cranberries and pecans to salads for flavor and nutrition.

When holidays roll around Tracey suggests focusing on “weight maintenance” rather than weight loss. “Eat small portions of high calorie foods that you love and large portions of delicious lower calorie foods, such as raw fruits and veggies.”

By sticking with your fall exercise regime, you can reduce stress that often leads to overeating. “If you establish healthy habits in the fall, you’re more likely to carry them over into the holiday months,” Tracey says. “You’ll already have those natural stress relievers in place.”



# you could **WIN** a spa retreat

With the kids back in school and the holidays right around the corner, it's a good time to step back and focus on your overall nutrition, activity level and well-being. Tell us about the simple steps you take every day to help keep your life in balance and you could win a spa retreat or other great prizes. Visit [Hy-Vee.com](http://Hy-Vee.com) for sweepstakes entry form, rules and details.

Your Plan for a **Balanced Life™** Begins at  
**START MAKING CHOICES.com**

## Healthy Bites from the Hy-Vee Dietitians



Visit [www.StartMakingChoices.com](http://www.StartMakingChoices.com) for free tools and recipes to help you start eating a more balanced diet.



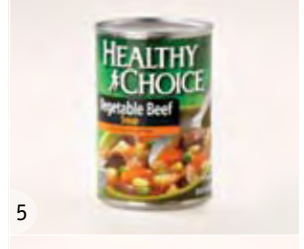
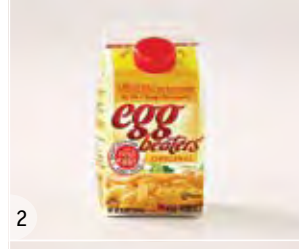
Visit [www.hy-veehealth.com](http://www.hy-veehealth.com) to find a Hy-Vee dietitian near you.

### Did you know?

- Most adults know what they need to do to live a balanced life, but many find doing so inconvenient—and they're skeptical of the many diets and other plans out there.
- All foods can play a role in balanced nutrition. Eating a variety of foods in the right proportions ensures getting the nutrition needed for health and enjoyment.
- The USDA's MyPyramid dietary guidelines represent the recommended portion of foods from each food group to assist in daily nutrition.

To help identify how your favorite foods satisfy your daily food group needs, many ConAgra Foods® brands feature a new label based on MyPyramid on the front of each package. This handy reference uses easy-to-follow, color-coded graphics to show how each product contributes to the USDA-defined key food groups. When you use this new label as a guide, shopping for more balanced, nutritious choices becomes much easier.

1. PAM Cooking Spray: selected varieties 5 or 6 oz. **\$2.86**
2. Egg Beaters: selected varieties 15 or 16 oz. **\$2.99**
3. Fleischmann's Sticks or Sleeves: selected varieties 11.4 to 16 oz. **3/\$4.00**
4. Hunt's Tomatoes: selected varieties 14.5 oz. **3/\$3.00**
5. Healthy Choice Soups: selected varieties 15 oz. **2/\$3.00**
6. Healthy Choice Complete & Cafe Steamers: selected varieties 6 to 12.5 oz. **\$2.88**
7. Hunt's Spaghetti Sauce: selected varieties 26 or 26.5 oz. **\$.99**
8. Hebrew National Beef Franks: selected varieties 12 oz. **\$2.99**



Hy-Vee seasons / hy-vee.com



# living well

WRITTEN BY REBECCA KUZNIAR HOSCHEK

PHOTOGRAPHED BY KING AU AND ADAM ALBRIGHT AND TOBIN BENNETT

*Going green has never been easier, thanks to the earth-friendly initiatives taking place at Hy-Vee. Helpful tips and safe green products make it simple for you to be environmentally conscious at work, home and play.*

Cutting back on energy use and recycling whenever possible are easy steps to take in going green, but there are a multitude of other contributions—big and small—that you can make each day to help create a healthier environment.

Consider these suggestions to make an impact:

**Plan a staycation.** With gas prices soaring, some 50 percent of Americans are opting to stay close to home this year rather than take a traditional vacation. Go camping and explore the natural beauty around you through hiking, fishing and canoeing.

**Get a better bulb.** Lighting options have significant affects on home and office energy efficiency. Switch to CFLs (compact fluorescent lights)—the bulbs that resemble swirled ice cream cones. CFLs use a quarter of the energy of traditional bulbs and last 8 to 15 times longer than incandescent bulbs.

**Plant a tree or garden.** By reducing pollutants and producing oxygen, you help fight global warming. You'll also see reduced energy costs due to natural shading and cooling.

**Make a temperature switch.** Lower thermostats two degrees during the winter and increase it two degrees during summer. You probably won't notice the difference, but the environment and your utility bill will.

**Turn off lights.** In addition, unplug other devices when they aren't in use. Appliances pull electric currents even when turned off.

**Ask for an audit.** Most gas and utility companies offer this service. Your home's energy use can be evaluated and analyzed, revealing where energy is lost and how it can be saved.

**Recycle.** Go beyond paper and plastics. Take used car batteries, antifreeze and motor oil to participating mechanics. Donate working appliances to a charitable organization. Give away old cell phones, computers and cars to charity. Recycle empty ink cartridges at local office supply stores.

## SHOPPING GREEN

A trip to the grocery store involves hundreds of decisions that impact the environment. Make a positive difference with just a few changes:

**Take reusable grocery bags to the store.** An estimated 500 billion to 1 trillion plastic bags are consumed worldwide each year. That's 1 million bags used per minute. Don't add to the waste; carry a reusable bag.

**Choose items with less packaging.** Buy in bulk to reduce the amount of packaging materials consumed, and purchase brands that use bio-based instead of petroleum-based plastic.

**Purchase recycled aluminum foil.** Better than regular aluminum foil or plastic wrap, it is produced using just one-twentieth of the energy.

**Buy locally grown produce.** When less transportation is used to get food into your hands, much energy is saved. Food is also fresher.

**Consider organic foods.** The variety of organic foods found at Hy-Vee offer environmental benefits because they're produced without artificial chemical pesticides or fertilizers.



Soy Inspirations Candles: selected varieties 7.5 oz. \$6.88



Decorative Mini Straw Bales: 14" \$3.99

Mini Pumpkins 4/\$3.00



Decorative Gourds 4/\$3.00

Decorate with all-natural soy candles this season. The candles emit no harmful toxins. They're biodegradable and kind to the environment. Go green—scent your home naturally.



# green works™

from the  
makers of  
Clorox®  
products



## it works...naturally!

- Powerful cleaning done naturally
- Cleans with the power you expect from Clorox
- No harsh chemical residue
- Made with plant-based and biodegradable ingredients
- Never tested on animals

Clorox Green Works Cleaners:

selected varieties 22 or 32 oz. **2/\$6.00**

Introducing New Green Works dishwashing liquid.



## method

Method products are nontoxic, biodegradable and people safe. From all-purpose cleaners to soy candles, Method products have revolutionized home cleaning and care, making homes safer for people, pets and the environment. Products are packaged in recyclable and/or refillable containers. Look for a wide selection of Method products at your local Hy-Vee.

Method All Purpose Cleaners:

selected varieties 10 oz. to 28 oz. or 30 ct. **2/\$6.00**



## Hy-Vee dietitians: ready to help!

Hy-Vee has more than 120 registered dietitians who work closely with Hy-Vee pharmacists to create a multidisciplinary wellness team in each store. Visit your local dietitian to inquire about weekly menu suggestions, including lower-calorie, lower-fat and lower-sodium menus. Or ask your dietitian for personal shopping assistance. She or he will walk around the store with you and help you find foods that best meet your nutritional requirements. These tours are especially helpful for groups of people with similar health concerns (e.g. heart disease, diabetes).

Look to your Hy-Vee dietitian for:

- Dietary assessments and instructions
- Nutrition classes, such as the 10-week lifestyle management course Begin
- On-site wellness classes and services to businesses
- Cooking classes—a popular option as more people choose to eat at home
- Answers to questions about disease management, food allergies, feeding toddlers and more
- Biometric screenings, such as cholesterol, glucose and blood pressure (available at many stores)

Find a Hy-Vee dietitian near you at [www.hy-veehealth.com](http://www.hy-veehealth.com).

# coming next issue

Warm up this winter with recipes, products and ideas that enhance the season.

For holiday decorating tips, crafts, gifts and more, look for the next issue of *Seasons* in the mail, at your local Hy-Vee or online at [www.hy-veeseasons.com](http://www.hy-veeseasons.com).



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