

seasons

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HOLIDAY 2009
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DEAR FRIENDS,

The holiday season offers opportunities to create our own special traditions and make memories with our families. One of the things my family looks forward to most is our tradition of opening one gift from Santa on Christmas Eve. It's not the biggest gift, and it's not the most fancifully wrapped. As we gather around the tree, someone gives it a shake. There's a muffled rattling noise. What could it be? The family watches with curiosity as I untie the bow and tear off the paper. Soon, cries of excitement come from daughters Chelsea and Ashley. It's a board game! And we'll all be spending time around the kitchen table talking and laughing in between rolling the dice and challenging our memories.

My husband, Kirk, and I began this tradition when our girls were small. Santa's gift is always a game. It's our way of connecting in an old-fashioned and fun way. By the end of the evening, we've all won because we've shared the greatest gift of all—time with each other.

As you celebrate this season with your family, Hy-Vee offers this idea-packed issue of *Hy-Vee Seasons* to help make your holidays special and memorable. You'll find delicious food and treats that you can prepare easily for feasts and parties, gifts for loved ones (pets included), stunning tabletops and dozens of fresh decorating suggestions for your home.

I enjoy the holiday season and all that goes with it. I believe that making memories with those you love is most important. There can never be too many moments spent in fun or in peace with our families. All of us at Hy-Vee wish you and yours the warmest and happiest of holidays.

Laura Fulton,
Assistant Vice President, Operations, East Central District



seasons

Hy-Vee

HOLIDAY 2009 • VOLUME 3 ISSUE 6

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Cookie Factory, FAMILY STYLE

Sugar and spice and cookies so nice. Here's a tradition that connects a three-generation family of baking enthusiasts.

WRITTEN BY BARBARA HALL PALAR
PHOTOGRAPHED BY PETE KRUMHARDT





When Deb Avitt began baking cookies for her salon customers during the holidays, she never dreamed the tradition would last 30 years and involve three generations of her family. Although she has closed her Des Moines shop, Southtown Salon and Beauty, Deb's holiday cookie-baking thrives, as a family project.

These days the whole clan gathers in her Carlisle, Iowa, home to bake, decorate and package nearly 1,500 cookies. Lucky friends, relatives and coworkers receive packages of 30 delicious cookies. The project begins a few weeks before Christmas with the family working together. "It keeps us busy; it's a nonstop process for two weeks," says Deb's daughter, Kim Reed.

Deb says the first secret to a perfect gingerbread or sugar cookie is to refrigerate the dough and work with it while it's cool. "She won't let me, or anyone else, mix or bake the cookies," Kim says. "She's pretty picky." Kim gives away another of her mom's secrets: While many experts use butter for baking, Deb uses only Hy-Vee stick margarine for her sugar cookies. She likes the flavor it gives the dough.

Baking time is the touchiest thing. Deb will never say how long to bake the cookies. "I know by looking when they're done. If they're still shiny, they're not done. You want them to look a little dull and be soft to the touch." Pull them out of the oven and leave them on the pan so they firm up just a bit, she counsels. Then transfer them to a cooling rack.

And now the fun begins as Kim, her husband and kids get busy with frosting and decorating. "In the beginning I would make my own frosting and decorate the cookies all individually, but now I buy the frosting at Hy-Vee," Deb says. Kim's family carefully pipes or spreads white icing on the cookies, then adds candies and sprinkles for embellishment.

Grandson Brennan, 15, says with a laugh that he's finally allowed to help now that he can see over the countertop. And he's one of the lucky few who gets to eat the cookies when they taste best ... right out of the oven.

When presenting her cookies, Deb likes placing them on the deep red plastic plates available at Hy-Vee stores. She is careful to place plastic wrap between each layer of cookies. "She won't let me wrap them either," Kim laughs. "I do it wrong. But she lets my husband wrap them."

Granddaughter Kailey, 17, gets in on the action, too. "I put dough on the cookie sheet and watch them," she says. Although she admits that her grandmother is really the only one who can tell when the cookies are done. "Now that I drive, I do a lot of the deliveries," she adds.

Eager to learn and do more with this favorite family holiday project, Kailey doesn't expect to duplicate her grandma's sugar cookies and gingerbread cutouts anytime soon. But she has developed a niche of her own. "I make really good chocolate chip cookies," she says. "I'm the chocolate chip woman and I'm proud that Grandma can make all the others."



SNICKERDOODLE PINWHEELS

Makes 42 cookies

ALL YOU NEED

1 cup Hy-Vee pecan pieces
 1½ cups Hy-Vee granulated sugar, divided
 1 tablespoon Hy-Vee ground cinnamon
 ½ cup Hy-Vee unsalted butter, softened
 3 ounces Hy-Vee cream cheese, softened

½ teaspoon Hy-Vee baking powder
 1 Hy-Vee large egg
 1 teaspoon Hy-Vee vanilla
 2¾ cups Hy-Vee all-purpose flour
 2 tablespoons Hy-Vee butter, melted, divided

ALL YOU DO

Combine pecans, ⅓ cup sugar and cinnamon in a food processor. Cover and process until nuts are finely chopped. Set aside. In mixing bowl, cream ½ cup softened butter and cream cheese. Beat in remaining 1 cup granulated sugar and baking powder, scraping sides of bowl occasionally. Beat in egg and vanilla. Beat in as much of the flour as you can. Stir in remaining flour. Divide dough in half. Cover and chill for at least 1 hour.

Preheat oven to 375°F. Roll half of dough between two sheets of parchment or waxed paper into an 8×12-inch rectangle. Brush dough with 1 tablespoon melted butter. Spread half of pecan filling over dough to within ½ inch of edges. Starting from one of the short sides, roll up jelly-roll style, removing paper as you work. Moisten edges; pinch to seal. Repeat with remaining dough and filling. Cut rolls into ¼-inch slices. Place slices 2 inches apart on an ungreased cookie sheet. Bake for 12 to 14 minutes or until edges are firm and bottoms are light brown. Cool on cookie sheet for 1 minute. Transfer to a wire rack to cool.

Nutrition facts per serving: 100 calories, 6 g fat, 2.5 g saturated fat, 0 g trans fat, 15 mg cholesterol, 20 mg sodium, 12 g carbohydrates, 1 g fiber, 1 g protein, 5 g sugar.
Daily Values: 2% vitamin A, 0% vitamin C, 0% calcium, 2% iron.



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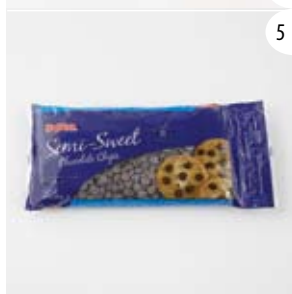
1. Crisco Shortening Sticks:
regular or butter
20 oz. **\$2.48**
2. Hy-Vee Creamy Frostings:
selected varieties
16 oz. **\$1.19**
3. Red Star Yeast: quick rise
or active dry .75 oz. **\$1.09**
4. Smucker's Jams or
Preserves: selected
varieties 12 oz. **2/\$4.00**
5. Hy-Vee Chocolate Baking
Chips: 24 oz. **\$2.97**



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CHOCOLATE GINGERBREAD CUTOUTS

Makes 30 cutouts

ALL YOU NEED

½ cup Hy-Vee unsalted butter
½ cup molasses
2 (1 ounce each) squares unsweetened chocolate
2½ cups Hy-Vee all-purpose flour
⅔ cup Hy-Vee granulated sugar
1 teaspoon Hy-Vee baking powder

½ teaspoon Hy-Vee baking soda
1 teaspoon Hy-Vee ground ginger
¼ teaspoon Hy-Vee salt
¼ cup Hy-Vee 2% milk
Decorator icing and candies

ALL YOU DO

Combine butter, molasses and chocolate squares in the top of a double boiler. Heat until chocolate melts, stirring until smooth. Sift together flour, sugar, baking powder, baking soda, ginger and salt. Stir in molasses mixture and milk. Mix well. Cover and refrigerate at least one hour or until firm.

Preheat oven to 375°F. Turn dough out onto a lightly floured surface. With a rolling pin, roll dough about ¼ inch thick. Dip a gingerbread man cookie cutter into flour and cut shapes. Place on ungreased baking sheets. Bake for 10 minutes. Transfer cookies to wire racks to cool. Decorate with icing and candies as desired.

Nutrition facts per serving: 100 calories, 4 g fat, 2.5 g fat, 0 g trans fat, 10 mg cholesterol, 65 mg sodium, 16 g carbohydrates, 1 g fiber, 1 g protein, 6 g sugar. Daily values: 2% vitamin A, 0% vitamin C, 2% calcium, 6% iron.





RASPBERRY-CHOCOLATE MACAROON BARS

Makes 32 bars

ALL YOU NEED

- | | |
|--|---|
| 1½ cups Hy-Vee all-purpose flour | 6 egg whites |
| ¾ cup Hy-Vee powdered sugar | 2 tablespoons amaretto or ½ teaspoon almond extract |
| ½ cup Hy-Vee unsweetened cocoa powder | ¼ cup Hy-Vee granulated sugar |
| ¾ cup Hy-Vee unsalted butter | 1¼ cups ground almonds, divided |
| ½ cup seedless red raspberry jam | 5 tablespoons Hy-Vee flake coconut, divided |
| 1 cup Hy-Vee semisweet chocolate chips | |

ALL YOU DO

Preheat oven to 350°F. Line a 9×13-inch baking pan with foil, extending the foil over edges of pan. Spray with nonstick cooking spray; set aside. In a large bowl, combine flour, powdered sugar and cocoa powder. Using a pastry blender, cut in butter until mixture resembles fine crumbs and starts to cling. Press mixture evenly into prepared pan. Bake for 15 minutes or until just set. Spread jam over hot crust and sprinkle with chocolate chips.

Beat egg whites and amaretto with electric mixer on high speed until soft peaks form. Add granulated sugar, ¾ cup ground almonds and 2 tablespoons coconut. Beat just until combined. Spread egg white mixture over bars. Sprinkle with remaining chopped almonds and coconut. Bake for 20 minutes or until top is set and golden brown. Cut into bars while still warm. Cool completely before removing foil from pan. Lift bars from pan using foil.

Nutrition facts per serving: 150 calories, 8 g fat, 4 g saturated fat, 0 g trans fat, 10 mg cholesterol, 15 mg sodium, 17 g carbohydrates, 1 g fiber, 3 g protein, 11 g sugar. Daily values: 2% vitamin A, 0% vitamin C, 2% calcium, 4% iron.



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- Argo Baking Powder or Corn Starch: 12 or 16 oz. **\$1.28**
- French's Gravy Packets: selected varieties .75 or .88 oz. **2/\$1.00**
- Karo Corn Syrup: light, dark or lite white 16 oz. **\$2.38**
- Mazola Corn Oil: 48 oz. **\$3.69**
- Mazola Oil Cooking Sprays: olive oil, canola or butter 5 or 6 oz. **\$2.48**
- Tones Extract, Flavoring, Food Coloring or Imitation Vanilla: 1 or 4 oz. **\$1.58**
- Tones Mini Spices: selected varieties .05 to 1.55 oz. **4/\$3.00**



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1. Nabisco Toasted Chips or Cakesters Cookies: selected varieties 8.1 to 12 oz. **\$2.77**
2. Kraft South Beach Living Cereal Bars or Diet 100 Calories Bars: selected varieties 5.88 or 6.15 oz. **\$2.69**
3. Clausen Pickles: selected varieties 20 to 32 oz. **\$2.69**
4. Jet-Puffed Marshmallow Crème: 13 oz. **\$1.48**
5. Oscar Mayer Little Wieners or Little Smokies 16 oz. **2/\$5.00**
6. Planters Premium Snack Nuts: selected varieties 9 to 10.25 oz. **\$4.77**
7. Cool Whip Aerosol Topping: regular, extra creamy or lite 7 oz. **\$2.49**
8. Jacks Original or Half & Half Pizzas: selected varieties 15 to 19.4 oz. **3/\$8.00**
9. Jet-Puffed Marshmallows: regular or mini 16 oz. **\$1.48**
10. Baker's Coconut, Bars or Dipping Chocolate: selected varieties 4 to 14 oz. **2/\$4.00**

MARSHMALLOW SNOWMAN

Makes 1

ALL YOU NEED

6 ounces white chocolate candy coating, cut up
3 large Jet-Puffed marshmallows
1 cup Baker's flaked coconut
1 orange gumdrop

Mini candy sequins
1 chewy fruit snack roll
Black rope licorice
1 mini Oreo™

ALL YOU DO

In a heavy saucepan, melt candy coating over low heat, stirring constantly until smooth. Cut one marshmallow in half. Attach one of the halves to a whole marshmallow to form the base, pressing the marshmallows together to form a ball. Dip in candy coating, then roll in coconut to coat. Place on baking sheet lined with waxed paper. Dip remaining whole marshmallow in candy coating and coconut. Place on top of marshmallow base. Repeat process with remaining marshmallow half and place on top of second ball. (Turn the marshmallow half so the round side faces the front.)

For the nose, cut a sliver slice from the gumdrop. Using candy coating as glue, attach nose to snowman's face. Repeat process using candy sequins for eyes and mouth. For the scarf, cut a strip from the fruit snack roll and wrap around snowman's neck. For the hat, cut a piece of black rope licorice to fit around the bottom edge of mini Oreo™ cookie. Use candy coating to attach licorice to bottom edge of cookie; allow to dry before placing on snowman's head. For arms, cut pieces of string licorice and attach to sides of snowman.

TIME TOGETHER—FUN COOKIE CRAFTS

Here are tips for starting wonderful holiday baking traditions with kids.

1. Find recipes that are simple and quick. You'll keep kids' attentions longer.
2. Do a little prep work. Before you call the kids into the kitchen, get everything out that you are going to need. Cover all surfaces with waxed paper or newspaper, depending on the project. Put the kids in aprons or, better yet, old T-shirts. Have them wash their hands thoroughly.
3. When tackling a project like the gingerbread house, let the older kids pipe on the frosting (a plastic bag with the corner cut is a simple way to squeeze on frosting). The little ones can put candy on top of the icing. To make the candy easier to handle, pour it in little bowls within easy reach of the kids.
4. Make cleanup part of the fun, too, so kids learn that it's just a part of the process. If you clean up a little bit after each step, there will be less to do at the end.
5. Take pictures! Remember, you're making memories.

Cinnamon Dough Ornaments

Decorate a tree with these awesome gingerbread ornaments. (But please don't eat!) To make the ornaments, combine $\frac{1}{2}$ cup ground cinnamon and 2 tablespoons white crafts glue. Gradually add $\frac{1}{3}$ to $\frac{1}{2}$ cup water. Form dough into a ball. Roll out $\frac{1}{4}$ inch thick. Using a gingerbread cutter, cut out shapes. Poke a hole in each ornament and let dry at room temperature for one to two days, turning several times. Decorate with icing; add buttons and bow. Hang with ribbon so you can enjoy the fragrance.





1. Wilton Gingerbread House Kit \$9.77
2. DecACake Decorations: selected varieties .75 to 4.25 oz. 5/\$5.00
3. M&M's Christmas Stand Up Bag: plain or peanut 42 oz. \$7.99

A FUN-TO-MAKE GINGERBREAD HOUSE

Create a beautiful gingerbread house in an afternoon with the Wilton Pre-Baked Gingerbread House Kit. Take the pre-baked gingerbread pieces out of the box, make icing from the mix that comes with the kit and you're set to assemble the house. Even the decorating bag and tip used for house assembly are included.

Now comes the fun part, the decorating! You can decorate the house as simply or elaborately as you like. Start with the colorful candies and icing snowman and tree that come with the kit. Add a few embellishments of your own, such as frosted miniature shredded wheat for a thatched-roof look or chocolate candy rolls for fences and tree trunks. Display the house on a sturdy cardboard base covered with white icing and sprinkled with coconut for snow. Your gingerbread house will stay intact for several weeks if you keep it in a cool dry place. You may want to cover it at night with plastic wrap to seal out dust as well as moisture and humidity.



Home FOR THE HOLIDAYS

Transform your home into a festive gathering place—and a joyful expression of your personal style. Here's how to create dramatic seasonal displays that can be dressed up for special events with fresh blooms, berries and greens.

WRITTEN BY MELODY WARNICK PHOTOGRAPHED BY TOBIN BENNETT

Winter's chill is in the air, and everywhere you go it's beginning to look a lot like Christmas. Turn your heart toward home and prepare now to create a memorable place that welcomes family and friends throughout the season. Dress the front door, banister, fireplace and other focal points in the classic good looks of fresh and artificial greens and long-lasting holiday decor. Then, just before holding special gatherings, dinners and parties, enhance the decorations with fresh flowers, berries and additional greens for decor that wows your guests.

Need a little inspiration? We turned to Traci Bruns and Donna Bennett, two Hy-Vee Floral Department managers, to create dynamic floral designs that are perfect for special occasions. With a selection of enchanting accessories and help from the floral designers at your Hy-Vee, you can put your stylish stamp on the season.



A FESTIVE FOUNDATION

Several weeks before Christmas, swathe your home in lush evergreens—fresh-cut or artificial, depending on your preference. Order fresh evergreen garland, in the lengths needed, from your local Hy-Vee florist early, so you'll have enough for every surface you plan to decorate. Consider decorating major exterior and interior architectural features of your home, such as the front and back doors, porch railings and columns, mantels, staircases and select pieces of furniture—sideboards or large cabinets, for examples. When ordering and picking up fresh greenery, choose a tree, wreath or swags to decorate a room, doors and focal points around your home.

Hang the greenery with covered florist's wire, chenille stems or removable hooks. To keep greenery as fresh as possible, hang it away from heating vents and fireplaces that will be used. Spritz the garlands, swags and wreaths regularly to keep them looking and smelling fresh throughout the season. Complete your foundational seasonal decor with long-lasting embellishments, such as colorful Christmas balls, ribbon, candy canes or pinecones. Flank the fireplace or a side table with tall tin buckets brimming with natural or artificial snow-covered branches from Hy-Vee. For a creative design detail, add a ribbon and sparkly Christmas balls to the top of each bucket.

SPECIAL DECOR WHEN COMPANY'S COMING

Whether you decorate the great room for an annual cocktail party, invite in carolers to the kitchen for steaming mugs of cocoa, or just cozy up to the fireplace with loved ones, festively dressed living spaces make any seasonal gathering a celebration. Incorporating a few decorations that you already have along with a few new purchases from Hy-Vee updates your home with freshness that makes your home as welcoming as you are.

What's in style this season? Holiday decor has been more versatile over the years, with nontraditional and whimsical color schemes. But this year, color trend watchers predict that classic red and green will be the most sought-after holiday palette. Familiar, classic and nostalgic designs are slated to be the most popular. At Hy-Vee you'll find on-trend, classic Christmas designs plus the charming Northwoods collection—complete with barn-board look wooden trays—and the uptown glitz and glam of big dramatic trees and centerpieces (see page 16).

Christmas red and green come in a variety of shade and hue combinations—from lime green to forest green and cherry red to burgundy. Floral manager Donna Bennett designed a table-top floral sculpture that mixes deep-red Black Baccara roses with lime-green cymbidium orchids and live wheat grass plants. The centerpiece, a modern take on traditional holiday floral, is suitable for a coffee table, buffet, sideboard, hall table or kitchen island.

Similar hues appear in the hydrangeas embedded in mantel-top mini trees and in the hanging kissing balls, each a sweet twist on the mistletoe tradition that combines burgundy mini carnations and lime green Button Poms. "Tradition is huge at Christmas, but a lot of people also like something more contemporary," says Donna. "We take a traditional look and add a contemporary flair with a slightly different color scheme and a variety of flowers. Although everyone's not yet familiar with the look, it's becoming popular."

Fresh blooms transform evergreens, wreaths and swags and trees into party-perfect decorations. A few hours before a big event, place orchids, stems of hydrangeas, roses, mums, carnations or hypericum berries into water tubes then poke the tubes into the greens. Depending on the type of flower, the blooms last three or four days. Be sure to refill water tubes as needed.

If you'd rather rock around the Christmas tree, glam up your holiday look by mingling metallic tones, such gold or silver. Or

Classic Beauty, Minimal Effort

With so many demands on time around the holidays, it's a relief to rely on a few pieces of effortlessly elegant decor, such as prelit artificial evergreens from Hy-Vee, year after year. This set (at right) includes two mini trees, a wreath and swag. Dividing up the pieces to place around the house maximizes the look and makes the pieces versatile. To freshen the look for this year, loop a sturdy satin ribbon in a cheery color (bright green or pale pink, for example) around the wreath, then hang it on a mirror where it reflects light and will cast a warm glow. Add personality to wreaths and swags by attaching cherished ornaments, artificial berries, candies or collectibles such as teacups. Prop the little lighted trees in sturdy urns or spray-painted ceramic pots (in black or silver) and place them to flank front porch steps. To use as mini Christmas trees in hallways or children's rooms, decorate the trees with paper chains and homemade gingerbread ornaments. The more creatively you deck your halls, the more welcoming your home will feel.

Prelit Topiary Set 4 pc. **\$59.99**



FRESH FROM HY-VEE

Enjoy the beauty and fragrance of freshly cut garlands. Simply measure the space for length and order fresh greenery from the Floral Department.

Fresh Evergreen Wreath 22" (bow not included) \$15.88

Iron Star Extendable Wreath Holder 48" \$14.98





1. Gold Wire Tree 20" \$6.98
2. Christmas Tree Ornaments: bulbs 5 pk. or garland 6' \$8.98
3. Gold Flake Oversized Brandy 8" or Wine Glass 19" \$11.98
4. Gold Curled Cone Tree: 3 pc. set 24", 28" and 36" \$39.98



mix bold crimson with snowy white flowers. For extra sparkle, create a small forest of glittering trees in a simple wooden tray, or pick up a star-topped golden wire tree to shimmer as a centerpiece on a table or buffet. Red and gold ornaments provide extra luster.

Just remember that amid the glitz, less is often more. "Simple, clean lines are a big trend this year," says Traci Bruns. Limit your palette to three compatible colors, and keep floral arrangements simple. An oversize brandy snifter or wineglass filled with stunning white roses and hydrangeas makes a richly elegant centerpiece for your holiday table.

The warm and trendy Northwoods look makes guests feel right at home and it's eclectic enough to allow repurposing what you already have. Mix new decorating items, such as Hy-Vee's plush Santa Advent calendar, with decor from seasons past or give an everyday item a holiday makeover. Paint a well-worn cabinet Christmas green or stage a red wagon as a playground for a sweater-wearing snowman. For special events, have a Hy-Vee florist arrange playful or dramatic centerpieces, such as the one with bells of Ireland, cymbidium orchids and roses placed on a wooden cake stand (pages 18), or one of the many others shown in this issue.

PREP FOR THE HOLIDAYS AT OUR PLACE . . .

No matter what sugarplum visions dance in your head, a Hy-Vee florist can bring them to life or help you find your style. "When people aren't sure what they want, I show them arrangements, ask them what colors they like to use or see whether they want to carry out a theme," says Traci Bruns, floral manager at the Webster City, Iowa, Hy-Vee. Get ideas by flipping through decorating magazines and tearing out pictures of rooms you love. Or focus on a swatch of color or on an object, such as a stocking or an ornament, then build on that to set the tone for your holiday decor.

Traci is eager to help customers use what they already have as one way to cut costs while boosting creativity. "Bring in things you have and see if they're usable," she says, "like a cake stand or an old measuring cup. Flour sifters are neat to do arrangements in. So are pieces of china." With 26 years of floral experience, Traci loves translating her artistic vision into floral pieces that thrill customers.

. . . OR YOURS

When holiday decorating becomes overwhelming, or you'd like a second opinion, call on a Hy-Vee florist for on-site decorating. "We begin with a walk-through of the home with the homeowner," says Donna Bennett, floral manager at Hy-Vee in Overland Park, Kansas. "I'll let them guide me and tell me the areas they really want to focus on and what they have in mind." Armed with measurements for mantels, stairways and tabletops, Donna sketches her ideas for a range of centerpieces, wreaths, garlands and accent pieces in different styles and price ranges. "I say, 'Here's Plan A, B and C,' then let the customer choose," she says. Before coming to Hy-Vee six years ago, Donna owned her own floral shop. There and here, her customers trust her creative vision. In turn, she loves to show customers how to freshen their holiday decor. "We're really trying to show people that there's so much you can do with flowers," Donna says.





DRESS A ROOM
CONFIDENTLY
AND STYLISHLY.

Pine Cone Wreath 4' or Garland 18" \$14.99

Sheer Fabric Cloth: 42" x 108" \$9.98



1. Plush Welcome Sign: Santa or Snowman 12" \$7.98
2. Lid Light Candle and Stand \$22.50
3. Plush Snowman Stocking 21" or Santa Calendar 1 ct. \$8.98
4. Triple Tea Light with 8 pack candles \$20.00
5. Resin Electric Snowman Candle \$7.98





Gifts of Love

Double the fun of gift-giving while creating one-of-a-kind gifts for family and friends. Fill reusable whimsical containers, fanciful baskets and keepsakes with sweets and treats to show how much you care.

WRITTEN BY JULIE MARTENS PHOTOGRAPHED BY TOBIN BENNETT AND PETE KRUMHARDT

'Tis the season for celebration and sleigh bells, ribbons and wrapping. As you make holiday gift lists and check them twice, plan to double the fun of giving this year by creating and giving gifts that are as unique as each of your gift recipients.

Container gifting takes little time because many are filled with ready-made goodies and there's little or no wrapping involved. An assortment of containers makes it easy to choose something to fit everyone on your list. Consider filling small containers to share with those who make your life easier throughout the year—newspaper deliverers, mail carriers, massage therapists, hair and nail professionals and others whom you appreciate. Assembling gifts personally and sharing that experience with little ones is a lesson in giving from the heart, and children add to the delight of the holidays as they dream up surprises for family, friends and teachers.

Whoever the recipient, presentation is easy and giving is fun when you choose festive containers, such as the Santa cookie jar (at left) and other character jars (page 22). Fill them with homemade or freshly baked holiday cookies from your Hy-Vee Bakery. Clear-glass candy jars, filled with colorful candies, make a lasting sweet impression. The whimsical plastic treat containers in bright holiday shapes (page 23) have surprises tucked inside while doubling as adorable decorations.

Holiday plates, platters and trays, such as the beautiful Frosted Glass Platter with Painted Christmas Trees (page 23) add sparkle to the table at home and create the perfect base for presenting beautiful treats. Wrapped simply in transparent plastic or cellophane and tied with a pretty bow, the gift will please

immediately and well into the future. A keepsake heirloom filled with a simple treat, homemade or purchased, doubles the sentiment of a gift to a family member.

Bountiful baskets (pages 26–27), filled with an assortment of edibles, are always welcomed. Visit the Hy-Vee Produce Department to view the wide variety of choices on display. Or use the display to spark an idea, then ask a Hy-Vee professional to create a unique made-to-order basket filled with produce, meats, wine, cheeses, specialty crackers, spreads, cookies, baked goods and more. Customize further with nonfood items such as gift cards, sports team paraphernalia, magazines, games, toys, personal care items and more.

Doug Riley, assistant vice president, Hy-Vee Produce Operations, says, “We can fill any container with anything a customer wants; we even do baskets for pets.” Whether customers choose a basket from the store or bring in a container, Hy-Vee staff will help create theme baskets within specific budgets. Doug suggests getting specific to fill baskets for those you know well, and going with generalized baskets for giving to acquaintances.

In a variety of sizes and shapes and filled to please, baskets are ideal for family, friends and groups. Even when you're in a hurry and need a tasteful spur-of-the-moment gift, stop by Hy-Vee for ready-made baskets, filled to the brim with beautiful fresh produce and other delightful edibles. All baskets come beautifully wrapped and decorated for immediate gift-giving.

Container giving saves time, often provides two gifts in one, is personalized to each gift recipient and eliminates excessive wrapping. Your holiday shopping just got easier and more fun.

Cookie Jar Jingle

Fill these cuties with cookies. Sure, leave a couple for Santa, then fill the jars for delicious snacking. No time to spend in the kitchen? Visit Hy-Vee and buy any Holiday Cookie Jar for \$19.99 and receive one package of Bakery Fresh 12 ct. regular or 24 ct. lunch box cookies free! For giving, choose and fill a jar that matches a personality or decorating style. Pick from a cheery penguin, a decked-out tree, a stack of pretty packages or the jolly old elf himself (page 20).

Holiday Cookie Jars \$19.99





Libbey Holiday Candy Jar \$2.99



Square Frosted Glass Platter with Painted Christmas Trees 14" \$4.98

Sweet Treats

Be ready in a jiffy when you need a last-minute gift. Fill the decorated candy jar (above) with red and green chocolate candies, an ideal indulgent gift to satisfy a chocoholic at work or at home. When the candy is gone, the recipient can use the airtight jar to hold tea bags, hot chocolate mix or hot cereal mix.

Bright red and green graphic designs on frosty white make the Christmas-theme platter (above right) a cherished keepsake. Topped with deliciously irresistible cargo from the Hy-Vee Bakery, this gift calls for the simplest of wrapping—just a little plastic wrap for freshness. You could also tuck the plate into a gift basket filled with ingredients to make home-baked cookies: flour, sugar, chocolate chips, sprinkles and a favorite recipe.

Three cute reusable plastic containers, featuring Santa, a snowman and a decorated Christmas tree (right), are priced affordably as holiday gift containers. Fill them with homemade or purchased treats—from sweets to nuts—to share with neighbors, coworkers and anyone who deserves a treat.



Plastic Treat Containers – Santa, Snowman or Christmas Tree 2/\$4.00



Hammond's Candy

Candy Canes: selected varieties 2 oz. 2/\$4.00

Cinnamon Candy Coal 2 oz. \$2.58

Peppermint Ribbon Candy 3 oz. \$3.69

Peppermint Sugar Stick Jar 16 oz. \$10.99

Russell Stover Bowline: selected varieties 8.25 to 12 oz. \$6.99

Whitman's Chocolate Sampler 12 oz. \$7.99



Giving a sweet gift is even sweeter when you shop at Hy-Vee. You'll find an assortment of holiday candies, cupcake mixes and specialty pans to bake shapely cakes from scratch.

1. Jo Holiday Cupcake Mixes \$5.99
2. Nordic Ware Holiday Tree Bundt Pan or Fairytale Cottage Bundt Pan \$19.99
3. Dove Chocolate Christmas Minis: selected varieties 8.5 to 9.5 oz. \$3.98



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SNOW-CAPPED FUDGY FOREST BUNDT CAKE

Serves 12

ALL YOU NEED

Hy-Vee unsweetened cocoa powder
for dusting
2 cups Hy-Vee all-purpose flour
 $\frac{1}{3}$ cup Hy-Vee unsweetened cocoa powder
 $\frac{3}{4}$ teaspoon Hy-Vee salt
 $2\frac{1}{2}$ teaspoons Hy-Vee baking powder
 $\frac{3}{4}$ cup Hy-Vee unsalted butter
 $1\frac{1}{4}$ cups Hy-Vee granulated sugar

3 Hy-Vee large eggs, at room temperature
2 (3.9-ounce packages) chocolate instant pudding mix
 $\frac{3}{4}$ cup Hy-Vee sour cream
1 cup Hy-Vee 2% milk
12 ounces mint or Hy-Vee semisweet chocolate chips
Hy-Vee powdered sugar (optional)
Hy-Vee peppermint ice cream (optional)

ALL YOU DO

Spray the Nordic Ware Holiday Tree Bundt® Pan with nonstick cooking spray. Coat the pan with unsweetened cocoa powder; set pan aside. Stir together flour, cocoa powder, salt and baking powder; set aside. Preheat oven to 325°F. Place butter and sugar in a mixing bowl. Beat with an electric mixer on medium speed until creamy. Beat in eggs, pudding mix and sour cream. Mix well. Alternately add flour mixture and milk, beating until combined. Stir in mint chips. Spoon batter into prepared pan; spread evenly. Gently tap the pan on the counter to remove air bubbles.

Place pan on a baking sheet in the oven. Bake for 2 hours and 15 minutes or until a wooden toothpick inserted near the center comes out clean. Cool cake in pan on a wire rack for 10 minutes. Remove cake from pan. Cool thoroughly on a wire rack. If desired, sift powdered sugar over cake and serve with peppermint ice cream.

Nutrition facts per serving: 500 calories, 24 g fat, 15 g saturated fat, 0 g trans fat, 95 mg cholesterol, 530 mg sodium, 67 g carbohydrates, 3 g fiber, 8 g protein, 44 g sugar. Daily values: 10% vitamin A, 0% vitamin C, 8% calcium, 10% iron.

Here's to your health! Give baskets of fruit to promote good eating. Yuletide favorites of ready-made fruit baskets make gift shopping a snap. Look for fruit baskets in the Hy-Vee Produce Department.

Mountain Basket (includes apples, oranges, grapefruit, kiwifruit, bananas, grapes, gourmet cheese, premium crackers and candy) **\$57.00**





Your local Hy-Vee Produce experts can arrange a basket or tray with a bountiful array of fruit that's sure to please. "Adding jams, summer sausages, coffee or cookies to a mix of fruit personalizes baskets to please anyone on your gift list," says Doug Riley, assistant vice president, Hy-Vee Produce Operations. Customize a fruit basket around a theme, such as healthful snacking, family movie night (fruit, popcorn, chips, salsa and M&M's) or a sledding party (fruit, hot cocoa packets, hearty whole grain muffins and cheese). Ask an expert at your Hy-Vee for assistance with creating customized fruit baskets.

Family Traditions (includes four varieties of apples, three varieties of citrus fruits, jumbo pears, kiwifruit, premium cookies, coffee, snack crackers, gourmet cheese and premium jellies) **\$67.00**

Classic Fruit Tray (includes oranges, grapefruit, apples, bananas, pears and grapes) **\$27.00**



Fresh Air Fun

WRITTEN BY JENNIFER RUISCH PHOTOGRAPHED BY TOBIN BENNETT



Just because the temperature has dropped doesn't mean it's time to hibernate. Rediscover the wonder of childhood this season by letting the great outdoors enchant you all over again.

Winter offers the rare opportunity to admire the brilliance of Mother Nature in repose. Start a new tradition this year and plan an outing to experience her beauty up close.

MAKE A DAY OF IT

Take a winter hike. Ask a local farmer if you can spend the day exploring the land and hunting for animal tracks in the snow. Collect pinecones and small branches to help embellish a holiday wreath for the front door of your house.

If you're not ready to break out snow gear just yet, plan a winter horseback ride rather than a hike. Spend a few hours traversing the blanketed woodlands on horseback and marveling at the stillness all around. Remember to take a camera. If you stop to capture favorite moments during the day, you might capture the perfect shot for a family Christmas card.

Whichever winter activity you choose, make sure everyone gets outdoors for fresh air. "Go outside and play as a family," says Hy-Vee dietitian Susan Coe, Omaha. "Have a snowball fight or a snowman building contest." Reconnect with your children and your own inner child as you debate which snow angel is better and devise a strategy to build the most stable snow fort. Go sledding or ice-skating to experience the best of this season's pastimes.

KEEP SAFETY IN MIND

When dressing for winter activities, remember boots, mittens, scarves and hats. Outerwear should be water-resistant. Dress in layers that can be removed and added as needed. When clothes get wet, change them as quickly as possible to avoid loss of body heat. Wear waterproof socks, which can help ensure feet stay dry even in the deepest snow.

Take plenty of water along for your winter outing. Dehydration is a serious problem even during cold months. Be on the lookout for frostbite; watch for a white appearance in exposed and covered extremities, such as ears, nose, fingers and toes.

Always supervise children while sledding. If possible, purchase a sled with runners and steering mechanism, which is safer than a toboggan. Check that there are no tree stumps, fence posts, rocks, streams or other potential dangers under the snow. Allow children to ice-skate on specially prepared skating areas where the ice is free of cracks, holes and other debris and strong enough to withstand their weight.

REFUEL AS NEEDED

Bodies work extra hard to generate heat on cold days. To build heat, extra fuel is required—food. Pack delicious hot snacks to recharge the group as energy runs low. Pack Turkey-Vegetable Soup and Cheesy Garlic Biscuits (see recipes, page 30) to take along for the day. Store the soup in individual insulated containers so it stays piping hot. When it's time to eat, each person can simply open a container of soup, place a cheesy biscuit on top and enjoy.

Include fresh-cut vegetables, such as cauliflower or broccoli, and some fruit, such as grapes with the meal. In addition to water, offer all-natural warm cider or juice fortified with vitamins and minerals to provide additional nutrients to replenish weary bodies.



TURKEY-VEGETABLE SOUP

Serves 5

ALL YOU NEED

- 3 (14.5 oz each) cans Hy-Vee reduced-sodium chicken broth
- ½ cup sliced celery
- ½ cup sliced carrots
- ½ cup chopped onion
- 2 cups chopped cooked turkey
- ¾ cup uncooked Hy-Vee wide egg noodles
- 1 tablespoon chopped fresh Italian parsley
- Hy-Vee cracked black pepper, to taste
- 1 recipe Cheesy Garlic Biscuits

ALL YOU DO

Combine chicken broth, celery, carrots and onion in a Dutch oven. Bring to a boil; reduce heat, cover and simmer for 5 minutes. Stir in turkey, noodles and parsley. Bring to a boil; reduce heat, cover and simmer until noodles are tender, about 10 minutes. Season to taste with black pepper. Ladle into bowls and serve each topped with a cheesy garlic biscuit.

Nutrition facts per serving with biscuit: 310 calories, 13 g fat, 5 g saturated fat, 2 g trans fat, 50 mg cholesterol, 880 mg sodium, 25 g carbohydrates, 1 g fiber, 22 g protein, 4 g sugar. Daily values: 50% vitamin A, 6% vitamin C, 15% calcium, 10% iron.

CHEESY GARLIC BISCUITS

Serves 5

ALL YOU NEED

- 1¼ cups Hy-Vee all-purpose baking mix
- ½ teaspoon minced garlic
- ½ cup Hy-Vee shredded cheddar cheese
- ½ cup Hy-Vee 2% milk

ALL YOU DO

Preheat oven to 425°F. Stir together baking mix, garlic and cheese. Add milk and stir just until moistened. Turn dough out onto a surface lightly sprinkled with additional baking mix. Knead dough 10 strokes or until nearly smooth. Lightly roll into ½-inch thickness. Cut dough with 2½-inch biscuit cutter and place 1 inch apart on lightly greased baking sheet. Bake for 10 to 12 minutes or until lightly golden. Cool on a wire rack.

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1. Dole Fresh Cut Vegetables: selected varieties 12 oz. 3/\$5.00
2. Spice World Minced or Chopped Garlic 4.5 oz. \$1.49
3. Hy-Vee Butter Basted Frozen Turkey per lb. \$1.29
4. Creamette Pasta: selected varieties 12 to 16 oz. \$1.18
5. Hy-Vee Grand Selections Flavored Olive Oils: selected varieties 8.5 oz. \$2.77

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1. Naked Juice: selected varieties 15.2 oz. 2/\$5.00
2. Old Orchard 100% Juice or Healthy Balance Juice: selected varieties 64 oz. \$1.77
3. V8 V-Fusion Beverages: selected varieties 46 oz. \$2.98
4. Dannon Multi Pack Yogurt: selected varieties 4 pk. 2/\$4.00
5. Kitchen Fresh Sweet & Spicy Salmon Fillet Dinner \$6.99



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SNOWY TRAIL MIX

Serves 9 (½ cup each)

ALL YOU NEED

- ½ cup Hy-Vee miniature marshmallows
- 1 cup Hy-Vee mini twist pretzels
- ½ cup Hy-Vee peanuts
- ½ cup Hy-Vee dried cranberries
- 2 cups popped Hy-Vee white popcorn

ALL YOU DO

Combine all ingredients in a large bowl. Store in an airtight container up to 3 days.

Nutrition facts per serving: 110 calories, 5 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 150 mg sodium, 16 g carbohydrates, 1 g fiber, 3 g protein, 60 g sugar. Daily values: 2% iron.

KEEP IT HEALTHY

Hy-Vee dietitian Susan Coe suggests making a bag of Snowy Trail Mix for your day of outdoor fun. The recipe is so simple it can be made in a few minutes the night before the big outing. All you need are marshmallows, pretzels, peanuts, dried cranberries and popcorn. Susan also suggests trying a variation on the recipe by substituting walnuts, almonds or pistachios for the peanuts, and dried blueberries or raisins for the cranberries.

Whether you are outdoors or indoors, eating healthfully throughout the winter is important. Susan's holiday eating tips that follow can help make this the most healthful season of the year.

- Eat slowly. You will eat less if you take time to thoroughly chew every bite and savor the food.
- Watch liquid calories. Eggnog can have up to 400 calories per glass, so include hot cider or herbal tea in your drink choices.
- Socialize away from the food area. If you stand near the buffet table, you're sure to snack throughout the night.
- Use a small plate. This may create the illusion that the plate has a large amount of food on it.
- Limit salty snacks. Salty foods make you eat and drink even more; try limiting them or avoiding them altogether.
- Take initiative. Prepare a healthful dish or salad for a holiday gathering.



HOLIDAY HARVEST

When planning your holiday menu this year, include some of the plumpest, juiciest and tastiest California grapes found at your local Hy-Vee. “We harvest a lot of our best-tasting varieties in the fall,” says Chris Caratan, co-owner of Columbine Vineyards.

The Columbine Vineyards growing season lasts five months, from early July to late November. “As soon as harvest is over in late November, we start pruning the vines for the next season,” Chris says. “Our weather pattern in the San Joaquin Valley is amazingly stable and predictable, which lets us get our harvest off in time.”

Columbine Vineyards has been family-owned and operated for three generations. Marin Caratan, an immigrant from Croatia, became one of the first table grape growers in the San Joaquin Valley back in 1926. He later passed the business to his sons Milan and Luis. Now a third generation of Caratan boys, cousins Chris and Martin, oversee the company.

“We grow 14 different varieties of grapes in all three colors—black, red and green,” Chris says. The reason for growing so many varieties is because different varieties of grapes ripen at different times throughout summer and early fall. “This way, we can deliver an abundant supply of fresh grapes to our customers throughout the entire growing season,” Chris says.

Columbine Vineyards continually strives to improve its process and product line. “Our company is devoted to reinvesting our earnings into research and development so we can develop new and better grape varieties,” Chris says. The company successfully developed the holiday seedless grape (below), a favorite among Hy-Vee customers. “We feel honored to be able to grow such a delicious and nutritious product,” he says, “and then deliver that product to such great stores as Hy-Vee.”

Chris’ tips to choose table grapes:

- Look for grapes that are dry.
- Look for grapes with fresh green stems.
- It’s OK when there are loose grapes in the bag; they’ve just loosened from the stem.

Chris’ tips to store grapes:

- Keep grapes in a high-humidity location, such as a refrigerator drawer.
- Store grapes in the bag to preserve the stems.
- Under proper refrigerated conditions, grapes should keep for two or three weeks.



Christmas Morning BRUNCH

Enticing aromas of freshly brewed coffee, sizzling bacon and cinnamon-scented waffles fill the kitchen where brunch making becomes a family affair. Everyone's spirits are bright, thanks to an easy menu of time-honored recipes and ready-made accompaniments.

WRITTEN BY CYNTHIA PEARSON COLE

PHOTOGRAPHED BY TOBIN BENNETT AND PETE KRUMHARDT





Brunch with family can be one of the most enjoyable Christmas morning activities. This year, begin a new tradition or embellish a treasured one. After opening gifts, invite the family into the kitchen to make brunch (see “Putting on Brunch,” page 36). You’ll have as much fun prepping the meal as sitting down together to enjoy it.

FEATURE A FAVORITE

Plan a menu around at least one easy-to-make, time-honored recipe. Such a recipe, Spiced Belgian Waffles (see page 40) allows several people to take turns baking deliciously crisp waffles. For a crowd, borrow a waffle-maker or two to speed production. Hungry for pancakes, too? Prepare extra batter, thin it with a tablespoon or two of milk and griddle to perfection. Offer an array of spreads and toppers—Hy-Vee butter, whipped cream, maple syrup, honey, walnuts and a rainbow of juicy raspberries, blueberries, strawberries, kiwi, bananas and oranges—that allow everyone to top the waffles or pancakes just as they like. Some guests may even get creative and top each waffle quarter differently.

OFFER VARIETY

In addition to waffles, breakfast meats—ham, sausage and bacon—are good choices for a group and can be heated up together on a large griddle. Plan for two pieces of meat per person, or three strips of bacon for bacon lovers in the group. Round out the menu with a fruit platter from Hy-Vee that showcases winter’s best-loved fruits (see page 40). You’ll save precious time not needing to peel

and cut up fruit. For drinks, offer one that’s cold, refreshing and fruity in addition to coffee or hot cocoa, along with flavorings. Your family will love having so many choices.

SET UP SERVING STATIONS

For serving a group, a buffet table or two is practical, easy and inviting. The casualness of selecting foods from a buffet then taking plates to a common table encourages comfortable conversation. To set up stations, clear a kitchen counter or use a sideboard or spare table covered with a pretty cloth to place food and serving utensils. Group hot foods, starting with meats and eggs, followed by waffles so guests can fill plates accordingly. Next to the waffles, set out waffle toppings and a fruit platter. If space is limited, use a cake stand or footed compote bowl to elevate small dishes filled with toppings, allowing space beneath for fruit.

Set up beverages in another area or room. When possible, fill drink cups ahead of time. Although a beverage station encourages family to help themselves, you could also offer to deliver drinks to the dining table to prevent juggling of glassware and filled plates.

STACK THE PLATES OR SET THE TABLE

Whether plates, napkins and tableware sit on the buffet or on the dining table depends on space and ease of serving. Carrying a plate from the table to the buffet while tableware remains on the table, lightens the load. However you serve your brunch, seat the family together to celebrate delicious food and good company.

Putting on Brunch

Fixing brunch just got easier! Follow this step-by-step guide to make this holiday a merry time for all.

A Guide to Making Assignments

- Small children can help set the table, set out toppings and make toast.
- An experienced supervisor, Grandma, can oversee the operation, comfortably seated at a counter, if she chooses.
- Adults or older teens can mix up batter, prepare Fizzy Orange Nog, make coffee and tend to oven duties.
- Parent-child and teen-child pairs can take charge of grilling meat, scrambling eggs and making waffles.
- Adult-child pairs can work together to clean up. Adolescents and teens tend to talk more freely amid the distraction and casual familiarity that comes with shoulder-to-shoulder effort. Conversations between the generations may prove to be the most precious holiday happenings.

The Day Before

- Make Fizzy Orange Nog (see opposite); cover and chill.
- Purchase a fruit tray from your local Hy-Vee.
- Set up the dining table.

Before Brunch

- Make coffee and set out stir-ins. Invite coffee drinkers to pour a cup.

- Preheat an oven to keep baked waffles and toast warm and to heat the ham.
- Fry bacon and sausage and slice the ham.
- Set up one (or more) waffle-makers; make the waffles.
- Add ginger ale to orange nog mixture.
- Make the toast.

Time to Eat

- Clear the counters.
- Set out platters of meats, eggs, waffles, fruit, toast and toppings of butter, syrup, walnuts, berries, bananas and whipped cream.
- Set up a table for beverages: Fizzy Orange Nog, coffee and cocoa. Include creamers, along with glasses, mugs and stirrers.

Cleanup Time

- Clear the table and load the dishwasher.
- Store leftovers (if any!)
- Do hand-washables, such as pans.
- Wipe the table and counters.

1. Farmland Breakfast Link Sausage or Rolls: selected varieties 12 or 16 oz. **\$1.18**
2. Farmland Diced Ham or Turkey Cubes or Strips: selected varieties 14 to 16 oz. **2/\$6.00**
3. Farmland Smoked Sausage: selected varieties 14 to 16 oz. **\$2.98**
4. Farmland Spiral Sliced Quartered Hams per lb. **\$2.99**
5. Farmland Boneless Half Hams 2.5 lb. **\$4.99**
6. Farmland Bacon: selected varieties 12, 16 oz. or fully cooked 2.1 oz. **\$2.99**



Special Drinks

Fill the beverage table with as many choices as your brunch menu contains. Take drink selections to new heights by serving easy-to-make Fizzy Orange Nog (below) and flavored coffees. Here's how to make and serve the drinks.

Fizzy Orange Nog

The day before brunch: In a 2-quart pitcher, combine 4 cups Hy-Vee eggnog and one 12-ounce can Hy-Vee frozen orange juice concentrate, thawed. Cover and refrigerate.

Just before serving: Slowly stir in $1\frac{1}{2}$ cups Hy-Vee ginger ale, well-chilled. Garnish each drink with whipped cream. Sprinkle with ground cinnamon or nutmeg.

Flavored Coffee & Cocoa

Offer an array of flavored coffee creamers, including French vanilla, hazelnut and amaretto, for guests to add their choice. Just a spoonful of creamer in a regular cup of coffee perks up flavor for an inviting change. Encourage children and noncoffee drinkers to stir some creamer into hot cocoa.





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1. Kane Seasons Greeting Platter 14" \$11.99
2. Kane Seasons Greeting Serving Bowl or Hemstitch Tablecloth \$14.99
3. Christmas Ceramic Bowl & Spreader Set \$9.98
4. Kane Christmas Side Plate, Bowl, Towel, Oven Mitt or Goblet \$3.99
5. Oster Belgian Waffle-Maker \$24.99



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Kane Seasons Dinner Plate 12" \$4.99

Breakfast Meats and More

Ham, breakfast sausage and bacon are excellent meats to add to your brunch menu when you host a large group. An electric griddle comes in handy for cooking, providing a generous nonstick surface for all the breakfast meats and completing cooking in minutes. If you plan to prepare several meats at once, first place the sausage and bacon on a cold griddle and turn to medium setting. As the meat begins to cook, use a paper towel to carefully remove excess drippings that accumulate on the griddle. Add fully cooked ham slices when the sausage and bacon are almost done, turning the slices several times to heat evenly on both sides.

With kids and college students home during the holidays and added family meals, griddles offer convenience and practicality, especially for making breakfast. For making quick nutritious breakfast sandwiches, cook the meat and eggs and toast English muffin halves on a griddle. Assemble the sandwiches, adding slices of cheese, and breakfast is served.

In addition to the convenience and versatility, griddles offer easy cleanup with just one surface to clean.

Mr. Coffee 12 cup Coffee-Maker **\$39.99**

Rival Griddle **\$39.99**



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1. Johnsonville Bratwurst or Italian Sausage: selected varieties 16 or 19.7 oz. **\$3.99**
2. Johnsonville Smoked Sausage Links or Premium Franks: selected varieties 14 or 16 oz. **2/\$6.00**
3. Johnsonville Summer Sausage 32 oz. **\$6.99**
4. Johnsonville Original or Beef Summer Sausage 12 oz. **2/\$7.00**
5. Johnsonville Breakfast Links or Ground Sausage 12 or 16 oz. **2/\$6.00**
6. Oldham's Mild or Medium Pork Sausage 16 oz. roll **2/\$5.00**

Spiced Belgian Waffles

Serves 8

ALL YOU NEED

2¼ cups Hy-Vee all-purpose flour

2 tablespoons Hy-Vee granulated sugar

½ teaspoon pumpkin pie spice or Hy-Vee ground cinnamon

¼ teaspoon Hy-Vee salt

8 Hy-Vee large eggs, separated

1 cup Hy-Vee 2% milk

⅓ cup Hy-Vee unsalted butter, melted

Hy-Vee powdered sugar

Fresh fruit, optional

Hy-Vee whipped topping, optional

Hy-Vee butter, optional

Hy-Vee pancake and waffle syrup, optional

ALL YOU DO

In a large bowl, sift together flour, granulated sugar, pumpkin pie spice and salt. Make a well in the center of the mixture. Set aside.

In a medium bowl, whisk together egg yolks, milk and ⅓ cup melted butter. Add to flour mixture and stir until just combined, but still slightly lumpy. Beat egg whites with electric mixer until stiff peaks form. Gently stir about half of the egg whites into the egg yolk mixture. Fold in remaining egg whites; do not overmix. Preheat and grease a Belgian waffle-maker according to manufacturer's directions. Pour about 1 cup batter onto grids of hot waffle-maker. Close the lid quickly and bake for 3 to 4 minutes per waffle. Transfer waffles to a wire rack on baking sheet. Keep warm in a 300°F oven. Repeat with remaining batter. To serve, sift powdered sugar over each waffle. If desired, top with fresh fruit, whipped topping, melted butter and syrup.

Nutrition facts per serving: 290 calories, 13 g fat, 7 g saturated fat, 0 g trans fat, 240 mg cholesterol, 150 mg sodium, 32 g carbohydrates, 1 g fiber, 11 g protein, 4 g sugar. Daily values: 10% vitamin A, 0% vitamin C, 6% calcium, 15% iron.

Medium Fantastic Fruit Platter (red grapes, kiwifruit, pineapple, strawberries, raspberries, blueberries, honeydew, cantaloupe, watermelon plus honey fruit dip) serves 12 **\$25.00**







Relax

Every year you promise yourself that this Christmas season is going to be different. No more last-minute shopping, no more panic about which gifts to get the kids and no more of the craziness that seems to take over this time of year. Rejoice! There is a better way. Consider some of these ideas to renew your spirit.

WRITTEN BY LOIS WHITE PHOTOGRAPHED BY TOBIN BENNETT

Godiva Chocolate Bars: selected varieties 1.5 oz. **\$2.48**


Godiva Chocolate: selected varieties 1.5 to 3.5 oz. **\$3.38**

Nurturing yourself

- On an especially stressful afternoon, take a time-out. Wrap yourself in your softest, most comfortable blanket, put on your favorite music and take a long—or short—winter's rest.
- Take in the inviting aromas of the season. Put a medley of spices in your slow cooker. Or bake a quick version of old-fashioned gingerbread cookies from a ready-to-mix kit.
- Plan a relaxing spa evening to unwind from the demands of the season. Turn the lights down low. Light scented candles, run a warm bath and add your favorite bath salts. Then soak away your stress.
- While the family is out shopping, slip into your comfiest pj's and curl up with a cup of flavored tea or coffee while you peruse your favorite magazines.
- Reconnect with a girlfriend. Share some of your ideas for a more relaxed holiday and ask for hers, too. Going for a more leisurely pace will make the holidays more meaningful for both of you.
- Indulge your senses with a bit of the best quality chocolate—a heavenly and healthful treat. Rich chocolates, on their own or combined with other flavors, are sublime pleasure in every bite. Just a small taste can go a long way in making everyone's holiday—including yours—a little more special.

Nurturing others

- Handwrite one lengthy letter to a close friend or write several cards with notes to friends or acquaintances with whom you've been out of touch—and pass along your greetings of the season.
- Call a retirement home or care facility to make arrangements for a short visit. Then take along the entire family and spend some quality time visiting people who will enjoy your company.
- Share your time and energy while making a difference for your community. Along with your family, volunteer to ring bells for the Red Kettle Christmas Campaign sponsored by the Salvation Army. You'll be surprised and moved by the generosity of those passing by.
- Visit Hy-Vee to rent classic holiday movies. Quickly and easily make choices, check them out and be on your way home. Then dedicate the evening to wearing pajamas, munching popcorn, drinking cocoa and having plenty of family fun.
- If you're looking for a project that will benefit a child or an entire family this holiday season, check with your church, synagogue or local agencies. These and other organizations will be delighted to share information so you or your entire family can make the holidays a little brighter for someone in need.



*Take time out to
care for yourself and others
while reconnecting with the
spirit of the holidays.*

Metal Stocking Holders: Joy, Hope or Noel 5" \$19.99



A JOYOUS FEAST

Make this year's Christmas gathering stand out with two key ingredients: a beautiful table and a lovingly prepared feast that's as easy as it is delicious. Add family and friends, and you have the recipe for a truly enjoyable holiday celebration.

WRITTEN BY LOIS WHITE
PHOTOGRAPHED BY TOBIN BENNETT





A FAMILY FEAST DESERVES A BEAUTIFUL SETTING

One of the greatest joys of the holiday season for Mitch Streit, store director of the Hy-Vee in Council Bluffs, Iowa, is gathering with the Streit clan—almost 40 in all—for the annual Christmas feast. “Every time we get together, it feels like the good old days. The stories are the same, the food is great and the memories keep coming,” says Mitch. “When we were growing up, I remember Dad roasting the turkey in a Hy-Vee paper sack and Mom making a fruit salad that we could only have on special occasions. That’s because the grapes were so darned expensive.”

While the eight siblings share stories with spouses and children about long-ago meals, this year’s holiday feast is a much more easygoing affair. The fragrant roasted turkey, catered by Hy-Vee, heats in the oven in a fraction of the time of a traditional turkey yet smells every bit as good. The kitchen duties involve nothing more

than setting the tables and putting finishing touches on foods that barely need anything but reheating. “We always end up with far too much food, but this is our tradition of keeping the family together, even when we’re miles apart,” Mitch says.

Like the Streit family, you can make your seasonal feast brighter and a little easier, too. Use these ideas so you can host the gathering without feeling overly stressed.

- **Decorate in a dramatic yet simple way.** Dress up the dining table with a rich palette of red and white. Display individual arrangements of carnations from the Hy-Vee Floral Department in lieu of a large centerpiece. The versatile flowers provide a colorful punch and they’re relatively inexpensive. To carry out the seasonal theme, create letters for the word *Joy*, using your computer and card stock.



• **Make up a doable menu.** As part of the meal, consider an appetizer tray of freshly cut vegetables to help curb appetites before the big meal. Compile any recipes you are planning to make and double or triple amounts, depending on the number of guests. Then create an extensive shopping list. The more items you pick up on your first visit, the fewer additional trips you'll need. If you prefer, take the relaxed route and order one of the Hy-Vee Kitchen Holiday Dinner Packs (see pages 48–49). Be sure to place your order ahead of the holiday rush.

• **Put together a cooking plan.** Determine which items can be prepared ahead. Desserts are good candidates, as is anything served chilled, such as cranberry sauce or salad. You can also bake bread ahead and warm it in the oven just before serving. Be sure to plan several days for thawing the turkey. If you need to prep the

night before your big meal, consider takeout so you can focus all your cooking energy on holiday dishes.

• **Tidy up the kitchen.** Before bringing home your holiday groceries, clean out the pantry, freezer and refrigerator so you'll have plenty of room for all the fresh holiday treats. Remember to check your spices for any favorites you'll need, such as sage, thyme, cinnamon and nutmeg. You may find that you'll need to replenish old spices you used last year.

• **Invite others to help.** Big holiday dinners are all about sharing, and family members and friends are often more than happy to help set the table or put final touches on the food. Accept their offers with a smile. Once everyone sits down, play Christmas music softly in the background while you and your guests enjoy the feast and the joy of another holiday together.



FROM OUR KITCHEN TO YOUR TABLE

Are you planning a big family meal but wishing for more time with guests and less time cooking? Consider having Hy-Vee cook your meal this year. By ordering a Holiday Dinner Pack for your family celebration, you can have the best of both worlds. This will free up some time, letting you focus your energy on decorating the table and serving the meal with flair. If you're worried that ordering dinner will mean your family celebration is missing that special something, consider preparing additional vegetables or a dessert that's been a traditional family favorite.

Serve the entrée on a pretty platter, garnished with fresh herbs or seasonal fruits and vegetables. Dish up the sides in coordinating serving bowls. Warm the dinner rolls and place them in a cloth-lined bowl. Make the pie look pretty by displaying it on a tiered stand. Once everything is on the table, your meal will look as formal as if you cooked for days.

DINNERS TO GO

Your Hy-Vee Dinner Pack options include:

- **Oven-Roasted Prime Rib Dinner:** 5-lb. Hormel Prime Rib plus up to three family-size side dishes or pies. This dinner costs \$99.95 and serves up to eight for only \$12.95 per person.
- **Steamship Round Ham Dinner:** 13- to 15-lb. Farmland Bone-In Ham plus up to six family-size side dishes or pies. This dinner costs \$99.95 and serves up to 12 for only \$8.33 per person.
- **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 up to eight for only \$7.49 per person.

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

- Gourmet Kitchen Mashed Potatoes
- Gourmet Kitchen Green Bean Casserole
- Gourmet Kitchen Scalloped Potatoes
- Gourmet Kitchen Poultry Stuffing
- Gourmet Kitchen Cornbread Stuffing
- Gourmet Kitchen Sweet Potatoes
- 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 Today!

The sooner you place your order, the better. You can order in the store, over the phone or online. To order online, visit www.hy-vee.com. Create an account, select the meal and side dishes and specify a pickup date. It's that simple! Because dinner packs are refrigerated, allow two hours of reheating time.





Hillshire Farms Spiral-Sliced Hams: whole or half per lb. \$2.77

HAM AS THE CENTERPIECE

Whichever your choice, bone-in or boneless types of ham, both are appealing—either for elegance or ease of serving. And both have great taste. Consider these tips when selecting, preparing and serving ham at your holiday gatherings.

- Allow two to three servings per pound for bone-in hams, and four to five servings per pound for boneless hams. Cover and refrigerate leftovers up to 3 days or tightly wrap and freeze them up to 2 months.
- Fully cooked hams require little preparation—unwrap, heat to an internal temperature of 140°F and serve.
- Beautiful spiral-sliced hams are convenient to serve. These fully cooked hams, thinly sliced so meat falls away from the bone, typically have a beautiful baked-on glaze. The only work for you is to heat, place on a platter and serve.
- Ordinary becomes extraordinary when diamond-shape cuts are scored across the ham. Barely cut through the surface with a sharp knife, insert whole cloves where diamonds meet (or leave out the cloves) then brush on sauce to penetrate the ham and create a beautiful glaze.

1. Sara Lee Breakfast Breads: cinnamon with raisins, brown sugar or blueberry 16 oz. \$2.38
2. Sara Lee English Muffins: whole grain or wheat 14 oz. \$2.38
3. Sara Lee Mini Bagels: selected varieties 17 oz. \$2.38
4. Sara Lee Natural Bread: 100% whole wheat or multigrain 24 oz. \$2.38
5. Hillshire Farms Smoked Sausage or Polish Kielbasa: selected varieties 14 or 16 oz. \$2.69
6. Jimmy Dean Breakfast Sandwiches or Skillet: selected varieties 13.6 to 20 oz. \$3.99
7. Hillshire Farms Little Smokies: selected varieties 14 or 16 oz. 2/\$4.00
8. Ball Park Meat Franks: selected varieties 12.8, 14 or 16 oz. 2/\$4.00
9. Sara Lee Deli Sliced Meats: per lb. \$5.99

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PRIME RIB PERFECTION

• **Buy the best.** Amana bone-in ribeye roast, a premium cut at the Hy-Vee Meat Department and rated USDA Choice for high marbling that contributes to tenderness and flavor, is an impressive entrée. Ask a meat counter expert to carve the roast from the ribs then tie the bones as a natural roasting rack. To serve, cut the string, remove the ribs and carve.

• **Determine size.** One rib typically serves two; a three-rib roast serves six and so on.

• **Begin cooking from room temperature.** For even cooking, let the covered roast stand at room temperature for 2 hours before roasting.

• **Rub on rosemary flavor.** For a 6- to 8-pound roast, combine ¼ cup Dijon-style mustard, 2 tablespoons rosemary leaves, 1 tablespoon minced garlic, 1 teaspoon Hy-Vee salt and 1¼ teaspoons freshly cracked Hy-Vee black pepper.

• **Sear, then roast.** Preheat the oven to 425°F while applying the rosemary rub. To form a crust that seals in juices, sear the roast, bone-side down, for 15 minutes in the hot oven. Reduce the oven to 325°F. For 6 to 8 pounds, roast 2¼ to 2½ hours for medium-rare or 2¾ to 3 hours for medium. Use a meat thermometer to test for doneness—135°F for medium rare or 150°F for medium.

• **Allow stand time.** Remove the meat from the oven, cover with foil and let stand for 15 to 20 minutes. Meat temperature will rise 5°F to 10°F as the meat absorbs juices and firms up for easy carving.

• **Jazz it up.** Horseradish-Cream Sauce is a fabulous accompaniment. Combine 1 cup Hy-Vee sour cream, ¼ cup Hy-Vee horseradish, 2 tablespoons Hy-Vee half-and-half, 1 tablespoon Hy-Vee Dijon mustard and ½ teaspoon Hy-Vee salt. Serve with roast.

Amana Bone-In Prime Rib Roast





USDC Lot Inspected Frozen Lobster Tails 5 oz. \$6.99

1-2-3 LOBSTER—IN 30 MINUTES

Feast on succulent lobster tails dipped in chipotle-lime butter. Here are hints for making it the absolute best.

1. **Start with frozen lobster** from your Hy-Vee Seafood Department. Thaw overnight in the refrigerator.
2. **Butterfly the tails.** Use sharp kitchen shears to cut through the tops of the shells and the meat. Don't cut all the way through. Open the shell and carefully pull out the meat, leaving it attached at the tail end. Close shell and rest the meat on the shell. With a sharp knife, make a 1/2-inch-deep cut along the length of the lobster meat.
3. **Brush with butter then broil.** While preheating the broiler, place lobster tails, meat-side up, on the unheated rack of a broiler pan. Combine 4 tablespoons Hy-Vee unsalted butter, melted; 1/2 teaspoon lime zest, 2 teaspoons freshly squeezed lime juice, 1/2 teaspoon chipotle chili powder and 1/4 teaspoon Hy-Vee salt. (This makes enough butter for four 8-ounce lobster tails.) Reserve half the butter mixture. Brush remaining on lobster meat. Broil lobsters 10 inches from heat for 10 to 12 minutes or until meat is opaque. Serve with reserved butter mixture.



Hy-Vee USDC Lot Inspected Cooked Shrimp 31–40 ct. \$6.99



Shell Oysters each 10/\$10.00



Hy-Vee All-Natural Star Cut King Crab Legs
1.5 lb. bag \$17.99



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1. Hellmann's Mayonnaise: selected varieties 22 or 30 oz. \$3.18
2. Knorr Pasta Sauces or Soup Mix: selected varieties .05 to 1.8 oz. 4/\$5.00
3. Lipton Specialty Tea: selected varieties 18 or 20 ct. 2/\$4.00
4. Lipton Tea Bags: selected varieties 10 to 100 ct. \$2.99
5. Skippy Peanut Butter: creamy, chunky or natural 26.5 or 28 oz. \$3.69
6. Bertolli Frozen Dinners For Two or Oven Bake Meals: selected varieties 21 to 24 oz. \$5.99
7. Breyers Ice Cream or Klondike Novelties: selected varieties 5, 6 or 48 oz. \$2.77
8. Country Crock Side Dishes: selected varieties 21 or 24 oz. 2/\$7.00

SIDES TO GO

Country Crock Side Dishes round out the holiday menu with traditional favorites without sacrificing valuable oven or stovetop space. Just heat and serve Country Crock Side Dishes in the microwave-safe containers or transfer the contents to a baking dish and heat in an oven.



FRUITED WILD RICE STUFFING

Serves 24 (½ cup each)

ALL YOU NEED

1 cup chopped baby bella mushrooms	1 cup uncooked Hy-Vee long-grain-brown rice
1 cup chopped onions	1 teaspoon Hy-Vee dried thyme, crushed
2 medium apples, peeled if desired, cored and chopped	½ teaspoon nutmeg
¾ cup chopped Hy-Vee dried apricots	2 (14.5 ounces each) cans vegetable broth
1 cup uncooked wild rice, rinsed and drained	1 cup Hy-Vee pecan pieces, toasted

ALL YOU DO

Combine mushrooms, onions, apples, apricots, wild rice, brown rice, thyme, nutmeg and broth in a 3½- or 4-quart slow cooker. Cover and cook on low-heat setting for 6 to 7 hours or on high-heat setting for 3 to 3½ hours. Stir in pecans just before serving.

Nutrition facts per serving: 120 calories, 3.5 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 140 mg sodium, 19 g carbohydrates, 2 g fiber, 2 g protein, 4 g sugar. Daily values: 4% vitamin A, 6% vitamin C, 2% calcium, 4% iron.





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1. Bush's Variety or Chili Beans: selected varieties 15 to 16 oz. 4/\$3.00
2. Oven Ready Gourmet Stuffed Chicken Breast: selected varieties 8 oz. 2/\$6.00
3. Hefty Plates or Bowls: selected varieties 14 to 60 ct. 3/\$5.00
4. Hy-Vee storage containers 2/\$4.00
5. Chocolate Peanut Butter Stack serves 6 to 12 \$40.00
6. Gourmet Shrimp Tray served with cocktail sauce and fresh lemon serves 20 to 30 \$60.00
7. Family-Size Tostitos or Dips: selected varieties 14.5 to 23 oz. \$3.99

HERBED HOLIDAY BREAD

Serves 21

ALL YOU NEED

4½ to 5 cups Hy-Vee all-purpose flour, divided
1 package active dry yeast
2 tablespoons snipped fresh herbs or
1 teaspoon dried herbs, crushed
1 cup Hy-Vee 2% milk
⅓ cup Hy-Vee granulated sugar

⅓ cup Hy-Vee unsalted butter
1 teaspoon Hy-Vee salt
3 Hy-Vee large eggs, divided
1 tablespoon water
Fresh herbs, garnish

ALL YOU DO

In a large bowl, stir together 2 cups flour, yeast and herbs; set aside. In a saucepan, heat milk, sugar, butter and salt over medium heat until butter almost melts. Add milk mixture and 2 eggs to flour mixture. Beat with an electric mixer on low speed until combined. Beat on high speed for 3 minutes. Stir in as much of the remaining flour as possible. Turn dough out onto a lightly floured surface. Knead in enough remaining flour to make a moderately stiff dough that is smooth and elastic. Shape dough in a ball. Place in greased bowl; turn once. Cover and let rise in warm place about 1 hour or until double in size. Punch down dough; turn out onto a lightly floured surface. Divide dough in three portions. Cover and let rest 10 minutes. Lightly spray a baking sheet with nonstick cooking spray. Shape each dough portion into a round loaf. Place on prepared baking sheet. Brush loaves with a mixture of 1 egg and water. Place herbs on top. Cover and let rise until nearly double (30 to 45 minutes). Brush tops again with egg mixture. Bake in 375°F oven for 30 to 35 minutes or until golden brown. Cool on a wire rack.

Nutrition facts per serving: 150 calories, 4 g fat, 2.5 g saturated fat, 0 g trans fat, 40 mg cholesterol, 125 mg sodium, 24 g carbohydrates, 1 g fiber, 4 g protein, 3 g sugar. Daily values: 4% vitamin A, 0% vitamin C, 2% calcium, 8% iron.

Santa's HELPERS

Delight the people you love by giving carefully chosen and wrapped Christmas gifts. For ideas and an inspiring array of this year's most sought-after holiday items, welcome help from some of Santa's favorite elves—the cheery folks at your local Hy-Vee.

WRITTEN BY ALLAN DEAN

PHOTOGRAPHED BY TOBIN BENNETT
AND CAMERON SADEGHPOUR

Aah, Christmas! It's time again to remember, cherish and celebrate the most important parts of our lives—family, friends, faith and traditions. One highly regarded tradition that marks the season is gift-giving, an event that's equally fun for giver and receiver. For thoughtful gifts that express your love and appreciation to those most dear, trust Hy-Vee to be Santa's helper this year. Be amazed by the variety of gifts you can find in one location: toys, games, baking and kitchen accessories and containers, party items, decorative tableware, whimsical decorating accessories, photo frames, greeting cards, sports paraphernalia, small appliances, gift cards, batteries and so much more. Whatever's on your gift list, check Hy-Vee first for the convenience of one-stop shopping. Then finish up by choosing from an array of wrapping papers and bags, bows, tags and ties to beautifully wrap each gift.

To get organized for this season's shopping, let the following tips be your guide. You'll discover that counting on the helpers at Hy-Vee is one more reason to celebrate this season.

CHECKING IT TWICE

Start your gift-shopping from home by taking a cue from Santa. Create lists and stick to them. List everyone you plan to buy for—family, friends, neighbors, coworkers, business associates, school teachers and classroom assistants, church pastors and staff, and service providers. As you think of each person on your list, consider the gift that best suits him or her. Note everyone on your list who's far away, including those in military service. Heed that portion of the list first, shop early, then get the packages wrapped and mailed in plenty of time to be received by Christmas Eve.

Ask each person in your family to create their lists as well, one of what they plan to give and one of what they really dream about Santa bringing this year. As a family, make a list of charities and organizations to which you'd like to donate gifts of money and time.

Making lists serves multiple purposes. They help organize for shopping and budgeting, inform you what items have become high priority to fulfill dreams and put gift-giving and receiving into perspective.

BE A BUDGET-WISE SANTA

Set a budget for gift-buying and plan to stick with it. As you think of gifts for everyone on your list, estimate a dollar amount to spend. Plan for spending some money on gift-wrapping, greeting cards and postage as well.

For gift-shopping inspiration, see the suggestions on these pages, throughout the stories and photos in this issue, in the aisles at your local Hy-Vee and on www.hy-vee.com. Gifts for the home always make sense and will be put to use again and again. Small appliances as well as decorative items are thoughtful when matched to each person's taste and style. Luxurious gifts that encourage caring for self demonstrate how much you care for the recipient. Gifts of fun that are exciting or lift the spirits include games, movies, music, toys, accessories for pets and gift cards that allow personalized selections.

PRESENT PERFECT

With lists checked twice and shopping done, wrap it all up in anticipation of opening day. For clever package tie-ons, visit the Hy-Vee Floral Department for sprigs of greenery and pinecones, or tie on candy canes with pretty ribbons. Wrap gifts for placing under the tree, mailing or delivering in person, making each present as individual as the recipient. This year, you're one of Santa's best helpers.



1. Mighty Wheels \$34.99
2. Huffy Disney Princess or Cars Bike 16" \$69.99
3. Conair Pro Styles Curling Iron 4 pc. set \$29.99
4. Conair Gel Grips Hair Dryer \$17.99
5. Toy Story Action Figure or Disney Princess Bath Beauty Doll \$9.99
6. Mattel Dora Links Doll \$59.99
7. Rocking Surf Skate \$39.99
8. Hot Wheels Blaze Crash \$9.99
9. Fisher Price Trio Siege Tower \$14.99
10. Hot Wheels Racing Rigs \$9.99
11. Little Mommy Newborn Doll \$9.99
12. Mattel Family Fun Games – 30% off



Just for kids

Ever notice how Christmas excitement just bubbles from children? Hy-Vee helps you make the season even more memorable for the kids in your life with gifts that make their eyes light up on Christmas morning. Find name brand toys from Fisher Price, Little Tykes, Mattel and Disney. Find Elmo, Dora or Buzz Lightyear (opposite, middle left) with his Toy Story companions. Discover a new game or two that brings the family together around a table such as Apples to Apples and Scrabble, plus many more. Mattel Family Fun Games (opposite, bottom right), are 30% off regular prices. Kids love the Rocking Surf Skate (opposite, bottom left). For useful stocking stuffers, pick up crayons and markers, coloring books, batteries for toys and games and individually wrapped candy canes, raisins and fruit snacks. To tuck in tiny surprises that won't get lost in the stocking shuffle, fill miniature gift boxes, then fit them into the toes of stockings.



Fisher Price Trio Basic Tub \$29.99



Pamper your Pets

Furry friends offer welcome comfort and love throughout the year. Show them how much you care at the holidays with a special gift or two. Wouldn't your favorite feline love a multilevel climbing tree? And doesn't your proud pooch deserve a warm and cushy bed for naps? Find delicious pet gifts, such as gourmet cookies and snacks, and playful toys that keep pets entertained and active. The selection of pet supplies and gifts at Hy-Vee is purr-fect.

1. Paws Pet Beds **\$18.98**
2. Snapware Gift Canisters **\$4.99**
3. Kong Dog Toys **\$7.99**
4. Claudia's Canine Cuisine
Christmas Dog Treats: selected
varieties 16 or 18 oz. **\$7.99**
5. Paws Cat Climb Trees **\$18.98**



Green Gifts

Dreaming of a green Christmas? Hy-Vee practices being green year-round. For kitchen gear made from a renewable resource, choose attractive bamboo cutting boards, utensils and containers. Sturdy shopping and gifts bags filled with a hemp bath glove and natural candles or cleaning products from Method show concern for the Earth. Eco-friendly paper supplies reduce waste while being put to use attractively. At Hy-Vee find multiple uses for many items, such as floral gifts in reusable containers. For foods, give delicious cookies and candies made with organic ingredients or organically grown fruits and vegetables.

Tru Bamboo Cutting Board, Utensil Set or Textile Set **\$9.99**

1. Method Hand Wash, Dish Soap or Cleaners: selected varieties 10 to 28 oz., 28 or 30 ct. \$2.77
2. Eco-friendly Gift Wrap \$5.98
3. Eco-friendly Holiday paper plates and napkins \$2.98



Gifts Galore

Delight grown-ups on your list with countertop appliances that make entertaining more fun. Fresh-popped corn from a charming replica will invite delicious crunching. For fondue fun, gather around a magical fountain and enjoy an evening of sweet or savory dipping. Throughout the issue, find other appliances—a slow cooker, griddle and waffle-maker.

Rival Crock Pot 5.5 qt. \$28.99

Nostalgia Popcorn Popper or Fondue Fountain \$29.99

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1. Snap 'n' Stack Christmas 2-Layer Ribbon Tote \$7.99
Snap 'n' Stack Christmas 4-Layer Tote \$9.99
2. Homedics Flutter Mini Hand Held Massager \$12.99
3. Artificial Snow in Seconds \$9.98
4. Christmas Scented Reed Diffuser 2.5 oz. \$7.98
5. Christmas Hat & Stockings with Faux Fur Trim 18" or 19" \$7.98
6. Christmas Stocking with Ribbon Stripes 19" \$9.98
Christmas Tree Skirt 52" \$29.98
7. Duracell Batteries: AA, AAA 8ct., 9V 2ct., C or D 4 ct. \$5.99

Gift Cards at Hy-Vee



Looking for holiday magic to sprinkle around? Gift cards purchased at Hy-Vee are thoughtful to give and welcome to receive. Select a dollar amount to load on the cards then tuck them in decorative holders, such as these plush mittens and stockings strung together with ribbon (to hang on a door or tree). Choose from gift cards for iTunes, Barnes and Noble, Cracker Barrel, Bass Pro Shops or Cabela's, Kohl's, Sears, Toys'R'Us, Olive Garden, Chili's, Applebee's, Old Navy and the Gap as well as others.

Gift Card Holder 7" **\$.99**



Holiday Gift Tags 120 pc. 2/\$3.00

Holiday Print Gift Boxes 2/\$3.00

Holiday Wrapping Paper: 4 pk. roll 36" or 40" \$3.98

Holiday Wrapping Paper 50 sq. ft. 2/\$3.00



Christmas Photo Frame 4"x 6" \$6.99

GIFTS \$10 OR UNDER

Bath Beauty Doll

Claudia's Canine Cuisine Christmas

Dog Treats

Christmas Photo Frame 4"x 6"

Christmas Scented Reed Diffuser

Hot Wheels Blaze Crash

Hot Wheels Racing Rigs

Kong Dog Toys

Little Mommy Newborn Doll

Method Hand Wash, Dish Soap or Cleaners

Toy Story Action Figure or Disney Princess

Tru Bamboo Cutting Board, Utensil Set
or Textile Set

GIFTS \$25 OR UNDER

Conair Gel Grips Hair Dryer

Fisher Price Trio Siege Tower

Homedics Flutter Mini Handheld Massager

Metal Standing Decorations, Santa or
Snowman

Oster Belgian Waffle-Maker

Paws Cat Climb Trees

Paws Pet Beds

GIFTS \$30 OR UNDER

Conair Pro Styles Curling Iron 4 pc. set

Fisher Price Trio Basic Tub

Nostalgia Fondue Fountain

Nostalgia Popcorn Popper

Rival Crock Pot 5.5 qt.

GIFTS \$50 OR UNDER

Mighty Wheels

Mr. Coffee 12-cup Coffeemaker

Rival Griddle

Rocking Surf Skate

GIFTS OVER \$50

Ever Blooming Gift

Huffy Disney Princess or Cars Bike

Mattel Dora Links Doll

Metal Standing Decorations:
Santa 26" or Snowman 33" \$24.98



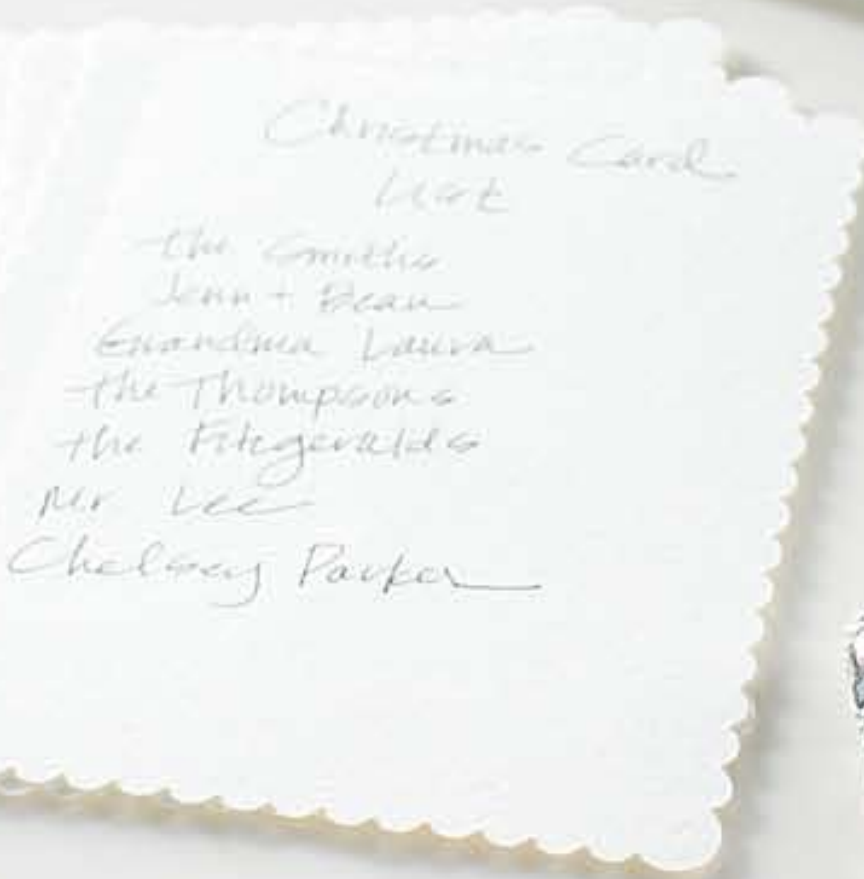


Photo Cards

There's still time! Capture the season with photo cards.

Photo greeting cards for the holidays are classic and Hy-Vee has a wide selection of designs. In three simple steps, get started creating holiday photos and sentiments to delight friends and family this season.

Step 1. Visit the Hy-Vee Online Photo Center at www.hy-vee.com for colorful templates and easy-to-follow instructions.

Step 2. With the Web site walking you through each step, upload your photo or scanned image. Place the image in the template selected and add text. Designs created in other programs can also be uploaded.

Step 3. Send the electronic file and order from www.hy-vee.com. Then just stop by to pick up the finished cards at your local Hy-Vee store. Easy!

Hy-Vee photo greeting cards, announcements or invitations **25% off**

show appreciation

This holiday season, tell your family and friends how much they mean to you. Sometimes the most memorable gifts are wrapped in an envelope.



RECORDABLE CARDS
WITH MUSIC \$6.99



CARDS WITH SOUND \$4.99

Image Arts



BOXED CARDS

expressions
from
Hallmark

A card.
It's the biggest little
thing you can do.

VISA® GIFT CARDS

What holiday wouldn't be complete without the top-selling gift card from the Visa gift card collection? These unique card designs offer a fun and easy way to personalize a gift for anyone on your list. Visa gift cards can be used online, by phone, at a favorite retailer (including Hy-Vee!) or anywhere Visa debit cards are accepted. Visa - the right card for the occasion.





Ring in THE NEW!

Let Hy-Vee help you throw the best New Year's Eve party ever, with new ideas, new recipes and newfound confidence in your own entertaining savvy.

WRITTEN BY EILEEN WOLF
PHOTOGRAPHED BY TOBIN BENNETT

It's the last party of the old year and the first party of the new. And here's a secret: Giving a great New Year's Eve party can be a lot more fun than going out in the cold. If you've been a guest on too many New Year's Eves, follow these tips to get the confidence you need to place yourself firmly in the host camp. And if you're already planning, read on—you'll glean tips to help you make this New Year's Eve party your all-time best.

- **Design a prep plan.** A little advance planning will ensure you'll have time to relax and enjoy your guests at the party. Talk to the experts at your Hy-Vee a few weeks before the party. They'll help you plan the event, from ordering the right combination of deli and dessert trays to selecting the perfect wines to complement your choices. Make a master list and purchase nonperishables such as crackers and wine well in advance.

- **Get a jump start on your pre-party cooking.** Buy and prepare as many fresh ingredients as you can the day before. Shred cheese that doesn't come preshredded. Mince fresh cloves of garlic. Chop onions and bell peppers. Steam vegetables. Chop and toast nuts. Remember to store the ingredients separately in airtight containers, refrigerating those that need to be chilled.

- **Bring in the new!** One way to thrill guests is to serve at least one all-new, "Wow—what's that! Can I have the recipe?" kind of dish. With Gouda and Gruyère—rather than traditional Swiss


cheese—this year's Cheese Fondue (page 76) takes off. And when you offer Mint Chocotinis (page 79) with dessert, you can be sure this New Year's Eve party will be remembered.

- **Add some surefire favorites.** Guests also appreciate spotting a few favorites in the mix, such as Holiday Spiced Nuts (page 74) that they can casually munch as conversations get going.

- **Present the best.** Nothing helps you relax and ease into party mode more than knowing that you're set to offer premium-quality foods on your table. Ordering DI LUSSO® meats and cheeses from the Hy-Vee Deli, as well as delectable desserts from the Hy-Vee Bakery, is a hassle-free way to do this. Check out some of the popular combinations available (pages 72–73 and 75) and order at the Hy-Vee Bakery or Deli or visit www.hy-vee.com.

- **Buy the right amount of food and drink.** You can keep your party humming happily along by replenishing food and beverages as needed, so you'll want to have plenty on hand. As a general rule, plan to make 50 percent more food than you think people will eat. For example, if you are planning on 12 guests, make enough food for 18. When it comes to drinks, figure on three to four drinks per person for a party lasting four hours. One bottle of wine equals six servings. An additional reminder for party hostesses: You can never have too much ice. Buy three times more than you think you'll need and store it in coolers close at hand.



A close-up photograph of a hand with a silver ring on the ring finger, using a silver spoon to scoop a creamy dip from a white slow cooker. The dip is thick and contains visible green spinach and artichoke hearts. The slow cooker has the 'RIVAL' logo on its front.

CHEESY SPINACH-ARTICHOKE DIP

Serves 28 (2 tablespoons each)

ALL YOU NEED

- | | |
|---|---|
| 1 (8 ounce) package frozen artichoke hearts | 1 (6 ounce) package Hy-Vee finely shredded Parmesan cheese |
| 1 tablespoon Hy-Vee butter | ½ cup light mayonnaise |
| 1 small yellow onion, finely chopped | ¼ teaspoon cayenne pepper |
| 3 cloves garlic, finely chopped | ¼ teaspoon salt |
| 1 (6 ounce) package fresh baby spinach, coarsely chopped | Toasted baguette slices, red bell pepper strips or Belgian endive leaves, for dipping, optional |
| 2 (8 ounces each) packages Hy-Vee ⅓-less-fat cream cheese, at room temperature, cubed | |

ALL YOU DO

Prepare artichoke hearts according to package directions. Drain well and cool. Coarsely chop and set aside. Melt butter in a large skillet over medium-high heat. Add onion and cook for 3 minutes. Stir in garlic and spinach. Cook and stir for an additional 5 minutes or until spinach is wilted and onions are soft. Remove from heat. Stir in artichoke hearts, cream cheese, Parmesan cheese, mayonnaise, cayenne and salt. Spoon into a 1½-quart slow cooker. Cover and cook on low heat setting for 2 hours or until cheese is bubbly. Stir before serving. If desired, serve with toasted baguette slices, red bell pepper strips or Belgian endive leaves.

**Note: If not serving immediately, keep dip warm for up to 2 hours on the warm heat setting.*

Nutrition facts per serving: 90 calories, 7 g fat, 4 g saturated fat, 0 g trans fat, 10 mg cholesterol, 220 mg sodium, 3 g carbohydrate, 1 g fiber, 4 g protein, 1 g sugar. Daily values: 6% vitamin A, 2% vitamin C, 8% calcium, 2% iron.

Crock Pot Dip Master 1.5 qt. \$12.99



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THE ULTIMATE PARTY SNACK

A tantalizing tray of crackers entices guests to sample the festive foods you've set out. Carr's Table Water and Whole Wheat crackers are sophisticated choices for cheeses—their mild flavors allow acclaimed cheeses to take center stage. Keebler crackers come in an array of flavors and styles to complement everything you serve. The raised edges of Town House Toppers make them chic little platforms for tempting appetizers, from meats to dips. Kashi Crackers are great for casually nibbling on their own throughout the night. Other party-worthy picks include buttery Club Crackers, as well as Keebler Toasteds with their lightly toasted flavor.



1. Keebler Graham Crackers: selected varieties 13 to 16 oz. 2/\$4.00
2. Kashi Crackers or Krispy Soup Crackers: selected varieties 6 to 11 oz. \$2.88
3. Carr's Crackers: selected varieties 4.25 to 7 oz. \$2.99
4. Keebler Snack Crackers: selected varieties 7.5 to 10 oz. \$1.77
5. Keebler Town House or Club Crackers: selected varieties 7.7 to 16 oz. \$1.99
6. Keebler Vanilla Wafers: original or mini 12 oz. \$3.38
7. Kellogg's Rice Krispies Treats or Cinnabon Bars: selected varieties 5.9 to 7.8 oz. \$2.38
8. Kellogg's Special K Bars: selected varieties 3.8 to 4.86 oz. 2/\$5.00



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Make it a party with DI LUSO®

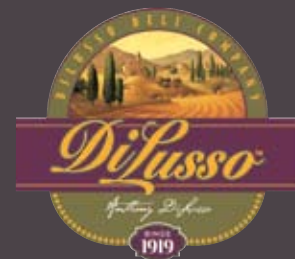
Party-perfect DI LUSO® trays can be ordered in an array of sizes to serve from 10 to 30 people. Call your local Hy-Vee store, or visit www.hy-vee.com to place your order.

DELIGHT THEM WITH DI LUSO® TRAYS

When you order a DI LUSO® Deli Tray from the Hy-Vee Deli, you won't have to think about which flavors work best together. Each tray combines meats and cheeses that perfectly complement each other, attractively presented on handsome, ready-to-serve trays with plenty of appetizing touches. These include crisp pickle slices or a colorful mix of olives and roasted red peppers on select meat trays and sweet fresh fruit on the cheese trays.

Popular DI LUSO® meat and/or cheese trays include the Festo Platter, featuring Italian meats, as well as the DI LUSO® Tray, with all-American selections such as double-smoked ham, smoked turkey breast and top round roast beef. Or go for a best-of-both-worlds tray with the Anthony's Choice Platter, combining selections inspired by Italy and America.

The Formaggio Platter features a selection of cheeses, which you can order sliced or cubed. The DI LUSO® Piccolo Panino Party Tray offers flavor-packed sandwiches. For an edible centerpiece, thread slices of DI LUSO® Provolone cheese, salami and pepperoni onto wooden skewers and top with a grape tomato. Arrange the skewers in a bowl filled with faux crushed ice.



EXCLUSIVELY AT HY-VEE

1. DI LUSO® Frutto Formaggio Tray (apple wedges or red grapes combined with co-jack cheese bites) large size \$8.99
2. DI LUSO® Half-Wrap Sandwich 6 oz 2/\$5.00
3. DI LUSO® Festa Spuntino Tray (red grapes, apple wedges, hard salami and co-jack cheese bites) regular size \$4.99



HOLIDAY SPICED NUTS

Serves 16 (¼ cup each)

ALL YOU NEED

3 tablespoons Hy-Vee unsalted butter

1½ cups Hy-Vee walnut halves

1½ cup Hy-Vee pecan halves

1 cup Hy-Vee natural almonds

2 tablespoons Hy-Vee Worcestershire sauce

1 tablespoon Hy-Vee soy sauce

½ teaspoon Hy-Vee salt

½ teaspoon Hy-Vee ground cinnamon

½ teaspoon ground allspice

½ teaspoon Hy-Vee ground cloves

ALL YOU DO

Preheat oven to 250°F. In a 2-quart saucepan, melt butter over medium-high heat. Stir in nuts. Add Worcestershire sauce, soy sauce, salt, cinnamon, allspice and cloves; stir well to coat. Pour onto a baking sheet and bake 30 minutes, stirring halfway through baking.

Nutrition facts per serving: 190 calories, 19 g fat, 3 g saturated fat, 0 g trans fat, 5 mg cholesterol, 180 mg sodium, 5 g carbohydrates, 2 g fiber, 4 g protein, 1 g sugar. Daily values: 2% vitamin A, 0% vitamin C, 4% calcium, 6% iron.

Hy-Vee Bakery Bites

For buffet-style entertaining, count on the Hy-Vee Bakery to provide tantalizing trays of luscious desserts—sweet bites guests can easily manage in one hand as they sip a stylish drink from the other. Pictured here are three of the most popular Hy-Vee dessert trays. The Fresh Butter Spritz Cookie Tray offers cookies made with real butter, topped with brightly colored sugars to add a spirited touch to the display. Every dessert spread needs chocolate to set guests swooning. Count on assorted fudge and truffles to do just that. And the seven varieties of cookies on the Gourmet Cookie Tray—including Cranberry Walnut, Heath Toffee, Macadamia Nut and Brownie cookies—will satisfy sweet cravings throughout the night.

Bakery Fresh Butter Spritz Cookie Tray: 12" with 64 assorted spritz cookies, serves 30 \$16.99

Bakery Fresh Gourmet Cookie Tray: 12" with 7 dozen assorted cookies, serves 36 \$16.99

Bakery Fresh Truffle Fudge Tray: 12" with 40 pieces of assorted fudge and truffles, serves 20 \$16.99



CHEESE FONDUE

Serves 28 (2 tablespoons each)

ALL YOU NEED

12 ounces Gruyère cheese, shredded
8 ounces Gouda cheese, rind removed, shredded
2 tablespoons Hy-Vee cornstarch
1½ cups dry white wine, such as Chablis
or Sauvignon Blanc
1 tablespoon Hy-Vee lemon juice
½ teaspoon Hy-Vee ground mustard
⅛ teaspoon ground nutmeg
1 clove garlic, halved
Snipped fresh chives, for garnish
Cubed French bread, blanched broccoli
florets, blanched asparagus spears,
red bell pepper wedges, sliced apples,
sliced pears, for dipping

ALL YOU DO

In a large bowl, toss shredded cheeses with cornstarch. Set aside. Heat wine and lemon juice in a large saucepan over medium heat. Just before wine boils, reduce heat to low. Stir in 1 heaping cup shredded cheese mixture. Stir constantly in a figure-eight motion until cheese is completely melted. Continue adding remaining cheese, 1 heaping cup at a time. Stir constantly until fondue begins to bubble. Add ground mustard and nutmeg; stir until smooth. Rub fondue pot with cut sides of garlic clove. Pour cheese mixture in fondue pot. Keep fondue bubbling gently over fondue burner. Sprinkle with chives for garnish. If desired, serve with cubed French bread, blanched broccoli florets, blanched asparagus spears, red bell pepper wedges, sliced apples and sliced pears.

**Note: If fondue becomes too thick, thin with warm milk.*

Nutrition facts per serving: 90 calories, 6 g fat, 3.5 g saturated fat, 0 g trans fat, 25 mg cholesterol, 105 mg sodium, 1 g carbohydrate, 0 g fiber, 6 g protein, 0 g sugar. Daily values: 4% vitamin A, 0% vitamin C, 20% calcium, 0% iron.

DIP INTO A ROUND OF BRIE

Delight cheese lovers with a decadent melted Brie appetizer. If you haven't tried this soft French cheese, you'll love its rich fruity flavor. The white rind is also edible and is usually eaten along with the softer interior.

APRICOT-CASHEW BRIE

Serves 12

ALL YOU NEED

1 (8 ounce) round Brie cheese
¼ cup Hy-Vee apricot preserves
2 tablespoons Hy-Vee cashews
Toasted baguette slices or tart apple slices

ALL YOU DO

Preheat oven to 350°F. Place Brie cheese in a shallow baking dish. Spread with preserves and sprinkle with cashews. Bake for 15 to 20 minutes or until cheese is slightly softened and topping is bubbly. Serve with toasted baguette slices or apple slices.

MOZZARELLA-TOMATO APPETIZER

Alternate slices of tomato and fresh mozzarella cheese on an appetizer plate. Sprinkle with crushed black peppercorns or fresh snipped herb and drizzle with olive oil.

Fresh Gouda Cheese per lb. \$5.99

Roth Kase Grand Cru Gruyère per lb. \$10.99

President's Brie or Camembert: selected varieties 6 to 8 oz. \$3.99

BelGioioso Fresh Mozzarella 12 oz. \$3.49

Rival Fondue Pot \$34.99

Party Platters

Veggies and dip, fruits, cheese, smoked salmon, chipotle shrimp, cocktail sandwiches ... Name your favorite party food and you're sure to find it on a Premier Platter offered at Hy-Vee. Choose from more than two dozen themed party platters. Order at your Hy-Vee store or online under Catering at www.hy-vee.com.

Large Premier Vegetable Platter \$40.00





1. Acre Wines: selected varieties
750 ml. \$13.99
2. Charles Krug Cabernet Sauvignon
750 ml. \$23.99
3. Frei Brothers: selected varieties
750 ml. \$15.99
4. Markham Sauvignon Blanc
750 ml. \$11.99
5. Moët White Star 750 ml. \$42.99
6. Rosenblum Vinters Cuvee:
selected varieties 750 ml. \$10.99

WINES TO PLEASE ALL PALATES

When it comes to serving wines for New Year's Eve, there's no need to fuss over what bottle goes perfectly with which food. At mingle-and-nibble gatherings, most people prefer their "usual" no matter what they're eating, so your wine selection will be a hit as long as you have an array of ever-popular varietals on hand. Cover all bases with Merlot, Cabernet Sauvignon and a Zinfandel or Syrah for the red-wine drinkers and some Chardonnay and Sauvignon Blanc for white-wine fans.

How do you choose a label that's right for your party? Count on the experts at Hy-Vee. Companywide, nearly 290 employees have completed a rigorous course of study to obtain a certified wine specialist designation. This ensures you'll find a great selection of wines to choose from, along with good advice on how to pick the best bottles.

Moderately priced labels you can always count on to please a crowd include the richly fruity Rosenblum Vintner's Cuvée (Syrah and Zinfandel), Markham Sauvignon Blanc and Frei Brothers—available in six well-known varietals. If you're ready to "ring in the new," give Acre Wines a try. It's a new line of sophisticated yet affordable wines from California's Central Coast; choose from Chardonnay, Merlot or Cabernet Sauvignon.

For a head-turning splurge, treat guests to Charles Krug Cabernet Sauvignon, a complex and finesse-filled bottle from Napa Valley, a region celebrated for its powerful Cabernets. And when it comes to raising a glass at midnight, you'll turn heads when you bring out Moët White Star Champagne, a true Champagne from the Champagne region of France.

Your guests will enjoy the wines you've chosen if you serve them at proper temperatures. Reds should be poured at a temperature of around 55 to 65 degrees, with lighter wines served at the cooler end of the spectrum, and heavier wines served at the warmer end. Put them in the refrigerator about an hour before serving to chill them slightly. Most whites and sparkling wines should be served at around 45 degrees. Begin chilling these bottles in the refrigerator the evening before your party. Come party time, they may be a little cooler than the optimum serving temperatures, but they will soon be just right once poured and served in a warm room full of revelers.

Haier 6 Bottle Wine Cellar \$89.99

Vinturi Wine Aerator \$39.99

MINT CHOCOTINI

Along with wine, ring in the New Year with an impressive cocktail. Bring out the cocktail shaker and get ready for an exquisite chocolate- and mint-flavored drink. Martini lovers will rave about this! For each Mint Chocotini, drop 3 to 4 ice cubes in a cocktail shaker. Pour in 2 ounces chocolate mint Baileys™, ¼ ounce vodka and ¼ ounce chocolate liqueur. Shake well. Strain and pour into a chilled martini glass. Garnish with a sprinkle of cocoa powder and mint leaves.



coming next issue

Get on track to maintaining good health by eating right and keeping fit. Learn about nutritious foods and simple changes you can make toward a more active life.

Look for the Health issue of *Hy-Vee Seasons* at your Hy-Vee or in the mail.

PHOTOGRAPHED BY TOBIN BENNETT

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to help you.

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