

# seasons

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## Merry Christmas!

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JOYOUS GREENERY

HOLIDAY 2010  
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# seasons

Hy-Vee

HOLIDAY 2010 • VOLUME 4 ISSUE 6

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Please recycle after use.



A man in a dark suit and red tie stands behind a light-colored upholstered chair. In front of the chair are two wrapped gifts, one white with a green ribbon and one white with a green and white striped ribbon. The background is a bright, out-of-focus interior.

# Letter

Dear Hy-Vee Friends and Families,

As the weather turns colder and snow begins to fly, we know the holidays are coming. This season is full of memories for me and I am sure for you, as well. It is a good time to cherish our wonderful lives here in the Midwest.

Growing up as a small-town boy, I remember great family times that I shared with my five brothers and sisters. Gifts were modest, but carefully selected. Simple things made the season. Fresh baked rolls from my mother's kitchen remain a fond memory. Fancy iced sugar cookies, featured in this issue, were also a sweet part of life for my siblings and me. It was the old line about being happy because we didn't realize what we didn't have.

This year many families in the communities we serve are tightening their belts. All of us at Hy-Vee understand and are working hard to help make your lives easier, healthier and happier. We strive to fill our stores with the seasonal specialties and everyday staples that will make your celebrations memorable.

All of us want to remember those who are struggling right now. Consider a gift of a turkey or a ham for someone you know who is less fortunate than yourself or take a meal over to a neighbor who has a loved one serving overseas in the military. Even a plate of fresh-baked cookies is a welcome gift that will show you care. Some of our favorite cookie recipes are in this issue. There are smiles and joy in every one of them.


Thank you for letting our store serve your family for another year. On behalf of all of us at Hy-Vee, I wish you and yours Happy Holidays and a Great New Year.

Randy Edeker  
President and Chief Operating Officer  
Hy-Vee, Inc.







A person wearing a grey coat and a red scarf is holding two wrapped gifts. The gift in the foreground is a red box with a white ribbon bow and a small red and white striped tag. The gift behind it is wrapped in white paper with a large red bow and a sprig of greenery. The background is a soft, out-of-focus white, suggesting a snowy or bright environment.

*There's something about the holidays—a bit of magic that transforms the everyday world. This year, embrace the season in all its glory. You may be surprised at how easy it is. Create a welcoming atmosphere with garlands, ribbons, lights, a snowman cake or a table set with holiday dinnerware. Lift the spirits and warm the hearts of those you love.*

# The Gift *of* Home

TEXT COURTENAY WOLF PHOTOGRAPHY TOBIN BENNETT





Wire Gift Box 3 pc.  
\$29.98



Metal Wreath Holder  
\$14.98



Pine LED Wreath 24"  
\$18.97



Snowman Kit in Plastic Snowman  
\$9.99



Topiary 2 pc. set \$49.98



Tabletop Christmas Tree 12"  
\$4.98



Metal Reindeer  
each \$49.98



## Wreaths & Garlands

A fresh wreath with ribbon and pinecones adds a cheery note of welcome that's sure to evoke the holiday spirit.

The scent and sight of fresh evergreens adorned with ribbon, lights and ornaments bring the spirit of the season to life, welcoming everyone who enters your home. It takes only a little planning to create a special atmosphere that beckons friends and family to connect with the joy of the season.

"Fresh green garland and wreaths provide a warm and inviting backdrop, whether you're celebrating Christmas, Hanukkah or Kwanzaa," says Rita Peters, a floral supervisor at Hy-Vee. "They transport you, evoking holiday memories of cookies by the fire, presents under the tree and family celebrations."

Rita recommends combining greens with a few colors repeated inside and out to create unity. "Greens draw the eye around a room," she explains. Small wreaths add a festive touch to bookshelves. Garland dresses a display of holiday plates or graces the top of a hutch. Feathery boughs add beauty to a dining table.

Fresh greens will last several months outside if the temperatures are cool, and three to four weeks inside, with the exception of balsam because it loses its needles. "Be careful to keep live greens away from open flames and heating vents," says Rita. "And don't be afraid to combine fresh with artificial." She recommends spritzing greens with Wilt Pruf, available at Hy-Vee, to protect them from drying out.

If you need help planning, meet with your Hy-Vee florist. A professional can work with you to develop a theme, suggest creative ways to showcase treasured family ornaments or even take over all or part of the project, leaving you free to enjoy the results.





## TYPES OF GREENS

The centerpiece of Christmas at home is an evergreen. Some are full and long-neededled, others are flat and lacy. Colors range from bright to silvery to deep forest green. There's even a cedar with a golden hue. Greenery adds texture and interest, as shown here with a wreath display.

When you're selecting a wreath or type of garland, consider how and where you will use it. Here are some of the types available:

**Balsam Fir:** Long needles, may shed, best used outside

**Noble Fir:** Short needles, rich green color, lasts well outside and inside

**Douglas Fir:** Similar to noble fir with slightly longer needles, lasts well outside and inside

**Silver Fir:** Silver color on reverse, used in wreaths

**Western Cedar:** Flatter and lacy looking, wraps well

When working with evergreens, you may need this florist's tip: To remove sticky sap from skin, rub on shortening from your pantry, wipe it off with a paper towel and wash with soap and water.





Kane Vintage Tray or  
Creamer and Sugar Set \$6.99



Amaryllis Ball  
\$29.95



Velvet Snowflake Tree Skirt  
\$29.98



Nostalgic Ceramic Santa each  
\$5.99



Holiday Reed Diffusers:  
select varieties 5.8 oz. \$7.99



Tuscany Candle 20 oz.  
\$9.99



Empire Holiday Candle  
Gift Set \$9.98



LED Candle Snowman each  
\$9.99



## BUYING WREATHS & GARLAND

Determine what you need for your home or business, or let your Hy-Vee florist help you decide. Hy-Vee sells fresh wreaths, candy cane wreaths and door swags in a variety of sizes. There are also garlands by the foot, boxes of mixed greenery, holly and spruce tops, along with the supplies needed for display. Greens are shipped from the northern woods to Hy-Vee stores within a few days of being cut and fashioned, so they're sure to be fresh.

Hy-Vee also sells artificial greenery for those places where they will work better.

**Choosing a wreath:** Keep scale in mind as you select a wreath or door swag. Large spaces require large elements. On a door, hang a wreath so the center is at eye level, about one quarter of the distance between the top and bottom of the door or gate, lower for windows. Small wreaths work well as accents.

**Measuring for garlands:** Use a cord, such as twine or a light rope, to measure how much garland you'll need for a banister, fence or column. Let it droop where you want swags. Add a few extra feet for the garland's bulkiness. Use any extra to fill a basket or line a shelf.

Hy-Vee florists can help you determine which greenery will work best for your home.



## A Jolly Snowman

Invite this frosty fellow inside. He'll bring smiles and laughter all season long!

This snowman cake is easy to make using a Nordic Ware Snowman 3-D Baking Pan, which includes a recipe. The pan includes two molds—a front and a back. His scarf, broom, buttons, eyes, nose and hat are impressed on the mold, making him easy to decorate with a dusting of powdered sugar once he's cooled. Or, frost him completely and use fondant and such embellishments as a pretzel, jelly beans, M & M's, candy corn or candy-coated sunflower seeds.

To decorate as shown, cover his body in white frosting and press on coconut flakes. Avoid his hat and the area behind the broom. Frost his hat with white frosting tinted using black food coloring. The hat is dressed with black and red M & M's. Candies are used for face and buttons. The broom handle is a pretzel.

Prepare readymade fondant according to package instructions and divide. You'll need white for his scarf. Tint a small amount of fondant green (for holly leaves on hat) and yellow (for broom straw). Roll fondant ⅛-inch thick. Use a light dusting of confectioner's sugar on surface and on rolling pin to keep fondant from sticking. Roll the green fondant and cut two leaves using a holly-leaf cookie cutter. Cut a 1×30-inch piece from the rolled white fondant for the scarf. Trim to fit and fringe ends. Paint on stripes using red food coloring. Use a garlic press to create straw for the broom. Place the fondant pieces onto the snowman. Add pretzel broom handle and candies.

Check out [www.nordicware.com/how-to-videos](http://www.nordicware.com/how-to-videos).



## HOLIDAY MAGIC

In less than an hour, you can make a delicious and head-turning holiday Bundt cake. These moist and tasty cakes are stunning and easy to make. With Nordic Ware's cast aluminum nonstick pans, any cook can create magical cakes with entrancing, intricate details.

To bake a perfect Bundt cake, spray pan with nonstick baking spray containing flour. Use a pastry brush to brush oil into all pan grooves. Pour in batter slowly to avoid bubbles. Do not fill more than ¾ full. Lift the pan and tap it on the counter several times. Tilt it slightly and swirl.

While baking, keep the oven closed. Let the cake cool 10 minutes—no more, no less. Place cooling rack over top. Give pan a tap on the counter and flip upside down. Cool before decorating the cake.

### HOLIDAY PANCAKES

Everyone will ask, "How did you do that?" when you serve silver-dollar-size pancakes embossed with a Christmas tree, Santa, gingerbread man and snowman. Nordic Ware's Holiday Mini Pancake Pan makes it easy.

Nordic Ware Holiday Bundt pans: snowman or wreath \$18.99

Nordic Ware Holiday Mini Pancake Pan \$18.99





Kane Tea Pot \$9.99



## Festive Tables

Let your holiday table sparkle with a style all your own, welcoming friends and family to a sumptuous meal.

Whether you're gathering family for a traditional Christmas dinner or a group of friends for a holiday party, the table sets the mood. Make your holiday place settings and centerpiece reflect your personal style and continue the theme of your décor. A few new pieces of china, glass or acrylic ware mixed with pieces of your current collection help establish a color palette. Candles, flowers and greenery add color and warmth. Pick from these various looks.

**Traditional.** For a formal yet friendly look, combine colorful dinnerware with everyday china. Dress your table with a snowy white tablecloth topped with red goblets for contrast. Fresh flowers nestled in winter greenery create an elegant centerpiece.

**Sophisticated.** If you prefer a touch of regal elegance, add deep blues, violets, cranberries and burgundies with silver accents. Fill glass cylinders of differing heights with matte-finish glass balls for a stunning centerpiece. Flank these with silver candlesticks.

**Wintery.** If you take inspiration from winter's frosty beauty, create an opal frost theme by combining brilliant whites in varying tones and finishes, from matte to glossy, with gleaming silver, platinum, bronze and peach accents. Add white candles, flocked

greenery and sparkling glass, silver and crystal. This elegant table is ideal for a formal holiday party.

**Natural.** Perhaps your family enjoys the inspiration of nature. Pinecones, cinnamon sticks, dried seeds and flowers combine with cedar boughs to create a homey feel. Place candles in hurricane lamps surrounded by fresh greenery. Use saffron, bronze and terra-cotta accent colors.

**Old-Fashioned.** If you are charmed by the handmade look of simpler times, lay out a plaid table runner in bright reds and greens. Top it with a few evergreen boughs and berries, wooden candlesticks and your favorite wooden ornaments. A Christmas tea set and decorated cookies add a homey touch.

**Festive.** For a playful, happy-go-lucky theme, play off pastel cupcake colors—pinks, yellows and greens. Use matte-color ornaments with butterfly accents. Mix and match your favorite holiday kitsch. Have fun with this theme. It's all about spontaneity.

Let your imagination be your guide, then if you need help, turn to your Hy-Vee florist for practical ideas and a holiday centerpiece that reflect your personal style.





Kane Vintage Goblet, Mug or Bowl \$4.99

Kane Vintage Dinner or Side Plate \$3.99





Single Roll Gift Wrap:  
40 sq ft. \$1.29

Premium Roll Wrap: 3 rolls,  
bows & ribbon \$9.98

Traditional Bow Bags: 25 ct. \$2.49

Paper Images Peel & Stick Gift  
Tags: 50 or 70 ct. \$0.99

## Gift Wrapping

Creatively wrapped gifts are fun and  
heighten anticipation.

Gather gift papers in the colors of your holiday décor or consider using nontraditional patterns and colors. Black and white patterns are dramatic paired with colorful bows or embellishment. Paper printed with vines, flourishes, polka dots, metallics and plaids can alter the level of sophistication on Christmas morning. Streamline your holiday by selecting solid colors for matching ribbons and bows. You can also assign a color to each family member and mix it up using different patterns within each tone.

After wrapping, choose alternatives to a simple ribbon. Wrap a band of a complementary paper around the center of the package and wind with raffia or cording.

Add layers of ribbons in various widths to give the gift a little polish.

A simple bow can do the trick, but why stop there? Here are some more ideas:

- Cover the entire top surface of a package with handmade or premade bows to give the gift texture.
- Top a solid-color package with an extra tree ornament or two. The recipient gets an additional gift and you will be giving a one-of-a-kind package.
- Tie jingle bells to the ribbon to give children a musical surprise when they inevitably shake their gift. Get children involved by asking them to cut snowflakes, stars or other shapes out of metallic papers. Attach these to personalize packages.



## WRAPPING HOW-TO

**1.** With wrapping paper facedown, cut a piece large enough to fit around all sides of the gift. Fold the sides of the paper halfway up the box sides to ensure plenty of paper for folding. Tape the paper to the box, then repeat with the opposite end of the paper.

**2.** Flip over your package so the tape faces down and one open end faces you. Fold the right side of the paper in to meet the box. Crease the top and bottom folds of paper snugly along the edges of the box. Crease along the top diagonal edges of the paper.

**3.** Repeat Step 2 with the left side of the paper. Two triangle-shaped flaps of paper should remain on the top and bottom. Bring the bottom triangle up toward the top. Tape triangle down. Fold the top triangle down flat and tape securely. Repeat Steps 2 and 3 on the opposite end of the box.

**4.** Wrap coordinating ribbon around all sides. Before your final knot, slip on a gift tag or other festive embellishment.





## One Less Worry

Greet your holiday guests with a breath of fresh air. Febreze Air Effects uses patented technology to sweep away tough odors and leave behind only a refreshing scent. The result? Last-minute cleaning that is a breeze. It's just another way that Proctor & Gamble makes life better.



Febreze Air Effects: select varieties 9.7 oz. \$2.88



Cascade Dish Detergent: select varieties 75 oz. or 20 ct. \$4.48



Dawn Dish Soap: select varieties 19 or 24 oz. \$2.48



Era Laundry Detergent: 52 or 64 loads \$5.99



Febreze Candles: select varieties 5.5 oz. \$5.29



Febreze Luminaries: select varieties 1 ct. \$12.38



Febreze Luminaries Refills: select varieties 2 ct. \$4.49



Febreze Noticables: select varieties 1.76 oz. \$7.88



## The Perfect Gift

When you give a gift card add a personal touch.

A gift card can be the most thoughtful present for someone on your list. And because it's such a small item, it's important that it be presented with some embellishment. Here are a few ideas.

**TEENS:** If you're sending gifts to a teen, select an iTunes card and send it with a personal note. Share something about a piece of music you love, where you were when you first heard it and why it's important to you. Ask the teen to consider using a small part of her or his gift to purchase this song so the two of you can share the experience the next time you're together.

**READERS:** Perhaps you're buying a card for a reader. Include the titles of books or author names you would recommend. Write a note explaining why you made these particular suggestions.

**NEW PARENTS:** Young parents rarely get a night out alone. A restaurant gift card with an offer to babysit for the evening will give them a chance to reconnect.

**SPORTS LOVERS:** A card for a store that sells clothing for various sports will always be a hit. Add an offer to accompany your sports lover in a favorite pursuit.

**OLDER FRIENDS:** For a home-bound older person on a fixed income, a Hy-Vee card with a note offering a regular ride to the grocery store may be most appreciated.

By giving something beyond the simple value of the card, your gesture will be remembered long after the credit line is spent. Your gift in return will be a deeper relationship.

Offer a story, a memory or a gift of time as a personal touch  
with the gift cards you give this year.

## Go Further

Give the gift of options. Visa Gift Cards are swipeable anywhere Visa debit cards are accepted—that's millions of merchants around the world and around the Web. Check your local Hy-Vee for Visa Gift Cards at a wide range of values.

Velvet Snowflake Stocking 1 ct. \$5.99



Paper Images Gift Card  
Holder Bag \$0.99



A Hy-Vee gift card is perfectly practical—but it doesn't have to be. In addition to Hy-Vee's own playful holiday designs, find a vast selection of other retailers' gift cards, including Applebee's, Toys "R" Us, Bass Pro Shops, iTunes, Amazon.com and dozens more!



Products not available in all stores. See card for details, terms and conditions, which may vary. All trademarks shown are property of their respective owners; used with permission.



# A Chef Kim Christmas



*Christmas is that joyous time when extended families gather to celebrate the season by breaking bread together. If it's your turn to host the traditional dinner, follow the advice offered here by Kim Burow, Hy-Vee corporate executive chef. When the day draws to a close, all who attend will be singing your praises.*

TEXT STEVE COOPER PHOTOGRAPHY TOBIN BENNETT

Christmas is a very traditional celebration at Kim Burow's house. Every year he and his wife of 32 years, Marcie, host their three children and three grandchildren, sisters, brothers-in-law, their children and other relatives.

"When guests first step into the house, we hand them a drink—maybe an eggnog or a cup of hot chocolate because it is cold and maybe snowy outside. We usually have a fire going in the fireplace and the air has that aroma that you want it to have: scented candles, pumpkin pie, the tree. We want the entire setting to spell out tradition," says Kim during an early morning interview in the small café that's part of the Hy-Vee Conference Center in West Des Moines, Iowa.

Cooking is Kim's vocation and his avocation. Ever since he was a young man, he has been creating memorable meals. He spent more than 10 years as head chef at golf courses in central Iowa and another 10 years as head chef of the Indian Wells Golf Course near Palm Springs, California. For the past five years, he has been Hy-Vee corporate executive chef.



A chopping block becomes a serving platter in the hands of executive chef Kim Burow. His gift is transforming the ordinary into the extraordinary.





“TOO MANY PEOPLE THINK THAT MORE IS ALWAYS BETTER.  
THEY NEED TO LEARN THAT ON *days like Christmas,*  
*good is better* THAN MORE.”

—CHEF KIM BUROW

When Kim and his wife host large family gatherings, guests arrive with expectations for a special occasion. Most want to enjoy familiar foods. Christmas wouldn't be Christmas for the family without the eggnog that goes back generations in the Burow family. But everyone wants something different and new too.

“That's the part I like because I want to be creative. Maybe we offer unexpected hors d'oeuvres or a new sauce. People are excited by something they haven't had before. Have you ever heard of an Avocado Chocolate Mousse? I've considered that one as a surprise. I've heard it's really good,” he says.

Of course great dinner parties don't happen by accident. Cooks have to follow a plan if they want things to turn out well.

Through the years, Kim has made it a fundamental rule that dishes for the meal shouldn't take more than about a half hour to ready on Christmas day. Also, whatever can be prepared ahead of time is ready early. These rules keep Christmas from becoming a day of labor for Kim, who otherwise would be chained to the oven. He doesn't like missing out on time with family.

“My house is just like everyone else's. We have a four-burner stove with one oven. It's not a commercial kitchen. Things will not go smoothly unless I think it all out ahead of time, looking for ways to coordinate the various courses and needs of the meal.”

Achieving his 30-minute time limit means cutting down on ingredients and finding easier ways to cook.

“Too many people think that more is always better. But they need to learn that on days like Christmas, good is better than more,” he says.

He organizes his schedule to start preparations the day before Christmas. This might mean marinating a roast, preparing a dressing or baking turnovers.

“I figure out how much oven time and space I am going to need and plan accordingly. I ask myself if I can cook something ahead of time—maybe the potatoes—and then warm it up for the meal. I might prepare and cook a casserole, and then set it aside to re-warm later. If I want fresh bread, I start that very early so it is out of the way by the time I put the roast in the oven,” he says.


By the time guests start arriving, Kim plans to greet guests at the front door. He also wants to be free from most chores so company will not be drawn into the kitchen. That would just mean congestion and more work for him. There's one exception to this plan: The chef always invites kids into the kitchen at some point so he can enlist them in hosting the party.

“At a certain age, kids are natural hosts when given the right instruction,” he says. That's why Kim has included Oreo Mint Cocoa among his recipes here. He asks the kids to help prepare this beverage and serve it and other beverages to guests.

“It really doesn't matter what you have children doing. They can help with the beverages or help make a bread pudding or some other small task. Then as they serve people, you can see how proud they are and how proud their parents are and it becomes a memory of the day that they will carry for years to come.

“That's what makes Christmas so special. It's a family time. A time for tradition,” Kim says, his eyes twinkling and a smile on his face. “I do love this time of year.”





Amana Kansas City Strip  
Fillet Roast per lb. \$9.99

**AMANA KANSAS CITY STRIP  
FILLET ROAST WITH PORT AND  
ROSEMARY SAUCE**

*This savory roast is seasoned to perfection. A rich wine sauce enhances the tender meat.*

*Serves 10 (4-ounce meat each).*

1 (2½ pounds) trimmed Amana Kansas City Strip Fillet Roast, netted  
2 tablespoon Grand Selections olive oil  
1 tablespoon chopped fresh garlic  
1 tablespoon chopped fresh rosemary  
1 teaspoon Hy-Vee sea salt  
1 teaspoon Hy-Vee ground black pepper  
1 tablespoon Hy-Vee unsalted butter  
¼ cup minced shallots  
1 cup dry red wine  
¾ cup Ruby Port

1 cup Hy-Vee beef broth  
1 sprig fresh rosemary (or ½ teaspoon dried)

Preheat oven to 400°F. Rub roast with oil, garlic, chopped rosemary, salt and black pepper.

Place on rack and cook until instant-read thermometer inserted diagonally 2 inches into center of meat registers 120°F, 45 to 50 minutes for medium-rare.

Transfer to a platter along with any pan juices and cool, loosely covered with aluminum foil, 15 to 20 minutes.

For sauce, melt butter in large, heavy saucepan over medium-high heat. Add shallots and

sauté until tender, about 3 minutes.

Stir in wine and Port. Boil 5 minutes. Add broth and rosemary spring; boil 15 minutes or until liquid is reduced to about 1½ cups. Strain sauce and set aside. Can be prepared one day ahead. Cover and refrigerate.

To serve, slice meat thinly and serve with pool of sauce.

*Nutrition facts per serving: 270 calories, 12 g fat, 4 g saturated fat, 0 g trans fat, 50 mg cholesterol, 380 mg sodium, 2 g carbohydrates, 0 g fiber, 0 g sugar, 27 g protein. Daily values: 2% vitamin A, 0% vitamin C, 4% calcium, 10% iron.*



## APPLE AND WHITE CHEDDAR TURNOVERS

Golden Delicious apples hold their shape even when baked at a hot temperature and wrapped in puff pastry. Their honeyed flavor adds just the right amount of sweetness to balance these slightly savory turnovers.

Serves 8.

2 medium Golden Delicious apples, peeled, halved, cored, cut into ½-inch cubes  
1½ cups (loosely packed) coarsely grated white cheddar cheese  
¼ cup Grand Selections pure maple syrup  
¼ cup Hy-Vee English walnut pieces  
¼ cup Hy-Vee dried cranberries  
Pinch of Hy-Vee salt  
1 (17.3 ounces) package frozen puff pastry (2 sheets), thawed  
1 Hy-Vee large egg, beaten with 1 teaspoon water to blend (for glaze)  
Sugar

Toss apples, cheese, syrup, walnuts, cranberries and salt in medium bowl to blend. Cover and chill, up to 2 hours.

Position one rack in top third and one rack in bottom third of oven; preheat to 400°F. Line two large rimmed baking sheets with parchment; set aside.

Roll out one puff pastry sheet on lightly floured surface to 11-inch square. Using a 5- to 5½-inch plate or bowl as template, cut out 4 rounds from pastry. Transfer pastry rounds to 1 baking sheet, spacing apart. Repeat with second pastry sheet, placing pastry rounds on second baking sheet.

Spoon about ½ cup filling into half of each pastry round, dividing all of filling among rounds. Brush edges of pastry lightly with some of egg glaze. Fold the plain-pastry half over filling; press on edges to seal and enclose filling completely, then press tines of fork along pastry edge to create tight seal. Using tip of small sharp knife, cut two ½-inch long slits in top of crust on each turnover. Brush tops with egg glaze, then sprinkle with sugar.

Bake turnovers until crusts are puffed and golden and juices are bubbling through slits in crusts, about 15 to 18 minutes. Carefully run metal spatula under turnovers to loosen and transfer to racks to cool slightly. Serve warm or at room temperature.

*Nutrition facts per serving:* 220 calories, 13 g fat, 5 g saturated fat, 0 g trans fat, 50 mg cholesterol, 200 mg sodium, 21 g carbohydrates, 2 g fiber, 14 g sugar, 7 g protein. Daily values: 6% vitamin A, 4% vitamin C, 15% calcium, 4% iron.



Place all ingredients in blender container; cover. Blend on high speed until well blended. Pour into 2-quart saucepan. Cook on medium-high heat until heated through, stirring frequently. Ladle evenly into 4 mugs.

**Chef Kim tip:** To prevent hot cocoa from cooling too quickly, preheat mugs by filling them with hot water. Let stand for a few minutes. Once mugs are warmed, pour hot water out and refill with hot cocoa.

*Nutrition facts:* 300 calories, 6 g fat, 1.5 g saturated fat, 2 g trans fat, 5 mg cholesterol, 250 mg sodium, 53 g carbohydrates, 2 g fiber, 36 g sugar, 8 g protein. Daily values: 8% vitamin A, 0% vitamin C, 20% calcium, 10% iron.

## OREO® MINT COCOA

Oreos combine with peppermint, warm milk and syrup to create a steaming cup of cocoa that will make your taste buds very happy.

Serves 4 (about 1 cup each).

10 Oreo chocolate sandwich cookies  
3 cups Hy-Vee skim milk  
½ cup Hy-Vee chocolate-flavored syrup  
½ teaspoon peppermint extract

For additional recipes, go to  
[www.Hy-Vee.com/seasons](http://www.Hy-Vee.com/seasons)







## HEALTHY IDEAS FROM THE CHEF

Hy-Vee's Chef Kim Burow shares four delicious Christmas recipes with this story. But the list of possibilities is inexhaustible, so here are other menu items suggested for a healthful holiday meal.

**BEVERAGES.** Christmas is a good day for apple cider served with apple slices and cinnamon. "In fact, it's a good match with other healthy snacks, such as fruits and nuts. The trend is healthy eating," Kim says.

**ENTRÉE.** Instead of roast, ham or turkey, try serving salmon this year. Fish should be purchased fresh no more than 48 hours before it will be served. If you try to purchase on Christmas Eve, the supply may have run out. Prep salmon the day before cooking by drizzling it with honey and spicing with dill weed and sea salt. It's very simple to bake and won't need a sauce.

**DRESSING.** If you do go with turkey and want a delicious, healthful dressing, make it with 9-grain whole wheat bread. Use a vegetable broth instead of the typical chicken broth. Add fruit to the mix too.

**ROASTED POTATOES.** Yukon Gold potatoes are excellent when cooked with herbs and olive oil. Roasted sweet potatoes are another nutritious choice.

**ROOT VEGETABLES.** Most everyone loves carrots, but many people shy away from preparing other root vegetables, such as turnips, parsnips and leeks. Try them roasted with olive oil and sea salt.

**GREENS.** Collard greens spiked with bacon are a surprise for the table. A Southern favorite, collard greens are good source for vitamin C, fiber and antioxidants, which may help prevent cancer. Serve with a homemade vinaigrette.

**DESSERT.** For a sweet treat, serve angel food cake croutons with fruit. For croutons, cut small cubes from the cake using a serrated-edge knife. Bake at 250°F for about 30 minutes. Check as they bake, removing croutons when lightly browned and crunchy. Put croutons in bottom of small bowl and spoon fruit on top.



Bertolli Olive Oil: virgin, light or classic  
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Bertolli or Ragu Old World Pasta Sauce:  
select varieties 15 to 45 oz. 2/\$5.00



Daisy Sour Cream: regular or light 16 oz.  
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select varieties per lb. \$10.99



Mazola Oil Cooking Sprays:  
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French's Gravy Packets: brown, turkey  
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Mezzetta Peppers: select varieties  
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Sara Lee English Muffins: whole grain,  
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select varieties per lb. \$5.99



Ball Park Franks: select varieties  
12.8, 14 or 16 oz. 2/\$5.00



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or Little Smokies: select varieties  
14 or 16 oz. \$2.99

## Warm, Happy Endings

By using Sara Lee Cinnamon and Raisin Bread in this bread pudding recipe, Chef Kim makes swirls of cinnamon the star of the dish. With hearty breads, top-quality meats and so much more, Sara Lee delivers delicious comfort that adds nutrition and warms tummies.

### BREAD PUDDING

*Swirls of cinnamon, raisins and a rich custard add holiday flavor to this memorable baked bread pudding.*

Serves 16 (about ½ cup each).

- ½ cup golden raisins
- 4 tablespoons Hy-Vee unsalted butter, softened
- 12 slices Sara Lee Cinnamon and Raisin Bread
- 4 Hy-Vee large eggs
- 2 cups Hy-Vee whole milk
- 1 cup Hy-Vee sugar
- 2 tablespoons Hy-Vee vanilla extract
- 1 teaspoon Hy-Vee ground cinnamon
- 1 teaspoon grated orange peel

Preheat oven to 400°F. Butter a 13×9-inch baking dish or 3-quart casserole dish.

Place raisins in bowl of hot water to plump. Cover, soak for 20 minutes and drain well.

Meanwhile, line a baking sheet with aluminum foil. Butter both sides of each

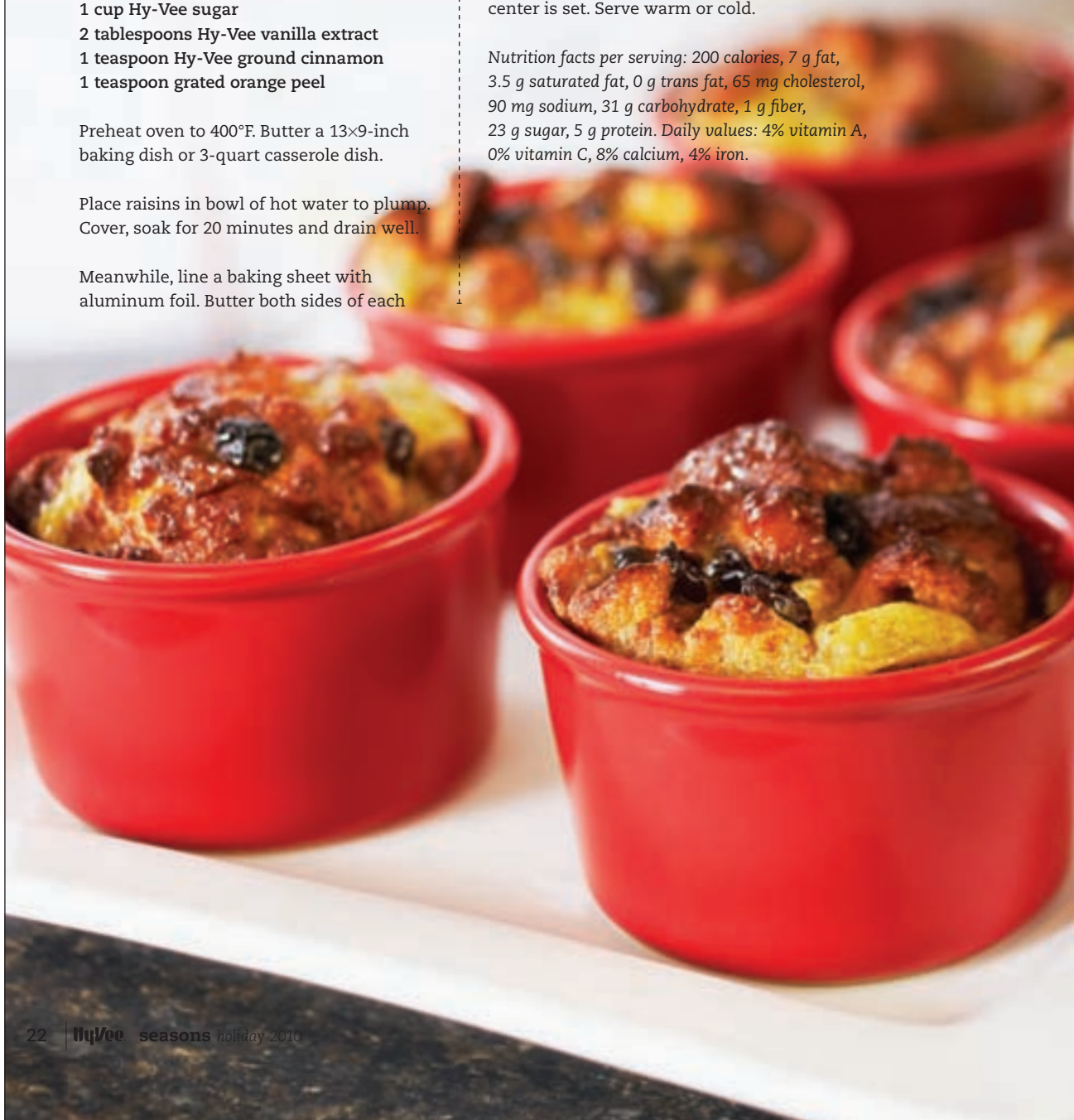
slice of bread and place on prepared baking sheet. Place in oven and toast bread on both sides, about 5 minutes per side. Cool and cut into ½-inch cubes.

To make custard, whisk together eggs, milk, sugar, vanilla, cinnamon and orange peel.

Place toasted bread cubes in prepared baking dish and sprinkle with plumped raisins. Pour custard over bread and stir gently to combine.

Bake 40 minutes or until golden brown and center is set. Serve warm or cold.

*Nutrition facts per serving: 200 calories, 7 g fat, 3.5 g saturated fat, 0 g trans fat, 65 mg cholesterol, 90 mg sodium, 31 g carbohydrate, 1 g fiber, 23 g sugar, 5 g protein. Daily values: 4% vitamin A, 0% vitamin C, 8% calcium, 4% iron.*





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casually entertain with simple and savory  
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100% NATURAL

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# Sweet Delivery

*Fresh designs and incredible flavors make this year's holiday cookies and candies the tastiest gifts of all. If you're looking for a way to restore a homemade touch to your growing gift list, whip up a little magic with these irresistible recipes and creative packaging ideas.*

TEXT LOIS WHITE PHOTOGRAPHY ADAM ALBRIGHT AND TOBIN BENNETT

As our hearts turn toward spreading joy among those we love, generosity begins in the kitchen. Signature cookies always represent much more than simply another purchase. These are personal; these are gifts of time and creativity.

Here are some of the most scrumptious, delightful and colorful cookies and sweets you can deliver this season:

**Dazzling Sugar Cookies**, page 32. Anyone with a sweet tooth would love receiving a tin of beautifully decorated sugar cookies. Create an eye-catching assortment in an array of shapes and colors. Parchment paper sheets and paper cups keep these cookies fresh and neatly tucked in place. You may even want to fill an extra tin to display at your own holiday party, and then invite each guest to bag one up for a take-home gift.

**Chewy Oatmeal-Cherry Bars**, page 31. These wholesome treats give health-conscious folks some cookie love. Fresh rosemary is the surprise ingredient that adds a flavor punch. Package each treat individually with plastic wrap, then band a trio of bars with parchment paper and tie with string. Attach a label and tuck in a sprig of rosemary. Don't limit this healthful snack to friends and staff at your fitness club. It's tasty enough to be enjoyed by everyone.

**Chocolate Marshmallow Log Candies**, page 26. Families with kids may want to send teachers or day-care providers pretty slices from these yummy confections. This no-bake candy recipe can be

whipped up with super ease. Wrap each log in waxed paper, then parchment paper; tie the ends with rickrack and attach a colorful label. Include information for refrigerating the gift if it isn't opened right away.

**Cranberry-Pretzel Candy Clusters**, page 29. This is a fun no-bake candy that kids can help make. Package clusters in colorful Chinese takeout cartons lined with parchment or tissue paper. Wrap each box with ribbon and fasten a jingle bell to the bow. Or choose white takeout boxes and turn your kids loose with markers, stickers and stamps to add their own designs.

**Decadent Chocolate-Espresso Cookies**, page 27. While kids enjoy clusters, adults with more sophisticated palates will get a deeply satisfying chocolate experience with each bite of these cookies. Neatly stacked in paper cups and nestled in coffee beans, these boxed-up beauties prove their decadent character from the moment the aroma escapes the box. Packaging in red and white announces that these are serious treats, while creating a clean, crisp look. To make smaller gifts—for a piano teacher, (continued on page 28)







For gift box instructions  
and patterns, go to  
[www.Hy-Vee.com/seasons](http://www.Hy-Vee.com/seasons)



#### CHOCOLATE MARSHMALLOW LOG CANDIES

*These colorful morsels are a chewy blend of flavors. The coconut, chocolate chips, walnuts and marshmallow create a no-bake wonder.*

*Serves 48.*

- 4 cups Hy-Vee flake coconut sweetened, divided
- 1 (12-ounce) package Hy-Vee semi-sweet chocolate chips
- 2 tablespoons Hy-Vee butter
- ¼ cup Hy-Vee pasteurized egg product
- 1 (10.5-ounce) package Hy-Vee pastel-color Fun Miniature Marshmallows
- ½ cup Hy-Vee walnut pieces

Spread 1 cup coconut on each of four 16×12-inch pieces of waxed paper; set aside.

Heat chocolate chips and butter in a large saucepan over low heat until melted, stirring constantly. Remove from heat; let stand for 10 minutes. Stir in egg product; combine well. Stir in marshmallows and walnuts, coating well with chocolate mixture.

Spoon one-fourth of the mixture onto each piece of waxed paper. Using your hands, form mixture into a 12-inch log, coating well with coconut. If necessary, sprinkle additional coconut over log to cover evenly. Roll log in waxed paper and twist ends closed. Chill in refrigerator for 2 to 24 hours. Slice each log into ½-inch pieces. Store candies in the refrigerator for up to 1 week.

*Nutrition facts per serving: 100 calories, 5 g fat, 4 g saturated fat, 0 g trans fat, 5 mg cholesterol, 10 mg sodium, 13 g carbohydrates, 1 g fiber, 10 g sugar, 1 g protein. Daily values: 0% vitamin A, 0% vitamin C, 0% calcium, 0% iron.*



## DECADENT CHOCOLATE-ESPRESSO COOKIES

Coffee loads flavor into these chewy, brownielike cookies. Letting the dough stand gives it a thick consistency, making it easy to scoop onto the parchment-lined sheets. For best results, use the smallest size ice cream scoop, which holds 1 tablespoon dough.

Serves 21.

**4 ounces bittersweet chocolate, chopped**  
**2 ounces unsweetened chocolate, chopped**  
**1/3 cup Hy-Vee butter**  
**1 cup Hy-Vee granulated sugar**  
**1 tablespoon espresso beans, freshly ground**  
**2 Hy-Vee large eggs**  
**1/2 teaspoon Hy-Vee vanilla extract**  
**1/3 cup Hy-Vee all-purpose flour**  
**1/4 teaspoon Hy-Vee baking powder**  
**1 cup Hy-Vee semisweet chocolate pieces**

Line cookie sheets with parchment paper; set aside. Combine bittersweet chocolate, unsweetened chocolate and butter in a medium saucepan. Heat and stir over low heat until mixture is melted and smooth. Remove from heat. Cool for 10 minutes.

Combine sugar, espresso, eggs and vanilla. Beat with an electric mixer on medium speed for 2 to 3 minutes, mixing well. Beat in cooled chocolate, mixing well. Combine flour and baking powder; add to beaten mixture and combine well. Stir in chocolate pieces. Dough will appear soft like brownie dough. Cover and let stand for 20 minutes or until slightly thickened.

Preheat oven to 350°F. Using a 1-tablespoon measure ice cream scoop, scoop dough in mounds 2 inches apart on prepared cookie sheets. Bake for about 8 minutes or just until set. Let stand on cookie sheet for 1 minute.

Transfer cookies to a wire rack; cool. Store cookies in an airtight container at room temperature for up to 3 days or in the freezer for up to 3 months.

*Nutrition facts per serving:* 80 calories, 5 g fat, 2.5 g saturated fat, 0 g trans fat, 15 mg cholesterol, 10 mg sodium, 10 g carbohydrates, 1 g fiber, 8 g sugar, 1 g protein. Daily values: 2% vitamin A, 0% vitamin C, 0% calcium, 2% iron.

Musical Gift Box \$4.99







Hy-Vee Baking Chips: select varieties  
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Karo Corn Syrup: light, dark or light white  
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Tones Extract, Flavoring, Food Coloring or  
Imitation Vanilla: 1 to 4 oz. 2/\$3.00



Pillsbury Grands Sweet Rolls:  
select varieties 5 ct. 2/\$5.00



Frito Lay Rold Gold or Munchies:  
select varieties 7 to 16 oz. \$2.28



Planters Walnuts 16 oz.  
\$5.99



Blue Bunny Ice Cream: select varieties  
56 oz. \$2.99



(continued from page 25)

a dance instructor or a coffee-shop friend—place a few cookies in cellophane bags, then wrap in folded sheet music or red parchment paper. Personalize each tag with a holiday message tailored to the recipient.

**Chai-Almond Biscotti with Lemon Icing**, page 30. Another favorite adult treat, biscotti, is a good candidate for nestling into a paper-lined box embellished with ribbon and pinecones. Because these crisp snacks pair so well with hot tea, tuck a few tea bags into a small envelope and attach it to the gift box as a name tag. If

your friend collects tea pots, visit a paint-your-own-pottery studio and paint a tea pot to use as a container for the gift.

Dressed-up boxes and bundles of homemade goodies are always received with warmth and gratitude by family and friends. And only you will know that the secret behind making each one taste so good is using the freshest ingredients for creating treats. So stock your pantry now with the most aromatic spices and nuts, lively leavening agents and fresh packages of that most wonderful, most tempting and most welcome ingredient: chocolate!

## BEST GIFT COOKIES

Choosing a cookie as a gift is not the same as going to the jar yourself for a chocolate pick-me-up. Picking the best cookies for others will depend on two things: What do you know about the taste of the recipient? How will the cookies be delivered? Here are some strategies for success.

- Making a list of cookie recipients will help you determine the range of flavors or ingredient preferences that you may want to address. Give cookies that store well and won't soften too much or dry out too quickly. Good choices with these characteristics include Decadent Chocolate-Espresso Cookies, Chai-Almond Biscotti with Lemon Icing and Chewy Oatmeal-Cherry Bars. Because allergies to nuts are fairly common, if you're not sure about someone's nut preferences, it's best to leave the nuts out. If you're giving a large amount of cookies, unless the person has a big family or will be entertaining, it is likely that the cookies will be around for a few days. Let the recipient know you can freeze the cookies and bars in this story in an airtight container up to three months.
- Package the cookies so they arrive in tip-top shape. Line the gift container with waxed paper, parchment paper or plastic wrap, which helps keep the cookies fresh. Use dividers and fillers, such as the coffee beans we added to our package of Decadent Chocolate-Espresso Cookies, to prevent contents from shifting during transportation. If you plan to ship cookies, wrap treats individually with plastic wrap so they're airtight and fully cushioned. Pack gift boxes into sturdy cardboard shipping boxes with plenty of cushioning filler so the cookies arrive intact.





### CRANBERRY-PRETZEL CANDY CLUSTERS

Pretzels add a salty sensation and white chocolate binds this no-bake treat while adding sweetness to every bite. Kids will love to help make these for snacking and gift-giving. Use a pasta server to drop clusters onto a cookie sheet.

Serves 12.

**8 ounces white chocolate baking squares with cocoa butter, coarsely chopped**  
**1 tablespoon Hy-Vee shortening**  
**2 cups pretzel sticks**  
**½ cup Hy-Vee dried cranberries**  
**½ cup Hy-Vee dried pineapple, coarsely chopped**

Line a cookie sheet with waxed paper; set aside. Place chopped chocolate and shortening in a heavy medium saucepan. Stir over low heat until mixture is melted and smooth. Remove from heat.

Break pretzels in half. Stir in pretzels, dried cranberries and dried pineapple. Quickly drop mounds of mixture about 1 inch apart onto the waxed paper. Chill candies on the cookie sheet about 30 minutes or until set.

Store candies in an airtight container at room temperature for up to 1 week.

Nutrition facts per serving:  
 180 calories, 7 g fat, 3.5 g saturated fat,  
 0 g trans fat, 0 mg cholesterol,  
 100 mg sodium,  
 26 g carbohydrates,  
 1 g fiber, 19 g sugar,  
 1 g protein. Daily  
 values: 0% vitamin  
 A, 0% vitamin C,  
 2% calcium, 2% iron.



Reynold's Parchment Paper  
 30 sq. ft. \$2.99



Argo Baking Powder 12 oz. or  
 Corn Starch 16 oz. \$1.28



Bakery Fresh Cranberry Walnut Bread  
 20 oz. \$3.99



Holiday Candy Jars: santa or snowman  
 \$12.99



Holiday design paper gift box  
 3 pc. set \$9.99



Ceramic Candy Platter  
 \$7.99



Candy Cane Ornament Tube  
 \$4.99

### CHAI-ALMOND BISCOTTI WITH LEMON ICING

*When your friends bite into these spiced, nut-studded cookies, they'll sense a pleasing snap. Just one ingredient—loose tea from Hy-Vee Chai tea bags—creates the perfect spice blend.*

Serves 24.

2¾ cups Hy-Vee all-purpose flour  
1 cup Hy-Vee granulated sugar  
1 tablespoon loose Chai tea from  
3 Hy-Vee Chai tea bags  
1½ teaspoons Hy-Vee baking powder  
½ teaspoon Hy-Vee salt  
1½ teaspoons lemon peel, finely grated  
3 Hy-Vee large eggs, beaten well  
6 tablespoons Hy-Vee butter, melted  
and slightly cooled  
1 cup chopped Hy-Vee almonds

Preheat oven to 325°F. Lightly grease cookie sheet; set aside. In a large bowl combine flour, sugar, Chai tea, baking powder and salt. Stir in lemon peel. Make a well in the center of the flour mixture. Place eggs in the well and stir into flour mixture. Add butter and continue stirring until dough starts to form a ball. Stir in nuts (dough will be crumbly). Use your hands to knead the dough until the mixture comes together.

Turn the dough out onto a lightly floured surface; divide into two portions. Shape each portion into an 8-inch-long roll. Place rolls about three inches apart on baking sheet; flatten to 1 inch high. Bake for 30 minutes or until firm and light brown. Remove from oven and cool on cookie sheets on a wire rack for 30 minutes.

Transfer rolls to cutting board. Using a serrated knife, cut each roll into ½-inch slices. Place slices, cut sides down, onto cookie

sheets. Bake in a 325°F oven for 10 minutes. Turn slices over and bake 10 to 15 minutes more or until crisp and golden brown. Cool.

Dip biscotti tops in Lemon Icing. Let stand until icing sets.

Lemon Icing: Combine 1 cup Hy-Vee powdered sugar, 2 tablespoons lemon juice and ½ teaspoon freshly grated lemon peel to make an icing of dipping consistency.

*Nutrition facts per serving: 170 calories, 6 g fat, 2 g saturated fat, 0 g trans fat, 35 mg cholesterol, 115 mg sodium, 26 g carbohydrates, 1 g fiber, 14 g sugar, 3 g protein. Daily values: 2% vitamin A, 2% vitamin C, 2% calcium, 6% iron.*

Chai  
Almond  
Biscotti  
with Lemon Icing





### CHEWY OATMEAL-CHERRY BARS

The combination of rosemary, dried cherries, pistachios and coconut makes these bars stand out in flavor. Cut into triangles or diamonds.

Serves 32.

- 1½ cups Hy-Vee all-purpose flour
- 1 teaspoon Hy-Vee baking soda
- ½ teaspoon Hy-Vee salt
- 2 teaspoons fresh rosemary, finely chopped
- 1 cup Hy-Vee butter, softened
- 1 cup packed Hy-Vee brown sugar
- ½ cup Hy-Vee granulated sugar
- 2 Hy-Vee large eggs
- 3 cups Hy-Vee regular rolled oats
- ½ cup Hy-Vee dried cherries
- ½ cup pistachios, chopped
- ½ cup Hy-Vee flaked coconut, divided

Preheat oven to 350°F. Line a 13×9×2-inch baking pan with foil, extending foil over edges of pan; set aside.

Stir together flour, soda, salt and rosemary in a medium bowl; set aside. Place butter in a large mixing bowl; beat with an electric mixer on medium to high speed for 30 seconds. Add brown sugar and granulated sugar and beat until combined, scraping sides of bowl. Beat in eggs. Beat in flour mixture until just combined. Stir in oats, dried cherries, pistachios and ¼ cup coconut. Spread in prepared pan. Sprinkle remaining coconut on top.

Bake for 40 to 45 minutes or until a toothpick inserted near the center comes out clean. Cool in pan on a wire rack. Use foil to lift from pan. Cut into bars.

Nutrition facts per serving: 170 calories, 8 g fat, 4.5 g saturated fat, 0 g trans fat, 30 mg cholesterol, 130 mg sodium, 23 g carbohydrates, 1 g fiber, 12 g sugar, 3 g protein. Daily values: 6% vitamin A, 0% vitamin C, 2% calcium, 4% iron.



## Timeless Treats

Only Kellogg's can deliver the classic crunch of Rice Krispies bars. To turn these no-bake treats into a gift, deck them out with ribbons of white icing and some crushed peppermint candies.



Kellogg's Rice Krispies or Crispix  
12 oz. 2/\$5.00

Keebler Town House or Snack  
Crackers: select varieties 8 to 16 oz.  
2/\$4.00





### DAZZLING SUGAR COOKIES

*Invent fresh, colorful looks with these sweetly flavored cookies that have pleased generations.*

Serves 15.

1 cup Hy-Vee shortening  
1 cup Hy-Vee granulated sugar  
2 Hy-Vee large eggs  
¼ cup Hy-Vee skim milk  
1 teaspoon Hy-Vee vanilla extract  
3¼ cups Hy-Vee all-purpose flour  
2 teaspoons Hy-Vee baking powder  
1 teaspoon Hy-Vee baking soda  
½ teaspoon Hy-Vee salt  
Hy-Vee all-purpose flour for rolling cookies  
Hy-Vee powdered sugar for dusting  
Parchment paper

In a large bowl beat together shortening and sugar. Add eggs, milk and vanilla; beat well. Stir flour, baking powder, baking soda

and salt in a separate bowl. Add to shortening mixture and beat until well combined. Cover and refrigerate 2 hours or overnight.

Preheat oven to 350°F. Divide the dough into quarters. Dust work surface with flour. Roll each quarter of the dough ⅛ inch thick. Cut with cookie cutters and place on parchment paper-lined cookie sheet. Bake for 9 to 11 minutes or until edges firm and bottoms are lightly browned. Remove to a wire rack to cool. Frost with Sugar Cookie Frosting.

### SUGAR COOKIE FROSTING

(Makes about 1½ cups)

2 cups Hy-Vee powdered sugar  
¼ cup Hy-Vee shortening  
3 tablespoons water  
1 teaspoon almond extract  
Hy-Vee food coloring (optional)  
Coarse sugar (optional)

Add powdered sugar, shortening, water and almond extract to a medium bowl. If desired, add food coloring to tint. Beat ingredients with an electric mixer on medium speed until well combined.

Spread frosting on cookies and, if desired, top with decorating sugars. Pipe desired designs on each cookie. Sprinkle with coarse sugar, if desired.

*Nutrition facts per frosted cookie serving:*  
180 calories, 8 g fat, 2 g saturated fat,  
0 g trans fat, 15 mg cholesterol,  
125 mg sodium, 23 g carbohydrates,  
0 g fiber, 13 g sugar, 2 g protein.  
Daily values: 0% vitamin A,  
0% vitamin C, 2% calcium,  
4% iron.





Hy-Vee Seasons Chocolates: select varieties 3.5 oz. or 9 ct. \$7.99



Hy-Vee Assorted Holiday Canisters: select varieties 20 oz. \$5.99



M&M's Bag Candies: peanut, chocolate or pretzel 30 or 42 oz. \$7.69

Mars Dove Minis: select varieties 8.5 or 9.5 oz. \$3.98

Hammond's Candy Canes: select varieties 2 oz. 2/\$4.00  
Hammond's Peppermint Sugar Stick Jar: select varieties 16 oz. \$10.99





Hellmann's Mayonnaise: select varieties  
22 or 30 oz. \$2.99



Knorr Pasta Sauce, Gravies or Soups:  
select varieties .05 to 1.6 oz. 4/\$5.00



Lipton Specialty Tea: select varieties  
18 or 20 ct. 2/\$4.00



Skippy Peanut Butter: creamy, chunky or  
natural 26.5 or 28 oz. \$3.69



Lipton Tea Bags: select varieties  
10 to 100 ct. \$2.99



Breyers Ice Cream: select varieties 48  
oz.; Klondike Bars or Breyers Novelties:  
select varieties 4 or 6 ct. \$3.49



P.F. Chang's Frozen Entrees:  
select varieties 22 oz. \$7.99



Bertolli Frozen Dinners  
For Two or Oven Bake Meals:  
select varieties 24 oz. \$6.49



## Super-Moist Chocolate Mayo Cake

Prep Time: 5 minutes  
Cook Time: 30 minutes

Serves 12.

**1 box (18 oz.) chocolate cake mix**  
**1 cup Hellmann's® Real or Light Mayonnaise**  
**1 teaspoon ground cinnamon (optional)**  
**1 cup water**  
**3 eggs**



Preheat oven to 350°F. Grease and lightly flour two 9-inch round cake pans\*; set aside.

Beat cake mix, Hellmann's® Real or Light Mayonnaise, water, eggs and cinnamon for 30 seconds in large bowl with electric mixer on low speed. Beat on medium speed, scraping sides occasionally, 2 minutes. Pour into prepared pans.

Bake 30 minutes or until toothpick inserted in centers comes out clean. Cool 10 minutes on wire rack; remove from pans and cool completely. Sprinkle, if desired, with confectioner's sugar, or fill and frost.

\*Or prepare cake mix as above in a 13×9×2 baking pan and bake 40 minutes or until toothpick inserted in center comes out clean.

Recipe courtesy of Hellmann's



# Fun with Kraft Marshmallows

This is the season for all that is gooey, delicious and full of fun. Delight every sweet tooth you know.

Pick up a bag of Kraft Jet-Puffed Marshmallows and all the other ingredients needed for these sensational, sticky brownies. Every bite is an avalanche of enjoyment.

## AVALANCHE BROWNIES

The peppermint of candy canes adds a sharp note to the chocolate and marshmallow in these brownies.

Serves 18.

- 2 cups granulated sugar
- 1 cup butter, melted
- ½ cup unsweetened cocoa powder
- ½ teaspoon salt
- 5 eggs, beaten
- 2 teaspoons vanilla extract
- 1½ cups all-purpose flour
- 1 cup semisweet or milk-chocolate chips
- 8 peppermint candy canes, crushed
- 1 (10-ounce) bag Kraft Jet-Puffed Miniature Marshmallows
- 1 (12-ounce) bag semisweet or milk chocolate chips, melted

Preheat oven to 350°F. Grease a 13×9×2-inch baking pan; set aside.

Combine sugar, butter, cocoa powder and salt in a medium bowl. Stir until smooth. Stir in eggs and vanilla. Add flour, then stir in chocolate chips.

Spread batter in prepared pan. Bake in for 30 to 35 minutes.

While brownies are still hot, sprinkle the top with half of the crushed candy canes, followed by the marshmallows and the remaining crushed candy canes. Drizzle with melted chocolate chips. Cool. Cut with a sharp knife.



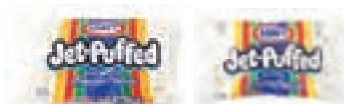
Planters Premium Snack Nuts:  
select varieties 9 to 10.25 oz. \$4.69



South Beach or Planters Bars:  
select varieties 5.88 to 8.1 oz. 2/\$5.00



Kraft Soft Philadelphia Cream Cheese:  
select varieties 8 oz. \$1.98



Jet-Puffed Marshmallows:  
mini or regular 16 oz. \$1.77



Jet-Puffed Marshmallow Creme  
13 oz. \$1.77



Nabisco Toasted Chips or Ritz Bits  
Sandwiches: select varieties  
7.5 or 8.1 oz. \$2.69




Oscar Mayer Wallet Pack Lunchmeats:  
select varieties 9 or 10 oz. 2/\$5.00



Claussen Pickles: select varieties  
20 to 32 oz. 2/\$5.00





# Blooms *of the* Season

*Deck your halls with a classic holiday showstopper: the poinsettia. Hy-Vee offers favorite shades to complement any yuletide décor. Looking for clever ways to dress seasonal bloomers on a shoestring budget? We'll show you how.*

TEXT JULIE MARTENS PHOTOGRAPHY TOBIN BENNETT

As March winds bluster, Cindy Sulzman is thinking Christmas. But it's not visions of sugar plums that dance in her head, it's poinsettias—over 100,000 plants. “Across our 231 stores, Hy-Vee sells roughly 70,000 red poinsettias and 30,000 in assorted shades of pink, marble, white and burgundy,” says Cindy, Assistant Vice-President, Hy-Vee Floral Operations.

A major grower/supplier of Hy-Vee's poinsettia is Red Oak Greenhouses in Red Oak, Iowa. Started in 1966 by Russell Johnson and his brother, today the greenhouse continues in family-run fashion under the leadership of Russell's sons, Mark and Bryce, and business partner, Dennis Bloom.

Mark and Bryce grew up in the greenhouses following their father as he made his daily—and nightly—rounds, checking on things. “We'd eat dinner and run to the greenhouses with Dad to check the temperatures, the greenhouse vents or the boilers,” Mark says. “In winter it was great because it was always warm in there. We called it our little slice of Florida.”

As children, the brothers played hide-and-seek among the plants and benches. As teens, they filled free time shooting hoops

in the shipping warehouse. Today they spend their time growing and marketing potted floral crops, including spring bedding plants, fall garden mums and holiday poinsettias.

Mark, the sales and marketing director, says customer satisfaction has spurred growth of the business. “Dad started this business with 30,000 square feet of growing space. Today we have 18 acres in production. The driving reason behind the expansion is serving our customers.” Cindy agrees. “Their ultimate goal is to satisfy the end-user—our Hy-Vee floral customers—and give them the best possible value in the plants they purchase.”

## **POINSETTIAS: START TO FINISH**

The first signs of the annual poinsettia crop cross Bryce's desk in January as he orders cuttings for that growing year. Poinsettias arrive at the greenhouses in June, hitting the doorstep as fragile, unrooted cuttings from Mexico, Guatemala and El Salvador. The rooting process requires 4 weeks. It takes another 12 to 15 weeks to yield a sales-ready plant blooming with holiday cheer.

Red Oak growers use automated growing techniques, including



"It's absolutely breathtaking to walk into that sea of white," says Cindy Sulzman, Assistant Vice-President of Hy-Vee Floral Operations. She stands among Whitestar poinsettias at Red Oak Greenhouses in Red Oak, Iowa.







## TYPES OF POINSETTIAS

At Hy-Vee, you'll find poinsettias in a variety of colors. Red Oak Greenhouses grows 18 different poinsettias to ensure that each hue is available throughout the holiday season. Here is a sampling.

- 1. PRESTIGE RED** is a traditional rich red plant with strong stems and deep green leaves. Other reds include Red Elf and Silver Star Red.
- 2. PREMIUM PICASSO** has blooms that feature watercolor speckles in red and pink.
- 3. POLLY'S PINK** wows with hot pink blooms full of personality. Flowers contrast with dark green leaves.
- 4. PRESTIGE MAROON** attracts with its lush, deep maroon flowers. Cortez Burgundy is another plant with maroon blooms.
- 5. MARBLESTAR** is for those who prefer salmon-pink and cream flowers. Other bicolor poinsettias include Jingle Bells and Ice Punch.
- 6. WHITESTAR** shows elegant white flowers with medium green leaves. Freedom White is another great white.
- 7. ENDURING PINK** comes with dark pink blooms against medium green leaves. DaVinci Pink is a variety with peppermint pink blooms.





computerized temperature, vent and lighting controls, and mechanical watering booms for hands-free irrigation.

Still, growing flawless poinsettias does demand a human touch. “We handle the delicate cuttings by hand when planting,” Bryce says. “What we do during the actual growing process is heavily weather-dependent.” Bryce and his growers walk the long rows of flowers several times a week, evaluating plant growth. “Each year the weather is just different enough that you have to change your recipe for success.”

### PICTURE-PERFECT PLANTS

Tucked into boxes stacked on trucks, poinsettias leave Red Oak Greenhouses in the middle of the night as drivers head toward Hy-Vee stores all over the Midwest. When the trucks arrive at the stores, Hy-Vee florists quickly unpack the fragile cargo to ensure its freshness and enhance its lifespan in a home setting.

“Like Red Oak growers, we also continuously check the poinsettias,” Cindy says. “Our florists make sure plants are watered and any broken leaves are removed.” Daily attention assures that greenery will be in perfect condition when you take it home.

Bryce appreciates the Hy-Vee staff’s care and insistence on quality. “They market their poinsettias by the spread—how large the plant is at the top. That means a 6-inch pot will have roughly a 12- to 15-inch canopy and at least five blooms.” Spread size rivals the quality of poinsettia found at traditional florist shops.

When shopping for a poinsettia, Cindy suggests looking for a plant “with a large spread, good flower power and healthy leaves.” It’s also important that the centers of the blooms, called the cyathia, aren’t open and showing bright yellow pollen.

After choosing a plant, a sleeve and bag will protect it against cold on the journey home. Once inside, don’t place poinsettias near windows, doors or heating vents. When watering, hold plant over a basin, allowing the poinsettia to drain. Hy-Vee florist Stephanie Price says, “If the plant sits in water, the roots will rot.”

Your Hy-Vee florist can assist you with decorating ideas. “They can dress your poinsettias with decorative pots, ribbons, spray glitter, twinkle lights or other festive touches—things that will blend with your holiday décor,” Cindy says. “They’ll also help you trim a poinsettia for easy gift-giving.”

For more poinsettia-decorating ideas, turn the page.



*Above:* Family ties forge strong business at Red Oak Greenhouses as second generation sons, Mark and Bryce, maintain their father Russell’s legacy. Pictured are Mark and Leanne Johnson (left) with son Andrew (age 3) and daughter Lauren (age 3); and Bryce and Jenny Johnson (right) with sons Kaden (age 6) and Bennett (age 3), and daughter Ellison (age 1). Business founder Russell Johnson (not pictured) still oversees day-to-day operations.

*Opposite, top left:* Red Oak Greenhouses partner Dennis Bloom (in white shirt, far right) and a group of the company’s employees show off some of the year’s colorful poinsettia crop.

*Opposite, bottom right:* Bryce Johnson carries two Marblestar poinsettias toward the shipping area. These pots showcase the typical 18- to 24-inch spread of an 8-inch-diameter pot from the Greenhouses. Each plant boasts an average of 12 to 15 blooms.

Celebrate the season by *Personalizing a Poinsettia*  
with a *Creative Touch* that you whip up yourself.  
*It's simple and won't cost a bundle.*





**TWO TURTLEDOVES** Bring a cherished Christmas carol to life with card-stock doves and a red poinsettia. Snipped from white card stock, the birds are lined with rhinestone appliques. Eyes are single rhinestone appliques. Birds are mounted on skewers, which are pushed into the potting soil. For a stunning cachepot, cut red card stock to form a sleeve around a plain silver container. Position a sequined sticker on the card stock before wrapping the container.



For turtledove project  
instructions and bird  
patterns, go to:  
[www.Hy-Vee.com/seasons](http://www.Hy-Vee.com/seasons)









**LET IT SNOW!** *(above)* Guarantee a white Christmas with an artificial-snow-sprayed evergreen garland. Paired with a traditional red poinsettia, the garland sings a chorus of the season. Tuck in artificial berry sprays and pine cones to complete the look. Protect wood surfaces by slipping saucers beneath poinsettia pots.

**COMPLEMENTARY COLORS** *(above right)* Mimic the colors of a Whitestar poinsettia and its green leaves by wrapping a square container with gift paper in the same colors as the flower. This is a quick, no-fuss solution when you want to use some of the flowers as a centerpiece at brunch.

**SHOWSTOPPER** *(right)* Breathe new life into traditional favorites by pairing a classic urn with the season's favorite bloomer. Add a bow and your poinsettia is ready for gift-giving or enhancing your home's festive décor. Stock plenty of white ribbon; it's the perfect complement to any poinsettia shade.

**REINDEER MOSS VASE** *(opposite)* To adorn the natural charm of a poinsettia, dress it in a clear glass cube covered with green-dyed reindeer moss. Look for glass cubes in varying sizes at your Hy-Vee Floral Department. Use hot glue to attach moss, which can be purchased at crafts stores. A red ribbon completes the motif. Gather several of these to skirt a Christmas tree or fill an unused fireplace. Or just place one on a mantel.







# Set a HOLIDAY MOOD

*Here's our holiday gift to you: a choice of three decorating styles that will refresh your celebrations this year. Are you longing for a warmhearted, nostalgic Christmas with all the trimmings and traditional foods? How about a simple modern approach with a relaxed yet chic look that promotes harmony and ease? Or will this be the year that your style is richly embellished with personalized touches and decorations worthy of a show house tour? We've wrapped up fabulous ideas for all three themes.*

TEXT LUANN BRANDSEN  
PHOTOGRAPHY TOBIN BENNETT













# Mod CHRISTMAS

If your style preference leans more toward Christmas Present than Christmas Past, this look presents the holidays in a modern, no-fuss way. The real gift here is simplicity—clean lines, bold colors and hip-but-unpretentious party decorations and foods. Think color-blocking, which is the art of massing colors to pack a visual punch, shown here with blue, green and silver. Let the Hy-Vee Floral Department help. Begin at your front door, placing a large wreath heralding your palette. In the foyer, fill a trio of bowls with ornaments of varied textures in monochromatic hues. Swathe the tree with bold bands of single-colored ornaments. Carry your scheme throughout with small touches—mini topiaries in colored pots and little silver jingle-bell wreaths. Entertain with the same stress-free style, offering a trendy-yet-casual buffet of comfort foods with a modern twist.





#### DIPPING GRILLED CHEESE

*A grown-up take on a childhood favorite that will have guests gathered around the griddle.*

Set up a spread of various ingredients pre-cut into individual portions alongside the griddle:

Fresh cheeses (mozzarella, cheddar, Parmesan, Jarlsberg, Gouda, Monterey Jack, provolone, Swiss)

Breads (cocktail rye, French baguette, Asiago batard, walnut, pretzel bread)

Toppings (fresh basil, sliced apples, bacon, honey, sundried tomatoes, peppers)

Melted butter or olive oil

Heat griddle to medium-high heat. Have guests assemble their desired ingredients. Brush the bread with the melted butter or olive oil. Place the sandwich on the griddle and lightly toast. Flip the sandwich over and continue heating until the cheese has melted. Serve with Tuxedo Tomato Soup for dipping. *Shown above, left to right: Fresh Mozzarella and Basil on Cocktail Rye, Fresh Parmesan and Bacon on Asiago Batard, Fresh Cheddar and Granny Smith Apple on French Baguette*

#### TUXEDO TOMATO SOUP

*Dress up premade, packaged tomato soup for a quick accent that's fit for a party.*

*Serves 2 (about 1 cup each).*

**1 (18.3-ounce) package Campbell's V8 Tomato Herb Soup**

**1 tablespoon fresh chopped basil**

**½ teaspoon Hy-Vee chili powder**

In a medium saucepan, heat soup, basil and chili powder over medium heat, stirring occasionally.

*Nutrition facts: 90 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 490 mg sodium, 19 g carbohydrates, 3 g fiber, 14 g sugar, 3 g protein. Daily values: 50% vitamin A, 10% vitamin C, 4% calcium, 4% iron.*



*Cuisine* Your holiday entertaining should be as simple and hip as the décor, so serve up comfort food in a stylish way. On trend now are easy-going gatherings that emphasize exciting food rather than a full-course affair. Think miniature toasted cheese sandwiches with tomato soup. Amp up the sandwich taste with Hy-Vee artisanal breads and two-cheese combos, such as pepperjack with provolone or sharp cheddar with Brie. Some guests may enjoy apple slices on the sandwiches too. Add Dijon or another spicy mustard before toasting. Serve hot off an electric griddle set up at the serving table. For dipping, chopped chives dress up your favorite purchased gourmet soup. A packaged soup will save precious prep time. If you are offering something other than toasted cheese sandwiches, sprinkle a bit of grated cheese on each soup for flavor.

*Décor* Blue and green establish a chic and serene scheme, while metallic silver turns up the shimmer and makes the palette up-to-the-minute fresh. Silvery accents are seen as the mantel garland and the glittery bow atop the tree. (When decorations come down, gently wind garland around a cardboard tube to store.) A trio of large-scale Christmas ornaments are mounted at the tree top, acting as a beacon for the color scheme. We chose clear glass cylinders to show off a collection of ornaments in our favored colors. Glass bowls or tiered cake stands are other good choices when displaying ornaments of single hues. For lighting, we chose miniature lights that provide pinpoint illumination. These inconspicuous lights focus attention on the ornaments and the tree and not on themselves.



70 mm Ornament  
8 pc. \$4.99







# *Candy Cane* **CHRISTMAS**

If traditional icons and a classic palette of reds and greens is your vision of the season, you'll be sweet on a candy cane Christmas. Put on a big show for family and friends with large-scale ornaments and all the trimmings. Hang a candy-cane shaped wreath at the front door. Deck the entry hall with poinsettias and amaryllis. Wrap small potted topiaries with crepe paper and glue on wrapped candy canes. These make festive gifts that carry your season's signature style. Tuck candy canes or decorative lollipops into garlands that will dance across the mantel, swirl up a door or step down the stairs. Make a charming gingerbread house decorated with candy canes and peppermint. Create a delightful buffet—ready-to-make or ready-made from your Hy-Vee confectionery aisle and bakery.







*Cuisine* Make your holiday meal merry and bright. Stud a succulent spiral-cut ham from the Hy-Vee Kitchen with cloves, then slather on an apple-jelly glaze. Put this stunner on a bed of greens and herbs to mimic a wreath and surround it with candied apples. You'll have an edible centerpiece. The candied apples are easily made. Start with great-looking (and tasting) apples, make a dip of Red Hot candies and coat the apples. For other desserts, frost cakes and cupcakes with buttercream and crushed candy canes. Prepare kid-pleasing ice cream sandwiches with gingersnap cookies and peppermint ice cream. Or dress up the edge of a chocolate cheesecake with peppermint sticks.

*Décor* Whimsical decorations and trimmings are seen in the larger-than-life candy ornaments and stunning giant-lollipops tree toppers. Branches are loaded with handmade ornaments, including smiling candy cane men and merry gift packages. Playing with scale is a great design device that creates impact and is sure to make you smile. Across the mantel, let tiny Santa Claus ornaments watch over bulky striped stockings stuffed with toys and peppermint sticks. Display whimsical tree or cone shapes, enlivened by paint and glitter in Christmas colors. Or adorn them with red hots, candy canes or hard peppermint rounds glued in place to create a super sweet display. Set up your buffet close by so your seasonal décor provides a strong backdrop to the festivities.



Oversized Plastic  
Candy Ornaments:  
16" \$14.99  
8" \$7.99





## GLAZED HOLIDAY HAM WITH CANDIED APPLES

Whether you are serving a half ham or whole ham, your guests will savor this sweet, easy-to-prepare meal. Prep time is an hour or less for everything. After some oven time, you're done.

Half Ham: Serves about 45 (3 ounces each).

1 Hy-Vee half hickory-smoked spiral-sliced ham (about 9 pounds)

Whole cloves

½ cup Hy-Vee apple jelly

1½ teaspoons Hy-Vee lemon juice

½ teaspoon Hy-Vee ground cinnamon

⅛ teaspoon Hy-Vee nutmeg

Preheat oven to 300°F. Crisscross two large pieces of foil on a baking sheet.

Place ham on top of foil; do not separate slices. Stud with whole cloves. Whisk together apple jelly, lemon juice, cinnamon and nutmeg. Brush on ham and wrap in foil. Bake for 2 hours.

Unwrap the ham, leaving the foil in the baking pan.

Continue to bake the ham, unwrapped, until internal temperature reaches 115°F, 30 to 60 minutes longer, depending on size of the ham. (Bake ham approximately 15 to 17 minutes per pound.) Baste ham occasionally.

Whole Ham option: Serves about 64 (3 ounces each).

Stud whole spiral-sliced ham (about 14 pounds) with whole cloves, wrap in foil and bake for 3 hours at 300°F. For glaze, whisk together one (12-ounce) jar Hy-Vee apple jelly, 1 tablespoon Hy-Vee lemon juice, 1 teaspoon Hy-Vee ground cinnamon and ¼ teaspoon nutmeg. Unwrap ham, brush with glaze and continue baking until internal temperature reaches 115°F, about 30 to 60 minutes longer, depending on size of ham. (Bake ham approximately 15 to 17 minutes per pound.)

Nutrition facts per serving: 160 calories, 9 g fat, 3.5 g saturated fat, 0 g trans fat, 45 mg cholesterol, 810 mg sodium, 8 g carbohydrate, 0 g fiber, 2 g sugar, 13 g protein. Daily values: 0% vitamin A, 0% vitamin C, 0% calcium, 4% iron.

## CANDIED APPLES

Sweet, tart candied apples are a fun complement to ham. Since the main ingredients are apples and candy, this is a snap to make.

Serves 6.

4 cups water

2 cups Hy-Vee granulated sugar

¾ cup red-hot candies

Several drops red food coloring (optional)

6 firm, tart cooking apples, partially peeled

In a large skillet, combine water, sugar, red-hot candies and, if desired, food coloring.

Cook and stir over low heat until candies are dissolved. Add apples. Simmer uncovered 20-30 minutes or until tender, turning apples over once and occasionally spooning the liquid over the fruit.

Nutrition facts per serving: 90 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 0 mg sodium, 25 g carbohydrates, 2 g fiber, 21 g sugar, 0 g protein. Daily values: 2% vitamin A, 10% vitamin C, 0% calcium, 0% iron.





# Jewel CHRISTMAS

If you're in the mood for a little extravagance—minus the expense—celebrate with a jewel-inspired Christmas. Intense and vibrant or deep and regal, shades of emerald and purple accented with silver and gold provide the glamorous palette. Fine attention to embellishment is seen in glittery and gilded accents, indulgent foods and personalization. Fill window boxes or urns with ornaments, swag the front door with fresh greenery and hang a fashion-forward wreath with a gorgeous bow. Then deck the halls (and every room) with lush greenery, dangling crystal ornaments and jewel-tone ribbons. Bling is especially important for creating this mood, so interweave sparkling accents throughout your home. Bring out your best crystal, silver and china and layer on personalized details. Make it an occasion for place cards, monogrammed napkins and dressing to the nines.









## RASPBERRY TRIPLE CHOCOLATE CUPCAKES

*Triple-chocolate cupcakes are every bit as delicious as their alluring name. Three kinds of chocolate upgrade the tender cake without compromising its smooth texture. A spread of berries and a dab of frosting move the indulgence to an even higher level.*

Serves 72 (1 mini cupcake each).

**½ cup Hy-Vee unsalted butter, at room temperature**

**1 cup Hy-Vee granulated sugar**

**2 Hy-Vee large eggs, at room temperature**

**4 ounces unsweetened chocolate, melted and cooled slightly**

**½ cup Hy-Vee sour cream, at room temperature**

**1 teaspoon Hy-Vee vanilla**

**1¼ cups Hy-Vee all-purpose flour**

**¾ teaspoon Hy-Vee baking soda**

**½ teaspoon Hy-Vee baking powder**

**½ teaspoon Hy-Vee salt**

**1 cup brewed coffee, at room temperature**

**½ cup Hy-Vee mini semi-sweet chocolate chips**

**½ cup Hy-Vee milk chocolate chips**

**1 (12-ounce) jar Hy-Vee red raspberry jelly**  
**White Buttercream Frosting, recipe to follow**

Preheat oven to 350°F. Line mini muffin tins with paper liners.

Using an electric mixer, beat together butter and sugar. Beat in eggs, one at a time. Beat in melted chocolate, sour cream and vanilla.

Sift flour, baking soda, baking powder and salt into a bowl. Alternately add flour mixture and coffee, beating on low speed after each addition until just combined. Fold in mini chocolate chips and milk chocolate chips.

Fill muffin cups about two-thirds full and bake for about 15 minutes or until a toothpick inserted into the center comes out clean. Remove from oven and cool in pan for 5 minutes. Transfer to wire rack.

Pour jelly into a small bowl and microwave until spreadable but not melted. Spread a bit

less than 1 teaspoon on top of each of the warm cupcakes.

Tint half the White Buttercream Frosting pink. To create a mottled effect, place the white frosting on one side of a pastry bag and the pink frosting on the other half. Pipe frosting on top of each cupcake.

## WHITE BUTTERCREAM FROSTING

*Makes 2 cups*

**4 cups Hy-Vee confectioners' sugar**

**½ cup Hy-Vee unsalted butter, melted**

**2 tablespoons Hy-Vee skim milk**

**2 teaspoons Hy-Vee vanilla extract**

Use an electric mixer on low speed to beat together confectioners' sugar and melted butter. Beat in skim milk and vanilla extract until smooth.

*Nutrition facts per serving: 100 calories, 4 g fat, 2.5 g saturated fat, 0 g trans fat, 15 mg cholesterol, 40 mg sodium, 16 g carbohydrate, 0 g fiber, 13 g sugar, 1 g protein. Daily values: 2% vitamin A, 0% vitamin C, 0% calcium, 2% iron.*

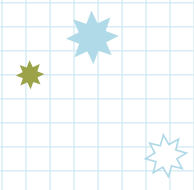


*Cuisine* Complement your elegantly sophisticated theme with upscale entertaining that includes such little indulgences as the current craze for mini desserts. One decadent favorite is a sweet sensation that combines three chocolates in a rich mini cupcake, topped with a round of jam and a dollop of luscious buttercream frosting. Miniature white-chocolate Christmas trees tuck into the frosting as a final flourish. Make the hardened candy trees by piping melted white chocolate onto a nonstick surface. The piping can be done easily with a sealed plastic bag that has a tiny corner snipped. Serve them with a variety of beverages. At one extreme is a special coffee, offered in small cups. At the other is a quality champagne, pleasant to sip with a chocolate dessert.

*Décor* The tree, *page 55*, is a glorious scene-setter, thanks to clusters of beautifully embellished silver, gold, and jewel-tone ornaments in varying sizes. Some baubles are wired together to maximize visual impact. Crystal pendants put an extra shine on the tree (especially when placed near lights). These rocks may not have the value of diamonds, but they do raise the worth of the entire tableau. The tree is wrapped with gorgeous ribbons, adding elegant panache. On the mantel, *page 55*, a sophisticated look is created by glittery, decorator-style cones and swirls of metallic, monochromatic garland. This is a good spot to display the silver that's usually hiding in a cabinet. Let your platters, goblets and other reflective pieces shine for your Christmas party.







# BLUEPRINT FOR THE HOLIDAYS

*Traditions call to young and old alike, beckoning everyone home. These are days filled with memory-making as we share conversation, laughter and food. If you're a young family, deliberately choose holiday decorations, recipes and routines to establish household traditions that you can revisit year after year.*

TEXT JENNIFER RUISCH PHOTOGRAPHY GREG SCHIEDEMANN



When we recall our favorite holiday recollections from childhood they usually involve family tradition: baking Christmas cookies with Grandma, stringing Christmas lights with Dad or attending a special holiday concert with extended family. But if you are just starting out as a family on your own, you have not yet developed traditions of your own. If this is your situation, make this the year you become purposeful about creating the routines and gathering the objects that will provide everyone with lasting memories of these days of wonder and enchantment.

## BRINGING PAST TO PRESENT

Childhood traditions often greatly influence the traditions we create for our own families. Hy-Vee graphic designer Dawn Lauer and her husband, Kyle, *opposite*, have been married three years and have a daughter, 14-month-old Natalie. Dawn says the Christmas traditions she participated in while growing up have had a big impact on what she wants to do with her own family.

“When I was young, we always set up a real Christmas tree that my siblings and I decorated,” Dawn says. “We each had our own ornaments, and we put them on one at a time until it was decorated.”

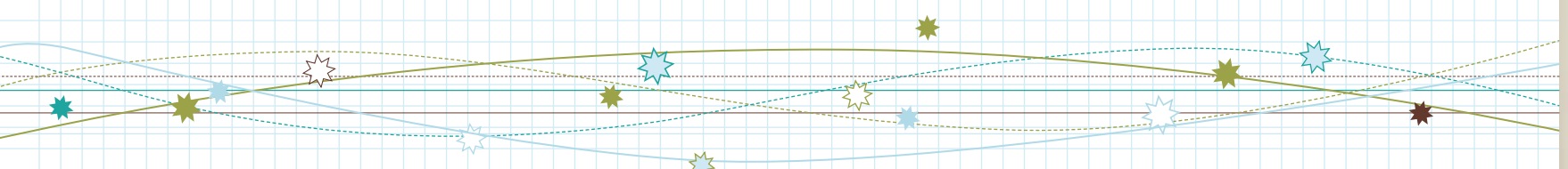
The Lauers began life together by establishing a tradition of setting up their Christmas tree the day after Thanksgiving.

“When we had our first Christmas together as a couple, our parents gave us all the ornaments that were special to us—ones we made when we were little—and we decorated our first tree with those,” Dawn says. She hopes to continue this routine with her daughter. “As Natalie gets older, we’ll have her make ornaments of her own so she can take them with her when she leaves home someday,” she says.

As a child, Dawn recalls driving around with her grandparents to look at Christmas lights. “We would drive through Krug Park in St. Joseph, Missouri,” she says. “It was all lit up with a bunch of different displays.”

She hopes to continue this tradition with her own family, as well. “In Winterset [Iowa] they just started decorating a covered bridge with Christmas lights—so I’d like to drive over there and let Natalie see it,” she says.

These Christmas touchstones may seem small now. Repeated through the years, however, they will invest the family with tradition, giving it the roots to flourish into the future.













## CONTROLLING YOUR SCHEDULE

The holidays can be especially stressful for young families still figuring out how to split time between relatives. This is particularly true when both spouses come from households that hold to the same schedule—both families opening gifts on Christmas Eve, for instance. How can a compromise be found in that circumstance?

Creating traditions about which homes your family will go to on which days during the season can give kids a sense of security and stability. They won't even have to ask about the schedule because they'll know exactly what to expect. And extended family will know what to expect too.

"We have a lot of Christmases to go to every year," Dawn says. "Christmas Eve day we spend with Kyle's grandparents, and then we stay at home with our family on Christmas Eve. Christmas morning it's just the three of us again, then we go to Kyle's parents and to his other grandparents on Christmas Day."

### DIVIDING TIME

Dawn says her own family helped her see that dividing time during the holidays needn't be stressful. "My family made it easy by letting us know that it's not important which day we all get together—it's just important that we spend some time together. So we celebrate Christmas with my side of the family on New Year's Day, and even though it's not technically Christmas, it's still Christmas to us."

If there is a conflict, perhaps rotating the schedule is the answer. This year, for example, visit his family on Christmas Day and then next year you can go to her parents' home. Or perhaps your house becomes the place where both sets of in-laws celebrate the season.

The key to solving schedule dilemmas is open discussions. Once established, the schedule will remove most stress from your decisions.

## DINNER FOR TWO

It can be all too easy to let a marital relationship slide into autopilot during hectic times. Make it a priority to plan an evening just for the two of you during each holiday. Reconnect one-on-one with the person you love. Here are some ideas:

- If your Christmas budget is tight, plan a low-key, romantic dinner for two at home. Put the kids in bed and set up a table by the fireplace. Throw on a Christmas tablecloth and use candles as the centerpiece. Turn off electronics and open a bottle of wine or anything that sparkles. Enjoy a delicious home-cooked meal that ends with hot cocoa by the fire.

- If you have a little extra money in your Christmas budget, make dinner reservations for two at a better-than-your-usual local restaurant. Many places offer gourmet meals for couples seeking a break for an evening. Leave the kids with a sitter and enjoy your time alone as you savor the season's flavors.

- Whether you plan a relaxing night in or a romantic evening out, be purposeful about escaping with your significant other for a quiet time of conversation, reflection and connection. Narrow your focus to just each other. You'll likely start a tradition you'll want to continue for many years.



### *Just the Right Size*

Start a feasting tradition in your new household with Farmland hams, offering quarter- and half-size spiral-sliced hams perfect for small families. They bring all the flavor of Christmas dinner—and won't leave you fretting about what to do with a fridge full of leftovers. For glaze recipes and other great ideas, visit the Web site [www.FarmlandFoods.com](http://www.FarmlandFoods.com).

*Above:* Farmland Smoked Rope Sausage: select varieties 14 or 16 oz. \$2.99

*Below:* Farmland ¼ and ½ Natural Juice Spiral Hams: per lb. \$3.29







## GIVING BACK

Let your lives be the gifts this Christmas. Start a family tradition of recapturing the true spirit of the season by helping people in need.

Maybe there's a family on your block who is struggling. Bless them with groceries. Your church or a community organization could lead you to a needy family or one who has experienced a recent death or tragedy. Become their "secret Santa family."

Call a family meeting and vote on a specific cause where all could volunteer during the holidays. Do you have a loved one who is battling cancer? A family friend who struggles with mental illness? Maybe you're passionate about supporting American troops? Autistic children? Survivors of domestic violence? Get involved. One of these organizations can help you fulfill a need:

**THE SALVATION ARMY.** Visit [www.ringbells.org](http://www.ringbells.org) to find out where help is needed in your city. Or go to [www.salvationarmyUSA.org](http://www.salvationarmyUSA.org) for more information.

**ANGEL TREE.** Every year hundreds of Angel Tree volunteers deliver Christmas gifts to the 1.7 million children of prison inmates across the country. Click on [www.angeltree.org](http://www.angeltree.org) for information about how your family can help.

**TOYS FOR TOTS.** The U.S. Marine Corps Toys For Tots program is probably the most recognized charity when it comes to providing Christmas gifts to needy children. Drop off unwrapped presents at numerous locations around your city from October through December. Volunteers are needed to deliver gifts to the kids. Visit [www.toysfortots.org](http://www.toysfortots.org) for more information.

## NEW TRADITIONS

New families establish new traditions for themselves. It might be opening gifts on Christmas Eve or setting aside an hour the day after every holiday to write thank-you notes. These ideas will get you started:

### KICK OFF THE SEASON

1. Hang an advent calendar to count down the days until Christmas.
2. Bake everyone's favorite cookies and pastries for Christmas, Hanukkah or Kwanzaa.
3. Attend a favorite concert, such as *The Nutcracker*, or see a community play, such as *The Best Christmas Pageant Ever*.
4. Plan a family shopping trip so everyone can get gifts for others. Play together, eat out and visit Santa.

### HOLIDAY DECORATING

1. String together photos from the previous year as a scrapbook garland for your tree.
2. Put up the Christmas tree or other decorations at the same time each year. Serve the same dinner; play the same holiday music.
3. Simmer a pot of hot cider and set out fudge and Santa's thumbprint cookies.

### THE NIGHT BEFORE THE BIG DAY

1. Read the Christmas story together or recite "Twas the Night Before Christmas."
2. Have an annual Christmas carol sing-along, followed by hot cocoa and treats.
3. Hide a new board game somewhere in the house. Let kids hunt for it. After they find it and set it up, everyone plays.

Hy-Vee has its own traditions, such as stocking our shelves with items you'll need throughout the holiday season.





Seasons® Boxed Cards  
\$12.50 per box  
(regularly \$24.99 per box)

Fill your friends' mailboxes  
with holiday greetings  
that are perfectly you.

Choose from twelve new Seasons boxed card  
designs created just for Hy-Vee. Find them in  
the Expressions from Hallmark department.

Hy-Vee seasons [hy-vee.com](http://hy-vee.com) | 63







# Sending Best Wishes

*Discover how convenient it is to show your appreciation in tangible ways. Whether under the tree or delivered to a door, Hy-Vee Thoughtboxes are sincere holiday expressions for the special people in your life.*

TEXT ALLAN DEAN PHOTOGRAPHY GREG SCHEIDEMANN

Holidays are pauses in the music of life. Stopping for a moment, you become aware of others who play alongside as life's symphony unfolds. How can you show your thanks to those who serve and care for you? A Thoughtbox from Hy-Vee can be an expression of your gratitude and well-wishing toward these important people. This gift says "I know you." It's just the thing for those hard-to-buy-for people on your holiday list.

Thoughtboxes designed specifically for the holidays are new at Hy-Vee. These holiday gifts can be lifesavers at this hectic time of year. They come in distinctive red boxes and are \$52 to \$65. The store also offers these and other packages year-round. There are boxes for kids away at college, friends needing a special movie night and loved ones who need a get-well message.

Here are recent additions to the growing Thoughtbox line:

- **Savvy Snack.** This is perfect for all tastes and times. Toast the New Year with delicious cheese and crackers. Cheer on the home team with salty nuts or snacks. Cozy up in a chair by the fire and dive into a novel while munching on sweet chocolates or cookies chased by aromatic coffee.
- **Cherished Chocolate.** This Thoughtbox has relaxation built into it. Just right for an sweet escape. Sip on delicious hot cocoa. Munch on morsels of decadent, smooth chocolate complimented by savory gourmet coffee. Indulge, just a little, with premium chocolate sweets.
- **Spa Day.** Pamper someone all year. This Thoughtbox is for savvy husbands and boyfriends. Of course, women already know that it is a perfect collection for a special girlfriend. A complete array of spa-quality products will make her feel fabulous. Scrumptious sweet chocolates will delight her taste buds and make her feel good on the inside.

To order, gift givers can call a local Hy-Vee or visit the Floral Department counter. A Thoughtbox will be prepared and sent. Specific contents may vary slightly from store to store, but boxes within each theme contain similar items.

Let Hy-Vee make your holiday gift giving enjoyable. Consider adding Hy-Vee fruit baskets or deli trays to make it truly a splendid gift. Whatever your choice, you'll be satisfied knowing that the gesture will be enjoyed.

Call your local Hy-Vee, visit our Floral Department or visit [www.hy-vee.com](http://www.hy-vee.com) to order these and other Thoughtboxes.





## Savvy Snack

1 Bag Snack Mix  
1 Bag Pretzels  
1 Box Premium Popping Corn  
1 Package Cookies  
1 Bag Ground Coffee  
Chocolate Squares  
Deluxe Mixed Nuts  
Honey Roasted Almonds  
Light Spreadable Cheese  
Gourmet Wheat Crackers

\$52.00

## Spa Day

Moisture Gloves  
Moisture Socks  
Hy-Vee Honey Almond Foam Bath  
Styling Comb Set  
Body Scrub  
Body Lotion  
Chocolate Squares  
Rejuvenation Lip Balm  
Pumice Stone  
Loofah Facial Sponges  
Natural Cellulose Bath Sponge  
Loofah Bath Sponge

\$55.00







## Cherished Chocolate

2 Ceramic Mugs  
2 Bags Truffles  
Assorted Flavored Cocoa  
2 Large Chocolate Bars  
2 Small Chocolate Bars

Flavored Coffee Sweetener  
Gourmet Coffee  
Chocolate Pearls  
2 Small Bags Chocolates  
Chocolate-Covered Pretzels

\$65.00



# Healthy Meal Makeover

When you crave comfort food on a cold winter day, enjoy easy-bake dishes that are slimmed down, healthful versions of their original recipes.

TEXT STACI SCHEURENBRAND PHOTOGRAPHY ADAM ALBRIGHT





## Before

During the holidays, when so many temptations make their way to the table, it's hard to resist comfort foods—though they are notoriously high in calories and saturated fat. Don't surrender. Instead, make a few smart tweaks that will transform favorite dishes into healthful choices while keeping traditional flavors.

### TURKEY POT PIE

This year, forsake the usual turkey sandwiches in favor of baking a turkey pot pie made with leftovers. This quintessential comfort food is an easy one-dish meal. "Just because it's rich and saucy doesn't mean it has to be off limits in a healthy diet," says Denise Boozell, a registered dietitian at Hy-Vee in Indianola, Iowa. "Low fat milk or chicken broth thickened with flour make a creamy white sauce that works just as well as one made with butter," she says.

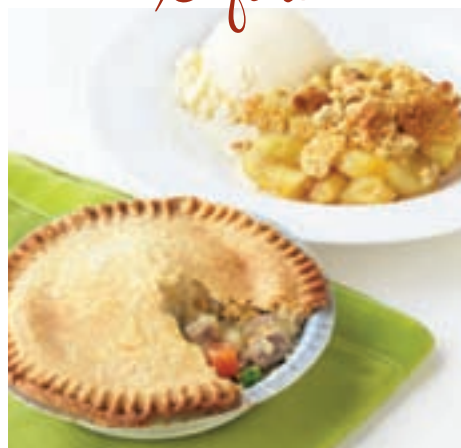
If pot pie yearnings are a little more sophisticated than the familiar frozen pies filled with vegetable mix, amp up the presentation—and the health factor—by adding aromatic leeks and fresh herbs to crisp green beans, carrots and peas. In cold weather, subtly sweet root vegetables, such as celery root, pearl onions and parsnips, add an earthy note to the pie and help balance the fat from the topping. "It's not always about what you take out of a recipe to make it healthier, sometimes it's just as important what you put in," says Denise.

To cut fat and calories, bake with a top crust only, skipping the bottom crust. Lighten the top crust by swapping half the regular flour with whole wheat pastry flour and replacing some of the butter with canola oil. Never omit butter entirely from a recipe that calls for a crust, says Denise. "Some butter is necessary—otherwise the crust won't be flaky." Pot pies can be baked as whole casseroles or put in individual ramekins or minicrocks.

### APPLE CRISP

A tasty seasonal treat that's easy to prepare is always appreciated. Plus, you can feel good about eating it—apples are low in calories and high in soluble fiber, vitamin C, folate and potassium. Healthy add-ins and toppings make it even better.

Go Nuts: Mixed in with apples or placed on top, nuts provide heart-healthy nutrients and a pleasing crunch. English walnuts pack a powerful dose of omega-3s. Other good choices are hazelnuts, macadamia nuts and almonds.



**How Sweet It Is:** With apple crisp, you can easily reduce the sugar and still enjoy delectable sweetness. "Decrease sugar and up the spices," says Denise. "A little extra vanilla and cinnamon or a splash of apple juice or cider adds extra flavor. You'll never miss the sugar."

For some, sugar substitutes are a good alternative but Denise warns about using sugar substitutes for baking. "The package may say to replace cup-for-cup with regular sugar, but substitutes tend to be sweeter so

it's wise to use a little less than recommended," she says.

**Whole Grain Goodness:** Oats, ground flaxseed and whole wheat flour mixed into brown sugar and spices make superb toppings. They add nutritional value and give the crisp rustic nutty flavor.

**Tasteful Toppings:** Don't pile on full-fat toppings. A dollop of vanilla cream, vanilla frozen yogurt, low fat ice cream or a sprinkling of crystallized ginger is just enough to add a bit of decadence without dragging down the nutritional value of the crisp.

**Best Baking Apples:** Choose apples that produce sauce and hold their shape. Many bakers are partial to the tart, toothsome Granny Smith. A relatively new variety, Honeycrisp, has ideal characteristics, including a hint of tartness and juices that bubble and caramelize when baking. For saucy apples, look for McIntosh, Empire or Crispin. For shape, try Golden Delicious, Jonathon or Jonagold.

## NUTRITION BY THE NUMBERS

### HOMEMADE VS. FROZEN POT PIES

Use the NuVal Nutritional Scoring System at Hy-Vee to make healthy choices. The NuVal scoring system measures the nutritional value of foods on a scale of 1–100. The higher the NuVal score, the higher the nutritional value. For homemade dishes, choose ingredients with high NuVal scores.

Premade pot pies have a NuVal range of 8–12, while homemade pies filled with hearty vegetables have NuVal scores of 80–100. Plus, many frozen pot pies have up to 16 grams of trans fat (in addition to other fats) and are extremely high in sodium. The choice is obvious—homemade reigns supreme.

NuVal scores are clearly marked on thousands of food items at the store and more are being added each day. Check with your local Hy-Vee registered dietitian if you have questions.





Planters Pecans 16 oz.  
\$7.99



Tones Mini Spices: select varieties  
.05 to 1.55 oz. 4/\$3.00



Melissa's Dried Cranberries  
3 oz. \$2.77



Hy-Vee Oats: quick or old fashioned  
42 oz. \$1.69



Dole Cut Vegetables: select varieties  
12 oz. 3/\$5.00



Old Orchard 100% Juice Blends or  
Healthy Balance: select varieties  
64 oz. \$1.77



Shrimp Ring for Two: 9 oz. \$4.99

After



### TURKEY POT PIE

*Peel back the crispy top of this pie and you are rewarded with a low-sodium, high-protein meal that will satisfy everyone in your household.*

Serves 12.

2 teaspoons Grand Selections olive oil  
1 medium onion, chopped  
2 medium carrots, chopped  
2 celery stalks, chopped  
½ pound green beans, trimmed and chopped into ½-inch pieces  
2 cloves garlic, minced  
¼ teaspoon Hy-Vee salt  
¼ teaspoon Hy-Vee black pepper  
1½ cups Hy-Vee skim milk  
¼ cup Hy-Vee all-purpose flour  
1 cup Hy-Vee reduced-sodium chicken broth  
4 cups shredded cooked leftover turkey  
1 cup frozen Hy-Vee peas, thawed  
1½ tablespoons fresh thyme leaves  
Additional salt and pepper, to taste  
1 Wheat Pastry Shell, recipe to follow  
1 Hy-Vee large egg, beaten

Preheat oven to 375°F. Spray a large shallow casserole with cooking spray; set aside.

In a large nonstick skillet, heat olive oil over medium-high heat. Add onion, carrots and celery and cook until the vegetables begin to soften, about 3 minutes. Add green beans, garlic, salt and pepper and cook for 2 minutes more. Add the milk. Stir the flour into the broth

until it is completely dissolved and add broth mixture to pan.

Cook, stirring, until the mixture comes to a boil. Reduce the heat to medium-low and cook for 2 minutes more. Add turkey, peas and thyme and stir to combine. Season with salt and pepper. Spoon the mixture into prepared baking dish, top with Wheat Pastry Shell and brush with beaten egg. Bake until golden brown and bubbly, about 30 to 40 minutes.

### WHEAT PASTRY SHELL

¾ cup Hy-Vee all-purpose flour  
½ cup Hy-Vee whole wheat flour  
¼ tsp Hy-Vee salt  
¼ cup cold Hy-Vee unsalted butter, cut into small cubes  
2 tablespoons Hy-Vee canola oil  
4 to 5 tablespoons ice-cold water

Combine flours and salt. Cut in butter using pastry blender. Add canola oil and continue to cut in. Add water 1 tablespoon at a time until dough is moist and can be molded into a ball. Roll out onto lightly floured surface to the size of casserole dish.

*Nutrition facts per serving: 230 calories, 8 g fat, 3 g saturated fat, 0 g trans fat, 75 mg cholesterol, 220 mg sodium, 19 g carbohydrates, 3 g fiber, 4 g sugar, 22 g protein. Daily values: 45% vitamin A, 10% vitamin C, 8% calcium, 10% iron.*



### APPLE CRISP

*Taste is the selling point here. Sure, this apple crisp offers some attractive nutrition numbers, but what about the flavor? Apples, cinnamon and brown sugar make it a sweet experience.*

Serves 9.

5 medium-large crisp tart apples, such as McIntosh, Empire, Granny Smith or Cortland, peeled and thinly sliced (about 6 cups)  
3 tablespoon Hy-Vee granulated sugar  
1 tablespoon Hy-Vee lemon juice  
1 teaspoon Hy-Vee ground cinnamon, divided  
 $\frac{2}{3}$  cup Hy-Vee whole wheat flour  
 $\frac{1}{2}$  cup Hy-Vee old-fashioned rolled oats  
 $\frac{1}{2}$  cup packed Hy-Vee brown sugar  
2 tablespoons Hy-Vee unsalted butter, cut into small pieces

2 tablespoon Hy-Vee canola oil  
2 tablespoon frozen Hy-Vee apple juice concentrate, thawed  
 $\frac{1}{3}$  cup Hy-Vee English walnut pieces

Preheat oven to 375°F. Coat an 8-inch square (or 2-quart) baking dish with nonstick cooking spray.

In a large bowl, combine apples, sugar, lemon juice and  $\frac{1}{2}$  teaspoon cinnamon. Toss to coat.

Pour apples into prepared baking dish; cover with foil and bake 30 minutes.

Meanwhile, combine whole wheat flour, oats, brown sugar and remaining  $\frac{1}{2}$  tablespoon cinnamon in a medium bowl. Cut in butter until evenly distributed and mixture forms coarse crumbs.

Stir in oil, apple juice concentrate and nuts; toss until evenly moistened.

Remove foil from the baking dish and sprinkle the topping evenly over the apples.

Bake uncovered until the topping has browned and the fruit is soft and bubbling, about 30 minutes more.

Cool before serving.

*Nutrition facts per serving: 230 calories, 9 g fat, 2 g saturated fat, 0 g trans fat, 5 mg cholesterol, 0 mg sodium, 37 g carbohydrates, 3 g fiber, 25 g sugar, 3 g protein. Daily values: 2% vitamin A, 10% vitamin C, 2% calcium, 4% iron.*





# Hy-Vee Pharmacy

## MEET THE PEOPLE WHO MAKE THE DIFFERENCE

### We're here to help you.

The friendly staff at your local Hy-Vee Pharmacy is always ready to answer your questions. Wondering how you can easily transfer prescriptions from other pharmacies to the Hy-Vee Pharmacy? Just ask. We will take care of it quickly and for free. This will give you the convenience of one-stop shopping for all your medications. We offer customers \$4 and \$10 generic prescription drugs. For more information about our services, go to [www.hy-vee.com](http://www.hy-vee.com).





# Next Issue

## HEALTH

Nutrition is the cornerstone of good health. That's why our next issue will focus on wholesome foods and eating habits that you can establish now to face the coming years with confidence. We'll share recipes, activities and health tips to make your life more fulfilling. You'll discover ways that Hy-Vee can help you achieve your health goals. Watch for Seasons Health 2011 at your local Hy-Vee on January 12, or request a copy at [www.hy-vee.com/seasons](http://www.hy-vee.com/seasons).

