

# seasons



## 40 FESTIVE RECIPES

COOKIES TO BAKE WITH KIDS  
LUXURIOUS ROASTS  
FREEZE-AHEAD MEALS  
PERFECT PARTY BITES

❄️  
WINTER WHITES  
CENTERPIECES & DECORATIONS

❄️  
GREAT GIFT IDEAS  
FOR YOUR FAVORITE PEOPLE!

+ 17 Downloadable Tags & Wraps

Kid-friendly cookies they'll love to help bake (and eat!)

PAGE 16

HOLIDAY 2013  
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# *Season's*



# EATINGS

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**HyVee**<sup>®</sup>



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HY-VEE SEASONS  
VOLUME 7, ISSUE 6

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Hy-Vee Seasons recipes are tested by the Hy-Vee Test Kitchen food technologists to guarantee that they are reliable, easy to follow and good-tasting.

Please recycle after use.





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## VIDEO

Improve meals, decorating and more by watching smart, upbeat DIY videos. Find the titles *below* and more at [www.hy-vee.com/resources/videos](http://www.hy-vee.com/resources/videos)

- Carving a Turkey
- Perfect Pies
- Sugared Fruit Centerpieces
- Dressing Up Holiday Dishes



## ONLINE

It's true that there's a helpful smile in every aisle at Hy-Vee. But Hy-Vee offers much more. Discover what else we can do for you and your family by visiting our website, [www.Hy-Vee.com](http://www.Hy-Vee.com)

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## DEAR HY-VEE READER,

Some people wonder what has kept me at Hy-Vee for 38 years. It helps that this is the kind of place where you can make decisions, see them implemented and make a difference. But the big thing is the people—our customers. They're the best and they make this a community, not just a place to buy groceries.

One of my favorite customers was an older gentleman who came into the Omaha store every day when I was the store director. He was a retired state banking official who was lonely because his wife was very sick. He'd come in because he knew everyone and he liked buying donuts for our staff. Like most of us, he needed friends. When his wife passed away, several of us went to her funeral. We'd become kind of a

family. That's not what you think of when you're talking about retail work, but that's a big part of it—at least for me and many others I know at Hy-Vee.

During this annual holiday period, *Hy-Vee Seasons* offers you inspiration in the form of recipes and ideas you can use. Gather children for a cookie-baking party as suggested in "Sugar & Spice and Everything Nice" on *page 16*. Serve tender, juicy roast beef following recipes in "Holiday Roast" on *page 24*. And decorate for the holidays with plants and flowers, as shown in "Winter Whites" on *page 48*.

For this issue, we tried the new Cronut, a deliciously fun offspring of a croissant and a donut. You're going to love our version: the dossant. Learn how to make it in "Cooking 101" on *page 13*.

We wish you all wonderful holidays.

Sincerely,

Ron Taylor, Executive Vice President of the Northern Region,  
including Minnesota, South Dakota and northern Iowa

# ASK US

“What are some of your favorite holiday memories, whether at home or work?” For answers, we turned to Hy-Vee department managers.



**THE HOLIDAYS ARE A TIME OF GREETING, GATHERING, GIVING AND MAKING MEMORIES TO LAST A LIFETIME.**

**A:** The Christmas tradition at our house when I was growing up was that my brother and I would always get to sleep underneath the Christmas tree one night. He and I would pile into our sleeping bags with our teddy bears. Our parents would let us stay there right through the night. That was always the best night of the year.

Karen Andersen, Starbucks Manager, Brookings, South Dakota

**A:** EVERY CHRISTMAS, ABOUT 30 OF US WOULD GATHER AT MY WIFE’S PARENTS’ HOME. WE’D OPEN PRESENTS IN ORDER OF AGE, YOUNGEST FIRST. THAT WAS A WONDERFUL FAMILY TRADITION.

Dwight Dehl, Wine & Spirits Manager, Waterloo, Iowa

**A:** My grandmother had a birthday that fell on Christmas Eve and our family tradition was for the whole family to get together at her house for a special dinner. We had everything: turkey, mashed potatoes, cranberry salad. The food was always delicious. Grandma also always made sugar cookies—some for the kids to decorate and some to leave out for Santa Claus. What great memories!

Shelley Veer, Deli Manager, Maryville, Missouri

**A:** We get to know customers pretty well in the pharmacy and these relationships can develop into friendships over time. For instance, one of our pharmacists befriended an older customer who didn’t seem to have anyone in his life. They go out to lunch on his birthday every year. That kind of thing happens in this business now and then, particularly around Christmas.

Cason Wacker, Pharmacy Manager, Cedar Rapids, Iowa

## HOLIDAY PARTY RECIPES IN THIS ISSUE

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# SANDWICH FOR ROYALTY

*Celebrate the season by feasting on the sweet, rich flavors of The Sumptuous Turkey Sandwich, made with King's Hawaiian Honey Wheat Dinner Rolls, thick slices of leftover turkey, cranberry relish, turkey dressing and lettuce. For full recipe, go to [www.KingsHawaiian.com](http://www.KingsHawaiian.com)*

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# YOUR INVITATION TO HOLIDAY INSPIRATION!

*Inspire your holiday baking with the brands you trust at Hy-Vee.®*



## MINI FRUIT TARTS

**YIELD:** 24 tarts • **PREP TIME:** 15 mins • **COOK TIME:** 15 mins

### INGREDIENTS

- 1 (17.3 oz.) pkg. frozen puff pastry (2 sheets), thawed
- 1 (8 oz.) pkg. cream cheese, softened
- ¼ cup powdered sugar
- ½ cup **Smucker's** Strawberry Preserves or ½ cup **Smucker's** Apricot Preserves or ½ cup **Smucker's** Red Raspberry Preserves
- Toasted coconut, fresh fruit and/or chocolate shavings, for garnish (optional)

### DIRECTIONS

**HEAT** oven to 400°F. Roll each pastry sheet into a 15x10-inch rectangle on lightly floured surface. Cut with 2½ to 3-inch star cookie cutter to make a total of 24 stars.

**PRESS** the pastry stars into muffin cups. Combine cream cheese and powdered sugar until smooth. Place 1 teaspoon of mixture in center of each tart.

**BAKE** 13 to 15 minutes or until golden brown. Top each tart with 1 teaspoon of preserves. Cool completely. Remove from pan. Garnish as desired.

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*create a holiday*

# CENTERPIECE

A snowy cloud of white hydrangeas and tulips placed in a sparkly vase brings beauty and drama to a holiday table in less than 5 minutes.



## WHAT YOU NEED

- HY-VEE 7½-INCH METALLIC SPATTER GLASS VASE
- 4 TO 5 LARGE HYDRANGEAS
- 9 WHITE GARDEN TULIPS
- 12 WHITE PARROT TULIPS OR OTHER GREEN FLOWER

**STEP 1:** Wash the vase, and rinse with clear water. Fill the vase with cool water. Cut the hydrangea stems at a diagonal to the proper length; place in the container. Note: If hydrangea blooms wilt, submerge them in a sink filled with cool water for a couple hours.

**STEP 2:** Cut the tulips to the proper length. Place some individually and some in clusters of three in the vase, spacing them about equal distance from one another throughout the arrangement.



**Gruet Winery Brut**

An American sparkling wine, this brut is known for its classic, crisp style and rich complexity. The taste is dominated by green apple and grapefruit flavors, and its effervescence is displayed in the ultra-fine bubbles it produces.

# 10 WINES UNDER \$20

Living rooms have a way of filling up with thirsty friends during the holidays. Keep guests merry with any of these wines recommended by Ron Coles, manager of Hy-Vee Wine & Spirits in Prairie Village, Kansas. Each is also noteworthy as a gift or as the accompaniment to a special dinner.

PHOTOS: Tobin Bennett



**Gascón Reserva Malbec**

*Limited availability*

This wine comes from an Argentinian vintner. It has extraordinary color, body and aroma. It pairs well with all types of barbecued beef or with enchiladas.

**Rancho Zabaco Zinfandel**

Composed of grapes from several Sonoma County vineyards, this Zinfandel includes juicy ripe blackberry and boysenberry among its flavors. Try it with roast chicken, turkey or anything Mediterranean.

**Ferrari-Carano Fumé** This wine is a blend of Sauvignon Blanc grapes from Sonoma County vineyards. The taste has a bright acidity and hints of pineapple, pear and guava. It pairs well with seafood, poultry and even spicy ethnic cuisines.

**Banfi Chianti Classico**

A smooth Italian dry red wine, Chianti has been produced since the 1200s. The blend is well-balanced with aromas of cherry and plum. It's a match for hearty stews and meats.

**King Estate Pinot Gris**

Produced at a family-owned vineyard in Oregon, this white wine mixes lemon-lime and green apple flavors, and has a fruity aroma. It makes a good accompaniment to lighter fare, such as fish.

**Chateau Ste Michelle Merlot** Produced in Washington State, this Merlot is aged in oak barrels. It has rich aromas and soft flavors of black cherry and spice. It's good with beef, pork and marinara-topped pasta.

**Layer Cake Garnacha**

Garnacha grapes are grown in a hot, dry region of Spain. A rich and fruity red, the wine has the boldness required to pair it with smoked beef and spicy dishes.

**Francis Coppola Black Label Claret**

Claret is a French blend that's been favored by Brits for centuries. With Cabernet Sauvignon as a base, this wine tastes of blackberries and espresso. Goes well with hamburgers and shepherd's pie.

**Cambria Katherine's Vineyard Chardonnay**

Made in a coastal California valley, this Chardonnay has a fruity disposition with aromas of fresh mango and white peach. Serve it with chicken, fish or mild cheeses.

# BEAUTY CONTEST

Filling the world with beautiful flowers is the mission of Hy-Vee florists. Meet two of these expert designers who have received national awards for their work.



PHOTOS: Tobin Bennett



Börger Cup awards are given to some of the nation's most talented retail floral designers in the annual Merchandising Award of Excellence contest. The grand prize winner in 2013 was Beth Hennessy, a Hy-Vee floral manager in Cedar Rapids, Iowa, and winner for best signage was Diana Nielsen, Hy-Vee floral manager in Marshall, Minnesota.

The contest goal is to encourage creativity among florists. Since its beginning in 1998, the contest has been sponsored by *Super Floral Retailing* magazine and Börger Systems, a manufacturer of refrigerated display cases for flowers and other items. About 150 retail florists from the United States and Canada enter the contest each year. Each Börger Cup is a crystal vase in a dramatic modern design.

*Hy-Vee Seasons* spoke with Beth and Diana about the contest and their entries.

**Q: WHAT DID YOUR WINNING FLORAL DISPLAY LOOK LIKE ?**

**A: Beth:** We were inspired by the the story of *Beauty and the Beast*. Our theme was “Love as Old as Time,” based on a song in the movie. We wanted the display to look like a movie scene.

The display was set up so you saw it as you walked into the store. I like to make a display so customers step right into it and become part of it. This makes people laugh and smile, and kids have fun with it. The week it was up, people were coming in to take pictures of themselves with the characters. It was great!



Beth Hennessy,  
Hy-Vee Floral Manager



Diana Nielsen,  
Hy-Vee Floral Manager

**Diana:** We chose *The Wizard of Oz*. I've loved that movie since I was five or six. It used to come on TV once a year and I always watched it.

We had all the characters in the display. We made the Tin Man out of big vegetable cans I got from the Hy-Vee Kitchen. The lion was a Halloween costume one of my grandkids had. Dorothy and Auntie Em were played by people from the store. And the sign shop made signs that we put out all around the store.

**Q: WHAT WERE SOME OTHER SPECIAL FEATURES FOR KIDS?**

**A: Beth:** We did a kids' dinner with Beauty and the Beast all dressed up and ready to go. We had a really long table with many, many people around it, like in the movie, and in the center we put characters from the story.

I also had a footstool that belonged to my dad. We redid the upholstery on it and made it look like the little footstool dog in the movie. We even gave it a tail. A child walked right up and hugged it. It was so cute!

Also, because the girl in the story enjoyed reading, we decided to collect books for kids. People dropped books off and we distributed them where they were needed around town.

**Q: WHAT FLOWERS WERE USED?**

**A: Diana:** This was during a rose sale and I had ordered in 20,000 roses. Most of them were gone that week, then the last sold the following week.

**Beth:** We had azaleas, orchids and roses and all different kinds of plants. It was close to Valentine's Day, so we made it as a Valentine's display.

**HOLIDAY FLORAL TIP**

Elegance is most alluring when kept simple. Mate white and green in a classic glass vase for beauty that is timeless. Or make pretty little arrangements for each place setting at a holiday table. Fill a glass votive cup with fresh Christmas greens and berries. Wrap each cup with cute ribbon. Tiny cups of flowers become gifts your guests can take home after a dinner.





# MAIL SOMETHING MERRY THIS HOLIDAY.



Connect with everyone on your list this season. They're all ready to go at your local Hy-Vee.

## seasons Hy-Vee

**Holiday Boxed Cards**  
\$9.99 per box  
(regular price \$19.99)  
Includes 24 cards per box.





# how to make DOSSANTS

Customers form long lines daily outside Dominique Ansel Bakery in New York City waiting for Cronuts, a cross between a croissant and a donut. We call them dossants, but you'll call our homemade version delicious.

## WHAT YOU NEED

*Prep: approximately 1 hour |  
Refrigerate/Freeze/Rest: 3+ hours |  
Cook: about 12 minutes | Makes 12*

3¾ cups Hy-Vee unbleached all-purpose flour  
3 tablespoons plus 1 teaspoon Hy-Vee granulated sugar  
1 tablespoon quick-rise yeast  
1½ teaspoon Hy-Vee salt  
⅛ teaspoon Hy-Vee ground nutmeg  
1 cup warm Hy-Vee 2% milk (heated to 110°-115°F)

1 Hy-Vee large egg  
2 tablespoons Hy-Vee unsalted butter, very soft  
1 teaspoon Hy-Vee vanilla extract  
1¼ cups (2½ sticks) cold Hy-Vee unsalted butter  
Hy-Vee canola or vegetable oil  
Nutmeg Sugar (*recipe below*)  
Whipped Cream (*recipe on page 14*)  
Vanilla or Chocolate Frosting (*recipes on page 14*)

**NUTMEG SUGAR**  
¼ cup Hy-Vee granulated sugar  
2 tablespoons coarse-grain natural cane sugar  
¼ teaspoon Hy-Vee ground nutmeg

**GET STARTED:** In the bowl of a stand mixer fitted with a dough hook, stir together flour, sugar, yeast, salt and nutmeg. Add warm milk, egg, softened butter and vanilla. Beat on medium-low speed until combined, about 2½ minutes. Increase speed to medium and beat about 3½ minutes more for a total of 6 minutes. Turn out onto a lightly floured baking sheet. Cover with plastic wrap and a tea towel; chill in refrigerator 30 minutes.

Continue to step-by-step cooking instructions, *page 14*.

For the Nutmeg Sugar, stir together sugar, natural cane sugar and nutmeg.



**STEP 1:** To flatten butter into a square, start by folding in half a 16-inch length of parchment or wax paper. Cut butter sticks in half lengthwise and place them in a square centered on half the paper. To soften butter, cover it with the other half paper and pound lightly with a rolling pin. Fold paper edges under to form a 7-inch packet. Roll butter evenly to fill packet at a thickness of about ¼ inch. Chill in refrigerator at least 15 minutes.



**STEP 2:** Uncover dough, place on a lightly floured surface, rub lightly with flour and roll into an 11-inch square. Remove butter square from the refrigerator, unwrap and place over dough with corners positioned midway along dough sides.



**STEP 3:** Lift one flap of dough over butter, stretching it slightly to reach center of butter square. Repeat with other flaps, overlapping slightly and pressing edges to seal butter inside. Sprinkle dough lightly with flour and rub in gently. With rolling pin, use up-and-down movements from front to back of dough to flatten butter inside dough slightly, then roll into a 9×18-inch rectangle.



**STEP 4:** Lift one short end of dough and fold over to cover middle third of dough. Brush any flour from folded dough. Fold remaining dough over folded side. Place on a lightly floured baking sheet, cover with plastic wrap and tea towel and freeze for about 20 minutes. Repeat rolling and folding, rolling toward open ends and keeping layers aligned. Cover and freeze about 20 minutes more. For a third time, roll and fold dough. Wrap securely to keep air out but not too tightly to restrict minimal rising. Place on baking sheet. Chill in refrigerator for 2 to 24 hours.



**STEP 5:** Cut dough in half. (At this point dough can be wrapped and frozen for future use; thaw 2 hours at room temperature before proceeding.) Roll each half into a 6×9-inch rectangle about ½-inch thick. With a floured 3-inch cookie cutter, cut out six dough rounds from each dough rectangle. Use a floured 1-inch cutter to cut holes from center of each 3-inch round. Place circles and holes on a lightly floured surface; let rise in a draft free place at room temperature until doubled, 30 to 60 minutes.



**STEP 6:** Meanwhile, heat 2 inches oil to 350°F. Fry circles and holes until golden, about 1 minute per side or until golden brown. Drain and cool on paper towels. Roll donut sides in Nutmeg Sugar.

**FOR A CREAM FILLING:** Fill a pastry bag fitted with a Bismarck tip (a long, slender decorating tip) with chilled Whipped Cream, recipe *right*. Make 4 deep holes in each donut side with tip, then fill. Pipe on Vanilla or Chocolate Frosting, recipes *right*, to cover holes. Serve within 6 hours.

**SWEET ADDITIONS**

**WHIPPED CREAM**

1 cup heavy whipping cream, chilled  
1 tablespoon Hy-Vee confectioner's sugar  
½ teaspoon Hy-Vee vanilla extract

1. Using stand mixer fitted with whisk, whip cream, sugar and vanilla on medium-low speed until foamy, about 1 minute. Increase speed to high and whip until soft peaks form, about 1 to 3 minutes.

**CHOCOLATE FROSTING**

*Makes about 1½ cups.*

1½ cups Hy-Vee semi-sweet chocolate chips  
2 tablespoons Hy-Vee unsalted butter  
2 tablespoons Hy-Vee skim milk, divided  
1 teaspoon Hy-Vee pure vanilla extract  
1½ cups Hy-Vee powdered sugar, as needed

1. Melt chocolate in a double boiler on the stovetop, stirring constantly. Once chocolate melts, add butter and stir to combine.  
2. Add 1 tablespoon milk; stir. Add vanilla and 1 cup powdered sugar. Stir well to combine.  
3. Add remaining milk and mix. If consistency of frosting is too thin, add remaining powdered sugar. Use within 15 to 20 minutes or frosting may thicken. If it does become too thick, simply reheat in double boiler or add additional milk.

**VANILLA FROSTING**

*Makes about 1½ cups.*

½ cup Hy-Vee unsalted butter  
2–3 tablespoons Hy-Vee skim milk  
2 teaspoons Hy-Vee pure vanilla extract  
3 cups Hy-Vee powdered sugar, or as needed

1. Melt butter in microwave until just melted, not separated. Add milk and vanilla and stir to combine. Pour in powdered sugar and mix well. If frosting is too thin, add more sugar. If frosting is too thick, add a splash of milk, stirring between splashes.



# HOLIDAY '13

SUGAR & SPICE AND  
EVERYTHING NICE • HOLIDAY  
ROAST • TINY BITES • FREEZE  
FRAME • WINTER WHITES •  
ARTISAN BREADS • BLUE SKIES  
FOR A RED LABEL •  
ALL WRAPPED UP

# SUGAR & SPICE

## AND EVERYTHING NICE

This holiday season, share some kitchen time with your kids on a cookie-baking adventure. Introduce them to everything nice, including chocolate chips, sprinkles, sweet frosting and dough shaped into bells, stars and Christmas trees. Let them discover the wonders of measuring, mixing and rolling as they make (with your help) the recipes shown on the pages ahead. Looking for healthy cookie ideas? Ask a Hy-Vee dietitian.

PHOTOS King Au and Tobin Bennett





KIDS LOVE MAKING COOKIES, WHETHER **rolling out dough**, MAKING SHAPES WITH COOKIE CUTTERS OR SHAKING ON THE SPRINKLES.

# COOKIES

WHIP UP HOLIDAY MEMORIES WITH SPRINKLES, CHOCOLATE, COOKIE DOUGH AND KIDS EAGER TO DO SOME BAKING. EXPECT LAUGHTER AND CLOUDS OF FLOUR DUST. THAT'S THE FUN OF IT!

## SHORTBREAD COOKIES

*You'll experience a nice crumble of sweet tastes with each nibble of this perfect melt-in-your-mouth shortbread.*

*Prep: 15 minutes | Chill: at least 2 hours |*

*Bake: 10-15 minutes per batch |*

*Makes 40 cookies*

**1½ cups Hy-Vee all-purpose flour**

**1 cup Hy-Vee quick oats**

**1 cup Hy-Vee powdered sugar**

**2 teaspoons Hy-Vee vanilla**

**½ teaspoon Hy-Vee baking soda**

**1 cup cold Hy-Vee unsalted butter, cut into pieces**

**1 cup Hy-Vee milk chocolate chips**

1. In a food processor, combine flour, quick oats, powdered sugar, vanilla and baking soda; process until combined. Add cold butter. Pulse until the mixture is the consistency of coarse meal and just starts to come together.
2. Sandwich dough between 2 pieces of waxed paper on a sheet pan. Press into 10x12-inch rectangle (about ¼-inch thickness). Refrigerate 2 hours or overnight.
3. Preheat oven to 325°F.
4. Remove waxed paper and cut dough into 2x3-inch rectangles; cut each rectangle in half diagonally to create triangles. Place on a parchment-lined sheet pan.
5. Bake for 10 to 15 minutes or until edges are just golden brown. Cool on a wire rack.
6. Meanwhile, melt chocolate chips in microwave on HIGH in 30-second intervals, mixing until completely smooth. Spoon melted chocolate into a resealable plastic bag and cut off a corner tip. Once the cookies are cool, drizzle melted chocolate over shortbread.

*Nutrition facts per serving:* 100 calories, 6 g fat, 3.5 g saturated fat, 0 g trans fat, 15 mg cholesterol, 20 mg sodium, 10 g carbohydrates, 0 g fiber, 5 g sugar, 1 g protein. Daily values: 4% vitamin A, 0% vitamin C, 2% calcium, 2% iron.

## NO-BAKE SNOWBALLS

*The appearance of the sugar-dusted Snowballs doesn't reveal much, but a surprising jumble of joyous flavors hides inside each.*

*Prep: 15 minutes | Makes 64 cookies*

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

**3¾ cups Hy-Vee powdered sugar**

**1 teaspoon Hy-Vee vanilla extract**

**¾ cup Hy-Vee flake coconut**

**2¼ cups Hy-Vee quick oats**

**½ cup Hy-Vee mini semisweet chocolate chips**

**Additional powdered sugar, for dusting**

1. In a large bowl, beat butter until smooth, about 1 minute. Gradually add powdered sugar and mix until smooth. Add vanilla, mixing well. Add coconut, quick oats and chocolate chips one ingredient at a time, mixing well before adding the next.
2. Scoop into balls using 1 tablespoon of dough for each ball; place on waxed-paper-lined cookie sheet. Dust entire pan of cookies with powdered sugar. Refrigerate until serving. Store in airtight container in refrigerator for 3 to 4 days.

*Nutrition facts per serving:* 70 calories, 4 g fat, 2.5 g saturated fat, 0 g trans fat, 10 mg cholesterol, 0 mg sodium, 10 g carbohydrates, 0 g fiber, 8 g sugar, 1 g protein. Daily values: 2% vitamin A, 0% vitamin C, 0% calcium, 0% iron.

SHORTBREAD COOKIES

NO-BAKE SNOWBALLS





## BROWNIE SANDWICH COOKIES WITH SPRINKLES

The yum factor is off the charts with this treat. Rich, creamy frosting awaits between two fudgy cookies coated with sprinkles.

Prep: 30 minutes | Chill: 2+ hours | Bake: 10 minutes per batch |  
Makes 40 sandwich cookies

1 cup Hy-Vee unsalted butter, at room temperature  
1 cup packed Hy-Vee brown sugar  
½ cup Hy-Vee granulated sugar  
2 Hy-Vee large eggs  
1 teaspoon Hy-Vee vanilla  
1¼ cups Hy-Vee all-purpose flour  
½ cup Hy-Vee baking cocoa  
1 teaspoon Hy-Vee baking soda  
½ teaspoon Hy-Vee salt  
2 cups Hy-Vee quick oats  
1 (12-ounce) package Hy-Vee milk chocolate chips  
¾ cup rainbow sprinkles (about 4 ounces)

**Frosting, right**

1. In a large bowl, cream softened butter and sugars; add eggs and vanilla and mix well. Mix in flour, cocoa, baking soda, salt and quick oats. Stir in chocolate chips. Cover and refrigerate dough for 2 hours or overnight.
2. Preheat oven to 350°F.

3. Roll into balls using 1 tablespoon of dough for each; gently press to just flatten. Press one side of each flattened ball into sprinkles and place sprinkles-side up on a parchment-lined cookie sheet.

4. Bake for 10 minutes. Cool on wire racks. Spoon prepared frosting into a gallon-size resealable plastic bag, and cut off a corner tip. Frost bottom side of half the cookies. Place unfrosted cookie bottoms over frosted ones to make a cookie sandwich.

### FROSTING

1 cup Hy-Vee unsalted butter, at room temperature  
4 cups Hy-Vee powdered sugar  
1 teaspoon Hy-Vee vanilla  
½ teaspoon Hy-Vee skim milk, if needed

1. Beat butter with mixer on medium speed until smooth, about 1 minute. Slowly add powdered sugar, mixing until combined. Add vanilla, mixing well. If frosting is too thick, add ½ teaspoon milk and mix until smooth.

*Nutrition facts per serving:* 240 calories, 12 g fat, 8 g saturated fat, 0 g trans fat, 35 mg cholesterol, 75 mg sodium, 31 g carbohydrates, 1 g fiber, 24 g sugar, 2 g protein. Daily values: 6% vitamin A, 0% vitamin C, 2% calcium, 4% iron.

## COLOR US HAPPY

How is it that the brightest, boldest, most colorful cookies deliver the biggest smiles? Ask the folks at Tone's, where adding beautiful hues to food is an art form.



Tones Extract, Flavoring, Food Coloring or Imitation: select varieties 1 to 4 oz. 3/\$5.00

.50 Off One Spice Island Spices: select varieties .3 to 14.5 oz.






THE GREATEST FEELING IN THE WORLD IS HANDING ONE OF THE OTHER KINDERGARTNERS A STAR COOKIE AND SAYING, "I made that!"



Give recipe cards a special home with a recipe box even kids can make. We repurposed a tea-bag carton, covering its cardboard with white paper. Download templates for cards and labels.

 For instructions and free downloads, visit our website at [www.hy-vee.com/seasons](http://www.hy-vee.com/seasons)



## BASIC SUGAR COOKIES

The buttery tenderness of these sugar cookies is so appealing, you'll enjoy them plain or decorated. Kids and adults will clamor for more, making this recipe a keeper.

Prep: 45 minutes | Chill: 8+ hours |

Bake: about 9 to 11 minutes per batch | Makes about 120 (2½-inch diameter) cookies

2 cups Hy-Vee unsalted butter, at room temperature

4 cups Hy-Vee granulated sugar

4 Hy-Vee large eggs

1 cup Hy-Vee 2% milk

8½ cups Hy-Vee all-purpose flour

2 teaspoons Hy-Vee baking soda

1. In a large bowl, beat butter until smooth. Add sugar and mix well. Add eggs one at a time, mixing well after each. Mix in milk until incorporated. In a separate bowl, combine flour and baking soda. Slowly add to creamed mixture. Cover and refrigerate overnight.\*

2. Preheat oven to 375°F.

3. Working in batches, turn chilled dough out onto a well-floured surface, pressing ball of dough down and flipping to flour each surface multiple times (about ½ cup to 1 cup extra flour may be needed). Using rolling pin, roll dough to about ¼ to ½ inch thick. Cut into desired shapes. Transfer to parchment-lined cookie sheet, using metal spatula if needed. Bake for 9 to 11 minutes or just until edges become golden brown. Cool on wire rack.

**\*TEST KITCHEN TIP:** For best results work in small batches. Divide dough into two parts before putting it in a refrigerator.

*Nutrition facts per serving:* 90 calories, 3.5 g fat, 2 g saturated fat, 0 g trans fat, 15 mg cholesterol, 25 mg sodium, 14 g carbohydrates, 0 g fiber, 7 g sugar, 1 g protein. Daily values: 2% vitamin A, 0% vitamin C, 0% calcium, 2% iron.

## FROSTED TREES

Prep: 5 minutes | Makes about 2 cups (enough for about thirty 5-inch cookies)

½ batch Basic Sugar Cookies dough

7 cups Hy-Vee powdered sugar

8 to 10 tablespoons Hy-Vee 2% milk

1 teaspoon vanilla

Food coloring, optional

Sprinkles, colored sugar or candies, optional

1. Follow Basic Sugar Cookies recipe and divide dough in half.
2. In a medium bowl, combine powdered sugar, milk and vanilla. Stir in food coloring, if desired.
3. Spoon frosting into a resealable plastic bag and cut a small tip off one corner. Pipe around cookie; fill in with frosting. Decorate the cookies as desired.

## PINWHEELS

Makes about 100 cookies

1. Follow Basic Sugar Cookies recipe and divide dough in half. Add red food coloring to one half. Wrap dough separately with plastic wrap and refrigerate overnight.
2. Between pieces of waxed paper, roll out half tinted dough and half plain dough into 12×18-inch rectangles, ¼ to ½ inch thick. Leaving waxed paper on, lift ends to transfer rectangles to a cookie sheet, stacking one on the other. Repeat with remaining dough, using another cookie sheet. Chill 15 minutes.
3. Place chilled tinted dough on top of plain dough, removing only the papers necessary for the two dough layers to touch. Remove the top sheet of paper. From a long side, roll dough layers into a spiral log, removing bottom sheet of paper as you roll. Repeat for second log. Wrap logs in waxed paper; chill 2 hours.
4. Preheat oven to 375°F. Line cookie sheets with parchment paper.
5. Cut logs into ¼- to ½-inch-thick slices; place 2 inches apart on cookie sheets. Bake 9 to 11 minutes or until edges are firm. Chill dough between batches.

## STRAWBERRY CREAM CHEESE COOKIE BARS

Makes 20 bars

½ batch Basic Sugar Cookies dough

1 (18-ounce) jar Hy-Vee strawberry preserves

1 (8-ounce) package Hy-Vee cream cheese, softened

Red food coloring, optional

1. Preheat oven to 375°F. Cut a 9×13-inch piece of parchment paper. Roll about half of dough on top of paper to just past edges. Place in bottom of 9×13-inch baking pan. Press dough up sides of pan.
2. Beat together preserves, cream cheese and, if desired, food coloring. Spread onto dough.
3. For lattice, roll remaining dough on floured waxed paper. Chill 10 minutes. Cut into ½-inch-wide strips.
4. On floured waxed paper, weave strips to create a lattice. Slide lattice on top of strawberry mixture. Crimp and trim edges.
5. Bake 25 to 28 minutes or until light brown on top.





## NUTTY COCONUT-CHOCOLATE DROP COOKIES

*These cookies are chewy, crunchy, crispy, chocolaty, nutty—all in one package. Each bite is loaded with textures and flavors.*

*Prep: 15 minutes | Bake: 11–13 minutes per batch | Makes 6 dozen*

1 cup Hy-Vee unsalted butter, softened  
¾ cup Hy-Vee brown sugar  
¾ cup Hy-Vee granulated sugar  
½ cup Hy-Vee creamy peanut butter  
2 teaspoons Hy-Vee vanilla extract  
2 Hy-Vee large eggs  
2¼ cups Hy-Vee all-purpose flour  
1½ cups Hy-Vee flake coconut  
1 cup Hy-Vee quick oats  
1 cup Hy-Vee pecan pieces  
1½ teaspoons Hy-Vee baking soda  
1 teaspoon Hy-Vee salt  
3 cups (16 ounces) Hy-Vee semi-sweet chocolate chips  
½ cup smashed peanut candy-coated chocolate pieces  
1 cup mini candy-coated chocolate pieces

1. Preheat oven to 375°F.
2. In a large bowl, cream butter, sugars, peanut butter, vanilla and eggs until smooth. Add flour, coconut, quick oats, pecan pieces, baking soda and salt, mixing until just incorporated. Finally, mix in chocolate chips and both types of candy-coated chocolate pieces.
3. Using a medium cookie scoop (1¾-inch diameter), drop dough onto parchment-lined cookie sheets. Bake for 11 to 13 minutes or until edges are just golden.

*Nutrition facts per serving:* 140 calories, 8 g fat, 4 g saturated fat, 0 g trans fat, 10 mg cholesterol, 75 mg sodium, 16 g carbohydrates, 1 g fiber, 11 g sugar, 2g protein. Daily values: 2% vitamin A, 0% vitamin C, 2% calcium, 45% iron.







Baker's Coconut 14 oz. \$2.48



Baker's Chocolate Squares: select varieties 4 oz. \$2.49



Planters Dry Roasted Peanuts: select varieties 16 to 20 oz. \$3.48



Philadelphia Cooking Creme: select varieties 10 oz. \$2.19



Oscar Mayer Wallet Packs: select varieties 9 or 10 oz. \$2.99



Oscar Mayer Deli Fresh Family Size Meat: select varieties 16 oz. \$5.99



Claussen Pickles: select varieties 20 to 32 oz. \$2.98


# ASSEMBLE SOME FUN!

After topping frosted cookies with Jet-Puffed Marshmallows, keep going. Dress up each sweet confection with Kraft Caramels, Planters Peanuts, Baker's Chocolate and other treat flavors from Kraft.



Jet Puffed Marshmallow Bags or Creme: select varieties 13 or 16 oz. \$1.88





WITH ITS TEMPTING AROMA,  
UNEQUALED TENDERNESS AND  
BLISSFUL FLAVOR, A HY-VEE PREMIUM  
ROAST IS A FEAST. EACH BITE  
IS A SUCCULENT INDULGENCE.

WORDS Courtenay Wolf PHOTOS Tobin Bennett

# HOLIDAY ROAST

Magnificent roast beef is the showstopping star of any holiday meal. The house slowly fills with a mouthwatering aroma. Anticipation builds. A steady stream of kids and adults wander into the kitchen to ask one question, “Is it ready?”

The moment arrives. A collective “aaahh” escapes the crowd as you carve that first piece. Brown and crusty on the outside, juicy and fork-tender on the inside. Who can resist that meaty richness? It’s so succulent, it nearly melts in your mouth.

What may surprise you is how easy this elegant entrée is to prepare. In 20 minutes or less you can have it prepped and in the oven. Complete the meal with a savory gravy and simple sides such as fingerling potatoes, steamed green beans and hot rolls. Only you will know what a snap it was putting together this classic feast.

Four holiday recipes are featured here, including perennial favorites and an appetizing new strip loin roast.

Which one is best for you? If you love the buttery richness of prime rib, the rib roast is a perfect choice, says T. Luke Peters, chef at the Edgewood Hy-Vee in Cedar Rapids, Iowa. If you’re looking for a lean boneless roast that will cook quickly and offer exceptional tenderness and flavor, he heartily recommends the beef tenderloin or the Kansas City strip loin roast, which is a boneless T-bone steak with no fat.

These premium all-natural beef roasts from Amana Beef and Angus Reserve are hand-picked for quality and tenderness, and available exclusively at Hy-Vee. Every bite is pleasurable, as flavorful juices flow from the tender meat. All Amana beef is USDA Choice or Prime, the highest possible grades. It’s produced in the upper Midwest in cooperation with the Amana Society and Amana Farms. Angus Reserve comes from beef cattle raised in the Midwest and West by farmers and ranchers whose families have been raising cattle for generations. “These are just beautiful roasts,—each is really a flavorful piece of meat,” says Chef Luke.









# STUFFED TENDERLOIN ROAST

CUT FROM THE SAME AREA AS  
FILET MIGNON, TENDERLOIN BEEF  
IS EXCEPTIONALLY EASY TO  
PREPARE AND CARVE.

*RECIPE ON PAGE 32*





## MAKING THE PURCHASE

“All we offer is premium beef,” says Jerry Parker, Cedar Rapids Hy-Vee meat market manager. “We wouldn’t put it in our cases if we wouldn’t serve it to our own families.”

Purchase about 8 ounces of beef per serving for “holiday helpings.” If you choose a bone-in roast, figure on one serving per pound. Generally, a boneless roast yields 1½ servings per pound.

During the holidays, it’s a good idea to call your Hy-Vee meat counter in advance and order the type and size of roast you need. Precut roasts are always available.

For a bone-in rib roast, ask a Hy-Vee meat specialist to cut the rib bones from the meat, then tie the meat to the bones. Tying the meat helps retain full flavor of the bones, while carving will be easier.

## PREPPING

The day of the big meal, move your roast from the refrigerator to a preheated oven. Chef Luke says there’s no need to wash the meat or bring it to room temperature. Special-occasion roasts are so flavorful that simple rubs and dry-heat roasting—no water in the pan—are all it takes to reach tender perfection.

Cook the roast with your favorite combination of herbs and seasonings—even using only salt and pepper works just fine. Or dress up a roast with one of these flavorful combos: black pepper, basil and thyme; fresh minced garlic, chopped parsley and kosher or sea salt; or lemon pepper and rosemary. Dry seasoning mixes are also available at your local Hy-Vee. Massage seasonings into all sides of the roast, patting them into the meat.

Seal in juices by cooktop-searing meat prior to roasting. To control spattering, searing is best in a large frying pan with high sides or a Dutch oven, though any large frying pan will work. Fry the meat in oil for about 2 minutes on one side or until a brownish crust forms on the outside. Flip, and sear the other side for about 2 minutes or until a crust forms. Searing works especially well with a lean tenderloin.

To roast, place meat fat side up on a rack in a shallow roasting pan. For proper heat circulation, a roasting pan should have at least a 1-inch space between the roast and the pan’s sides. Insert an ovenproof meat thermometer so the tip is centered in the thickest part of the roast, not resting in fat or touching bone. “I like to use a thermometer that beeps when the roast reaches the right temperature, so I don’t lose track of time while I’m busy making sides,” Chef Luke says.

## COOKING

Until recently, recommended cooking temperatures were widely agreed upon. Heating low and slow was the road to juicy perfection. With this approach, beef is roasted at one middle-range setting until it reaches the ideal, safe internal temperature. Low and slow is a foolproof method that Chef Luke recommends for most busy home cooks. See roasting chart on *page 33*.

However, some chefs now prefer a new technique. It calls for searing meat inside the oven on high heat—450° to 500°F—for the first 10 to 20 minutes, then dropping the temperature to 250° to 275°F and cooking until the roast reaches the required internal temperature. While this method takes more attention, the result is impressive flavor from rapid cooking. For internal temperatures, see roasting chart on *page 33*.

Whichever method you use, pay close attention to your meat thermometer. Immediately remove the roast from the oven when

the desired internal temperature is reached. “The fastest way to ruin a premium roast is to overcook it,” says Chef Luke.

Transfer the roast from the oven to a carving board and let it rest under a foil tent for 15 minutes. While resting, the internal temperature rises about 10°F, allowing the roast to finish cooking. This produces a firmer, juicier, easier-to-carve roast.

While the roast rests, use the pan drippings to make stovetop gravy. Drippings are the secret to fabulous gravy because they contain caramelized bits of cooked meat. If there’s a lot of drippings in the pan, skim off the fat. If the pan is bone-dry with a thin layer of brown bits on the bottom, you can still make gravy. Pour a small amount of red wine, beef broth, water or

a combination of these liquids into the pan. Deglaze the pan by bringing the mixture to boiling, stirring and scraping free the browned bits. Once the pan is deglazed, add more broth and continue simmering to reduce the gravy and concentrate the flavor. To thicken the gravy, mix cornstarch with a small amount of water and add it to the pan mixture. Taste the gravy and season as desired. If there was little or no fat in the drippings, add a touch of butter or some olive oil. If you prefer your gravy to be smooth, strain it before serving.

“You want this roast to be served within 20 minutes after pulling it out of the oven,” says Chef Luke. “You don’t want it to cool down because then it’s not as flavorful.”

Expertly carve the roast with a sharp chef’s knife and wait for the compliments to roll in.

“ALL CUTS OF  
HY-VEE ANGUS  
RESERVE AND  
AMANA BEEF ARE  
HAND-SELECTED  
FOR QUALITY AND  
TENDERNESS.  
BOTH ARE 100  
PERCENT NATURAL.”  
KENAN JUDGE, HY-VEE ASSISTANT  
VICE PRESIDENT OF MEAT AND  
SEAFOOD OPERATIONS



## PRIME RIB ROAST WITH HERB & SALT CRUST

COOKED PROPERLY, PRIME RIB SHOULD BE THE SAME VIVID REDDISH PINK FROM ONE END TO THE OTHER WHEN SLICED. TO ENSURE EVEN COOKING, SET THE ROAST ON A WIRE RACK TO RAISE IT OFF THE BOTTOM OF THE PAN.

*RECIPE ON PAGE 32*



# MEAT SPECIALIST

# Q & A

JERRY PARKER, HY-VEE MEAT MARKET MANAGER, CEDAR RAPIDS, IOWA

## Q: WHAT ARE THE MOST POPULAR HOLIDAY ROASTS?

**A:** Prime Rib Roast: This is perfect for slow roasting. It has just the right amount of marbling to give it tenderness and flavor.

**Beef Tenderloin:** A very lean boneless roast with almost no internal fat. It's firm and tender. I recommend searing it in a little olive oil before cooking to seal in the juices.

**Kansas City Strip Loin Roast:** This newer roast is a lean boneless strip loin. We take off all the fat, then put the roast in a net. It makes a firm, tender roast.

## Q: WHAT SHOULD I BE LOOKING FOR IN A CUT?

**A:** A well-trimmed roast, nice marbling, lean with not too much fat.

## Q: HOW MANY POUNDS SHOULD I BUY FOR A HOLIDAY DINNER?

**A:** We suggest buying about 8 ounces of meat per person. If you need help figuring out how much meat to buy, ask for assistance at the meat counter. It depends on what you're serving and how many children and how many adults will be at the table.

## Q: WHAT SERVICES ARE AVAILABLE AT THE HY-VEE MEAT COUNTER?

**A:** The Hy-Vee meat counter is unmatched throughout the industry for the service we offer, the quality of the meats you will find and the expert advice that's always available. During the holidays, call us a few days early and we'll hand-cut a roast that's perfect for your taste and the number you're serving. We can net it for you, tie it in string or cut the ribs and reattach them.

## Q: HOW CAN I MAKE SURE MY ROAST TURNS OUT WELL?

**A:** Most important—don't overcook it! Roast it to the recommended internal temperature and use a meat thermometer for accuracy. Let your roast rest for 10 to 15 minutes outside the oven, then serve it. Don't hold it for too long; it will dry out.

## Q: WHAT'S THE BEST KIND OF KNIFE FOR CARVING?

**A:** A sharp chef's knife; we offer really good cuts of meat that are easy to slice.

## Q: WHAT'S THE DIFFERENCE BETWEEN PRIME AND CHOICE?

**A:** They are the highest possible grades, the best meat available. It's sometimes difficult to tell the difference, but USDA Prime has more marbling than USDA Choice, which gives Prime more tenderness and flavor.





# BABY BELLA CREAM SAUCE AND KANSAS CITY STRIP LOIN ROAST

RECIPE ON PAGE 32



“Purchase a whole  
Kansas City strip  
loin roast at your  
Hy-Vee Fresh  
Meat and Seafood

Market. Any of OUR MEAT  
SPECIALISTS will trim the top fat  
and cut these beautiful roasts into two  
equal roasts of three pounds each.”

T. Luke Peters, Hy-Vee Chef, Cedar Rapids, Iowa

## CHEF VS.

He has competed in local Iron Chef events and worked with  
Top Chef contestants, but no venue or opportunity has surpassed  
serving Hy-Vee customers.





“Beef is a great SOURCE OF IRON, so meat is something that women should be eating. And I’ve used a pomegranate and wine sauce to make this an even more healthy choice.”

Karen Kuzma, Hy-Vee Dietitian, Lincoln, Nebraska

# KANSAS CITY STRIP LOIN ROAST WITH POMEGRANATE REDUCTION SAUCE

RECIPE ON PAGE 33

# DIETITIAN

She works daily with those looking to improve their diet and health. She also enjoys eating a lean cut of nutritious Amana beef at least once a week.





## STUFFED TENDERLOIN ROAST Page 26

*By stuffing the middle, every bite of roast is enhanced by buttery, savory flavors.*

Prep: 20 minutes | Cook: 50 to 70 minutes | Rest: 10 minutes | Serves 16

- 1 (10-ounce) can Hy-Vee plain breadcrumbs (about 2 cups)
- 2 tablespoons minced garlic
- 1 large onion, diced

- 1 cup Hy-Vee unsalted butter, melted
- 1 bunch fresh parsley, finely chopped (about 1½ cups)
- 1 (7-pound) beef tenderloin roast
- 2 teaspoons Hy-Vee salt
- 2 teaspoons Hy-Vee ground black pepper

1. Preheat oven to 425°F.
2. Combine breadcrumbs, garlic, onion, butter and parsley for stuffing. Slice roast to create a lengthwise pinwheel.\* Spread breadcrumb mixture onto the meat, roll up and tie with butcher's twine. Salt and pepper the outside of the roast.
3. Place in a roasting pan with a wire rack. Roast 50 to 70 minutes, depending on desired doneness. Remove from oven; let sit for 10 minutes before

slicing. Meat will continue to cook as it rests. (See Roasting Chart, *opposite*, for more about times and temperatures.)

**\*TEST KITCHEN TIP:** Create a swirling pinwheel effect in the roast. Using a long, slender, sharp knife start at the top of the meat. With the blade at an angle, slice about 1 inch deep through the meat. Continue slicing as you roll the meat. When done, you will have a 1-inch-thick flat piece of meat.

*Nutrition facts per serving:* 440 calories, 33 g fat, 15 g saturated fat, 0 g trans fat, 100 mg cholesterol, 580 mg sodium, 14 g carbohydrates, 1 g fiber, 1 g sugar, 22 g protein. *Daily values:* 15% vitamin A, 15% vitamin C, 4% calcium, 25% iron.



## PRIME RIB WITH HERB & SALT CRUST Page 28

*Each serving of prime rib roast is a matchlessly tender steak that you can almost cut with a fork.*

Prep: 15 minutes | Cook: 60 to 75 minutes | Rest: 10 minutes | Serves 16

- 2 tablespoons plus ¼ cup Hy-Vee Select olive oil, divided
- 1 (4- to 6-pound) prime rib roast

- 2 tablespoons freshly crushed tri-color peppercorns
- 2 tablespoons kosher salt
- 2 tablespoons Hawaiian coarse sea salt
- 2 tablespoons finely chopped fresh sage
- 2 tablespoons finely chopped fresh thyme
- 2 tablespoons herbes de Provence
- 2 tablespoons minced garlic

1. Preheat oven to 500°F.
2. In a large skillet, heat 2 tablespoons olive oil over high heat. Sear all sides of roast until a golden color appears, approximately 2–3 minutes per side.
3. Combine remaining ¼ cup olive oil with remaining ingredients and mix well. Pat the herb-salt mixture all over the seared roast; place roast in a roasting pan

on a wire rack. Roast for 20 minutes. Reduce heat to 275°F and roast for another 30 to 40 minutes.

4. Turn off the oven but allow the roast to remain in the oven, with door shut, for an additional 10 to 15 minutes, depending on desired doneness. Remove from oven; let sit for 10 minutes before slicing. Meat will continue to cook as it rests. (See Roasting Chart, *opposite*, for more about times and temperatures.)

*Nutrition facts per serving:* 410 calories, 36 g fat, 13 g saturated fat, 0 g trans fat, 75 mg cholesterol, 1,620 mg sodium, 1 g carbohydrate, 0 g fiber, 0 g sugar, 20 g protein. *Daily values:* 0% vitamin A, 2% vitamin C, 2% calcium, 10% iron.



## BABY BELLA CREAM SAUCE AND KANSAS CITY STRIP LOIN ROAST Page 30

*The unexpected rub Chef Luke uses here makes each bite*

*incredibly surprising. Alternately spicy and smooth, the rub brings out the best in this juicy roast.*

Prep: 20 minutes | Cook: 40 to 50 minutes | Rest: 10 minutes | Serves 12

- 1 (2½-pound) trimmed Amana Kansas City strip loin roast
- Chocolate-Chipotle Peanut Butter Rub, [recipe right](#)
- Chef Luke's Thyme and Baby Bella Cream Sauce, [recipe right](#)

1. Preheat oven to 450°F. Remove roast from refrigerator 30 minutes before cooking and let it come to room temperature before cooking.
2. Spread Chocolate-Chipotle Peanut Butter Rub over roast, covering all sides well. Place meat on rack over baking sheet and roast for 40 to 50 minutes, depending on desired doneness. Lightly tent roast with a single layer of foil, and let rest, untouched, for 10 minutes. Meat will continue to cook as it rests. (See Roasting Chart, *opposite*, for more about times and temperatures.)

3. Meanwhile, prepare Chef Luke's Thyme and Baby Bella Cream Sauce. Slice roast to desired thickness and serve with sauce.

### CHOCOLATE-CHIPOTLE PEANUT BUTTER RUB

*Makes about ½ cup*

- 5 teaspoons Hy-Vee garlic salt
- 5 teaspoons powdered peanut butter with chocolate
- 1½ teaspoons dried savory
- 1½ teaspoons Hy-Vee dried thyme
- 1½ teaspoons herbes de Provence
- 1½ teaspoons chipotle chili powder
- 1½ teaspoons smoked Spanish paprika
- 1 teaspoon Hy-Vee onion powder
- 1 teaspoon cayenne pepper
- ½ teaspoon Hy-Vee ground black pepper
- ½ teaspoon celery salt
- ½ teaspoon kosher salt

1. In a small bowl, combine all ingredients. If finer consistency is desired, run through a spice grinder.

### CHEF LUKE'S THYME AND BABY BELLA CREAM SAUCE

*Makes about 6½ cups*

- 2 tablespoons Hy-Vee Select olive oil
- 2 medium shallots, finely chopped
- 1 (8-ounce) package baby bella mushrooms, roughly chopped

- 1 (8-ounce) package baby bella mushrooms, sliced in half
- 1 tablespoon Hy-Vee dried thyme
- ½ cup VSOP brandy
- 1 quart Hy-Vee heavy whipping cream
- 1 (8-ounce) package Hy-Vee cream cheese, cut into small cubes
- 1 teaspoon kosher salt
- Fresh cracked Hy-Vee black pepper, to taste

1. Heat a medium saucepan over medium-high heat. Add olive oil and shallots. Sauté for about 1 minute to release flavor.
2. Add mushrooms and cook for about 5 minutes; add dried thyme. Cook for an additional 5 minutes to reduce moisture and lightly brown the mushrooms.
3. Add brandy; be careful as it may ignite which is fine to burn off the alcohol. Cook until liquid volume is reduced by half. Add heavy whipping cream; reduce heat to medium and bring to a low simmer. Whisk in cream cheese until sauce is a smooth consistency. Season with salt and pepper.
4. Reduce heat to low to hold until the roast is done resting. Add milk if sauce becomes too thick.

*Nutrition facts per serving:* 580 calories, 49 g fat, 27 g saturated fat, 1 g trans fat, 170 mg cholesterol, 1440 mg sodium, 7 g carbohydrates, 1 g fiber, 2 g sugar, 24 g protein. *Daily values:* 35% vitamin A, 4% vitamin C, 10% calcium, 15% iron.





**KANSAS CITY  
STRIP LOIN  
ROAST  
WITH POME-  
GRANATE  
REDUCTION  
SAUCE** *Page 31*

*Lean, tender and  
marvelous Kansas City*

*strip loin roast is a new cut from Amana Beef.*

*Prep: 5 minutes | Cook: 50 to 70 minutes |  
Rest: 10 minutes | Serves 10*

**FOR THE ROAST**

- 1 (2½-pound) trimmed Amana Kansas City strip roast
- 2 teaspoons Hy-Vee Select olive oil
- Kosher salt, to taste
- Hy-Vee ground black pepper, to taste

**FOR THE REDUCTION SAUCE**

- 2 teaspoons Hy-Vee Select olive oil
- 1 medium shallot, finely chopped
- 2 cups pomegranate juice
- 1½ cups dry red wine
- 1 sprig fresh rosemary
- ½ teaspoon kosher salt
- 1 teaspoon aged balsamic vinegar
- 1 tablespoon Hy-Vee honey
- 1 tablespoon Hy-Vee unsalted butter, softened
- Fresh pomegranate and rosemary sprigs, for garnish

1. Preheat the oven to 375°F. Heat a large skillet over medium heat. Rub the roast with 2 teaspoons oil, then season with salt and pepper. Add meat to skillet and do not move until a nice golden sear has developed. Using tongs, carefully turn meat and sear it on the other side. Repeat this process on all surfaces of the meat. Retain juices in skillet.
2. Place the meat on a rack in a roasting pan. Bake for 40 to 60 minutes, depending on desired

doneness. Lightly tent the roast with a single layer of foil and let rest, untouched, for 10 minutes. (See Roasting Chart, *below*, for more about the times and temperatures.)

3. While the meat is roasting, make the pomegranate reduction sauce. Add remaining 2 teaspoons oil to the leftover juices in the skillet and sauté the shallot until softened and translucent. Add the pomegranate juice and red wine, scraping up all the browned bits on the bottom of the skillet. Stir in rosemary sprig and salt. Bring to a simmer; continue simmering until reduced by half. Add vinegar and honey; continue simmering a few more minutes. Remove from heat, strain and whisk in butter.

*Nutrition facts per serving:* 300 calories, 15 g fat, 6 g saturated fat, 0 g trans fat, 50 mg cholesterol, 160 mg sodium, 10 g carbohydrates, 0 g fiber, 9 g sugar, 23g protein. Daily values: 0% vitamin A, 0% vitamin C, 4% calcium, 10% iron.

# ROASTING CHART

These are cooking times and minimum internal temperatures required for roasts, according to the the United States Department of Agriculture. Confirm these temperatures using a food thermometer.

	WEIGHT IN POUNDS	APPROXIMATE TOTAL COOKING TIME*	REMOVE FROM OVEN WHEN INTERNAL TEMPERATURE REACHES
<b>PRIME RIB ROAST</b>	4 TO 6 (2 RIBS)	MEDIUM RARE: 1¼ TO 2¼ HOURS MEDIUM: 2¼ TO 2¾ HOURS	135°F 150°F
	6 TO 8 (2 TO 4 RIBS)	MEDIUM RARE: 2¼ TO 2½ HOURS MEDIUM: 2¾ TO 3 HOURS	135°F 150°F
	8 TO 10 (4 TO 5 RIBS)	MEDIUM RARE: 2½ TO 3 HOURS MEDIUM: 3 TO 3½ HOURS	135°F 150°F
<b>TENDERLOIN ROAST</b>	2 TO 3 (CENTER CUT)	MEDIUM RARE: 35 TO 40 MINUTES MEDIUM: 45 TO 50 MINUTES	135°F 150°F
	4 TO 5 (WHOLE)	MEDIUM RARE: 50 TO 60 MINUTES MEDIUM: 60 TO 70 MINUTES	135°F 150°F
<b>KANSAS CITY STRIP LOIN ROAST</b>	3	MEDIUM RARE: 30 MINUTES MEDIUM: 40 MINUTES	135°F 150°F

\* Roast reaches medium-rare doneness at an internal temperature of 145°F after 10 minutes standing time, covered with a foil tent. Roast reaches medium doneness at 160°F final internal temperature after 10 minutes standing time, covered with a foil tent.



# tiny BITES

When the party is all about mixing and mingling, please the crowd by serving a variety of creative pop-in-your-mouth appetizers.

WORDS Vicki Ingham PHOTOS Tobin Bennett

Party foods only get one bite to make a good impression, so a first nibble needs to wow your guests. Appetizers should surprise and delight. All the appealing hors d'oeuvres shown on these pages pass the test.

Go for flavors that are immediately distinctive, discernible, bold and pleasing. Your guests will likely want to sample at least one of everything you offer, so aim for a balance of simple and complex, spicy and mild, and savory and sweet.

Get the party going with light Brie Bites, fresh Shrimp with Crabmeat Stuffing, comfort-food-yummy Bacon-Wrapped Jalapeño Poppers, burgerlike Mediterranean Turkey Meatballs and a festive South American Scallop and Shrimp Seviche.

## QUICK TO TABLE

Preparing appetizers takes time, so surround your specialty treats with some of the following timesaving choices you can find at Hy-Vee.

Set out meaty black olives or large green olives stuffed with sun-dried tomatoes. Purchase a cheddar cheese ball and crunchy crackers for scooping. Buy Signature Party Trays that offer inviting selections of fruits, veggies, meats, cheeses, seafood and dips. Or put trays together by choosing from the variety of international cheeses and delicious deli meats available at Hy-Vee.

## BRIE bites

Create some party buzz with an unexpected combo: Brie Bites made with cheese and berry jam on **Breton Sesame Crackers**. Make a batch by slicing a 6-inch **Brie** log into ¼-inch-thick pieces and overlap two pieces on each cracker. Spoon ½ **tablespoon hot pepper raspberry spread** on top of the cheese. Top each with ½ **teaspoon chopped roasted almonds** and a pinch of julienned **green onions**.





## SHRIMP WITH CRABMEAT STUFFING

*If you're passing these around on a platter, drizzle them with a little lemon juice before they leave the kitchen. Citrus gives the seafood flavors presence.*

*Prep: 15 minutes | Bake: 22–27 minutes | Serves 24 (1 shrimp each)*

**24 jumbo shrimp, 16- to 20-count size**  
**4 tablespoons Hy-Vee unsalted butter, divided**  
**½ cup minced onion**  
**¼ cup minced green pepper**  
**¼ cup minced celery**  
**6 tablespoons Hy-Vee panko bread crumbs**  
**1 (6-ounce) can lump crabmeat, drained and flaked**

**½ teaspoon Cajun seasoning**  
**½ teaspoon Hy-Vee Dijon mustard**  
**Chopped fresh parsley, optional**  
**Lemon wedges, optional**

1. Preheat oven to 350°F.
2. Spray a 13×9-inch baking dish with nonstick cooking spray. Peel and remove back veins from shrimp, leaving tails intact. To butterfly, make a deep slit along inside curve of each shrimp, cutting almost through to the back. Arrange shrimp, slit sides up, in baking dish with tails propped up against dish sides.
3. In a medium skillet, melt 2 tablespoons butter over medium heat. Add onion, green pepper and celery. Sauté about 2 minutes or until tender. Remove from

heat; cool slightly. Stir in bread crumbs, crabmeat, Cajun seasoning and mustard until well mixed.

4. Spoon 1 tablespoon bread crumb mixture on each butterflied shrimp. Melt remaining 2 tablespoons butter; drizzle over shrimp. Bake for 20 to 25 minutes or until shrimp are opaque and bread crumbs are beginning to brown. If desired, garnish with parsley and serve with lemon wedges.

*Nutrition facts per serving:* 35 calories, 2 g fat, 1.5 g saturated fat, 0 g trans fat, 25 mg cholesterol, 95 mg sodium, 1 g carbohydrate, 0 g fiber, 0 g sugar, 3 g protein. Daily values: 2% vitamin A, 2% vitamin C, 2% calcium, 0% iron.



## BACON-WRAPPED JALAPEÑO POPPERS

*Feta cheese helps keep the fire of the jalapeños under control, as does removing the peppers' seeds and white membranes.*

*Prep: 15 minutes | Bake: 25 minutes |  
Serves 24 (2 poppers each)*

**12 whole jalapeños**

**1 (8-ounce) container Hy-Vee cream  
cheese, softened**

**½ cup Hy-Vee traditional crumbled feta cheese**

**½ teaspoon paprika**

**½ teaspoon Hy-Vee garlic powder**

**¼ teaspoon Hy-Vee black pepper**

**24 slices Hy-Vee center-cut bacon**

1. Preheat oven to 375°F.
2. Wearing gloves to protect hands from burning, cut jalapeños in half lengthwise. Remove seeds and white membrane from jalapeños with a spoon.
3. In a bowl, mix together cream cheese, feta cheese, paprika, garlic powder and pepper. Spread cream cheese mixture into each jalapeño half until jalapeño is slightly rounded. Wrap jalapeño with a slice of bacon.
4. Place jalapeño halves on cookie sheet. Bake for 25 minutes or until bacon is brown.

*Nutrition facts per serving:* 70 calories, 6 g fat, 3 g saturated fat, 0 g trans fat, 20 mg cholesterol, 180 mg sodium, 1 g carbohydrate, 0 g fiber, 1 g sugar, 4 g protein. Daily values: 6% vitamin A, 15% vitamin C, 2% calcium, 2% iron.





## MEDITERRANEAN TURKEY MEATBALLS

Cool and refreshing, the cucumber-dill tzatziki sauce should chill in the refrigerator an hour to two before serving so it will be the optimal temperature.

Prep: 10 minutes | Cook: 10 minutes |

Serves 16 (2 meatballs each)

**1 pound 85%-lean ground turkey**

**½ cup Hy-Vee traditional crumbled feta cheese**

**¼ cup oil-packed sun-dried tomatoes,  
drained and chopped**

**3 tablespoons Hy-Vee plain bread crumbs**

**2 tablespoons fresh parsley, chopped**

**2 tablespoons Hy-Vee Select olive oil, divided**

**1 tablespoon lemon juice**

**3 cloves garlic, minced**

**¼ teaspoon Hy-Vee salt**

**32 fresh spinach leaves**

**1 yellow bell pepper, cut into 1×¾-inch strips**

**Tzatziki sauce (purchased or recipe available at  
[www.hy-vee.com/seasons](http://www.hy-vee.com/seasons))**

1. In a medium bowl, stir together turkey, feta, tomatoes, bread crumbs, parsley, 1 tablespoon olive oil, lemon juice, garlic and salt. Shape mixture into 32 meatballs, each about 1 inch in diameter.

2. In a large skillet, heat remaining 1 tablespoon olive oil over medium heat. Arrange meatballs in skillet. Cook, turning frequently, until meatballs are brown and internal temperature is 165°F. Thread meatballs onto cocktail skewers alternating with spinach leaves and pepper strips. Serve with tzatziki sauce.

*Nutrition facts per serving (for meatballs only):*

100 calories, 7 g fat, 2 g saturated fat, 0 g trans fat, 25 mg cholesterol, 140 mg sodium, 3 g carbohydrates, 1 g fiber, 1 g sugar, 6 g protein. Daily values: 45% vitamin A, 30% vitamin C, 6% calcium, 6% iron.

### HOW MANY?

Deciding how many appetizers to prepare depends partly on the time of the party. For an afternoon gathering, plan on offering at least five different items, making about two of each item per person. If guests will be sitting down to dinner later, you don't need as many items to tease the appetite—perhaps three to five choices, making one of each per guest. For a cocktail party that stands in for dinner, provide more variety, offering eight or nine servings per person. Quantity also depends on the size of the appetizers.



## SCALLOP AND SHRIMP SEVICHE

*Traditionally, the seafood in seviche is not heated on a cooktop—as scallops are here—but “cooked” by marinating it in lime juice for several hours with peppers, onions and seasonings.*

*Prep: 15 minutes | Cook: 4 minutes |  
Chill: at least 1 hour | Serves 20 (¼ cup each)*  
1 tablespoon Hy-Vee Select olive oil  
1 pound bay scallops  
1 (1-pound) package Hy-Vee peeled and deveined cooked shrimp  
3 lemons, juiced  
1 mango, peeled, pitted and diced  
¼ cup diced red bell pepper  
¼ cup diced yellow bell pepper  
½ cup diced red onion

½ cup Swiss chard, cut into thin strips  
¼ cup chopped cilantro  
2 limes, juiced

1. In a large skillet, heat olive oil over medium heat. Add scallops and sauté for 2 minutes on each side or until cooked all the way through. Let cool.
2. Cut scallops in half. Cut shrimp into small cubes. In a medium bowl, combine shrimp, scallops and lemon juice. Cover and refrigerate for at least 1 hour.
3. Drain shrimp and scallop mixture. Add the mango, peppers, red onion, Swiss chard, cilantro and lime juice; mix until combined.

*Nutrition facts per serving:* 50 calories, 1 g fat, 0 g saturated fat, 0 g trans fat, 35 mg cholesterol, 220 mg sodium, 5 g carbohydrates, 1 g fiber, 3 g sugar, 6 g protein. Daily values: 8% vitamin A, 30% vitamin C, 2% calcium, 2% iron.





# I G I FUN, I low fuss

## cheesy tomato-topped **BITES**

For a crowd-pleasing, creamy appetizer, try these tasty bites. Preheat oven to 375°F. Cut **16 cherry tomatoes** into thirds and chop enough **fresh basil** for 3 teaspoons. Place **24 Wheat Thins Toasted Chips** on a baking pan. Top each with two pieces of cherry tomato and  $\frac{1}{8}$  **teaspoon chopped basil**. In a bowl, combine  $\frac{1}{3}$  **cup mayonnaise**,  $\frac{1}{4}$  **cup grated Parmesan** and  $\frac{1}{4}$  **cup shredded mozzarella**; divide mixture over tomatoes on each chip, about 1 teaspoon each. Bake 5 to 7 minutes or until topping is melted and chips are golden brown. Garnish with extra basil, if desired.



Nabisco Toasted Chips: select varieties 8.1 oz. \$3.39



Easy Cheese: select varieties 8 oz. \$3.99



Newtons Line: select varieties 8 to 14 oz. \$3.99



Nilla Wafers or Honey Maid Grahams: select varieties 7.04 to 14.4 oz. \$3.99

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## SWEET CHILI, SCALLION & ORANGE DIPPING SAUCE

Prep Time: 5 minutes | Total Time: 15 minutes | Yields: 4 servings

**Ingredients:**  
 $\frac{1}{4}$  cup rice wine or pineapple juice  
 $\frac{1}{4}$  cup orange rind, julienned  
 $\frac{1}{2}$  cup honey  
 $\frac{1}{2}$  cup scallions, minced

Combine sauce ingredients in a bowl and mix thoroughly. Serve immediately alongside any of your favorite heated **PAGODA EXPRESS<sup>®</sup>** appetizers or eggrolls.

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# FREEZE FRAME

Busy nights ahead? Then freezer-friendly, make-ahead meals are the perfect solution for you. From soup to lasagna, the prep work simply involves a little know-how and some freezer space. Get started with our recipes on *page 46*.

WORDS Jill Johnson PHOTOS Tobin Bennett



# F

reezing meals in large batches is a great make-ahead strategy. It puts you in control of your schedule. Carve some time out this weekend, and use it to prepare several dinners for freezing. Whether thawed and heated a week or a month later, you'll be rewarded with delicious home-cooked meals. All you need are a few good containers and a freezer compartment.

## PLAN YOUR COOKING SESSION

Set aside a two- or three-hour block of time. Then choose two or more recipes from this story, or search online for freeze-ahead recipes. Most casseroles, soups and meat dishes are good candidates for freezing. Create a grocery list, adding other essentials such as storage containers or wraps, baking dishes with lids or resealable freezer bags.

Once you've gathered the ingredients, go through your recipes and prep ingredients for assembly. Chop onions, shred cheese, mince garlic and so on. Do this for all the recipes at one time. This saves you time and helps you get organized.

Prepare recipes in assembly-line fashion. For example, if you're making two lasagnas, lay out both pans and go through each step two times before moving on. Once you get done, you'll realize the prep work paid off in time saved.

## SHARE THE COOKING WITH FRIENDS

It's fun to get a group of friends involved, especially if they share the same mealtime challenges. Cooking in a group can help save money and time, and even build friendships. Since most home kitchens are not designed for large groups, limit your crew to four friends or fewer to work the production line and share in the cooking.

Hy-Vee offers Let's Dish workshops at many locations that include Club Rooms. Hy-Vee dietitians help participants choose healthy recipes, which can be frozen for later use. As many as six entrées and three side dishes are prepared at Let's Dish. Ask staff at your local Hy-Vee about the program.

## FREEZE MEALS WITH EASE

Allow dishes to cool prior to packaging. Large dishes, such as casseroles, will cool faster if divided into smaller portions. Let hot mixtures and soups cool to near room temperature. To speed cooling, place containers of warm food in a sink or large bowl of ice and cold water; stir the food frequently. Cool casseroles and meat in the refrigerator before freezing.

A variety of containers and coverings will help insulate the food and avoid freezer burn. Whatever you use should be moistureproof and vaporproof, able to withstand temperatures of below 0°F and be capable of being tightly sealed.

Resealable freezer bags are good for solid or dry-pack foods. Rigid plastic freezer containers work well for liquid or semiliquid foods, but are not designed for reheating. Avoid freezer burn by double wrapping. For the first layer, wrap food or baking dishes with plastic wrap, preferably the freezer-safe type that maintains its cling in cold temperatures. Wrap again with heavy-duty aluminum foil, crimping edges to reinforce the seal. Remove wrapping before reheating.

Tempered glass and ceramic baking dishes can also be double wrapped for freezing; remove the plastic before baking. Very few dishes are designed for freezer-to-oven use without thawing first.

If you don't want to tie up a baking dish in the freezer, line the dish with heavy-duty aluminum foil about 2½ times the length of the dish, overlapping the sides of the dish. Top with the same size of freezer-proof plastic wrap. Fill with food, fold plastic wrap over food to cover, then seal with the outer foil. Freeze the food in the dish, then remove it when frozen. Later on, return the food to its original dish for baking while you enjoy the night off from cooking.

### HOW TO THAW

Choose from three food-safe methods for thawing a frozen meal before cooking—and no, setting a meal out on a counter to thaw isn't one of the methods! **Refrigerator thawing** takes longest but gives best results. Simply move the frozen item from the freezer to the fridge, and it will thaw in 24 to 48 hours. Once the food is thawed, it is safe to refreeze without cooking, although there may be a loss of quality due to moisture lost through defrosting. **Cold-water thawing** works well for a small portion of food in a resealable freezer bag. Place bag under cool running water for gentle thawing in about 20 minutes; do not refreeze the food. **Microwave thawing** is fastest but recommended for small portions only. Operating microwave at reduced power in short increments of time allows food to thaw without cooking it. Cook the food immediately after thawing; do not refreeze it.

# THAI CURRY WITH SHRIMP

RECIPE ON PAGE 46

## FREEZER TIP SAUCY MIXTURES

Freezer bags are convenient to use and work well for many curries and pasta sauces. Stewlike curries generally freeze well. For curries topped with rice, freeze sauce and rice separately. Also separate pastas and sauces. Drizzle a little olive oil on the pasta before packaging to freeze. When initially cooking pasta, do not fully cook. Complete cooking during reheating. Salsa can be frozen, but the texture suffers. Use as an ingredient in soups and such, rather than as a dip or topper. Freeze sauces up to 3 months.







**GOOD  
TASTE**

When you taste a cooked dish before you freeze it and flavors don't seem strong enough, hold off on adding more seasoning. Often, flavors will become more concentrated during freezing. Taste the dish again before you're ready to serve it. If you still think it needs more seasoning, doctor the dish before serving.

# CLASSIC LASAGNA

RECIPE ON PAGE 46

**FREEZER TIP CASSEROLES**

Among the casseroles that freeze well are lasagna, chili-cornbread casserole, baked mac and cheese and most chicken casseroles. After cooking, let the casserole cool and store in a refrigerator overnight. The next day, the casserole will have stabilized so it won't crumble and liquids won't flow as it is cut into smaller pieces for freezing. Freeze for up to 3 months.





**FREEZER TIP**  
**SOUPS AND STEWS**

Dividing soups and stews into smaller portions speeds freezing and thawing time while creating convenient smaller-serving quantities. The texture of vegetables will be crisper if you undercook before freezing and finish cooking while reheating. Pureed potatoes freeze better than potatoes that are cut into cubes. If a recipe calls for fresh herbs, add them during reheating. Freeze 2 to 3 months.

## HEARTY BEEF AND VEGETABLE SOUP

RECIPE ON PAGE 47



# SPINACH-STUFFED CHICKEN BREASTS

RECIPE ON PAGE 47

## **FREEZER TIP MEAT AND POULTRY**

Raw meat retains its quality longer in the freezer than cooked meat due to high moisture content. Season or marinate before freezing, but add crumb coatings just before cooking. Freeze ground meat up to 4 months, chops up to 6 months, cut-up poultry up to 9 months and steaks and roasts up to 12 months.





### FREEZE, THAW AND REHEAT THAI CURRY WITH SHRIMP

To freeze for later, cool curry mixture and rice. Pour into separate freezer bags. Seal, label and freeze up to 3 months. Thaw curry and rice in refrigerator for 24 to 36 hours. Reheat curry in a large skillet. Reheat rice, covered, in a microwave-safe bowl.

## THAI CURRY WITH SHRIMP

If you prefer a vegan version of this dish, extra-firm tofu can be used in place of the shrimp.

Prep: 20 minutes | Cook: 25 minutes | Serves 5  
(about 1½ cups curry mixture and ¾ cup rice each)

- 1 cup Hy-Vee long grain white rice
- 2 cups water
- 1 tablespoon Hy-Vee vegetable oil
- 1 medium onion, chopped
- 1 tablespoon grated fresh gingerroot
- 4 cloves garlic, minced
- 1 serrano pepper, stemmed and minced (seeds removed for mildness or left in for heat)
- 4 teaspoons curry powder
- 1 large sweet potato (about 1 pound), peeled and cut into ½-inch cubes
- 1½ cups Hy-Vee vegetable stock
- ¾ cup coconut milk
- 1 pound (16- to 20-count) raw shrimp, peeled and deveined
- ½ medium red bell pepper, seeded and cut into strips
- ½ cup Hy-Vee frozen sweet peas
- Fresh cilantro, for topping

1. Prepare rice according to package directions using 2 cups water.
2. Meanwhile, in a large skillet, heat oil over medium heat. Add onion; cook about 3 minutes or until it begins to soften. Stir in gingerroot, garlic and serrano pepper; cook and stir for 1 minute. Add curry powder; cook and stir 30 seconds. Stir in sweet potato cubes, vegetable stock and coconut milk; bring to boiling. Reduce heat to medium-low; cover and cook 10 minutes.
3. Stir in shrimp; cook, uncovered, for 3 to 4 minutes or just until shrimp turn pink. Stir in red pepper strips and peas.
4. To serve immediately, heat through. Serve curry over rice. Garnish with cilantro.

*Nutrition facts per serving:* 520 calories, 14 g fat, 9 g saturated fat, 0 g trans fat, 145 mg cholesterol, 930 mg sodium, 75 g carbohydrates, 7 g fiber, 9 g sugar, 24 g protein. Daily values: 340% vitamin A, 45% vitamin C, 15% calcium, 30% iron.



### FREEZE, THAW AND REHEAT CLASSIC LASAGNA

To freeze, do not bake lasagna. Instead, allow to cool, then cover with plastic wrap, then heavy-duty foil. Label and freeze for up to 3 months. Thaw in refrigerator for 36 to 48 hours. Remove foil and plastic wrap, then put foil back on dish. Bake, covered, in a 350°F oven for 1 to 1½ hours. Uncover and bake 20 to 30 minutes more or until cheese begins to brown. Remove from oven; cool 15 minutes before serving.

## CLASSIC LASAGNA

For single-serve dinners that reheat quickly, freeze baked lasagna in individual microwavable containers.

Prep: 45 minutes | Cook: 1-2 hours | Rest: 15 minutes | Serves 12

- 12 Hy-Vee regular lasagna noodles
- 1 pound Italian sausage
- ½ cup chopped onion
- 1 (15-ounce) can Hy-Vee crushed tomatoes in puree
- 2 (6-ounce each) cans Hy-Vee tomato paste
- 2 cups water
- ½ cup chopped fresh parsley, divided
- 2 cloves garlic, minced
- 2 teaspoons Hy-Vee dried basil
- 1½ teaspoons Hy-Vee salt
- 1 teaspoon Hy-Vee dried oregano
- ¼ teaspoon dried rosemary
- ¼ teaspoon Hy-Vee black pepper
- ¼ teaspoon Hy-Vee crushed red pepper flakes
- 2 Hy-Vee large eggs, beaten
- 1 (15-ounce) container Hy-Vee part-skim ricotta cheese
- ¾ cup Hy-Vee grated Parmesan cheese, divided
- 2 (8-ounce each) packages Hy-Vee shredded mozzarella cheese

1. Prepare lasagna noodles according to package.
2. For sauce, in a large skillet cook sausage and onion over medium heat until sausage is brown, breaking up sausage into uniform pieces. Drain if necessary. Add tomatoes, tomato paste, water, ¼ cup parsley, garlic, basil, salt, oregano, rosemary, black pepper and crushed red pepper. Bring to a boil; reduce heat. Simmer, covered, 20 minutes.
3. Meanwhile, in a medium bowl combine eggs, ricotta, ½ cup Parmesan and remaining ¼ cup parsley.
4. Spread 1 cup of the sauce in the bottom of a 13×9-inch baking dish. Arrange three of the cooked noodles over the sauce. Top with one-third of the ricotta mixture, one-fourth of the mozzarella and 1½ cups of the sauce. Repeat twice. Top with remaining noodles, sauce, mozzarella and remaining ¼ cup Parmesan. Cover tightly with foil.
5. To serve immediately, preheat oven to 350°F. Bake, covered, for 40 minutes. Uncover and bake about 20 minutes more or until cheese begins to brown. Remove from oven; cool 15 minutes before serving the lasagna.

*Nutrition facts per serving:* 410 calories, 18 g fat, 9 g saturated fat, 0 g trans fat, 80 mg cholesterol, 980 mg sodium, 34 g carbohydrates, 3 g fiber, 6 g sugar, 28 g protein. Daily values: 25% vitamin A, 20% vitamin C, 45% calcium, 15% iron.





### FREEZE, THAW AND REHEAT HEARTY BEEF AND VEGETABLE SOUP

To freeze, cool soup. Divide between freezer bags. Seal, label and freeze for up to 3 months. Thaw in refrigerator for 48 hours. Reheat in a stockpot or Dutch oven until heated through.

## HEARTY BEEF AND VEGETABLE SOUP

*This flavorful cold-weather soup contains two whole grains: hulled barley and wild rice.*

*Prep: 15 minutes | Cook: 2 hours 15 minutes | Serves 10 (about 1½ cups each)*

- 2 pounds boneless arm roast**
- 2 (32-ounce each) containers Hy-Vee beef broth**
- 1 large onion, coarsely chopped**
- ½ cup hulled barley\*, rinsed**
- 2 teaspoons Hy-Vee Worcestershire sauce**
- 1 teaspoon Hy-Vee dried thyme**
- 1 teaspoon Hy-Vee dried oregano**
- 1 bay leaf**
- Hy-Vee salt and Hy-Vee black pepper, to taste**
- 1 (14.5-ounce) can Hy-Vee diced tomatoes, drained**
- 1 cup coarsely chopped celery**
- 2 cups coarsely chopped carrots**
- 8 ounces baby bella mushrooms, sliced**
- ½ cup water**
- ½ cup wild rice, rinsed**

1. Trim fat from roast.
2. In a large stockpot or Dutch oven, bring broth to a boil. Add roast, onion, barley, Worcestershire sauce, thyme, oregano, bay leaf, salt and pepper. Return to boiling; reduce heat, cover and simmer for 1½ hours.
3. Remove meat from pot; cut into bite-size chunks and return to pot. Add tomatoes, celery, carrots, mushrooms, water and wild rice. Return to boiling. Reduce heat, cover and simmer 45 minutes or until vegetables are tender. Remove bay leaf.

*\*If using pearled barley, which only takes 45 minutes to cook, wait to add it with the tomatoes.*

*Nutrition facts per serving: 230 calories, 4.5 g fat, 1.5 g saturated fat, 0 g trans fat, 60 mg cholesterol, 840 mg sodium, 22 g carbohydrates, 4 g fiber, 5 g sugar, 26 g protein. Daily values: 90% vitamin A, 10% vitamin C, 6% calcium, 20% iron.*



### FREEZE, THAW AND REHEAT SPINACH-STUFFED CHICKEN BREASTS

To freeze, cover unbaked chicken in baking dish with plastic wrap, then heavy-duty foil. Label and freeze up to 9 months. Thaw in refrigerator, covered, for 36 to 48 hours. Remove plastic wrap and foil. Combine fresh ¼ cup grated Parmesan and breadcrumbs; sprinkle over chicken. Bake, uncovered, in a 375°F oven for 65 to 75 minutes or until internal temperature is 165°F. Strain sauce; serve with chicken.

## SPINACH-STUFFED CHICKEN BREASTS

*Freezing this dish before baking results in chicken that is tender, moist and fresh-tasting.*

- Prep: 20 minutes | Bake: 40–80 minutes | Serves 6*
- 2 teaspoons Hy-Vee Select olive oil**
  - 2 cloves garlic, minced**
  - 1 (6-ounce) package fresh spinach leaves, coarsely chopped (about 6 cups)**
  - ¼ cup oil-packed sun-dried tomatoes, drained and chopped**
  - 1 teaspoon Hy-Vee dried thyme**
  - ¼ teaspoon Hy-Vee salt**
  - ¼ teaspoon Hy-Vee black pepper**
  - ¾ cup Hy-Vee grated Parmesan cheese, divided**
  - 3 ounces Hy-Vee cream cheese, softened**
  - 6 medium chicken breast halves**
  - 1½ cups Hy-Vee 33%-less-sodium chicken broth**
  - 1 tablespoon Hy-Vee lemon juice**
  - 1 tablespoon Hy-Vee Dijon mustard**
  - ¼ cup Hy-Vee panko bread crumbs**

1. In a medium skillet, heat olive oil over medium heat. Sauté garlic until tender. Add spinach; cook

- until wilted. Remove from heat; stir in sun-dried tomatoes, thyme, salt and pepper until well mixed. Stir in ½ cup of the Parmesan and the cream cheese.
2. To flatten chicken breasts, place one at a time in a quart freezer bag or in double thickness of plastic wrap. With a rolling pin or the flat side of a meat mallet, pound to ½-inch thickness. Spread about 3 rounded tablespoons spinach mixture on rough side of a chicken breast half, leaving a 1-inch border; roll up tightly; secure with a toothpick. Place chicken in a 13×9-inch baking dish.
3. For sauce, whisk together chicken broth, lemon juice and mustard; pour over chicken.
4. To serve tonight, preheat oven to 375°F. Combine remaining ¼ cup Parmesan cheese and bread crumbs; sprinkle over chicken. Bake, uncovered, for 35 to 45 minutes or until internal temperature is 165°F. Strain sauce; serve with the chicken.

*Nutrition facts per serving: 270 calories, 13 g fat, 5 g saturated fat, 0 g trans fat, 100 mg cholesterol, 680 mg sodium, 6 g carbohydrates, 1 g fiber, 1 g sugar, 31 g protein. Daily values: 60% vitamin A, 25% vitamin C, 20% calcium, 10% iron.*



Frosty looks come indoors this year with cool vases, textural white flowers and a mix of lush greens. Order yours today from Hy-Vee's floral department.

WORDS Wanda Ventling PHOTOS Tobin Bennett





# winter whites

Holidays can be magical in the Midwest, with sparkling blankets of snow covering the landscape. It's also inviting and toasty inside, where rooms are wonderfully decked out in anticipation of the season's biggest events—Christmas Eve, Christmas dinner, Hanukkah and New Year's Eve.

Coordinating the decorations for a beautiful holiday home is easy with a visit to Hy-Vee's floral departments. Look for classic silver or white vases, gorgeous flowers and a variety of choices of fresh greens: evergreen or boxwood trees, kissing balls, swags, wreaths and garland.

The floral departments also feature two ready-made evergreen arrangements with pinecones and ribbon, *page 52*. One design is meant to be hung—use several across a big front porch or remove the chain and put the pot into a basket or urn. Use the arrangements as they come or personalize them to suit your taste—see “Easy DIY Centerpiece” for one idea. Either design would be a thoughtful gift idea.

Elegant poinsettias perk up drab places—group a few together in a garden urn for a showstopping welcome just inside the front door.

For special dinners or parties, ask a Hy-Vee florist to design an arrangement or pick up precut flowers and design your own. It's easy—some flowers only need to be cut to the correct length and placed in one of the many lovely containers from Hy-Vee.

*winter garden* Seeded eucalyptus dances over a mound of tightly packed white ranunculus, white anemone and silver brunia. This wild and loose design, *opposite*, is brought into a clean-lined glass vase, giving it a relaxed yet modern sensibility.



*green and white satin*

A trio of 30-inch boxwood trees in textured white pots from Hy-Vee march across the top of an oversized cabinet in a dining room. White satin bows accent lush garland swags, a mix of cyprus and cedar evergreen.





*silver sparkle*

Cluster a few of Hy-Vee's tiny glass vases and fill them with a mix of garden roses, cushion mums and white Lisianthus. In a few minutes you'll have a charming centerpiece. Add white candles for a special evening.



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*A snowy forecast you'll love—stylish vases paired with fresh greens and white flowers*

1. A mix of fresh greens dress up a living room. Drape French doors or a large window with a mixed evergreen garland, and hang two 12-inch boxwood wreaths from ribbon. On a table, place a 30-inch boxwood tree in a Hy-Vee white polka-dot flowerpot. To duplicate the snowy effect shown, spray the greens with artificial snow, according to manufacturer's instructions.
2. Cluster several white poinsettias in your own large urn for a dramatic statement. Place it at the base of a stairwell or in the entryway hall. Keep plants away from heat and cold for a longer life.
3. Mixed-evergreen kissing balls may be hung above a table, in an entryway or door opening. Add a satin ribbon and a bow to match your decor.
4. Create a dramatic entryway or dining room feature by hanging a 12-inch boxwood wreath in front of a silvered prestretched canvas. To give the background sparkle and dimension glue small pieces of silver leaf to the canvas. For a special day, add a flower arrangement or cluster to the table. Shown are Hy-Vee silver vases filled with mini calla lilies, white Lisianthus and four kinds of mums: football mums, regular mums, cushion mums and button mums.
5. White cabbage, ranunculus and snowberries top off a contemporary matte white vase with the look of a crushed paper bag.

**6. EASY DIY CENTERPIECE**

You need: a 16-inch Decorated Hanging Basket, *below left*; 9 white roses trimmed and placed in water tubes; additional flocked evergreen; and 3 yards gray-and-white polka-dot ribbon cut into 9 ribbon loops and wrapped with floral wire to picks. Unhook the chain hanger. Remove the red plaid ribbon. Place the pot in a large mixing bowl or footed urn. Insert the flowers and greens. Add ribbon loops.



16-inch Decorated Hanging basket \$45.00



Decorated Centerpiece 16x12x10-inch \$45.00





### *frosted beauty*

Two evergreen wreaths frame an all-white flower arrangement. Hang one wreath from the ceiling or a small chandelier, and place the other wreath around the flower vase on top of the table. Blue and off-white Christmas balls and ribbon are wired to the wreath frames; ribbons hide the strong wire supporting the hanging wreath. Hy-Vee's elegant matte white urn holds white hydrangea, football mums, white stock, white roses and wide-leaf dusty miller.





**ARTISAN**  
BREADS





Authentic old-world breads are instantly recognizable for their crunchy crusts, resilient interior textures and flavors that fill the senses with hearty goodness. These qualities are true of all freshly baked Hy-Vee Artisan Bread, including wheat, multigrain, sourdough and other styles. No assembly-line loaves here—each Artisan Bread has a handmade character all its own. To make the most of these fine breads, try them with the recipes ahead. The dishes include bread pudding, bread bowls, dips, sandwiches and a collection of seven appetizers for your next party. Be sure to try the bruschetta with figs and prosciutto. It's a shocker—the good kind.

PHOTOS Tobin Bennett



# BOURBON BREAD PUDDING



*The flavors of this sweet-dream bread pudding are so much fun, it tastes like it was bottled in Tennessee.*

*Prep: 20 minutes | Rest: 60 minutes |*

*Bake: 40 to 45 minutes | Serves 9*

**½ cup Hy-Vee dried cranberries**

**2 tablespoons bourbon**

**1¼ cups Hy-Vee skim milk**

**¾ cup Hy-Vee sugar**

**1 tablespoon Hy-Vee vanilla extract**

**2 teaspoons Hy-Vee ground cinnamon**

**1 teaspoon Hy-Vee ground nutmeg**

**½ teaspoon ground ginger**

**3 Hy-Vee large eggs, beaten**

**½ cup Hy-Vee pecan pieces**

**1 (16-ounce) loaf Baking Stone**

**Light Rye Bread, cubed**

**1.** In a small bowl, combine dried cranberries and bourbon. Let sit for 20 minutes. Using a slotted spoon, remove the cranberries and set aside. Reserve the leftover soaking liquid.

**2.** In a large bowl, whisk together the reserved liquid, milk, sugar, vanilla, cinnamon, nutmeg, ginger, eggs and pecans. Add the cubed bread to the liquid mixture. Toss the bread in the liquid until evenly coated. Place the mixture into a greased 8-inch square baking dish. Evenly sprinkle the bourbon-soaked cranberries on top of the bread. Cover baking dish with foil and place in the refrigerator for 1 hour to allow the bread to absorb the liquid.

**3.** Preheat the oven to 350°F. Fill a 13×9-inch baking pan (or large enough pan to hold prepared square baking dish) with ¾ inch hot water. Place prepared baking dish with the bread pudding into the pan filled with water. Make sure that the water does not go into the 8-inch baking dish. Cover the bread pudding and bake for 30 minutes. Remove foil and bake for another 10 to 15 minutes or until golden brown. Serve with Bourbon Sauce, recipe *below*.

## **BOURBON SAUCE**

**½ cup Hy-Vee sugar**

**¼ cup light corn syrup**

**¼ cup Hy-Vee unsalted butter**

**¼ cup bourbon**

In a medium saucepan, combine sugar, corn syrup and butter over medium heat. Bring to a simmer for 2 minutes, stirring frequently. Remove from heat and add bourbon. Stir until combined. Serve immediately over cooked bread pudding.

*Nutrition facts per serving:* 440 calories, 13 g fat, 4.5 g saturated fat, 0 g trans fat, 75 mg cholesterol, 350 mg sodium, 69 g carbohydrates, 4 g fiber, 45 g sugar, 8 g protein. Daily values: 6% vitamin A, 2% vitamin C, 10% calcium, 10% iron.





## QUICK IDEAS

**DIPPING OILS** Want a conversation starter at dinnertime? Prepare dipping oils by mixing extra virgin olive oil with basil, parsley, garlic, oregano, thyme and other herbs and spices. Purchase a prepared roasted-pepper bruschetta topper or a black olive tapenade paste, available at Hy-Vee. Or try our Signature Dill Dip Appetizer Tray, which comes with veggies. Order at [www.hy-vee.com](http://www.hy-vee.com).

**BREAD BOWLS** The round shapes of Hy-Vee artisan breads make wonderful vessels for serving soups, salads or even stews. For a tangy accompaniment to French onion, clam chowder or broccoli-cheddar soups, hollow out a Sourdough French Boulé. The texture of this traditional sourdough has enough strength to stand up to hot soups. Or serve a creamy spinach dip in a hearty Grains of the Earth round. Hosting a special occasion for someone you love? Cut out a heart-shaped from the bread.

**SANDWICHES** Loading up a sandwich with leftover holiday turkey always makes a day good. It gets even better by using a zesty Classic 10-Grain Bread or, for a milder taste, a loaf of Unbleached Bread. Expand your bread repertoire with rye, pumpernickel or Asiago cheese. Become more adventurous in your fixings, too, by preparing sandwiches with dry meats, deli-cut meats or pulled pork. Or pick out a new-to-you choice at the Hy-Vee cheese counter. Try a Brie with a light bread or a Gouda with a multigrain bread.





AT THE FIRST BITE, YOU'LL SMILE.  
THE **SWEET, LIVELY TASTE OF FRESH FIGS** IS A REVELATION WHEN SERVED ON AN EARTHY PUMPERNICKEL WITH GOAT CHEESE, PROSCIUTTO AND A JAB OF BALSAMIC VINEGAR.





5



## TOP IT OFF

There's nothing ordinary about our tasty little toasties. Each of these party snacks has unexpected full-bodied flavors that meld, mingle and force you to reach quickly for another. We used Hy-Vee Artisan Bread to make all these bruschettas. For each appetizer, slice the bread and brush with olive oil, then cook on a preheated grill pan until golden brown, or bake in the oven at 350°F on a baking sheet for 5 to 10 minutes or until crisp.

### 1. FIG AND PROSCIUTTO ON PUMPERNICKEL

Spread **4 ounces goat cheese** at room temperature on 12 pieces toasted bread. Cut **6 slices prosciutto** in half. Place a half slice on the cheese and prosciutto on each bread slice. Cut **12 fresh figs** in quarters; place 4 quarters on top of each prosciutto piece. Drizzle with **balsamic vinegar glaze**.

### 2. SUN-DRIED TOMATO ON PRETZEL BREAD

Drain **1 (8-ounce) jar of sun-dried tomatoes packed in oil**, and finely chop tomatoes. In a small bowl, combine tomatoes, **3 tablespoons finely chopped red bell pepper**, **5 finely chopped cloves garlic** and **½ teaspoon black pepper**. Spread grilled pretzel bread with **softened cream cheese** from an 8-ounce package. Top with sun-dried tomato mixture.

### 3. MUSTARD-DILL DIP ON CARAWAY RYE

In a small bowl, combine **1 cup mayonnaise**, **3 tablespoons stone-ground mustard**, **¾ tablespoon garlic powder**, **¾ tablespoon dillweed** and a pinch of **pepper**. Top toasted bread with mustard-dill dip.

### 4. MOZZARELLA, TOMATO AND BASIL ON ITALIAN BREAD

In a small bowl, combine **½ cup quartered red cherry tomatoes**, **½ cup quartered yellow cherry tomatoes**, **1 minced garlic clove**, **2 ounces cubed fresh mozzarella**, **3 thinly sliced large fresh basil leaves** and, to taste, **salt and cracked pepper**. Top toasted bread with tomato mixture.

### 5. GORGONZOLA, ARUGULA AND RAISINS ON HONEY WHOLE GRAIN

In a small bowl, mash **½ cup soft Gorgonzola** and **½ cup mascarpone**. In a large bowl, toss **3 cups baby arugula** with **1 tablespoon olive oil** and **1½ teaspoons red wine vinegar**. Spread Gorgonzola mixture on toasted bread. Top with **thinly sliced pear**, arugula mixture, **3 tablespoons golden raisins** and **½ cup toasted walnuts**. Drizzle with **honey**.

### 6. CANNELLINI BEANS AND ROSEMARY ON MARBLED RYE

In a small bowl, mix **½ small, thinly sliced red onion** and **1 tablespoon fresh lemon juice**; set aside. In a small skillet, heat **3 tablespoons olive oil** over medium-low heat. Add **2 minced garlic cloves** and **2 teaspoons chopped fresh rosemary** to olive oil. Cook for 1 minute. Add **1 (15.5-ounce) can cannellini beans, rinsed and drained**, and cook until warm. Mix in **2 tablespoons chopped sage**. Serve on top of toasted Marbled Rye Bread. Top with red onion.

### 7. AVOCADO ON JALAPEÑO-CHEDDAR BREAD

In a food processor combine **2 pitted ripe avocados**, **2 garlic cloves**, **½ cup cilantro**, **1 seeded jalapeño**, **salt and black pepper** (to taste), and the **juice from half a lime**. Mix until blended well. Top grilled bread with avocado mixture.



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PHOTO Courtesy of Campbell Soup Company



After more than 140 years with men calling the shots, the Campbell Soup Company put a woman in charge.

Two years later, with Denise Morrison at the helm, the company is taking bold steps forward.

WORDS Steve Cooper

# BLUE SKIES FOR A RED LABEL

Denise Morrison, CEO of the Campbell Soup Company, faces a daunting daily schedule of meetings and travel. But she still enjoys nothing more than taking a break to make traditional holiday dinners for her family. Then she's off again.

Since becoming CEO two years ago, Denise has been on a shopping spree. To satisfy increasingly diverse customers, she's been filling the company's cart by purchasing smaller food companies and introducing new products within Campbell's existing brands. Her plans are working, as Hy-Vee customers are discovering.

Among the new tastes are Bolthouse Farms fruit smoothies and salad dressings, Plum Organics baby food and some Pepperidge Farm dessert cookies. Campbell's own new products include the sophisticated flavors of Go Soups and Gourmet Bisques, comforting Slow Kettle Style Soups, and Skillet Sauces, each promising to put a flavorful punch into quick meals.

The seeds of Denise's success were planted long ago by a father who frequently quizzed her and her three sisters about profit margins and other business concepts. Her mother taught Denise and her sisters that ambition is a part of femininity. Today, Denise and one of her sisters are corporate CEOs and the other two sisters are senior vice presidents.

*Hy-Vee Seasons* spoke with Denise about what's new at Campbell's, what shoppers will be seeing at Hy-Vee stores and her busy life.

# Deeply Flavorful

Nutritious meals are always on the menu when you cook with foods from Swanson, V8, Prego and other Campbell Soup Co. brands. Their wholesome ingredients will support the busy lives of your family while offering tastes everyone enjoys.



V8 Vegetable Juice: select varieties  
6 pk. or 64 oz. \$2.98

Prego Pasta Sauce: select varieties  
45 oz. \$2.99

Swanson Canned Chicken: select varieties  
12.5 oz. \$2.98

V8 V-Fusion Refreshers:  
select varieties 46 oz. \$1.99

## LET'S START WITH SOUPS. WHAT WILL HY-VEE SHOPPERS SEE ON SHELVES?

They will see some favorites, like Campbell's Chunky soups and our iconic red-and-white condensed soups, as well as our new Campbell's Homestyle.

Shoppers will also see some new varieties in the premium soup segment, which is about 25 percent of the category. We want to continue to delight baby boomers, but we also want to appeal to the next group of consumers—young adults.

We brought in some chef-inspired soups with high-quality ingredients that are combined in creative ways to give consumers an indulgent taste experience. We gave them a line of Slow Kettle Style Soups that delivers premium soup. It's found in the soup aisle in microwavable plastic containers.

Our other new soups are our Gourmet Bisques, which have velvety-smooth richness. They are restaurant-inspired for high-quality meals at home.

Finally, there are Campbell's Go Soups targeted toward young adults. This is a digital generation. They get exposed to food on the Internet and the FoodNetwork, and they are well-traveled. We are bringing them different food experiences than those for previous generations.

If you look at what we've done in its entirety, we have created

a premium soup segment and added buzz and excitement to the center of the store.

## HOW LONG DOES IT TAKE TO DEVELOP A NEW SOUP?

As a company, we knew that we had to do better with innovation and speed to market. Believe it or not, a couple of years ago it took us 24 months to develop a new product, so we came out with a new model for innovation.

We put together teams that are small and nimble—we call them breakthrough teams. They combine people from consumer insights, culinary, product development, marketing and packaging, and they are charged with disciplined creativity. They are encouraged to think beyond the can. They have been able to get new products to market on average in just 12 months.

## WILL THE FAMILIAR RED LABEL REMAIN IN STORES EVEN AS NEW PRODUCTS ARE INTRODUCED?

We know people love Campbell classics—what would life be without our Tomato Soup? We

have loyal consumers who have relied on our business for many years, so we don't want to lose them and we value them. But we are a 144-year-old company expanding into new spaces.

This year our soup business has done very well. In fact, we have had five consecutive quarters of growth. And through our website, we give consumers ideas for using our products in their recipes.

## WHY DID YOU BUY PLUM ORGANICS, A BABY FOOD COMPANY?

Organic premium baby food is one of the fastest growing food categories and Plum Organics has the number two share in the space. We bought it to give us an innovative brand that has access to young parents.

We also purchased Bolthouse Farms. Their customers are seeking health and wellness solutions. They are gravitating toward more whole, fresh foods. Bolthouse is one of the largest carrot suppliers, and they have premium fresh beverages and salad dressings. Their products are delicious and high-quality.

“When we're in a hurry,  
I just grab a can of  
Campbell's Chunky Chipotle  
Chicken & Corn Chowder.”

DENISE MORRISON



## HOW DO YOU AND HY-VEE WORK TOGETHER?

It's great working with Hy-Vee. I think we've been able to inspire shoppers together. We are able to satisfy their needs and help them make easy-to-fix meals. That's what people want.

## SINCE YOU COME FROM A BUSINESS FAMILY, WHAT DID YOUR PARENTS TALK ABOUT DURING DINNER?

Dad worked for the telephone company so our conversations around the dinner table were about things like test markets for telephones.

I can remember Dad asking my sisters and I questions like, "So what insights did you gain today reading the front page of the *Wall Street Journal*?"

## WHAT GUIDANCE DID YOU RECEIVE FROM YOUR MOTHER?

Sometimes when young girls are ambitious and have a desire for high achievement, they think these might not be feminine characteristics. My mom was quick to point out that, oh no, it's really important to have goals and it's really important to strive and to achieve—and you can do that as a woman.



Campbell's

This Holiday  
Share Your  
Best Side

Campbell's Cream Soups:  
select varieties 10.75 oz.  
5/\$5.00



DELICIOUS GREEN BEAN  
CASSEROLE



DELICIOUS  
STUFFING



Swanson Broth: select varieties 32 oz. \$1.98



DELICIOUS TURKEY  
GRAVY



Campbell's Beef, Chicken  
or Turkey Gravy:  
select varieties 10.25 oz  
10.5 oz. \$0.79

FOR DELICIOUS NEW RECIPES AND  
CLASSIC FAMILY FAVORITES VISIT

 **Campbell's** Kitchen.com

Holiday gifts with handmade touches are the best kind to receive, especially when they're colorfully wrapped. Pick from our assortment of easy-to-make gift ideas, then download free designs for wraps and tags.

WORDS Steve Cooper PHOTOS King Au and Tobin Bennett



ALL  
**wrapped**  
UP



# FOR THE sweets lover



**BROWNIE TRAYS** What could be sweeter than a tray of treats from Hy-Vee Bakery? Brownies are topped with layers of creamy frosting drizzled with chocolate. Cookies and mini gourmet cupcakes also make perfect last-minute gifts.

**BAGS OF COOKIES** Chocolate chip, sugar cookies, monster cookies and many flavors are available from Hy-Vee Bakery. Download one of our smartly designed tags and stitch onto a small paper bag.

**CANDY-DIPPED PRETZEL STICKS** Dip pretzels into white chocolate and coat with with sugar or sprinkles. Package them in a quiver, which is made by wrapping an empty snack cylinder with scrapbooking paper.

**PEPPERMINT BARK** Line a large cookie sheet with waxed paper. In a double broiler, melt 1 (12-ounce) bag of Hy-Vee milk chocolate chips, stirring until smooth. Pour chocolate over waxed paper, covering entire cookie sheet. Refrigerate for 20 minutes. Melt 1 (10-ounce) bag of Hy-Vee vanilla-flavored white baking chips in double broiler until smooth; pour over milk chocolate, working quickly to spread it. Sprinkle ½ cup crushed peppermint stars on top, pressing lightly. Refrigerate for 20 to 30 minutes until set. Quickly peel bark off waxed paper; break bark into chunks.

**SNOWFLAKE CANDIES** The gift box is as fun as what's in the package when you give these Christmas green candy-coated chocolates. The tote handle carries a joyful holiday message.

**DOSSANTS** (*opposite*) Amaze your food-loving friends by giving them your homemade version of a Cronut—the current hot thing in pastry. Make your own as gifts following the recipe on *page 13*.



1 Download files to duplicate the wraps and tags shown. Go to [www.hy-vee.com/seasons](http://www.hy-vee.com/seasons)

# FOR THE foodie

**A TRIO OF OILS** For a food lover, give a gift of flavor-infused Benissimo Gourmet Oils from Hongar Farms. Select from nine flavors, including roasted garlic, oil-and-herb and sun-dried tomato.

**A BUNDLE OF MEAT** Grilling enthusiasts will be delighted to receive a Hy-Vee gift certificate for a meat bundle. Select from an assortment of bundles, including succulent 100 percent natural beef steaks, grill-ready ground beef patties, perfectly cut roasts, pork chops, chicken breasts or a variety pack. Or create a custom bundle by making your own selections.

**CHEESE & FRUIT PLATE** Provide friends or family with an unexpected pleasure this year by packaging a creamy cheese—Brie, Camembert or a goat cheese—with bold and intense Rutherford & Meyer Fruit Paste from New Zealand. The first bite leads immediately to a second—and that leads to many more.

**GRILLING RUBS** Pack meat rubs in a box for your favorite barbecue fans. Purchase ready-made rubs for beef, poultry or pork, or make a personalized formula. Look for ancho chili rub, rosemary garlic rub and others by searching for “rub” on our website at [www.hy-vee.com](http://www.hy-vee.com)

**GOURMET SALTS** Artisan salts from around the world will delight friends who are always on the hunt for new flavors. Choose from among smoky salts from Hawaii, delicate salts from France, strong flavors from South America and countless others at Hy-Vee.



 Download files to duplicate the wraps and tags shown. Go to [www.hy-vee.com/seasons](http://www.hy-vee.com/seasons)





## HOMEMADE GRANOLA

Dress up canning jars and fill them with this delicious, energy-boosting granola.

Prep: 10 minutes | Bake: 30 to 35 minutes |

Serves 32 (about ¼ cup each)

2¾ cups Hy-Vee quick oats

1 cup chopped Hy-Vee pecans

1 cup Hy-Vee dried cranberries

½ cup pumpkin seeds

1 medium Granny Smith apple, diced

1 tablespoon Hy-Vee cinnamon

½ teaspoon kosher salt

½ cup packed Hy-Vee brown sugar

⅓ cup Hy-Vee Select 100% pure maple syrup

⅓ cup Hy-Vee Select olive oil

1. Preheat oven to 300°F. Line a large rimmed baking sheet with parchment paper; set aside.
2. In a large bowl, mix together the oats, pecans, cranberries, pumpkin seeds, apple, cinnamon and salt.
3. In a small saucepan, warm the sugar, syrup and olive oil over low heat until the sugar has just dissolved. Fold syrup mixture into oat mixture, stirring to coat well.
4. Spread granola over prepared baking sheet. Bake until dry and lightly golden, about 30 to 35 minutes,

stirring granola a few times. Remove granola from oven. Allow to cool to room temperature before transferring to a storage container.

*Nutrition Facts per serving:* 110 calories, 6 g fat, 0.5 g saturated fat, 0 g trans fat, 0 mg cholesterol, 35 mg sodium, 15 g carbohydrates, 2 g fiber, 9 g sugar, 2 g protein. *Daily values:* 0% vitamin A, 2% vitamin C, 2% calcium, 4% iron.



## PEPPERMINT HOT CHOCOLATE MIX

*A gift of minty hot chocolate will warm the coming winter nights.*

*Prep: 5 minutes | Serves 18  
(½ cup mix each)*

2½ cups Hy-Vee instant nonfat dry milk  
2½ cups Hy-Vee powdered sugar  
½ cup Hy-Vee French vanilla coffee creamer powder  
2 cups Hy-Vee instant chocolate-flavored drink mix  
1 tablespoon Hy-Vee baking cocoa powder  
1 (3.9-oz) box Hy-Vee instant chocolate pudding mix  
5 finely crushed candy canes  
Marshmallows, optional

1. In a large bowl, mix all ingredients except marshmallows. Fill mug with ⅔ cup hot water and ⅓ cup Peppermint Hot Chocolate mixture; stir to combine. Top with marshmallows, if desired.

### *Nutrition facts per serving:*

200 calories, 0 g fat,  
0 g saturated fat, 0 g trans fat,  
0 mg cholesterol, 180 mg sodium,  
45 g carbohydrates, 1 g fiber,  
42 g sugar, 5 g protein. Daily values:  
4% vitamin A, 0% vitamin C,  
15% calcium, 4% iron.



GIVE HOT CHOCOLATE BUT AMP UP THE CUTE FACTOR BY ADDING **STAR-SHAPED MARSHMALLOWS**. MAKE THESE FUN FLOATERS USING COOKIE CUTTERS TO SHAPE JET-PUFFED STACKERMALLOWS (FLAT MARSHMALLOWS). FINISH BY ROLLING EDGES OF THE STARS IN POWDERED SUGAR.





# FOR THE household



**POINSETTIAS** Deck your halls with a classic holiday flower: the poinsettia. Hy-Vee offers favorite shades to complement any décor through the season.

**GIFT CARDS** The value of a Hy-Vee gift card is up to you. Purchase cards in fixed amounts of \$10, \$25 or \$50, or load a card to any amount you choose. Cards are also available for music, books, fine dining, sporting goods and more.

**TEA WREATH** A tea wreath is easily assembled using dabs of hot glue. Select tea bags that come in sturdy packets and apply glue sparingly. Bags should pop off with just a slight tug.



**DOG TREATS** These cheery treats won't last long once your dog spots them under the tree. But that's part of the joy of being a dog—devouring every cookie in sight.

**FLAVORED MARTINIS** For friends who enjoy adult beverages, pick up flavored vodkas at Hy-Vee wine & spirits departments. Flavors include cherry, wedding cake, orange, blueberry and more. You can also get martini glasses and shakers. To make monogrammed coasters, paint letters on plain cork coasters. Letters for making stencils can be downloaded at our website, [www.hy-vee.com/seasons](http://www.hy-vee.com/seasons)



**GOURMET BASKET** Share foods for the holidays by giving baskets overflowing with assorted fruits, nuts, cheeses, wine and other treats. Prepackaged collections are available at the Hy-Vee website or in Hy-Vee stores. Special-request gift baskets can also be assembled, filled with your choice of fruits, nuts and foods.

# Bring THE HOLIDAYS to life.

WE RESPOND TO BOOKS & MORE!

**Jingle™ and Bell™**  
**Interactive Story Buddies**  
\$34.95 each  
(includes book and read-along CD)



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Share the holiday spirit.

.....  
Keep the ones you love close to your heart with a carefully chosen card they'll cherish.



Life IS  
A SPECIAL  
OCCASION.

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from  
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# SERVE WITH CONFIDENCE

THE LEADING PREMIUM-STRENGTH DISPOSABLE TABLEWARE, CHINET® CLASSIC WHITE PLATES AND BOWLS HAVE A HERITAGE OF BRINGING DURABILITY TO THE TABLE.

Chinet Comfort Cup: select varieties 12 ct. or 16 oz. 2/\$5.00

Chinet Cut Crystal Clear Plates or Glassware: select varieties 8 to 25 ct. 2/\$5.00

Chinet All Occasion or Large Dinner Napkins or Guest Towel: 36 to 90 ct. \$1.98

Chinet White Core Plates or Bowls: select varieties 12 to 36 ct. 2/\$5.00



## Delicious Made Easy

Add a fresh twist to your holidays with this 3 Nut Pie from Fisher. With the Fisher Nuts bag, it's so easy! Just stand it up, scoop it up, zip it up.



Fisher Chef's Naturals Walnut Halves & Pieces: 16 oz. \$7.98



Fisher Chef's Naturals Pecan Halves: 16 oz. \$7.98



**Fisher**®

## Make Your Holidays Simply Amazing.

Amazing Muffin Cups  
Get this recipe and more online at [JohnsonvilleKitchens.com](http://JohnsonvilleKitchens.com)

Johnsonville Breakfast Links, Patties or Ground Sausage: select varieties 12 to 32 oz. \$3.29

Johnsonville Smoked or Cooked Sausage: select varieties 12 to 14 oz. \$3.29

[JohnsonvilleKitchens.com](http://JohnsonvilleKitchens.com)   

# GET THE GOODS

Great deals abound at your local Hy-Vee. Save by picking up the foods, drinks and household items shown here and throughout *Hy-Vee Seasons*.

## FRIDGE AND FREEZER



Hidden Valley Dry Dips or Dressings: select varieties .4 to 1 oz. 2/\$3.00



Hot Pockets or Lean Pockets Stuffed Sandwiches: select varieties 12 or 22 ct. \$10.99



Oscar Mayer Butcher Cut Bacon: hickory or applewood smoked 22 oz. \$6.99



Daisy Brand Sour Cream: regular or light 16 oz. \$2.28



Pillsbury Chocolate Chip Cookie Dough: 30 oz. \$3.99



Pillsbury Cookies: select varieties 16 or 16.5 oz. \$2.68



Pillsbury Refrigerated Pie Crust: 14.1 oz. \$2.69



Pillsbury Grands Sweet Rolls: select varieties 17.5 oz. \$3.49



Baileys Coffee Creamers: select varieties 16 oz. \$1.99

## PARTY TRAY

The distinctive tastes of old-world cheeses have been produced for generations by the Sartori family in Wisconsin. Sartori BellaVitano Gold has an award-winning flavor that is rich and creamy with hints of melted butter.

Sartori's Asiago cheeses are mild and nutty, and best served with fruit and meats. For these and other finely crafted tastes, talk to any of our knowledgeable Hy-Vee cheese specialists.

Sartori Reserve or BellaVitano Cheese: select varieties \$13.99 per lb.





**HOME**



Duracell Coppertop Battery: select varieties 1 to 4 ct. \$3.77



Alka-Seltzer Plus: select varieties 20 to 30 ct. \$5.99



Reynolds Wrap Foil: select varieties 30 to 75 oz. \$3.68



Chinet Bakeware Disposable Pans or Casserole Dishes: select varieties 2 ct. 2/\$5.00

**SNACKS**



Frito Lay Rold Gold or Munchies Snack Mix: select varieties 7 to 16 oz. \$2.77



Breton Crackers: select varieties 7 to 8.8 oz. \$3.49



Tropicana Orange Juice: select varieties 89 oz. \$5.99



Caribou Coffee: Whole Bean or Ground 12 oz. \$6.99

**PANTRY**



Bertolli Olive Oil: classico, extra light or extra virgin 25.5 oz. \$8.99



Bear Creek Soup: select varieties 7 to 13 oz. \$3.49



Red Star Yeast: quick rise or active dry .75 oz. \$1.49



Mezzetta Peppers: select varieties 16 oz. 2/\$5.00



Lucky Leaf Pie Filling: cherry, apple or blueberry 21 oz. \$2.88



Bush's Variety or Chili Beans: select varieties 15 to 16 oz. \$.97



Panera Dressings: select varieties 12 oz. \$3.99



**SIMPLY IRRESISTIBLE**

Ghirardelli Baking Chips: select varieties 10 to 12 oz. \$3.29



# ON THE GO

Kids need more nutritious grab-and-go snacks than potato chips or candies. Help your kids snack smarter by packing fresh fruit, nuts or a hard-cooked egg. Look for a cross section of healthy foods to provide energy, to help with brain function, to support recovery from exertion and to build strong immune systems. This healthy blend of quality snacks will meet your children's needs. Always keep a supply on hand.



ALMONDS & DARK CHOCOLATE CHIPS



PORTABLE APPLESAUCE



POPCORN



MINI CHEESE OR STRING CHEESE



DRIED FRUIT



HARD-COOKED EGGS



CARROTS AND CELERY



APPLES WITH PEANUT BUTTER



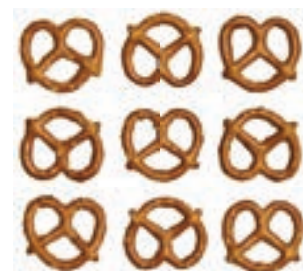
GRANOLA BARS



TRAIL MIX



GREEK YOGURT



PRETZELS

VITAMINS WITH OR WITHOUT WATER. IT'S YOUR CHOICE.

50% Off Nature Made Gummies, VitaMelts or Multi-Vitamins: select varieties 45 to 400 ct.





SARA LEE BREAD HAS DELICIOUS TASTE AND STANDS UP TO ANY SANDWICH FILLINGS.

JUST THE WAY YOU LIKE IT

- Sara Lee Whole Grain White 20 oz. \$2.48
- Sara Lee Bagels: select varieties 20 or 22 oz. \$2.99
- Sara Lee Classic White Bread 20 oz. \$2.38
- Sara Lee Honey Wheat Bread 20 oz. \$2.68



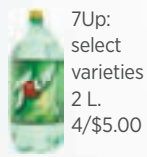
# FRUITY BUBBLES

HERE'S A LIVELY, EFFERVESCENT PARTY PUNCH. IT'S A PARADE OF LIQUID MERRIMENT LED BY 7UP.

## FRUIT COCKTAIL PUNCH

- 24 ounces 7UP®
- 32 ounces Hawaiian Punch Fruit Juicy Red®
- ¼ cup ReaLemon® 100% Lemon Juice
- 16 ounces Canada Dry® Club Soda
- 12 ounces Orange Juice
- 1 pint Raspberry Sorbet
- Raspberries and sliced lemon for garnish

Stir 7UP, Hawaiian Punch, lemon juice, Club Soda and orange juice together. Add scoops of sorbet and garnish with raspberries and lemon slices.



7Up: select varieties 2 L. 4/\$5.00



7Up, Canada Dry or Squirt Mixers: 1 L. 4/\$5.00



Mr and Mrs T's: select varieties 1 L. \$3.98



Hawaiian Punch: select varieties 128 oz. \$2.38



ReaLemon Squeeze or ReaLime Juice: 15 oz. \$1.99

# Santa's Cookies and Beyond

A delicious midnight snack for ol' St. Nick may reduce the chances of coal in your stocking. Try these tasty treats for the big guy this year.

- 1** Mocha coffee with biscotti. Visit your Hy-Vee Bakery for an assortment of cookies.
- 2** Pretzel yummys. Dip pretzel rods into melted white chocolate, then drizzle with melted dark chocolate. Coat the pretzels with chopped peanuts and miniature red and green candy-coated chocolate pieces.
- 3** Sweet-and-crunchy snack mix. Toss together honey-roasted nuts, pretzels, Chex cereal and dried cranberries.
- 4** Cheese and salami bites. Thread cubes of cheese and salami on skewers. Add crackers and a cluster of red or green grapes to the plate.
- 5** Relish tray: Cheese-stuffed celery, bell pepper strips and pimiento-stuffed olives.
- 6** Eggnog Latte. Pick up this specialty drink at Starbucks, which are located in many Hy-Vee stores.
- 7** Dried apricots dipped in chocolate and coconut.
- 8** Citrus smoothie with spiced popcorn. Toss popcorn with melted butter and pumpkin pie spice.
- 9** Sliced kiwi fruits, star-shape canteloupe and fresh strawberries paired with honey-yogurt dip.
- 10** Energy drinks. It's not easy being Santa on the Big Night, so leave him an energy drink from Hy-Vee. He'll probably be ready for a caffeine jolt!
- 11** Cranberry cookies. These treats aren't for Santa; they're for Donner, Blitzen and all the other reindeer. Alaskans say reindeer love to forage on the wild cranberries that grow in the North Country.

## GO BOLD WITH THE BARON

### **The Baron:**

*He's an icon of remarkable skill in the sky—an expert fighter pilot with a reputation for seizing every adventurous opportunity, and he is equally known for the practical approach that flew him home safely day after day.*

*Just as the Baron himself is an unlikely combination of brazen courage and careful calculation, so is his exceptional pizza. Our one-of-a-kind sauce goes all out with bold, zesty flavor that is perfectly balanced by its slightly sweeter side. So when you want to add some spirit to the same old routine, call on the Baron to bring on the excitement.*

**TASTE THE LEGEND™**



Red Baron Pizza: select varieties 14.76 to 23.45 oz. \$2.98



# Hy-Vee Bakery fresh cookies and milk 12

ONE OF THE MOST DELICIOUS SNACKS FOR SANTA COMES FROM YOUR HY-VEE BAKERY, WHERE YOU CAN CHOOSE FROM THE SWEETEST SELECTION OF HOLIDAY COOKIES.



glade®  
Winter  
Collection

Glade Wax Melts: select varieties 3.1 oz. \$2.88



Be Merry



Look for Limited Edition Fragrances at Hy-Vee  
Available at select stores.



# PACK IN, DIRT OUT

Each Purex UltraPack contains a complete load's worth of concentrated liquid laundry detergent. They dissolve quickly, even in cold water. No more measuring. No more mess. Just toss and go!



Cottonelle Bath Tissue or Viva Paper Towels: select varieties 8 or 18 rl. \$11.99



Kleenex Facial Tissue: select varieties 3 ct. \$4.48



Dial, Tone or Right Guard Body Wash: select varieties 16 to 24 oz. \$3.99

Purex Liquid or Ultra packs: select varieties 54 ct., or 128 or 150 oz. \$6.99



# PARTY starters

DOGS AND CATS HAVE FINALLY FOUND AN AREA OF AGREEMENT. BOTH ENJOY PURINA CHRISTMAS TREATS. DOGS GO BONKERS OVER BEGGIN' STRIPS AND CATS POLITELY NIBBLE FRISKIES PARTY MIX. SO LET THE PARTY BEGIN.



Beneff Baked Delights: select varieties 11 or 12.5 oz. \$3.99



Friskies Party Mix: select varieties 2.1 oz. 2/\$3.00



Beggins' Strips or Collisions: select varieties 25 oz. \$10.99



Busy Bone Treats: mini or large 6.5 or 7 oz. \$3.59





# holiday hosting made

# easy

Nothing says  
“holiday” like  
cinnamon, sugar &  
a dash of nutmeg



Orville Redenbacher's Ready To Eat Popcorn or Pop Crunch: select varieties 5 or 6 oz. 2/\$5.00



Wesson Oil: canola, vegetable or best blend 48 oz. \$2.99



Marie Callender's Pies: select varieties 28 to 46 oz. \$6.88

Reddi Wip: select varieties 6.5 oz. \$2.29



Marie Callender's Bakes: select varieties 24 to 31 oz. \$5.29



# Peanut Butter Popcorn Munch

For this recipe  
and more visit  
[readysereat.com](http://readysereat.com)  
The faster, smarter way to dinner.

you will  
need:

- Orville Redenbacher's®
- Pretzel Twists
- Peter Pan® Peanut Butter
- Parkay®
- Confectioners' Sugar



Peter Pan Peanut Butter: select varieties 13 or 16.3 oz. \$2.49

Orville Redenbacher's Microwave Popcorn: select varieties 2 to 4 ct. or 8.07 or 9.9 oz. 3/\$5.00



Parkay Original Stick 16 oz. \$1.38  
Parkay Family: select varieties 8 to 13.4 oz. \$1.38



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**YOUR BEST  
SPOT  
FOR THE  
FLU SHOT.**

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**NO APPOINTMENT NECESSARY.**

**HyVee<sup>®</sup>**

**HyVee<sup>®</sup>**  
*Drugstore*



## HEALTH 2014

All of us want to achieve or maintain good health. Hy-Vee can help. The next issue of *Hy-Vee Seasons* will focus on smart eating and how you can fully utilize the professional health services available at Hy-Vee. As always, the *Health* issue will offer plenty of good-for-you recipes, a guide to a healthy heart and informative stories about our staff of dietitians and pharmacists.

For free home delivery of the next *Hy-Vee Seasons* magazine, visit [www.hy-vee.com/seasons](http://www.hy-vee.com/seasons)





# MEALTIME IN NO TIME.

Introducing Hy-Vee Simple Fix.  
Scan now for the latest quick and easy  
recipe or visit [hy-vee.com](http://hy-vee.com).

