

seasons


helpful products and ideas for the holidays

PREMIER ISSUE



HyVee
EMPLOYEE OWNED

HOME • FAMILY • FOOD



Perfect pies, cakes, breads, and cookies are easy with Hy-Vee Kitchen Helper Bakeware. These pans are so pretty they make a great holiday gift, too!

Hy-Vee Kitchen Helper Bakeware 50% OFF our entire line

(offer excludes silicone-handled 16 $\frac{3}{4}$ " x 11 $\frac{1}{4}$ " cookie sheet)

Holiday Gifts for You



Sample

Available at your local Hy-Vee

FREE COOKIES

With the purchase of Hy-Vee Kitchen Helper
silicone handled Cookie Sheet for \$6.88 16 ³/₄" x 11 ¹/₄"

Receive Two (2) FREE Pillsbury Ready-To-Bake Cookies 11-18 oz.

HyVee
COUPON

Limit 1 coupon per customer | Limit 2 free with coupon
Offer valid November 24, 2006 through December 25, 2006



Swiss Miss cocoa
envelopes 10 ct. \$1.18
Reddi-Wip: selected varieties
6.5 or 7 oz. 2/\$4.00

Hy-Vee family-size
soups: selected varieties
26 oz. \$.98



Gedney pickles:
kosher, dill, or
jalapeño babies 32 oz. \$2.88



Sierra Mist: regular, free,
cranberry splash, or
Code Red, regular or diet
2 liter \$.88




ALWAYS TENDER
BRAND
Hormel flavored pork loin filet:
selected varieties
1.71 lb. \$6.98



Wimmer's Big & Meaty
summer sausage: regular
or cheese 24 oz. \$3.99



Dear Friends

Celebrate the season by gathering family and friends together for holiday and winter events. It's the perfect way to enrich each other's lives!

We at Hy-Vee are committed to families—our own and our customers'. Each year we look for ways to better serve you and your family by offering the freshest foods, trusted brands, and helpful customer service.

We also strive to bring you new products, such as beautiful on-trend holiday décor, a broad range of gifts for all ages and interests, and, in many locations, time-saving and helpful services, including dry-cleaning, photo-processing, catering, floral-designing, and cake-decorating.

Hy-Vee Seasons, our new magazine, is provided to you as our gift to further serve you and your family. In each issue we will cover stories that will help you save time, improve your lives, and learn about our products and services.

In this issue we have gathered together recipes, creative ideas and projects, party planning suggestions, gifts, and home decorating and organizing tips. You'll learn how to create beautiful boutique-style gifts that feature tasty treats, how to organize a party, which wines and cheeses our experts suggest for entertaining, and healthful food choices. Watch for the next issue of *Hy-Vee Seasons* in early January 2007.

We thank you for the opportunity to serve you throughout the year, especially at this most important time. Christmas comes just once a year, but the memories last forever. Thank you for letting us be a part of your lives.

Happy Holidays!

—The Staff

seasons **HyVee**

holiday 2006 • VOLUME 1 ISSUE 1

CONTENTS

<i>Home for the Holidays.</i>	2
<i>Santa's Sweet Shoppe</i>	8
<i>Special Delivery</i>	12
<i>Deck the Halls</i>	18
<i>30-Minute Meals</i>	24
<i>Mix & Mingle</i>	26
<i>In Good Taste</i>	36
<i>Wrap It Up!</i>	42
<i>The Giving Season.</i>	46
<i>Healthful Eating.</i>	54
<i>A Holiday to Remember</i>	58

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

Hy-Vee, Inc.:

chairman of the board, chief executive officer, president: **RIC JURGENS**

senior vice president retail operations: **RANDY EDEKER**

vice president marketing: **PAULA CORREY**

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

Grey Dog Media, LLC. Int.

director of business operations: **ADAM VENTLING**

editorial director: **WANDA J. VENTLING**

art director: **JAN M. CARLSON**

managing editor: **CARLEEN SIPES**

editor: **ALISON VENTLING**

text manager: **KATHY ROTH EASTMAN**

food stylist: **SUSAN STRELECKI**

cookie designers: **JENNIFER PETERSON, CARLEEN SIPES**

hair and makeup stylists: **MARY-KATE GALES, RONA MARTINO**

Prices effective November 24, 2006 through December 25, 2006.

While quantities last.

©2006 by Hy-Vee, Inc.. All rights reserved. Printed in the U.S.A.



HOME FOR THE HOLIDAYS

To make the holidays as special as old Christmas tunes promise, get organized. When the good times come, you'll entertain with ease and confidence—and best of all offer what they really want: "the sunshine of a friendly gaze."

WRITTEN BY WANDA J. VENTLING PHOTOGRAPHED BY KING AU



GET READY

Start with a three-ring binder filled with vinyl sheet protectors. The binder will accompany you when you shop so your time will be used efficiently. In the binder place lists for each of these categories:

- A calendar of events you will host or attend. Include plays, recitals, church services, practices, parties, school events, sports events, in other words, everything held during the season that involves you or family members.
- Christmas card list with addresses and a list of people and gifts to buy for each, including Christmas stocking stuffers.
- Decorations to put up and where they'll be displayed. Have a list of items you'll need to buy.
- Copy the recipes you plan to make during the holidays. That way, as you shop, you'll know what ingredients to pick up.
- Household and seasonal items to purchase, such as candles, cleaning products, storage containers, paper plates and napkins, gift wrap, and guest room and bathroom supplies.
- Pantry items such as canned goods, spices, and cake mixes, and other items needed for baking, putting together last-minute meals, and spur-of-the-moment entertaining.

GET SET

Prepare for guests by cleaning, decorating, and organizing before the season starts. Use professional services to reduce

some of the workload, or organize one day for heavy cleaning and assign chores to each family member.

Organize cabinets and pantry, keeping like items together. Freshen the guest room and guest bath and stock with supplies. If you don't have a separate space for guests, a pretty basket filled with fresh towels, shampoo and conditioner, small soaps, a few magazines, and bottled water is nice to have tucked in a closet for when they arrive.

Once the house is fresh and clean, it's time to decorate, aiming for ways to keep the task low-stress yet beautiful. For example, use a high quality sheet as a tablecloth or group monochromatic Christmas ornaments or trees on cake stands to decorate the dinner table, as shown *above*.

For parties and special dinners with large guest lists, plan to make menu items in advance and use services provided by Hy-Vee caterers, bakers, meat specialists, and floral designers. You can still prepare your favorite recipes, but save time by purchasing ready-to-serve trays of fresh vegetables, shrimp and seafood, or meats and cheese made by Hy-Vee.

CELEBRATE!

Make guests feel welcome. You're well-prepared and can be happy with what you have accomplished. Relax and enjoy the best part of the season: sharing time with people you love.



1 2



1. Oven mitts: reindeer, Santa, or snowman 1 ct. **2/\$10.00**
2. Holiday embroidered kitchen towels 16"x26" **\$3.99**
3. Christmas table cover 54" x 108" **2/\$5.00**
4. Hefty Serve 'n Store plates or bowls 15 to 24 ct. or easy grip cup 9 oz. **\$1.89**



5 6



5. Hotpads: reindeer, Santa, or snowman 1 ct. **2/\$8.00**
6. Oval platter: reindeer or Santa 15" **\$12.48**
7. Converting holiday dinner buffet napkins 12 7/8" x 16" or 16" x 16" **\$1.99**
8. Kleenex holiday facial tissue 65 ct. **2/\$3.00**



3 4



7 8





Decorate with festive touches that welcome family and friends to your home for the holidays. Make the table and sideboard dramatic-yet simple to create-using purchased ornaments and trees. Mark each place setting with a jelly jar, votive cup, or juice glass filled with two or three red roses; then accent with a sprig of evergreen. Place arrangements on a glittery snowflake ornament for a fast and pretty decoration. The decor need not be expensive: The tablecloth is a king-size sheet and the jelly jars are sold at your Hy-Vee, a dozen for just a few dollars.

9 10



9. Libby cozy snowman cooler 17 oz. mug or 15 oz. goblet 4/\$8.00

10. Stoneware snowman dinner set 16 pc. \$17.98

11. Gourmet roasting & basting 7 pc. set \$8.99

12. Kitchen Helper roaster pan 16" 50% off regular price

13. Glad trash bags: tall kitchen, lawn & leaf, selected varieties 15 to 80 ct. \$5.99

14. EZ Foil SuperRoaster or medium roaster pans 1 ct. 2/\$3.00

15. EZ Foil oval roaster or classic rectangle roaster 1 ct. \$1.18

16. EZ Foil roaster pan with cover 1 ct. 2/\$5.00

13 14



11 12



15 16



Stock up for the holidays

Be prepared for busy days, unexpected drop-in guests, or even a snowstorm. A well-stocked pantry means you'll be prepared for whatever comes your way. Purchase extra staples such as flour, sugar, cocoa powder, baking powder, and baking soda as well as such helpful basics as broth, evaporated or dry milk, spices, and convenience foods.

1. PET evaporated milk 12 oz. **\$.77**
2. Swanson broth: beef or chicken 32 oz. (excludes organics) **\$2.18**
3. Nestlé Coffee-mate creamer: flavored, sugar free, or latte creations, selected varieties 8.46 to 15 oz. **\$2.98**
4. Hungry Jack specialty potatoes 4.9 oz. **\$1.18**
5. Hy-Vee stuffing mix, chicken or turkey 6 oz. **\$.88**





6. Hy-Vee Crystal Elegance tableware 24 ct. **\$1.18**
7. Mezzetta specialty peppers: selected varieties 16 oz. **\$1.69**
8. Hy-Vee pickle spears 24 oz. **2/\$3.00**
9. Folgers gourmet selections coffee: selected varieties 10 to 12 oz. **\$4.99**
10. Spice Island gourmet spices: selected varieties .5 to 3.5 oz. **\$1.00 off**
11. French's gravy packets: brown, chicken, homestyle, or turkey .75 or .94 oz. **2/\$1.00**
12. Kellogg's Crouettes stuffing mix 6 oz. **2/\$3.00**
13. Ziploc freezer storage bags 15 to 25 ct. or storage containers: selected varieties 2 to 6 ct. **2/\$4.00**
14. General Foods International Coffee: selected varieties 4.3 to 10 oz. **\$2.99**
15. Old Orchard juice blends: selected varieties 64 oz. **\$1.79**
16. Gladware storage containers: selected varieties 3 to 8 ct. or Press'n Seal 50' or 70' **2/\$5.00**
17. Bounty paper towels: regular, fun prints, or Select-a-Size 1 roll **4/\$7.00**
18. Kraft Velveeta cheese loaf, regular or light 2 lb. **\$3.99**
19. Kraft Cheez Whiz: original, light, or salsa 15 oz. **\$2.69**



Santa's Sweet Shoppe

Create heartwarming gifts in minutes, even without Santa's elves. Candy, mixes, and bakery goods cleverly wrapped are delicious gifts.

WRITTEN BY EMILY KRISTEN AND WANDA VENTLING PHOTOGRAPHED BY KING AU

It's the holidays and you have a list almost as long as Santa's. It's time to remember the sitter, the piano teacher, your coworkers, and more. How do you manage so many gifts in so little time and still make each one special? The answer is easier than you might expect: Make a trip to your Hy-Vee store.

Canning jars are a blank canvas just waiting for your creativity. Quart-size jars work well for packaging homemade mixes such as hot cocoa and cookies; jelly-jar-size hold tiny candies—little gifts to set at place settings or stack neatly on a tray in the entryway for party guests to take home. Decorate jars using ribbons, a lid covering, and a label or tag. If you like, include the recipe or a list of candies in the jar. Other fun containers are clear drinking glasses, florist vases, cookie jars, a stack of little plastic storage containers, or a container divided into compartments (made to sort beads or other small objects).

Fill the containers with baking or drink mixes made in large batches (*recipes on pages 10-11; find more recipes at www.hy-vee.com*).

An assortment of candies provides colorful design options for containers. Layer different colors of the same type of unwrapped sweets, such as two colors of jelly beans, red and green candy-coated chocolates, or chocolate-covered raisins and peanuts. (Tip: Use waxed paper rounds cut slightly smaller than the jar to separate the layers.)

Wrapped candies work well combined—use red-and-white and green-and-white mints or a mix of colorful wrapped candies to create stripes or patterns.

Decorating the containers is also a treat. A selection of scrapbooking supplies, gift wrap, stickers, ribbons, markers, glue (spray and stick), and double-stick tape from scrap book and card sections of your Hy-Vee provides options for customizing. Use deckle-edge scissors or punches along with other scrapbooking

tools; cord, string, and shelf liner from the kitchen section; ribbon and embellishments from the floral department; and even the inside of paper grocery sacks.

For the lid cover, cut a 5-inch circle from scrapbook paper, gift wrap, shelf liner, or a paper grocery sack. Mist a light coating of spray glue on the back and let it dry slightly (as an alternative to spray glue, hold the label in place with double-stick tape). Center the circle on the metal lid and finger pleat the edges. Labels can be created on a computer and attached with spray glue or double-stick tape.

Have fun with your designs and make each one unique. Let your personality and creativity shine through to make these special gift holders contain the best gift of all: your love.



This page: Special envelopes, cardstock containers, or colored sacks (available in various patterns and designs in some Hy-Vee card and scrapbook sections or on-line from paper suppliers, such as www.papersource.com) make pretty containers to hold treats for school friends, coworkers, or neighbors. Opposite: Create a dramatic kitchen or dining room display for holiday parties by filling clear and milk glass containers with candy and specialty cookies. Set out scoops and tongs so guests can fill small decorated containers as take-home treats.





CHOCOLATE CHIP COOKIES IN A JAR

Makes 36 cookies

- 1 cup all-purpose flour
- ½ teaspoon baking powder
- ½ teaspoon baking soda
- 1¼ cups uncooked quick oats
- ½ cup granulated sugar
- ¾ cup packed brown sugar
- ½ cup pecan pieces
- ½ cup milk chocolate baking chips
- ½ cup butter
- 1 large egg
- ½ tsp vanilla

1. In a bowl mix together the flour, baking powder and baking soda; pour into a 1-quart jar. Layer oats, granulated sugar, brown sugar, pecans, and baking chips on flour mixture. Press each layer firmly in place before adding the next. 2. Place the lid and ring on the jar. Cover the top with a 5-inch paper circle (use spray or hot glue to adhere the paper to the lid) or a 5-inch sticker and finger pleat the paper around the edges. Tie with ribbon. 3. Attach a gift label to the front and an instruction label to the back of the jar. The instructions should read as follows: Stir together ½ cup melted butter, 1 egg and ½ teaspoon vanilla. Stir in the entire contents of the jar. Drop dough by teaspoons onto a baking sheet. Bake at 375° F for 8 to 10 minutes. Makes 3 dozen.

Nutrition Facts per cookie: 110 calories, 5 g fat, 2.5 g saturated fat, 0 g trans fat, 15 mg cholesterol, 50 mg sodium, 14 g carbohydrates, 9 g sugar, 1 g protein. Daily Values per serving: 2% vitamin A, 2% iron.

- 1. Shonfeld's layered mug sets: cocoa or cider 1 ct. **\$9.99**
- 2. Shonfeld's: Fondue-On-The-Go, everything you need including a convenient traveler case 1 ct. **\$19.99**
- 3. Shonfeld's hot drink sets: hot tea or cocoa 1 ct. **\$9.99**
- 4. Houston Harvest popcorn tins 3 gallon 1 ct. **\$5.99**
- 5. Round treat box: Santa, snowman, or tree designs 1 ct. **\$1.50**
- 6. Cookie container: Santa, snowman, or tree designs 1 ct. **\$.99**
- 7. Hy-Vee raisin canister 15 oz. **\$1.77**
- 8. Hy-Vee dry milk 8 qt. **\$3.88**
- 9. Hershey's baking cocoa 8 oz. **\$2.88**
- 10. Pillsbury all-purpose flour: selected varieties 5 lb. **\$1.38**
- 11. Kraft Jet-Puffed marshmallows: regular or miniature 16 oz. **\$1.29**
- 12. Ball wide-mouth quart jars 12 ct. **\$9.99**
- 13. Hallmark ribbon: assorted colors 1½"×8 yds. or ½"×12 yds. **\$1.29**
- 14. Hy-Vee quick oats 42 oz. **2/\$3.00**
- 15. Brach's Pick-a-Mix **\$1.99/lb.**
- 16. Pepperidge Farms cookies: entertaining collection or pirouettes 10.9 to 13.5 oz. **\$4.99**
- 17. Cella's chocolate covered cherries 8 oz. **2/\$4.00**
- 18. Libby Clarion candy trays: 7, 9, or 11" **\$3.99**
- 19. Hershey's Pot-O-Gold: selected varieties 7.2 to 12.6 oz. **\$4.97** Bonus: Receive Libby candy storage jar 32 oz. (\$1.99 value) free with candy purchase.
- 20. Russell Stover box chocolates: selected varieties 1 lb. **\$4.99**
- 21. Whitman's Sampler box chocolates 1.75 oz. **\$.99**

HOT COCOA MIX IN A JAR

Makes 5 cups Serves 22 (3 tablespoons dry mix each)

1 ½ cups Hershey's™ unsweetened cocoa powder
2 cups Hy-Vee granulated sugar
1 cup Hy-Vee French vanilla coffee creamer
½ cup Hy-Vee non-fat dry milk

1. In a large bowl whisk together cocoa, sugar, coffee creamer and dry milk; pour into pint-size jars. 2. Place the lid and ring on the jar. Cover the top with a 5-inch paper circle (use spray or

hot glue to adhere the paper to the lid) or a 5-inch sticker and finger pleat the paper around the edges. Tie with ribbon. 3. Attach a gift label to the front and an instruction label to the back of the jar. The instructions should read as follows: Stir together 3-tbsp Hot Cocoa Mix and 1 tbsp water in a mug. Stir in 1 cup Hy-Vee skim milk. Microwave on HIGH for 1 to 1½ minutes or until hot.

Nutrition Facts per serving: 190 calories, 2 g fat, 0 g saturated fat, 0 g trans fat, 5 mg cholesterol, 140 mg sodium, 34 g carbohydrates, 1 g fiber, 30 g sugar, 11 g protein. Daily Values per serving: 10% vitamin A, 2% vitamin C, 25% calcium, 4% iron.



SPECIAL DELIVERY

Fresh-baked cookies, a favorite treat for kids of all ages, are especially treasured at the holidays. Bake several kinds and pack them in pretty holiday containers to deliver gifts that are personal and tasty.

WRITTEN BY WANDA J. VENTLING PHOTOGRAPHED BY KING AU



The sweet fragrance of homemade cookies baking in the oven is one of the most pleasurable experiences of home life. The ingredients alone—vanilla, butter, chocolate, dried fruits, and spices—are enough to make bakers swoon with pleasure. And when the cookies are made with the help of someone dear and shared as gifts, you have the making of a day to remember long after the cookies are eaten.

Christmas cookies make delightful gifts because of their diversity in shape, size, flavor, texture, and origin. From the vast array of recipes available, you can create a selection that speaks of your personal favorites or to those of the recipient.

Theme collections are especially fun for gift-giving. Consider packing cans or boxes with a selection of cookies that relate to one another in some way or speak to the recipient's interests. For example, for a theme with wide appeal, choose three or four types of cookies in the same flavor or color, such as all chocolate cookies or all red-and-white cookies.

To honor your receiver's love of coffee or tea, bake biscottis or shortbreads, cookies that are tasty companions to these drinks. For a sports-lover, decorate cookies shaped to honor a favorite game or team. Cut dough into football, basketball, baseball, pennant, or mascot shapes and decorate in team colors.

The traveler on your gift list may be intrigued by a mix that includes cookie recipes from other countries. Bake French Madelines, Chinese Almond Cookies, or Cuban Empanadas. Don't forget the obvious themes of the season, such as snowflakes and snowballs, Santas, stars, trees, and religious-theme cookies that honor Hanukkah or the birth of Jesus.

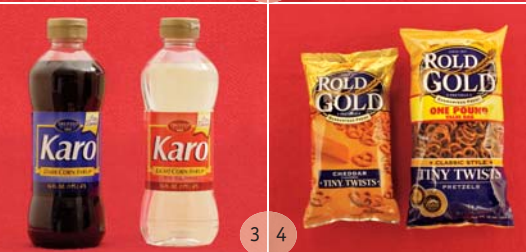
The choices and combinations are endless. To get you started, we've included three of our favorite cookie recipes: a tender old-fashioned sugar cookie, a chewy fruit-and-nut cookie, and a rich chocolate brownie-cookie, *on pages 16-17*. More recipes are available at Hy-Vee.com and in cookbooks from Hy-Vee. Find international recipes in cookbooks or online.

Make this gift-giving season one to remember. Invite a young baker-in-training (or several!) to help bake a batch of cookies. Make your own containers (instructions on page 15), then package and deliver the gifts to friends, neighbors, family, teachers, and co-workers.

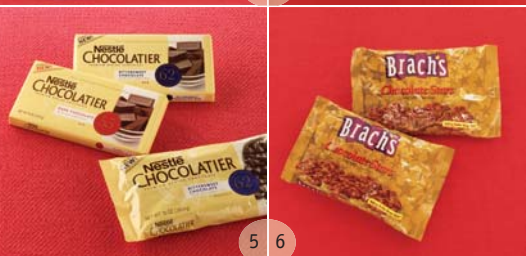




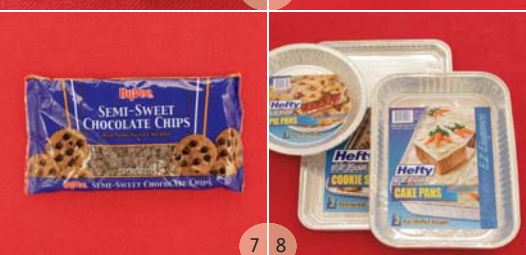
1 2



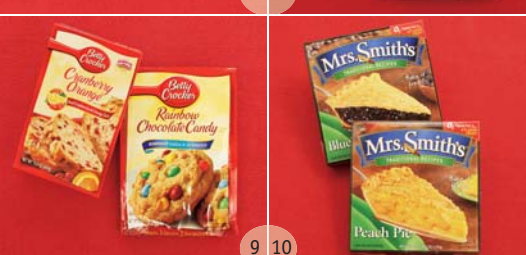
3 4



5 6



7 8



9 10



11 12



13 14



15 16

1. McCormick food coloring: assorted or neon 4 pk. or vanilla 1 oz. \$2.98
2. Pillsbury ready-to-bake cookies: selected varieties 10.8 or 18 oz. 2/\$5.00
3. Karo syrup dark or light 16 oz. \$2.18
4. Rold Gold pretzels, chocolate covered pretzels or heartzels: selected varieties 7 to 15 oz. 2/\$4.00
5. Nestlé dark chocolate baking bars or chips: selected varieties 2/\$7.00
6. Brach's chocolate stars 12 oz. 2/\$5.00
7. Hy-Vee chocolate chips 24 oz. \$2.48
8. EZ Elegance rectangle bake pan, pie pan, or cookie sheet 1 ct. 2/\$4.00
9. Betty Crocker pouch cookie mix: selected varieties 17.5 oz. or quick bread 13.9–18.3 oz. 2/\$3.00
10. Mrs. Smith's fruit or pumpkin pies: selected varieties 37 oz. \$4.29
11. Mazola corn oil 48 oz. or Pure Oil sprays 5 or 6 oz. \$2.97
12. Planters pecan halves or pieces 6 oz. \$2.89
13. Bisquick original or reduced fat 40 oz. \$2.44
14. Holiday platter with server 12.5" \$6.98
15. Argo cornstarch 16 oz. \$1.18
16. Plymouth Pantry almond bark: white or chocolate 24 oz. 3/\$5.00



Once you determine the recipes, gather what you'll need from the Hy-Vee baking and dairy aisles. Then head to the non-food sections for plastic wraps and creative gift containers, scrapbooking papers, gift-wraps, ribbon, bows, and labels.

Pretty and safe packaging for the cookies makes them extra-special and sure to arrive in good condition. For the outside of the container, consider using gift bags, colorful sacks, specialty holiday containers, or new unused paint cans (sold at some home improvement centers or online) covered with decorative scrapbook and sheet gift-wrap papers from Hy-Vee.

Inside the containers, spread a cushion of white tissue paper, then carefully layer the cooled cookies, using more tissue to keep them in place and protected. For moist cookies that may stick together, use waxed paper or plastic wrap.

Above: Time spent together in the kitchen is a wonderful way to create memories that will last a lifetime. Even small children can help roll, cut out or top frosted cookies with tiny candies and sprinkles. Opposite: Cherry Winks, a holiday favorite, are packaged in a paper-wrapped paint can. Decorating these containers offers yet another opportunity to personalize your gifts.

PAINT CAN COOKIE CONTAINERS

MATERIALS NEEDED:

1 Paint can
3 Pieces of scrapbook paper or ½ yard of sheet gift-wrap paper
Embellishments, such as: ribbon, contrasting paper, stickers, artificial berries, fresh evergreens, or others
Paper labels, purchased or computer-generated
Spray- and stick-glue
Double-stick tape
Scissors
Mat knife and blades

INSTRUCTIONS:

1. Wash a paint can and lid (clean and unused, available in the paint aisle at some home improvement centers or online at www.freundcontainers.com) in soapy water and rinse. Dry thoroughly with a clean towel and set aside. Leave the lid off so any remaining moisture evaporates.

2. Cover the can with paper. Measure the back of the can between the two handles; use this measurement to cut the back piece from one sheet of scrapbook paper or sheet gift-wrap. Measure the height of the can plus an extra ¼ inch and transfer this measurement to the paper; trim the excess. Spray-glue the backside of the paper and center it, top to bottom, on the can. The paper will overlap the rim slightly (this ensures a perfect edge and fit). Score along the rim edges with your fingernail; trim the excess paper with the mat knife. Cover the can front so the paper will overlap the back piece. Spray-glue the paper and affix it to the front of the can, centering top to bottom (wait to trim along the rims until after fitting the handle area). To make a neat fit around the handles, cut a slit and a small rough opening to accommodate the handle; then score around the base of the handle with your fingernail and trim away excess using the mat knife. Trim in stages between scoring and cutting so the fit is perfect. (Note: If your trimming isn't as neat as you like, camouflage the area with an embellishment, such as ribbon, small beads, or pearls.) To cover the lid, cut a circle slightly larger than the inside of the rim. Spray-glue the piece and affix it to the lid; score and trim with a mat knife. Use the stick glue to hold any areas that need extra adhesion.

3. Embellish and label the can. Use ribbon, scrapbook stickers, artificial berries, and fresh greens to create an attractive package. Create a label with self-adhesive stickers or design your own and use double-stick tape to adhere it to the can. For an extra-special gift, tuck a recipe card inside the can.





1 2



1. Williams-Sonoma entertaining books \$17.49

2. Kraft Jet-Puffed marshmallow crème 7 oz. \$.99

3. Wilton Christmas cookie cutters: assorted styles 1 ct. \$.99

4. Planters walnuts or walnut pieces 6 oz. 2/\$4.00

5. *A Country Music Christmas* by Edie Hand \$17.49

6. Reynolds heavy-duty aluminum foil 37.5' \$2.28

7. *Taste of Home Cookbook* from the Editors of *Taste of Home* \$20.95

8. Betty Crocker Christmas Easy Flow Icing 6.4 oz. \$2.99

9. Philadelphia soft cream cheese 8 oz.: selected varieties 2/\$3.00

10. Keebler pie crust 7 oz.: selected varieties 2/\$2.00

11. Pyrex pie, cake, or baking pans 1 ct. 2/\$5.00

12. Wilton Comfort-Grip cookie cutters, gingerbread boy cutter set, and sprinkles, 2/\$4.00

13. Baker's bars, dipping chocolate 4 to 8 oz. or coconut 14 oz. 2/\$4.00

14. Christmas cookie cutters 5 ct. \$1.99

15. EZ Elegance 5-quart cake pans or deep dish pie pan 1 ct. \$.99

16. X-cell Jolly Sprinkles 6-in-1 jar 2/\$5.00

GRANDMA'S SUGAR COOKIES

Makes 30 cookies.

1 cup shortening	3¾ cups all-purpose flour
1 cup granulated sugar	2 tsp baking powder
2 large eggs	1 tsp baking soda
¼ cup milk	½ tsp salt
1 tsp vanilla extract	powdered sugar, for dusting

1. Preheat oven to 350° F. Cream together shortening and sugar. 2. Add eggs, milk and vanilla. 3. Sift together flour, baking powder, baking soda, and salt. Add to creamed mixture. 4. Dust surface with powdered sugar. Roll out dough, cut with cookie cutters and place on parchment paper-lined cookie sheet. 5. Bake for 9 to 11 minutes. 6. Remove cookies to wire rack to cool. 7. When cookies are cool, dust with powdered sugar or frost with your favorite frosting or icing.

Nutrition Facts per serving: 130 calories, 7 g fat, 1.5 g saturated fat, 0 g trans fat, 15 mg cholesterol, 120 mg sodium, 16 g carbohydrates, 0 g fiber, 7 g sugar, 2 g protein. Daily Values: 0% vitamin A, 0% vitamin C, 2% calcium, 4% iron.

CHERRY WINKS

Makes 60 cookies.

2¼ cups all-purpose flour
2 tsp baking powder
½ tsp salt
¾ cup butter, softened
1 cup granulated sugar
2 large eggs
2 tbsp 2% milk
1 tsp vanilla
4 ⅔ cups crushed cornflakes cereal, divided
1 cup chopped nuts
⅓ cup finely chopped maraschino cherries
15 whole maraschino cherries, cut in quarters

CHOCOLATE DROP COOKIES

Makes 30 cookies.

½ cup butter, softened	½ tsp salt
1 cup packed brown sugar	½ tsp baking soda
1 large egg, well-beaten	½ cup 2% milk
1 tsp vanilla extract	1 cup chopped English walnuts
1 ⅔ cups all-purpose flour	30 walnut halves
6 tbsp Hershey's™ unsweetened cocoa powder	

1. Preheat oven to 350° F. Cream together butter and sugar. 2. Add egg, vanilla and cocoa. Mix well. 3. In a medium bowl, stir together flour, salt and soda. 4. Alternate mixing flour mixture with milk into creamed mixture, starting with flour mixture and ending with flour mixture. 5. Stir in chopped walnuts. 6. Drop by teaspoonfuls onto a cookie sheet lined with parchment paper. 7. Bake for 10 to 12 minutes. 8. Remove cookies to wire rack to cool. Frost with "Perfectly Chocolate" Chocolate Frosting. Top each cookie with a walnut half.

Nutrition Facts per cookie with 1 tbsp frosting and walnut half: 150 calories, 1 g fat, 0 g saturated fat, 0 g trans fat, 5 mg cholesterol, 135 mg sodium, 25 g carbohydrates, 1 g fiber, 22 g sugar, 10 g protein. Daily Values: 10% vitamin A, 20% vitamin C, 25% calcium, 2% iron.

15 16

SUGAR COOKIE FROSTING

Makes frosting for 12 cookies (2-tbsp serving).

¼ cup shortening
2 cups powdered sugar
1 tsp almond extract
3 tbsp water
food coloring, optional

1. In a medium bowl, cream together all ingredients. Use more water for a thinner frosting. Frost cookies.

Nutrition Facts per serving: 130 calories, 4 g fat, 1.5 g saturated fat, 0 g trans fat, 0 mg cholesterol, 0 mg sodium, 25 g carbohydrates, 0 g fiber, 23 g sugar, 0 g protein. Daily Values: 0% vitamin A, 0% vitamin C, 0% calcium, 0% iron.



1. Preheat oven to 350° F. Stir together flour, baking powder, and salt. 2. In large mixing bowl, beat butter and sugar until fluffy. 3. Add eggs and beat well. 4. Stir in milk and vanilla. 5. Add flour mixture and 2 ⅔ cups cornflakes. Mix well. 6. Stir in nuts and chopped cherries. 7. Shape by teaspoonfuls into balls. 8. Roll balls in remaining 2 cups cornflakes. Place on greased cookie sheets and top each cookie with a quartered cherry. 9. Bake for 12 to 14 minutes or until lightly browned.

Nutrition Facts: 90 calories, 4.5 g fat, 2 g saturated fat, 0 g trans fat, 15 mg cholesterol, 75 mg sodium, 11 g carbohydrates, 0 g fiber, 4 g sugar, 1 g protein. Daily Values: 4% vitamin A, 2% vitamin C, 2% calcium, 4% iron.



“PERFECTLY CHOCOLATE” CHOCOLATE FROSTING

Makes frosting for 30 cookies (2-tbsp serving).

¾ cup butter, melted
1 cup Hershey's™ unsweetened cocoa powder
4 cups powdered sugar
½ cup 2% milk
1 ⅓ tsp vanilla extract

1. In a large bowl, stir together butter and cocoa. 2. Alternately add powdered sugar and milk, beating to spreading consistency. Add a small amount of additional milk, if needed. 3. Stir in vanilla extract.

Nutrition Facts per serving: 170 calories, 10 g fat, 4 g saturated fat, 0 g trans fat, 20 mg cholesterol, 90 mg sodium, 22 g carbohydrates, 1 g fiber, 18 g sugar, 2 g protein. Daily Values: 4% vitamin A, 0% vitamin C, 2% calcium, 4% iron.





Deck the Halls

Make your home sing for the holidays with joyous decorating ideas and products for both the outside and inside of your home.

WRITTEN BY WANDA J. VENTLING PHOTOGRAPHED BY KING AU

It starts with a simple strand of white mini-lights:

with a little care and planning your home can become the beauty of the neighborhood. The best way to tackle the project is to carry the look established on the exterior of the home to the interior by selecting a theme, a consistent material (such as white mini-lights), or few recurring elements to be used in both areas.

Begin by enlarging a digital picture or drawing a quick sketch of your home. To protect your photo or drawing, place a sheet of clear plastic Mylar over it or slip it into a clear plastic page protector. On the plastic overlay, mark where the wreaths, garlands, Christmas trees, and other decorations will be placed. Let the architecture of the building dictate where these decorations are best positioned.

This 1800s white clapboard Des Moines area home, *opposite*, features a symmetrical facade that looks appropriately decked in white mini-lights on equally balanced decorations including classic American wreaths, garlands, and trees. Other homes, such as mid-century ranches or contemporary designs may be enhanced with graphic clean-line white or colored light treatments that border the eaves, outline dramatic windows, or form simple shapes on the facade.

Create a focal point for the home's exterior by making one item much larger than the others, such as the wreath at the top of the home, *opposite*, or by making the front door especially inviting by using color. If it's a neutral-color door, wrap it in gift wrap; if it's a colorful door, use an evergreen wreath embellished with contrasting ribbon or ornaments. For homes with special architectural or natural features such as a fountain or a large tree, use floodlights to create a focal point for the property.

Inside, decorating starts with the entry hall or foyer. Even if you have only a small table by the front door, use it as an opportunity to welcome your guests into your home. Ideas for this area should include a mirror, as this is a must-have item for guests wishing

to check their appearance after removing their winter coats and hats. Mirrors can be dressed up with garland, strings of pearls or beads, removable frosted lettering from crafts stores, or by placing items in front of the mirror to be reflected. Candles offer an inviting fragrance and visual warmth to visitors coming in from the cold.

Architectural influences are just as important inside as they are outside. Take advantage of the natural features of the home: Mantels, staircases, columns, French doors, and windows are obvious places for a little holiday embellishment. But don't overlook the less common places to decorate. Large bookshelves or armoires can hold a few evergreen branches and oversize Christmas balls, a small vintage wagon or tricycle, or a stack of wrapped packages. A collection of pottery lining the shelves of a bookcase offers a pretty place to showcase glittery ornaments or mounds of fresh green moss.

Use everyday items in a new way. For example, a large serving tray centered on a coffee table contains an orderly display of green apples. Oversize baskets filled with evergreen and white mini lights on the floor and miniature versions hanging from a string of lights brighten an enclosed porch. And a trio of cake stands is a perfect holder to show off candles, miniature trees, a nativity scene, or snow-covered village.

Add holiday color to neutral rooms with inexpensive throw-pillows wrapped with pretty satin ribbon tied in a bow to look like a gift. Or place a neatly folded stack of plaid blankets (in a variety of patterns) on a chair in the family room.

Even the wooden chairs around the dining room table offer a setting for holiday cheer. Tie a cluster of fresh evergreens and few artificial berries with plaid, velvet, or satin ribbon to the chair backs. On the day of a special dinner, add a handmade glitter-embellished gift tag with the guest's name to the evergreens.



DRESS THE TABLE FOR DINNER!

Take your festive holiday decorating to the top of your dinner table. Tablecloths don't need to be the expected white linen—look for patterns with spunk, such as paisley, plaid, or overscale graphic flowers or geometric shapes. If you can't find the tablecloth you're looking for, shop fabric stores.

Craft a no-sew tablecloth by placing two widths of fabric side by side (use hem tape following package instructions to hem the outer edges of the fabric and overlap the selvages down the center of the table). Cover where the two fabric lengths meet with a wide ribbon, a runner of contrasting fabric with the edges pressed under, or a length of evergreens or garland.

Sheets, coverlets, quilts, and even paper gift wrap dress a table in stylish color. For napkins, use contrasting or matching purchased napkins, fabric cut in large squares and hemmed, woven guest towels, or small vintage linens.

White everyday plates or simply patterned china can be jazzed up with chargers or colorful place mats. Layer these items on top of the tablecloth for added color and texture. Here we've used square red chargers available at Hy-Vee for \$2.99. A bargain, considering they can also be used for Valentine's Day, July 4th, and a host of other special occasions.

Add personality with a little bling! For this tabletop, rhinestone belt buckles (vintage buckles are available in antique shops or new versions from fabric stores) hold a length of double-faced satin ribbon. Other table brighteners might include brooches, tiny pots of poinsettias, or a custom-decorated Christmas ornament.

Square charger plate: assorted colors 12" **\$2.99**



1 2

3



The Hy-Vee floral department offers custom arrangements for gift-giving and home decorating. Ask your Hy-Vee floral designer to create a special arrangement especially for your home, or buy a few blooms and a vase and design your own masterpiece.

1. Winterberry Wreath: This beautiful permanent wreath can adorn your home for years to come. 24" wide x 24" tall **\$25.00**
2. Holiday Hugs: Send warm winter wishes this holiday season, with a whimsical arrangement of mini carnations & evergreen. 10" wide x 16" tall **\$25.00**
3. Winterberry Woods: The serenity of winter woods is conveyed in this bouquet of cardinals, evergreen, carnations, and pine cones. 12" wide x 26" tall **\$35.00**

Order online at hy-veefloral.com



1 2
3 4



1. Holiday decorated shovel: Santa or snowman 39" \$12.99
2. 3D animated gel presents, 2 ct. red or green 20" or 30" \$39.99
2D gel Merry Christmas candy cane gel sign \$29.98
3. Gift box driveway markers 10 ct. \$11.99
2D Santa's Workshop sign \$19.98
4. Canvas holiday banner: selected varieties 30" or 61" \$14.99

sending you holiday
cheer this season!



Image Arts
Box Cards
marked 6.99 -21.99
Buy One Get One FREE
or equal or lesser value



Image Arts
Money Holder Packs
Buy One Get One FREE
or equal or lesser value

30-minute meals

Make dinner quick, easy, and healthy with handy recipes and ideas that your family will love.

PHOTOGRAPHED BY KING AU



FAST CHICKEN STIR-FRY

Serves 4

- 1 tbsp Hy-Vee Grand Selections olive oil
- 1 yellow pepper, thinly sliced
- 1 red pepper, thinly sliced
- $\frac{3}{4}$ cup fresh snow peas
- $\frac{1}{2}$ cup broccoli florets
- $\frac{1}{2}$ cup cauliflower florets
- 2 tbsp HealthMarket sesame ginger dressing
- 2 tbsp water
- $\frac{1}{2}$ tbsp soy sauce
- 1 (6 oz.) package fully cooked chicken strips
- 1 (8.8 oz.) package Uncle Ben's™ 90-second original long grain rice

1. In a large skillet or wok, heat oil over medium-high heat. Add peppers, snow peas, broccoli and cauliflower. Cook until vegetables are crisp-tender, about 5 minutes. 2. Stir in dressing, water and soy sauce. Cook 1 minute. 3. Stir in chicken. Cook until heated through. 4. Meanwhile, prepare rice according to package directions. To serve, pour rice on a serving plate. Top with stir-fry.

Nutrition Facts per serving: 260 calories, 9 g fat, 1.5 g saturated fat, 0 g trans fat, 30 mg cholesterol, 640 mg sodium, 27 g carbohydrates, 2 g fiber, 4 g sugar, 13 g protein. Daily Values per serving: 25% vitamin A, 210% vitamin C, 4% calcium, 10% iron.





1



2



3



4



5



6



7



8



9

Try these fast and delicious meals from Hy-Vee's kitchen and frozen food departments. Prepare them in 30-minutes or less. Also try our delicious recipes ready in 30 minutes; find them at hy-veerecipes.com.

1. Hy-Vee heavyweight rotisserie chicken \$5.99 each
2. Bertolli frozen dinners for two: selected varieties 24 oz. \$5.88
3. Hy-Vee family-size buffalo chicken pizza: blue cheese or ranch \$11.99
4. Campbell's Soup Bakes: selected varieties 18 oz. 2/\$5.00
5. Tyson family pack chicken strips, popcorn chicken, or wings: 24, 28, or 32 oz. \$6.99
6. Hy-Vee Kitchen family-style turkey and dressing dinner for two \$19.99
7. Hy-Vee Italian pinwheel party tray: pepperoni or cheese \$8.99
8. Hormel fully-cooked entrees: selected varieties; or smoked pork chops 15 to 17 oz. \$4.99
9. Hy-Vee Kitchen Confetti Chicken Salad \$5.99/lb.
10. DiGiorno Pizza: selected varieties including New Organic, DiGiorno garlic bread 19.2 to 34.2 oz. or California Pizza Kitchen 11.08 to 13.4 oz. 2/\$9.98
11. Hy-Vee family-size holiday decorated cheesecake 48 oz. \$8.99



10



11

MIX & MINGLE



Does the idea of throwing a holiday party strike terror in your heart?

Have no fear. Follow our simple guide and you'll soon be hosting a soiree where you have as much fun as your guests.

WRITTEN BY JILIAN SEVERSON PHOTOGRAPHED BY KING AU

TEN STEPS TO THE PERFECT PARTY:

1. Determine the reason for the party, the type of party, and the time of day. A theme is optional, so select one only if it makes it easier for you to do the planning.

2. Decide on the budget. Allow for a few unexpected expenses, so be conservative with your initial spending plan.

3. Set the date. It never hurts to ask a few key guests about their calendars before finalizing the date. And check community calendars for concerts and other events that could cause conflicts.

4. Create the guest list. Avoid inviting just one or two new people into an already established group. It's better to stick with either people who already know each other or one made up of people who haven't met but have some common interests.

5. Pick the location—either your home or a rented space—and make sure it's large enough to accommodate everyone.

Even though guests will stand and mingle, allow for plenty of seating. Consider parking, especially when hosting the party at your home. Plan for foul weather by having rugs or mats ready to throw down at the entryway. Have someone on call to shovel walks right before guests arrive and again before they depart.

6. Create the invitation. Purchased cards are available at Hy-Vee and other stores, or

create your own using a computer software program. Include all the pertinent details: date, time, address (including directions or a map if necessary), purpose or theme, and your phone number. It is appropriate to mention dress so guests won't be uncomfortable and arrive overdressed or underdressed. Invitations to a formal or semiformal affair should be sent at least three to four weeks in advance. Invitations to informal gatherings can be made by phone, mail, or e-mail at least two weeks in advance. In all cases, include RSVP information so you'll know how many people plan to attend.

7. Plan the menu to work with your time, skills, and budget. Now is not the time to try a complicated new recipe, no matter how good it sounds. To reduce your stress, use convenience foods or pre-made party platters. Hy-Vee meat specialists can debone, trim, and slice meats and slice cheeses.

Hy-Vee bakeries can make breads and desserts to order and the Hy-Vee kitchen or delicatessen can cater the entire meal or just the dishes you don't want to prepare.

8. Alcohol often takes up a good portion of the party budget and an overstocked bar can make it easy for guests to over-imbibe. Plan on some intriguing nonalcoholic drinks.





(The ones shown on page 27 are a mixture of crushed ice, fresh kiwi, and club soda.) Some Hy-Vee liquor departments have books with recipes for interesting drinks of all sorts.

9. Make it memorable. Whether it's the menu, the theme, the decorations, or the entertainment, do something that sets your party apart from all the others. Look for easy—but clever—decorations in the party goods aisle. Check the floral department for readymade arrangements or flowers you can arrange



yourself. (See *Picture-Perfect Presentation*, below.) To avoid the CD shuffle and to keep music going, set up a playlist on an MP3 player, hook it to your stereo speakers, and let the tunes roll all night. Create special lighting by moving floor lamps, table lamps, or candles (make sure candles are placed far from flammables).

10. Get dressed in advance, take a few deep breaths, and have fun. Remember that guests come to enjoy themselves, not track how often you fill the ice bucket.

Picture-Perfect Presentation

Creating a pretty tablescape not only draws guests to the drama but also makes serving holiday foods and replenishing the table easy. Follow our tips for setting a successful buffet table.

- **COLOR IT MELLOW.** Choose linen and decoration colors that enhance the menu items. Soft greens, peaches and yellows, and crisp whites complement most foods. Avoid bright colors that overpower them.

- **FIRST THINGS FIRST.** Find a spot for the chafing dish or iced tray and then work around these large, heavy items with the smaller, more easily moved serving platters and bowls. For food safety, keep hot dishes hot and cold ones cold. If you don't have the proper heating or cooling servers, check with friends or consider purchasing chafing dishes from Hy-Vee.

- **GO TO NEW HEIGHTS.** Elevate some dishes for interest and also so guests can see what is offered and serve themselves easier. Pretty wrapped boxes serve that function on our table, *right*. Cake plates, pedestal bowls, and serving plates securely balanced on candlesticks or inverted crystal bowls work just as well.

- **DON'T TIP THE SCALES.** Keep your serving dishes in scale with each other. Condiments can go in smaller bowls, but keep the main serving pieces about the same size. Hy-Vee ready-to-serve trays come in a variety of sizes and include the sauce or dip bowls.

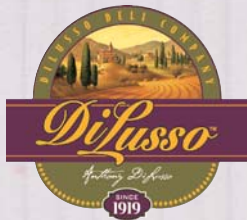
- **THEME IT—DO IT.** Pick a single simple theme for your table. Ornaments, New Year's party favors, or wintry trims are easy embellishments for a holiday table. Here, a few ornaments add just enough sparkle to make the table special.

- **GET THE LOW-DOWN.** Scatter a few decorations on the table surface to fill in blank spots. Our ornaments, *above*, echo the polka-dot pattern of the paper, and flowers take on the look of round fluffy snowballs.

- **KEEP IT SIMPLE.** It's easy to go overboard with creative decorations during the holidays but keep accessories subtle so the food is the star. Too many candles or vases of flowers detract from the food and can be a hazard if they tip over.

- **BE SCENT-SIBLE.** Avoid heavily scented candles and flowers around food. Let the wafts of edibles draw everyone to the table. Small clusters of flowers or votive candles placed throughout the food display enhance without distraction.





EXCLUSIVELY AT HY-VEE

1



2

3

4



1. Festo

10 person **\$18.00** 20 person **\$33.00** 30 person **\$45.00**

Treat your guests to the robust flavors of Genoa salami, hard salami, pepperoni, provolone, and cheddar cheeses.

2. DiLusso

10 person **\$25.00** 20 person **\$47.00** 30 person **\$68.00**

Double-smoked ham, smoked turkey breast, and top round roast beef, complimented by Swiss, cheddar, and co-jack cheeses.

3. Anthony's Choice

10 person **\$25.00** 20 person **\$47.00** 30 person **\$68.00**

The finest double-smoked ham, smoked turkey breast, top round roast beef, and hard and Genoa salamis.

4. Rotella

10 person **\$22.00** 20 person **\$40.00** 30 person **\$50.00**

Fun finger sandwiches rolled with double smoked ham and Swiss cheese, smoked turkey breast and cheddar cheese, or roast beef and co-jack cheese.

Hy-Vee seafood trays are an easy, elegant party food that will wow your guests.



1. **Supreme Shrimp Platter \$30.00**
Features our extra-large premium cooked, peeled shrimp. Our finest shrimp platter is served with cocktail sauce and fresh lemon.
2. **Seafarer's Cocktail Platter \$35.00**
A wonderful variety of cooked, peeled premium shrimp, imitation crab flakes, pickled herring, smoked salmon cubes, crab salad and a crab-cheese ball, served with cocktail sauce and fresh lemon.
3. **Shrimp Platter \$20.00**
Cooked, peeled premium shrimp served with cocktail sauce and fresh lemon.
4. **Captain's Trio Platter \$25.00**
A triple delight of cooked, peeled premium shrimp, cubed smoked salmon, and imitation crab flakes served with cocktail sauce and fresh lemon.



1 2



3



10

Hy-Vee offers one-stop shopping for busy party planners. Select from a variety of serving trays and kitchen items, candles, and other helpful products.

1. Libby Cumulus serving bowl 10" or platter 12" **\$13.99**
2. Hormel Cure 81 bone-in spiral sliced ham **\$2.48/lb.**
3. Libby Cumulus relish tray 13" **\$13.99**
4. Fish Market imitation crabmeat, chunk or legs 16 oz. **2/\$5.00**
5. Rectangular tray 16" or 5-compartment round tray 13 3/4" x 19" (not shown) **\$5.99**; Urban Chef round porcelain platter 14" **\$8.98**; Urban Chef rectangular porcelain platter 13.5" **\$9.98**
6. Stainless steel serving tongs 12" **\$2.98**; stainless steel pie server **\$1.99**; stainless steel hinged corkscrew **\$2.98**
7. Welch's sparkling juice: red or white 25 oz. **\$2.77**
8. Bic multi-purpose lighter 1 ct. **2/\$6.00**
9. Renuzit pillar candles: selected varieties 3"x4" **2/\$7.00**
10. Wimmer's Little Smokies: beef-cheese or beef 14-16 oz. **2/\$5.00**



4



9



5



8 7



6



1



2



3

1. Asian Appetizer Platter, serves 12-16 \$16.95
2. BBQ or Buffalo Boneless Wing Tray, serves 8-10 \$15.95
3. Buffalo Wing Platter
36 bone-in wings \$17.95
4. Pick-3-Boneless-Wing Tray: Buffalo, BBQ (*shown*), General Tsao, Ginger Wasabi (*shown*), Honey Mustard (*shown*) serves 15-20 \$24.95

4



1 2



3 4



14

Party platters give guests a choice of their favorite hors d'oeuvres—and a chance to try new ones. For large parties, have extra platters waiting in the wings to replenish the table so it never looks empty.



5



13

1. Kraft jar cheeses: selected varieties 5 oz. \$1.79
2. Fast Fixin' meatballs: beef or Italian 28 oz. \$4.99
3. Tyson individually quick-frozen party wings 2.5 lb. \$4.99
4. Hormel party deli trays: selected varieties 1.75 lb. \$9.99
5. Keebler Wheatables or Toasteds snack crackers: selected varieties 8–10 oz. 3/\$5.00
6. Dare crackers: selected varieties 8 oz. 2/\$4.00
7. Planters mixed nuts or cashew halves and pieces: selected varieties 9.25 to 11.5 oz. \$2.78
8. Hy-Vee Grand Selections all-occasion napkins 100 ct. \$1.48
9. Honeysuckle White bone-in frozen turkey breast \$1.68/lb.
10. Hy-Vee designer paper plates 24 or 48 count 7", 8.75", or 10.25" 2/\$4.00
11. Hy-Vee Grand Selections stuffed olives: garlic or jalapeño 4.75 oz. 2/\$4.00
12. El Monterey Taquitos: selected varieties 24 oz. \$5.99
13. Nabisco Ritz and Ritz Chips, Wheat Thins, or New Pita Thins (not shown): selected varieties 6 or 9 oz. 2/\$5.00
14. Hy-Vee Toasted cereals: selected varieties; or Crispy Hexagons 12 to 16 oz. 3/\$5.00



6



12



7



11 10



9 8



33

LET'S



Traditional Turkey Dinner **\$55.95**

(Serves 8, only \$6.99 per person)

10-12 lb. whole bone-in turkey

3 lb. country mashed potatoes with signature gravy

3 lb. onion-topped green bean casserole

3 lb. home style sage bread dressing

12 of Hy-Vee's finest dinner rolls

cranberry relish

10" pumpkin pie

For a stress-free dinner, let your local Hy-Vee kitchen do the cooking. Serve the entrée on a pretty platter, dish up the sides in coordinating serving bowls, and it's as formal as if you cooked for days.

For your convenience Hy-Vee has this and many more holiday dinner packages at hy-vee.com.

CELEBRATE!

Luscious desserts abound in the Hy-Vee bakery and can be custom ordered to fit your menu. Choose two or three stand-out sweets or provide a choice of nibbles served on a tiered stand; cut petite bites of brownies, cheesecake, or lemon bars.

Hy-Vee homestyle whole pies (choose from 8 delicious varieties) 10" **\$7.99**

Hy-Vee homestyle half-pies **\$4.48**





In Good Taste

*The clink of glasses
in a toast, a table
filled with a rich array of
foods, and the
conviviality of laughter
and conversation
among friends come
together to create an
enchanting holiday evening.*

WRITTEN BY KATHY ROTH EASTMAN PHOTOGRAPHED BY KING AU

If hosting a holiday gathering of friends is on your calendar this season, treat your guests to a simply elegant affair featuring an assortment of cheeses and wines. The bonus for you is that such an event is extraordinarily easy to prepare.

Preparing the stars of the party—the wines and cheeses—only requires a trip to Hy-Vee. Most of the accompaniments also can be purchased in the same trip in ready-to-serve form. There is very little, if any, chopping, mixing, or baking required before this party begins. Serve the cheeses and wines with baskets of breads and crackers; an assortment of savories, such as bowls of olives and nuts; a fruit tray; and perhaps one or two other interesting sides, such as chutney, dried fruits, and chocolates.

TOPNOTCH CHEESE CHOICES

“Cheese and wine have a long history and bring out the best in each other,” says Bill Sales, specialty cheese expert. Consumers today are adventurous and interested in trying new foods. Customers are often well-traveled and come back from other countries with a taste for the foods and beverages of the regions they visit. Once home, they want to relive their gastronomic experiences and share them with friends. This is one main reason the consumption of imported foods is on the rise in this country.

When choosing cheeses, look for flavors ranging from strong to mild and a variety of textures from creamy to firm. Serve cheeses on a wooden cutting board, a marble slab, a glass or stainless cheese board, or even just a pretty tray. Provide a different cutting knife, cheese plane, or spreader for each cheese, and allow enough space between the cheeses so guests can easily reach and slice their choices. Plan for two to five ounces of cheese per person, depending on the number of other foods served, the time of day (Are the cheeses being served as hors d’oeuvres before dinner, as a substitute for dinner, or as



an after-dinner cocktail party?), and the length of the party.

Our holiday smorgasbord of cheeses is selected for cheese popularity, versatility, and availability by Sales and Kenan Judge, Assistant Vice President, Meat Operations, Hy-Vee. Judge notes that three of the four selections are imported and offer an entirely new range of flavors.

“Each cheese has a story,” says Sales.

“For example, a particular cheese may be made only when cows are eating a certain grass. It’s fascinating to get to know the history behind the cheeses you serve.” Either before you select your cheeses or after purchasing them, plan to do a bit of research on your choices. Write a small placard to place beside each cheese with its history or unique characteristics. You might even offer blank cards so guests can record the names of their favorite cheeses and wines as a reminder for their own purchases.

WINNING WINE SELECTIONS

Jay Wilson, Assistant Vice President, Wine and Spirits, Hy-Vee, selected our 10 party wines. His choices all have holiday appeal, include varietal differences, and offer a range of prices. All are readily available and all are domestic wines. He suggests that it’s always best “to drink what you enjoy and pair wines and cheeses that you like. Everyone’s taste buds respond differently to various combinations of wines and cheeses. Offering a range of options should allow all the guests at your party to find pairings that suit them.” For planning purposes, each bottle of wine will pour 4½ to 5 glasses.

“Wine drinking today is an adventure, there are so many choices. Even wines from the same winery can vary dramatically from year to year. And at a party, wine tasting offers endless possibilities for conversation, as guests experiment and compare their choices,” Wilson says.

continued on page 40

“Cheese and wine have a long history and bring out the best in each other.”

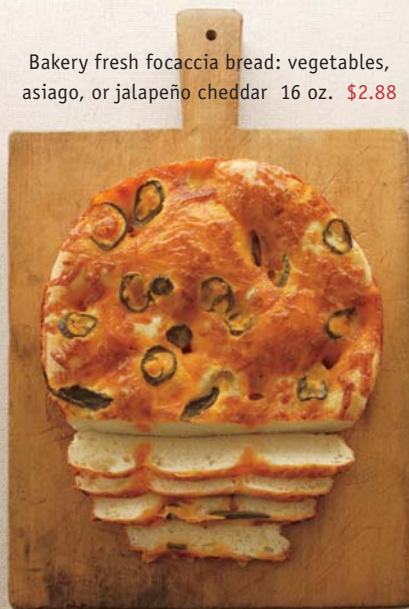
—Bill Sales, specialty cheese expert



Imported French Brie cheese
\$9.99/lb.



Bakery fresh focaccia bread: vegetables,
asiago, or jalapeño cheddar 16 oz. \$2.88



Imported Holland smoked Gouda
cheese \$5.99/lb.



WINES, LEFT TO RIGHT:

Rodney Strong wines: selected varieties 750 ml **\$11.99**

Coppola wines: selected varieties 750 ml **\$13.99**

Geyser Peak Sauvignon Blanc 750 ml **\$9.99**

Hess Select Cabernet Sauvignon 750 ml **\$14.99**

Cambria Chardonnay 750 ml **\$15.99**

La Crema Pinot Noir 750 ml **\$18.99**

Chateau St Michelle Riesling or Gewürztraminer 750 ml **\$8.99**

Hess Select Chardonnay 750 ml **\$10.99**

Rancho Zabaco Dancing Bull: selected varieties 750 ml **\$8.99**

Estancia wines: selected varieties 750 ml **\$9.99**



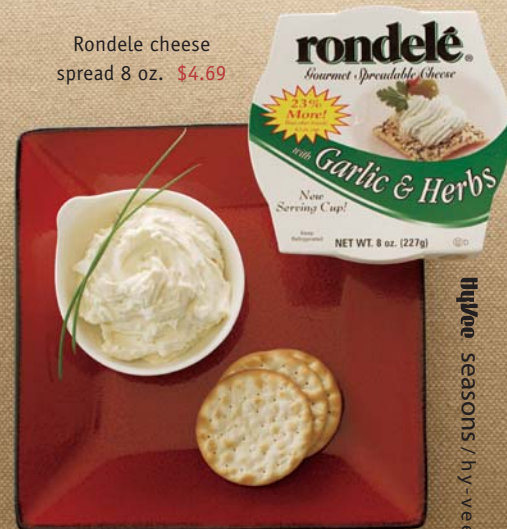
Imported Emmi Emmentaler Swiss
cheese **\$7.49/lb.**



Bakery fresh baguette
8 oz. **\$1.48**



Rondele cheese
spread 8 oz. **\$4.69**



SALES' AND JUDGE'S TOP 4 CHEESE CHOICES:

1. MARTIN-COLLET BRIE. This classic French cheese is best known for its 60% butterfat content. All Brie has an edible bloom (the proper term for what is commonly referred to as the rind) and when fully ripe, an oozy center. Brie ripens from the inside out and is turned every 24 hours during the ripening process. As it ripens, it gets softer and more desirable to cheese connoisseurs. Sales suggests several intriguing ways to serve Brie: wrap phyllo dough around small wheels of cheese and bake it in the oven until the phyllo browns slightly; top a wheel with jalapeño jelly or cranberry-horseradish spread and sprinkle with almonds; or drizzle caramel apple dip over the top of the cheese and serve it with apple slices.

2. SMOKED GOUDA. According to Sales, smoked cheeses have rapidly grown in popularity in the U.S. over the past 10 years. When purchasing a smoked cheese, realize that the longer it is aged, the smokier and more complex the flavors will be. This Gouda, produced in Rotterdam, The Netherlands, is an excellent table and dessert cheese.

3. EMMENTALER. This King of Swiss cheese has been produced in the Emme River Valley near Bern, Switzerland, since 1293. Each 200 pounds of Emmentaler requires 264 gallons of cows' milk. With a deep yellow interior, and eyes the size of cherries, Emmentaler is used frequently in sandwiches, cooking, fondue, and snacking.

4. RONDELÉ CHEESE SPREAD. The whipped texture of this domestic spreadable cheese makes it an easy party snack. It even comes in a table-ready container. While there are various flavors, the garlic and herbs version is the most popular. Besides being spread on crackers, fruits, and bread, Rondelé is often served as a potato or vegetable topper and used to stuff mushrooms and peppers.

WILSON'S TOP 10 WINE CHOICES:

1. RODNEY STRONG CHARDONNAY. The flavors of pear and pineapple, with a hint of toasty barrel give this white wine a refreshing hint of acidity. The aroma is fruity, akin to lemon and apple.

2. FRANCIS COPPOLA CLARET. This supple, rich, and firmly structured blend of Cabernet Sauvignon, Merlot, Petit Verdot, Malbec, and Cabernet Franc tastes of black current, dark cherry, and spice with a hint of pepper.

3. GEYSER PEAK SAUVIGNON BLANC. Classic aromas of grapefruit, citrus, lemon zest, and lemongrass jump from the glass. Those who like wines with a bright, crisp acidity will enjoy this wine's fruit-forward, juicy citrus flavors of grapefruit and tangerine. The pleasant finish is persistent with great length of flavor.

4. HESS CABERNET SAUVIGNON. If a heavier-bodied wine is their preference, guests will enjoy this choice with its fruit-forward aromas of black pepper and dark fruit. This classic Hess Select Cabernet profile offers flavors of blackberry, milk chocolate, and polished tannin.

5. CAMBRIA CHARDONNAY. A citrusy wine is an excellent complement to many cheeses. Aromas of ripe citrus—tangerine, pink grapefruit, lemon-lime—blend with oak. This Chardonnay is balanced and crisp, with tastes of peaches, pears, pineapple, tangerine, grapefruit, green apples, and vanilla.

6. LA CREMA PINOT NOIR. Pinot Noirs are gaining popularity. This one, with its cherry and plum flavors enhanced with hints of leather and tar, balanced acidity, and sturdy tannins is a great way to introduce Pinot to those unfamiliar with the wine. It has aromas of black cherry, licorice, and anise.

7. CHATEAU ST MICHELLE RIESLING. This wine is slightly sweeter with flavors of juicy peach, ripe pear, and melon, with subtle mineral notes.

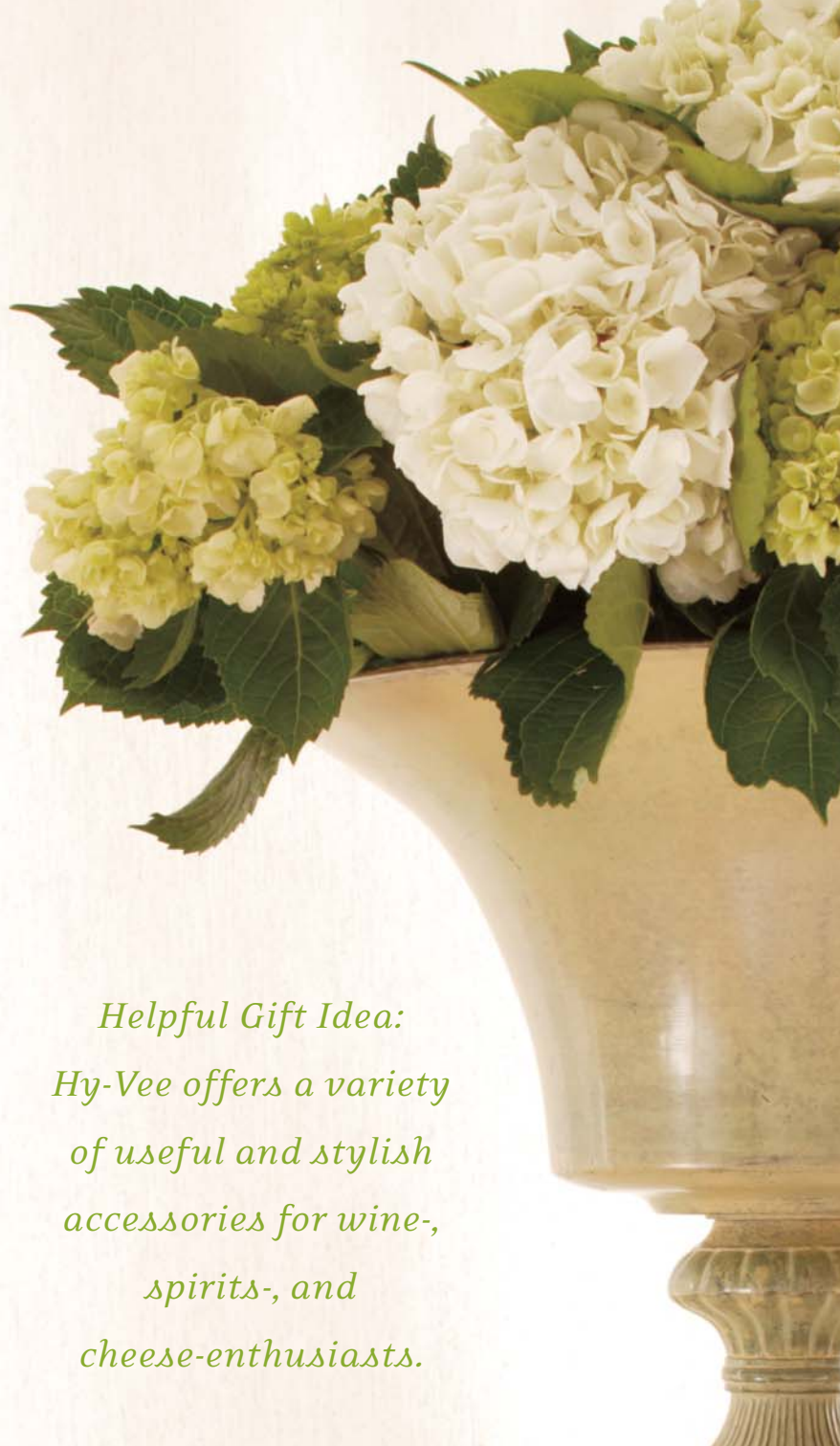


8. **HESS CHARDONNAY.** Classic tropical themes of pineapple, guava, and lemon zest give the aroma a lively life and invites sippers to try this wine that tastes of ripe pear, peach, and pineapple.

9. **RANCHO ZABACO DANCING BULL ZINFANDEL.** A bright zesty wine, this Zinfandel offers flavors of black cherry and raspberry.

10. **ESTANCIA CHARDONNAY.** The sure-to-please Chardonnay carries aromas of pear, passion fruit, and fig; with hints of hazelnut, fresh-baked pie crust, lychee nut, and vanilla. It tastes of ripe pear, tropical fruits—passion fruit, guava, and fig—Golden Delicious apple, lychee nut, and lemon custard. Flavors are melded with a bit of lingering oak, a creamy mouth feel, and a mineral finish.

1. Wine tool set in a box 18 pc. **\$16.99**
2. Heritage Mint cheese board in a box 5 pc. **\$12.99**
3. Red Bull energy drink: regular or sugar free 4 pk. **\$6.49**
4. Mr. & Mrs. T's Bloody Mary mix: selected varieties 38.8 or 64 oz. **\$4.89**
5. Hy-Vee coolers, refreshers, or mixers: selected varieties 1 liter **2/\$1.00**
6. Shonfeld's ultimate margarita party: margarita, mango, strawberry, and salt 4 ct. **\$19.99**
7. Shonfeld's Cosmopolitan or margarita mix 1 ct. **\$19.99**
8. Shonfeld's shaker drink mixes in leather case 5 ct. **\$19.99**
9. Libby wine set: white or red 12 ct. **\$12.99**
10. Christmas resin wine charm set 6 pc. **\$3.99**
11. Shonfeld's black leather martini valet 1 ct. **\$14.99**
12. Party ultimate bartender **\$19.99**
13. Transparent wine box 13.4" **\$4.98**
14. Wine box: Santa or snowman 17.5" **\$6.48**
15. Double wooden wine box with rope handle 13" **\$5.00**
16. Wooden wine box with handle 13" **\$3.49**



*Helpful Gift Idea:
Hy-Vee offers a variety
of useful and stylish
accessories for wine-,
spirits-, and
cheese-enthusiasts.*



A smiling woman with dark hair, wearing a white fedora-style hat and a white coat, is holding several wrapped gifts. The gifts are wrapped in red, green, and white paper with various patterns like snowflakes and stripes. She is looking towards the camera with a bright smile.

WRAP IT UP!

WRITTEN BY KATHY ROTH EASTMAN PHOTOGRAPHED BY KING AU

*Think outside the box when wrapping
gifts this holiday season.
Swathe your presents in packaging
nearly too pretty to open.*



It may be what's inside that really counts, but the outside of a gift is what first catches the eye. While any wrapped package is a temptation, those decorated with creativity and care seem to attract the most attention. It only makes sense that if the outside is beautiful, what's inside must be extra-special. Exquisite gift-wrapping needn't take lots of time, money, and energy. A plethora of products is available to ease the task yet yield stellar results. All it takes is a bit of ingenuity and a few basic supplies to ensure your packages will invite a gentle shake while they wait under the tree.

OUR EASY-AND-ELEGANT WRAPS

- **TOP WITH STICKERS, TAGS, AND TRIMS.** A trip down the scrapbooking aisle is sure to jump-start your creative juices. Stickers, diecut shapes, page borders, paper punches, and stamps add pizzazz to plain packages. The packages displayed on this page incorporate scrapbooking supplies in their design. The row of gifts lined up along the bright red package, *right*, and the embellishments on the snow-theme package, *above right*—including the snowflake border, pastel dots, and individual snowflakes—are scrapbook stickers that can be applied to make delightfully personal designs. The stickers on the plaid package, *above left*, become a focal point on the center band of folded gift wrap paper. Make your own “stickers” by cutting out designs from scraps of coordinating wrapping papers and adhering them to a package with a glue stick.

- **CHOOSE AN UNUSUAL COLOR COMBO.** Amidst the reds and greens piled beneath the tree, a pastel or vibrant colored package will stand out with its unusual colors. An added plus in choosing a nontraditional palette: You may be able to use up paper or ribbon you already have on hand, then top the present with a few holiday accents.

- **WRAP IN MIX-AND-MATCH PAPERS.** Our green-and-red-plaid paper is coordinated with a folded band of red paper layered over the package. This technique is a great way to use up bits and pieces of paper and add ho-ho-ho charm to an otherwise ho-hum wrap.

- **CUT AND WRAP.** Double-wrapping a package—using two colors of plain papers or a plain and print paper—give an artsy look to packages. Cut out designs (stars, bells, trees, or other simple holiday shapes) on the top paper, creating windows that let the color below shine through. If the pattern on the top paper is large enough, use the paper design as your cutting guide.

- **BE TRANSPARENT.** Choose colorful transparent or translucent boxes or bags that show off what's contained inside. If you want the gift to show (such as a food gift that should be opened immediately), arrange it in a pretty manner and add a tag or other adornment. For a bit more mystery, layer coordinating or contrasting tissue papers inside, then hide the gift beneath the tissue.

- **STASH THE CASH.** Gift cards and cash are always welcome gifts at the holidays, while not especially exciting to wrap. Tuck such a practical gift or even a small piece of jewelry into a pillow pack, a small pillow-shape envelope.





Five Creative Wraps!

1. Wrap using more than one paper.
2. Embellish with stickers.
3. Accent with fresh greens and berries.
4. Box it using a reusable container.
5. Add glitter designs to solid paper.

GIFT WRAP

Plus Mark Kids character wrap 40"x45 sq. ft. \$3.49
Assorted wrapping papers: 6 patterns \$1.50 ea.

GIFT WRAPPING TIPS FROM THE PROS:

- Give your package a good base with a sturdy box. It's hard to get good seams when the box caves and crushes. If a box isn't available, or for odd-shape gifts, use gift bags or themed gift containers.
- Good-quality paper is the key to successful wrapping. It is less likely to tear as you handle it and gives nicer creases when folded.
- Tape as you go. Anchoring the paper as you wrap keeps it from shifting and helps guarantee that the patterns align and the corners are sharp.
- Hide the outside tape by using double-stick tape.
- When using heavy paper that doesn't fold and crease well, use the back of a spoon to make sharp creases.
- If packages need to be shipped or packed in the car, avoid bows and tags that may pop off. Instead embellish the papers with stickers, ribbons, or other items that will stay in place when the packages get jostled.
- Be creative! Apply multiple bows to a package by aligning them in a circle, oval, diagonal, or straight down the package center. Wrap ribbon around packages in rows, weave it, or use several colors. Use paper to create simple folds for bands, or wrap the package twice in coordinating paper. Cut out shapes such as a tree or bell, from the upper wrap so the under wrap shows through. Remember, add at least one unexpected element to each package.

Create a wrapping center in a spare closet or drawer with a stock of gift-wrapping papers, scissors, colored markers, and tape.

1



2



3



4



5



6



7

8

1. Medium holographic gift bags: silver, blue, or red \$.50
2. Christmas gift tags 60 ct. \$.98
Tissue paper: assorted colors 10 ct. 20"x26" \$.50
Hy-Vee transparent tape 1/2" x 450", 3/4" x 300", or
1/2" x 800" 2/\$1.00
3. Hallmark gift card holders \$1.49
4. Holiday handmade gift tags 8 ct. \$1.99
5. Transparent green reindeer basket 9" \$3.98
6. Christmas glitter gift bag: tree or snowflake \$.98
7. Holiday transparent rectangle box: assorted styles 16" \$4.98
8. Star bows: plain or metallic 25 ct. \$2.00

The Giving Season



The concept of giving Christmas gifts conjures up visions of bags stashed in closets, gaily wrapped gifts mounded under the tree, and Christmas day spent in a flurry of ripped wrapping paper and fluttering bows.

WRITTEN BY KATHY ROTH EASTMAN PHOTOGRAPHED BY KING AU

No one knows for sure when the tradition of holiday gift-giving started. The Magi traveling a long distance to present gifts to the Christ Child firmly linked gifts and Christmas. Over a thousand years later French nuns remembered St. Nicholas, a fourth-century Turkish Bishop known for secretly sharing his inherited wealth with the poor. They honored him by leaving gifts for poor children on December 5, the eve of the anniversary of his death. From there grew the tradition of St. Nicholas Day on December 6, a day when many families begin the gift-giving season with children opening gifts from St. Nicholas.

Over time, St. Nick's memory became associated with Christmas Day and our favorite gift-giver: Santa Claus. Clark Clement Moore's 1823 poem, *A Visit from Saint Nicholas* (now called *The Night before Christmas*) helped create the image of the jolly elf with a red suit and a sleigh pulled by reindeer. Thomas Nast's illustrations of Santa in *Harpers* magazine from

the 1860s to the 1880s and Coca Cola ads featuring Santa from 1931 to 1964 solidified his image. As Santa's popularity grew, so did the convention of gift-giving.

Today, with busy schedules and loved ones spread far and wide, the gift-giving season isn't limited to Christmas Day. Families and friends get together when schedules allow, office and club parties are often postponed until less-hectic times, and a family may have several Christmas-holiday celebrations. The festivities can quickly become overwhelming.

You can make the season less stressful by multitasking and doing your gift-shopping during trips to your local Hy-Vee. Grocery stores are often seen as one-stop shopping for daily needs such as food and beverages, dry cleaning, film-developing, and movie rental. Trips down the Hy-Vee aisles can also yield much of what you'll need for holiday gift exchanges.

As you make out your grocery list, merge it with your gift-

giving list. Are there movie buffs in your life? Purchase the latest DVDs as you cruise through the video department. Add boxes of microwave popcorn and you have shopping off to a running start. Are there kids and babies in your family? Hy-Vee is “toy heaven” for children, and the baby department is stocked with all that an infant needs. Load up your cart with everything from toys to teething rings. Cooks always love new kitchen gadgets, and where better to buy them than where you buy food? Don’t forget Fido and Fluffy. Pet toys, dishes, and prepackaged gift assortments are right alongside the dog food and kitty treats. Turn down the seasonal aisle for even more gifts: clothing, accessories, candles, and items emblazoned with wintry images. Books and magazines are classic gifts. At Hy-Vee you’ll find everything from the latest best-seller to how-to guides to magazine gift catalogues. Head your cart toward the floral department and pick up a few plants for the gardeners on your list. For hard-to-shop-for folks, grab some gift cards. Once your main shopping is done, add stocking-stuffers such as candy, small toys, and batteries. Before you know it, your shopping is done—and so is St. Nick’s.



CHRISTMAS COMBOS

Holiday food baskets are a long-standing tradition and always a welcome gift. Expand that idea and create individualized gift baskets that are customized to each recipient’s interests.

- For the outdoor cook, gather up barbecue tools, cooking mitts, and an assortment of meat marinades.
- Exotic spices, knives or other cooking tools, ethnic sauces, and some new kitchen linens will delight any cook.
- Coffee drinkers will love an assortment of flavored coffees, a coffee press, and an electric grinder.
- Treat the gourmet on your list with flavorful jams, unusual salsas, tins of nuts, and some decadent chocolate.
- Pamper a friend with an assortment of bath and body products, a fluffy towel, scented soaps, and a few candles.
- Send students back to college to face their next semester with a box filled with laundry detergent, toothpaste, school supplies, and a few study snacks.
- Shutterbugs will beam when they open a basket filled with film or a media card, a photo album or two, and an assortment of picture frames.

Left and Above: Gourmet fruit and specialty baskets are much-appreciated and useful gifts.

Choose baskets in many sizes and themes. To order, visit your local Hy-Vee.



1



2

Make Hy-Vee Video your first stop for holiday gift-giving. Your family will find all the current DVD hits and many classics, too.

1. Select Warner DVDs SRP \$19.97 now only **\$9.99**

2. Select Warner DVDs SRP \$12.97-\$14.97 now only **\$5.99**

3. Select Sony and MGM DVD titles, pre-priced at **\$9.99**. Save an additional \$1.00 when you use the coupon below.

4. Sony BMG holiday classic DVDs only **\$11.99**

5. Cars movie character toy (toy car makes a great pairing with the *Cars* movie) **\$3.99**

3



Holiday DVDs set the scene. Choose from *Rudolph the Red Nose Reindeer*, *Santa Claus is Coming to Town*, *Frosty the Snowman*, *Frosty Returns*, and *The Little Drummer Boy*.

4



5

MANUFACTURER'S COUPON. OFFER VALID 11/29/06 - 01/01/07

SAVE \$1 ON ANY SONY/MGM DVD

Offer Valid only on DVDs \$9.99 or less, while supplies last! See store for additional DVDs. 12316

PG-13

Instructions to retailer: Sony Pictures Home Entertainment will reimburse you the face value of this coupon plus 8¢ handling, provided you and the consumer have complied with the terms of this offer. Invoices proving purchases of sufficient stock to cover presented coupons must be shown on request. Any other application may constitute fraud. Coupon void where prohibited, taxed or restricted. Consumer must pay any sales tax. Cash value is 1/20¢. Reproduction of this coupon is expressly prohibited. This coupon applies only to Sony/MGM DVDs priced \$9.99 or less. For redemption, mail to: CMS Dept. # 27616, One Fawcett Dr., Del Rio, TX 78840. LIMIT ONE COUPON PER ITEM PURCHASED. DO NOT DOUBLE COUPON.

© 2006 Layout and Design
Sony Pictures Home Entertainment
Inc.
All Rights Reserved.

\$5 Gift: Keep them warm with a fleece throw blanket.



Under \$10 Gift: Fleece hooded sweatshirts suit all ages, both men and women.



1 2

3



4



1. American Fleece throw blanket 50" x 60" **\$5.00**
2. American Fleece pullover pastel hooded sweatshirt small to x-large **\$9.99**
3. Proctor Silex appliances: (shown left to right) blender, toaster, food chopper, slow cooker, mixer, can opener, coffee grinder, coffee pot, or iron (not shown) **\$9.99**
4. Hy-Vee alkaline batteries: 8 ct. AA, AAA; 4 ct. C, D; or 2 ct. 9V **2/\$7.00**
5. Musical holiday tie 1 ct. **\$4.96**

5



\$9.99 Gifts from Mattel (items 1-10):

1. Hot Wheels Big Rig Garage or Swat Copter \$9.99
2. Hot Wheels Monster Jam, selected varieties \$9.99
3. Uno Deluxe \$9.99
4. Superman Disc Shooter \$9.99
5. Matchbox Pop Up playset, choose from Car Center, Coast Guard, or Snake Escape \$9.99
6. Glitter Princess, choose from 7 styles \$9.99
7. Mattel Polly Pocket Pony Tails, 2 styles \$3.99
8. Disney® Precious Princess, 6 styles \$9.99
9. Little Mommy Dolls, choose from 2 styles \$9.99
10. Mini Kingdom Dancing Princess Lacy, Kathleen, or Janessa \$9.99

11. Mattel Hot Wheels Monster Jam Super Stomper \$19.99
12. Assorted Holiday coloring books 64 pages 1 ct. \$.99
13. Mattel Hot Wheels Chopper 2 Scooter \$34.99
14. Mattel Polly Pocket SnowMuch Fun, assorted styles \$3.99
15. Mattel Hot Wheels Radar Gun \$24.99
16. Mattel Twin Dancing Princesses Barbie \$19.99
17. Hoyle assorted puzzles 100 pc. 2/\$5.00





Share the joys of the season with your pets: Pick up a few playtime toys and accessories for them.

1. Hartz Mountain rawhide twist 4 ct. 2/\$8.00
2. Paws pet carrier 17" to 19" \$15.98
3. Paws pet cushion 20" \$14.98
4. Ceramic dog or cat bowl 12" \$4.99
5. Pet holiday wreath 2/\$8.00
6. Pet Christmas stocking \$14.99
7. Hartz Mountain holiday cat toys 1 ct. 2/\$3.00
8. Holiday dog gift toys 5 to 6 pc. \$2.97
9. Holiday cat gift toys 5 to 6 pc. \$2.97
10. Hartz Mountain dog (shown) or cat tug toy \$5.99



All of these choices
in one convenient location.

AMC Theatres®
American Airlines®
Barnes & Nobel Booksellers
Bass Pro Shops®
Bed, Bath & Beyond®
BLOCKBUSTER®
Chili's Grill and Bar®
Foot Locker®
Gap
The Home Depot®
Jo-Ann®
Kohl's®
Marriott® Hotels
Old Navy
Olive Garden®
Pizza Hut®
RadioShack®
Red Lobster®
Regis Salons
Sears
Starbucks Coffee
Toys "R" Us®
and many more

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

Healthful Holiday Eating

Celebrate the season with our good-for-you guide to holiday feasting.

WRITTEN BY JULIE MARTENS
PHOTOGRAPHED BY KING AU



Santa's looking svelte these days, thanks to the nutritional know-how offered by Dr. Laura Kostner, Hy-Vee corporate dietitian. Sipping soy milk promotes a healthy heart—and is a great alternative for late-night PowerBar dipping.



For many families, the yuletide season blusters

into town with a flurry of decorations and a blizzard of baking. Buffets and treats abound, as numerous as snowflakes at the North Pole. Instead of resigning yourself to a post-holiday diet, anticipate this year's goodie-laden season with a strategy to celebrate sensibly, making wise food choices.

Hy-Vee dietitians can help you make nutritious menus, snacks, and treats through in-store demonstrations, shopping assistance, and easy-to-prepare menus for at-home meals. Dr. Laura Kostner, corporate dietitian, recognizes that the holiday season can complicate food choices. "If everywhere you go, you're surrounded with food, it can be hard to eat right," she says.

BE FOOD SMART

Negotiate the obstacle course of feasts, parties, and snacks by preparing yourself. "If you're attending an evening function, eat a small well-balanced meal at home first," Kostner says. "At the party, enjoy light appetizers and calorie-free or sugar-free beverages, such as flavored water, fruit juice with seltzer, or diet soda."

The secret to partaking of favorite Christmas confections? Portion size. "Don't deny yourself foods that you love," Kostner says. "Simply take a small amount and savor every bite."

Swap cookies for trail mix, or buy fresh fruits and vegetables for nutritious at-home snacks. "When you bring fruit and vegetables home from the store, prepare them right away for eating," Kostner says. Keep them handy—place fruit in a bowl on the table or at the front of the fridge in containers that kids can open.

"Check out our website (www.hy-vee.com) for great snack ideas, like our Hy-Vee Test Kitchen's Cranberry Vanilla Snack Mix," Kostner says. "We also publish and e-mail weekly menus that feature what's on sale."

TRIM TRADITIONAL FAVORITES

Prepare your family's cherished holiday dishes with health-minded savvy. Simple substitutions, such as non-fat or skim milk, light or non-fat sour cream, or egg whites (instead of whole eggs), lightens food without trading taste.

"Reduce the fat in recipes by half, then substitute the missing half with unsweetened applesauce, mashed bananas, or pureed prunes," Kostner says. "Cut sugar by one-third to one-half. You really won't miss it. Lower salt by half or eliminate it altogether—but not in recipes with yeast."

Explore alternate cooking methods for foods. Instead of deep-fat frying or pan-frying, braise, broil, or grill foods.

LOW-CALORIE LUXURY

Who says low-cal means low taste? Hy-Vee dietitians developed a list of 100-calorie (or fewer!) snacks to give your mouth merry moments between holiday gatherings—and all year long.

- Pre-portioned sugar-free Jello snack cup (10 calories)
- One hardboiled egg (70 calories)
- 2 rice cakes (70 calories)
- Medium-size fruit (80 calories)
- 3 oz. can water-packed tuna (80 calories)
- 1 oz. string cheese (80 calories)
- 4 oz. container Hy-Vee lite yogurt (80 calories)
- 14 Hy-Vee pretzel twists (98 calories)
- 25 Genisoy crisps (100 calories)
- Pre-portioned fat-free pudding snack cup (100 calories)

COUNTDOWN TO HEALTHY EATING

If you happen to be out shopping for last-minute gifts, use these tips to maintain—and grow—a health-conscious lifestyle.

- Dash through the snow—or whatever exercise you favor. "If you exercise regularly, don't stop during the holidays," Kostner says. She suggests exercising more, knowing you might consume more calories than normal.

- No skipping allowed. Don't skip meals during the day, then indulge at evening gatherings. "That's how you gain weight," Kostner says. "If you don't eat enough calories all day, when you do eat, the tendency is to overeat. Your body stores the excess calories as fat."

- Listen to your body. Pay attention to eating that's not motivated by hunger. "Many of us turn to comfort foods for the wrong reason."

Understand why you eat," Kostner says. "If you're eating because you're tired, don't snack late at night—go to bed. If you're bored, find a hobby that doesn't involve food. Don't turn to food to solve problems. That just creates problems."

- Give yourself a break. "We all make mistakes, so if you overindulge, forgive yourself and start over," Kostner says. "Remember: The holidays are not about food—they're about building relationships. Enjoy the holidays for the people and the conversation and the fun. Don't give food top priority."

For other great ideas about healthful eating, visit www.hy-vee.com and click on "Health & Wellness."

Helpful Gift Idea: Pair a Copco Camden teakettle with a box of specialty tea for a terrific gift under \$20.



Copco Camden teakettles: assorted colors \$14.99

BELOW, LEFT TO RIGHT

Bigelow specialty teas: selected varieties 18 or 20 ct. 2/\$5.00

Stash premium teas: selected varieties 18 or 20 ct. \$2.29

Good Earth specialty teas 18 or 20 ct. \$2.99





1



2 3



4



14

1. Let's Do Organic shredded coconut 8.8 oz. **\$1.79**
2. T. Marzetti's Organics ranch veggie dip 12 oz. **\$3.69**
3. Hy-Vee HealthMarket canned vegetables: selected varieties 14.5 to 15.25 oz. **\$.97**
4. Hain organic sugar: regular, brown 24 oz., or powdered 16 oz. **\$3.88**
5. Glutino gluten-free brownie, cookie, or skone mixes 6 to 19 oz. **\$4.29**
6. Kettle Bakes natural potato chips: white aged cheddar, hickory honey BBQ, or lightly salted 4 oz. **2/\$5.00**
7. Hy-Vee HealthMarket soymilk: original, vanilla, or chocolate 32 oz. **\$1.19**
8. Bunny Luv organic baby carrots 16 oz. **2/\$3.00**
9. Newman's Own pretzel rounds, sticks, or nuggets: selected varieties 7 or 8 oz. **\$2.25**
10. Wolfgang Puck soups: selected varieties 14.5 oz. **\$2.99**
11. Dannon Activia: selected varieties 4 pk. **2/\$4.00**
12. Arrowhead Mills gluten-free all-purpose baking mix 28 oz. **\$4.99**
13. Barbara's Bakery Wheatines: pepper or lightly salted 9 oz. **\$2.99**
14. Tofutti cream cheese: french onion, herb and chive, or plain 8 oz. **\$2.19**
15. Simply Organic mini spices: selected varieties .07 to 1.06 oz. **\$1.88**
16. Hy-Vee HealthMarket tortilla chips: white, blue, or yellow 13.5 or 16 oz. **2/\$4.00**



5



13



6



12



16 15



7



11



10 9



8

a holiday to remember

*Make preserving holiday memories a snap by taking lots of pictures.
New photo technologies and aisles filled with festive accents make
archiving and organizing your keepsakes a pleasure.*

WRITTEN BY KATHY ROTH EASTMAN PHOTOGRAPHED BY KING AU

Each year, time zips by at a faster and faster pace.

Before we've wished everyone a Happy Thanksgiving, we're singing Auld Lang Syne and our heartwarming holiday moments are seen in a retrospective blur. In the hustle and bustle of the season, it's easy to forget the heart of the holidays: making memories with family and friends. This season, slow down long enough to record your special times by snapping plenty of photos; they'll help you relive those once-in-a-lifetime moments long after the presents are unwrapped, the tree is taken down, and the relatives have all headed home.

As soon as the holiday rush is over, make it a priority to have your film developed or download digital images to your computer. There's nothing more disappointing than setting aside a roll of film and finding it years later—still undeveloped and damaged by time, heat, or weather. Or in the case of a digital camera, arriving at the next big photo op only to discover that the camera's memory card is filled with Christmas images that haven't been downloaded.

Once your photos are printed, it's all too easy to shove the entire batch into a drawer to deal with "someday." Rather than accumulate another mass of photos, make a New Year's resolution to handle this year's holiday photos during the quiet of January and February. Purchase acid-free photo albums and scrapbooks to preserve your memories. Make scrapbooking a family project so everyone adds to the project and gives his or her own perspective. Have each family member help out with journaling (writing the funny and sweet stories and captions to accompany the photos). Years from now, you'll laugh over how each person viewed the same incidents. Choose stickers and other embellishments to personalize your pages and go beyond basic with rubber stamps

and ink pads, ribbons and trims, and decorative scrapbook papers to complement your photos and help tell your holiday tales.

And don't stop there: Share the memories by creating mini scrapbooks for far-flung family members so they can also treasure the photos and stories. Pass the books/booklets along as soon as they are compiled, or save the booklets for the next holiday season and relive your memories with your most precious gift—your loved ones.

HOLIDAY PHOTOGRAPHY TIPS

- If possible, use both a film camera and a digital camera to snap pictures. Digital cameras are renowned for allowing you to immediately view a photo and re-shoot or edit on-the-spot for poor images. However, most digital cameras have a slight delay between pushing the button and capturing the image, making it easy to miss the fast action of the holidays. Film cameras avoid that delay—better for scampering kids, active pets, and any fast-paced activity. Whatever type of camera you choose, be sure to stock accessories such as batteries, film, and memory cards. It's a shame to miss great pictures because camera batteries died or a memory card was full.

- For fun, give each family member a disposable camera and ask them to take pictures. You'll be amazed at how each person's perspective is different and you'll end up with a wide range of shots.

- Turn on the camera's flash for some photos and experiment with ambient lighting and no flash on others. The flash may white-out details in some photos, making pictures appear flat and harsh. Flash also has a limited distance and generally works best for pictures taken just a few feet away (6 to 15 feet,

Christmas
2006





Cherish memories with family and friends

depending on the camera). Use natural light from windows, a background light that shines toward the ceiling, candles, or tree lights to add soft lighting to photos. When taking outdoor shots, the flash can be valuable in removing shadows and filling in detail.

- Focus on your subjects and try to shoot up-close and personal whenever possible. Check your camera's manual to see how close you can be and still have photos in focus. Keep background clutter to a minimum so you can really see the subject of your shots. Use the camera's zoom feature to capture the expression on Aunt Sally's face as she opens her gift or to catch the kids checking their stockings on Christmas morning.

- When you shoot outdoors, keep the sun to your back during the day. Twilight is a good time to take outdoor photos because there is still some natural light available but it isn't harsh or reflective.

- Steady your camera with a tripod or prop it on a piece of sturdy furniture when you are shooting without a flash. The longer time exposures needed for some photos require the camera be held steady. Use the same technique when you shoot lots of photos from one spot. It's hard to hold a camera steady for more than a few shots.

- The larger the group, the more shots you should take. It's a challenge to get everyone looking good all at the same time, so the more shots you take, the greater the chance you'll get a good one. Also, as you shoot a series of photos, people tend to loosen up and you're more likely to get pictures that are fun instead of stiffly posed.



1. Cocktail collection ringbound scrapbook albums
4" x 6" **\$3.99**
2. 3M scrapbook glue 1.6 oz. **\$2.99**
3. Holiday handmade scrapbooking stickers: 4 assorted
styles **\$1.99**
4. Holiday scrapbooking border 12" **\$1.99**
5. Holiday scrapbook kit; or snowmen scrapbook kit (*not
shown*) 12 pc. **\$4.99**
6. 3M paper cutter 1 ct. **\$3.99**
7. Scotch double-sided scrapbook tape: single roll **\$3.99**

For more photography helpful hints go to hy-veephoto.com



1. Canon Powershot 530 digital camera 5.0 megapixel
4x zoom **\$199.96**
2. Canon Powershot SD 600 digital ELPH camera
6.0 megapixel 5x zoom **\$288.96**
3. PNY Mini Attaché 1G **\$29.99**

4. PNY Attaché 1G **\$29.99**
5. Kodak SD High Performance Memory Card 512 MB **\$34.99**
6. Kodak SD Memory Card 1G **\$39.99**



7. Kodak Powerflash One-Time Use Camera 35 mm,
27 exp., 2 ct. **\$9.99**
8. Kodak C3-100 digital camera 3.2 megapixel
5x zoom **\$69.99**

Focus on your subjects, then capture them in photos up-close and personal.

HyVee® PHOTO PROCESSING

Share the joy of this holiday season with assorted **Photo Greeting Cards** by **Kodak**.

Cards are available in minutes, while you shop or pick up.



\$2 OFF
20 cards or more

\$5 OFF
40 cards or more

HyVee®

PRINTS
IN MINUTES

PRINTS
IN AN HOUR

PRINTS
IN DAYS



Traveling outside of the United States?

Starting January 1, 2007 everyone in your family will need a passport.

Available at all stores with Kodak PictureMaker® and in store photo lab.

Visit your local Hy-Vee and share your memories

Hy-VeePhoto.com





Giving a Magazine Gift just got easier.

50 Magazine choices in one great gift. Each Giftscriptions box contains a gift subscription certificate that allows the recipient to choose the magazine they'd like to receive. \$19.95



i need to contribute more to our 401K

what time do my kids have practice tonight

get a gift for his birthday

when do you make time for yourself?

i wonder how my cholesterol level is

don't forget to feed the dog, cat and fish

pick up the dry cleaning

how healthy is my family

register for yoga class

COMING THIS SPRING. Great tips & suggestions in the upcoming issue of Hy-Vee Seasons. It's all about you, for you. Articles and special selections on your health, beauty, exercising, diet, and more. Arriving at Hy-Vee Food or Drugstore near you.



visit a store nearest you or hy-vee.com

(the gift everyone appreciates)



Receive a **free** holder with any Hy-Vee giftcard purchase.



eat well & live healthy

Search thousands of recipes. Find a dietitian near you. Plan your meals online with dietitian suggested weekly menus.

Refill your prescription. Save money with instant coupons. View weekly Hy-Vee ads. Send flowers. Order a cake.

Pick out a party tray. Upload, share and print your digital memories. Discover perfect wine and food pairings.

Locate a Hy-Vee store near you. Learn and grow with your new baby. Keep your pet happy and healthy.

all this and more—updated weekly

hy-vee.com

