

seasons

HyVee
EMPLOYEE OWNED

HELPFUL PRODUCTS AND IDEAS FOR THE HOLIDAYS



HOLIDAY 2007
\$3.95 FREE
www.hyvee.com

FOOD . FAMILY . HOME



Tickle Me Ernie or Cookie
Monster 1 ct. **\$39.99**



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1. Buy Libby Candy Jar for \$3.99
- Get M&M plain or peanut
14 oz. FREE
2. Pillsbury Ready-to-Bake
Cookies: selected varieties
18 oz. FREE with purchase of
Hy-Vee Kitchen Helpers Cookie
Sheets 2 pk. \$5.99
3. Soup du Jour: selected
varieties 24 oz. \$4.99
4. Leap Frog Learn & Groove Drum
or Guitar 1 ct. \$19.99
5. Leap Frog Learn & Groove
Counting Maracas 1 ct. \$14.99

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DEAR FRIENDS,

It's the most wonderful time of the year and Hy-Vee is ready to help with the festivities and fun! We've stocked up on everything you need to make this a joyful and memorable holiday season. And just as important, our friendly, well-trained employees are ready to serve you with genuine care and smiles.

From the finest foods to terrific gifts, from beautiful florals to remarkable wines, from holiday decorations to impressive kitchen gear and tableware, your neighborhood Hy-Vee is a convenient, one-stop location for the season's best offerings.

In this issue of *Hy-Vee Seasons*, we share holiday dinner and entertainment ideas in "Gather Together," page 12, and "Winter's Eve," page 52. Discover the secrets to hosting a memorable home or office gathering and learn how our specialists and caterers can help. Whether you're serving down-home fare or haute cuisine, Hy-Vee can handle part or all of the planning, preparation, and serving.

Great food is enhanced by beautiful and inviting holiday settings. In "Holiday Home," page 2, see how our talented florists transform a Des Moines home into an elegant holiday showplace. Learn how professional designers at Hy-Vee can work with your interior and exterior design style and architecture to create and install stunning decorations that reflect your unique, personal taste.

"Santa's Secret," page 40, features favorite finds from the jolly old elf. See what Hy-Vee has in store for you, your family and friends, and even your pets.

Once again, from all of us at Hy-Vee, thank you for the opportunity to serve you and your family throughout the year, especially at this most important time of the year.

BEST WISHES FOR A HAPPY HOLIDAY SEASON!!

—Your friends at Hy-Vee

seasons

Hy-Vee

HOLIDAY 2007 • VOLUME 2 ISSUE 1

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

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A photograph of a holiday-themed home entrance. A bright red door is the central focus, adorned with a large, lush green wreath featuring pine needles, red berries, and pinecones. The door is set within a white frame that includes a transom window above and side windows with white blinds. The entire entrance is framed by two white columns. Above the door and along the columns, long, trailing evergreen garlands are draped, interspersed with small gold lights. On either side of the door, there are large, dark brown, classical-style urns. Each urn is filled with a dense arrangement of evergreen branches, some of which are dusted with snow. Thin, bare, light-colored branches are artfully placed around the urns and the door frame. The background is a wall of red brick. The ground in front of the door is covered in a layer of snow, with a small, rectangular, light-colored doormat. The overall scene is bright and festive, capturing the spirit of the winter holidays.

HOLIDAY HOME

'Tis the season for hanging mistletoe, stuffing turkeys, and roasting chestnuts on an open fire. Nothing heralds the holiday season like yuletide décor. Deck your halls with festive touches guaranteed to stir up some holiday spirit. We'll show you how.

WRITTEN BY JULIE MARTENS PHOTOGRAPHED BY KING AU

Welcome home. It's a greeting that sparks a family's love for one another, nourishes friends' souls, and warms the hearts of strangers. The simple phrase is eloquently spoken through holiday decorations that greet passersby.

Rekindle childlike wonder no matter what your age with festive trimmings in classic red and green or trendy mixes of newfound favorites such as the season's hottest hues: vivid purple, cashmere rose, amethyst, aubergine, mauve, lilac, aqua, teal, orange, ginger, citrine, olive, moss, or chartreuse.

Relieve holiday decorating stress with help from Hy-Vee's professionals—your personal design staff—who are ready to handle all requests, from a simple centerpiece to whole house or business design.

"Our florists love to help customers come up with ideas for decorating their homes," says Rita Peters, assistant vice president of floral operations. "We also decorate businesses. One gentleman surprised his wife by hiring us to decorate their lake home for Christmas."

When you hire Hy-Vee's floral professionals, skilled florists happily design, fabricate, and, when called for, install arrangements, swags, garlands, trees, centerpieces, fireplace displays, doorway groupings, and other creations. They can use your color palette, collections, Christmas decorations, home architecture, furniture, and interior style to replicate magazine or book photographs, inspiring a fresh look that is uniquely yours.

For the classic home shown on these pages, a team of Hy-Vee florists dressed the facade's white portico in fresh evergreen garland. The homeowner's urns, wrapped in grapevine and filled with tops of small evergreen trees and tall curly willow stems, flank the front door. The door centerpiece, an artificial wreath embellished with berries and pinecones, looks festive outdoors or indoors and lasts for several seasons.

Inside, natural materials beautifully accent hardwood floors, doors, and stair railings. "Our floral team chose a natural theme to complement the home's architecture and the homeowner's interior décor," Rita says.

1. Fresh Garland per ft. **\$1.00**
2. 24" Wreath **\$30.00**
3. Spruce Tops: 10 stem bundle **\$29.50**



ONE WREATH TWO WAYS



A mixed evergreen wreath with berry sprigs, pinecones, and holly leaves unfurls a jolly holiday welcome for family and friends. Available from the Hy-Vee Floral Department, this versatile symbol of the season can fill a starring role on a front door or in the center a lovely table setting.

When displaying your wreath on larger surfaces such as a front door or gate, wire a few stems of curly willow to the base to add depth to the wreath, *above*. Or, let the evergreen beauty earn its keep indoors as a clever table centerpiece, *below*. Place it on a runner and insert a clear glass cylinder vase filled with Granny Smith apples.



The foyer is decked in fresh evergreen garland embellished with clusters of pinecones, artificial berry sprays, and grapevine rings. To decorate a narrow, vertical space, designers fashioned a willow tree, *below*, using a terra-cotta pot (12 or 14 inches diameter) filled with florist's foam for firm footing and moisture for the fresh greens. Curly willow is pushed into the center of the foam, then pinecones, silk holly leaves, and artificial berries wired to boughs of evergreen are poked in to cover the foam. The greens at the tree base will stay fresh for a week or two when watered and are easy to replace.

The family room credenza's runner, *opposite*, is easy care artificial garland with fresh evergreen boughs for fullness and fragrance. A clear glass vase (available in a variety of shapes and sizes) holds cinnamon pinecones.

Fresh materials add life and fragrance to homes and demand little care with good planning. "Keep fresh greens away from open flames," Rita says. "For cut greens in arrangements, remember to check the water level every other day. Protect wood surfaces—always place some type of coaster or runner under arrangements." Evergreen sap can remove the finish from wood; never place evergreens directly on fine wood surfaces.

Indoor greenery tends to dry out quickly. If you need greens to last beyond one event, misting the greenery (protect surrounding wood surfaces) and lowering the air temperature helps. If possible, take greenery outdoors between events to help needles retain freshness.



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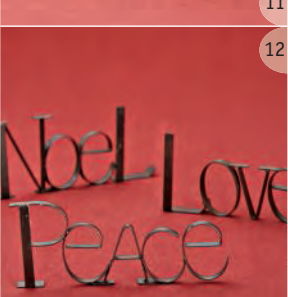
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1. Fresh Basket Poinsettia:
13" wide x 16" tall **\$35.00**
2. Floral Silver Tree: 16" tall **\$17.50**
3. Sterilite Christmas Tote: red
or green 18 gal. **\$6.44**
4. Jolly Centerpiece:
21" tall x 13" wide **\$35.00**
5. Scented Pine Cones with Tray: 16 to 20
cones per bag with 12" round tray or
11.5" x 7" rectangular tray **\$30.00**
6. Holiday Reed Diffuser **\$9.99**
7. 4' Alpine Tree **\$9.99**
8. Christmas Banner 30" **\$8.88**
9. Christmas Window Clings 1 ct. **\$.99**
10. Christmas Jelz Clings 8" **\$1.44**
11. Lighted Holiday Curl Ribbon 110" **\$7.99**
12. Rustic Metal Words 9" or 12" **\$5.96**
13. Glass Cylinder: 8" x 8" **\$20.00**



KARA HAGGE, FLORAL MANAGER, URBAN DALE, IOWA

Give your home ho-ho-holiday appeal with a combination of fresh and artificial greenery, artfully arranged by your local Hy-Vee Floral Department. By combining your family's cherished seasonal décor with the creative touch of an experienced florist, you'll discover new ways to outfit your home with holiday cheer.

The Hy-Vee florists do more than just custom-design floral pieces. They're also available to brainstorm decorating ideas for an entire home or business seasonal display or a holiday event, yuletide party, or family gathering. Count on the Floral Department as your source of unusual or hard-to-find decorating items, such as large sugar pinecones, a wide selection of containers and vases, or oversize baskets. Many items are available for purchase, and some can be rented for special events or the entire season.

OPPOSITE: Fresh hydrangea blooms and evergreen boughs complement the wood surfaces in the family room. Simple arrangements of different heights bring drama and visual interest to the mantel. A loose spray of curly willow in a tall cylinder vase connects floral creations on the mantel and hearth. Votive candles, clustered in groups of two or three on the mantel and shelves, warm the setting. BELOW: The granite hearth is softened with the homeowner's moss balls in a Hy-Vee basket overflowing with elements that hint at nature's bounty: sugar pinecones, pine boughs, twine balls, and artificial berry sprays.



“We enhanced this beautiful, traditional room with an elegant style. White hydrangeas, evergreen, pinecones, and red accents capture the perfect look we wanted to achieve.”

—Rita Peters, assistant vice president of floral operations



RIGHT: Creating floral design to suit the scale of the space and furniture can be difficult especially for new homeowners with few Christmas ornaments or large homes. Hy-Vee florists created a grand and bountiful display on a large vintage cupboard using an old window and a few of the homeowner's favorite pottery bowls.

OPPOSITE: Dining room tables are pretty throughout the season with long-lasting elements such as pinecones, evergreen, and willow. For special occasions, add fresh blooms and apples filled with tealights. Purchase cube-shaped, clear glass containers in the Hy-Vee Floral Department along with floral foam. For Thanksgiving, Rita suggests filling a square vase with orange floral foam, bringing a ribbon up either side of the vase, and sticking a few flowers or pumpkins on top, anchoring them in the foam.

BELOW: Granny Smith apples light up the table when filled with votive candles. Consider using fruit and vegetable votives in other ways, too. For example, float several candle-filled apples in a water-filled vase or punch bowl or create a platter of fruit or veggie votives for an entry, coffee, or dining-table centerpiece.

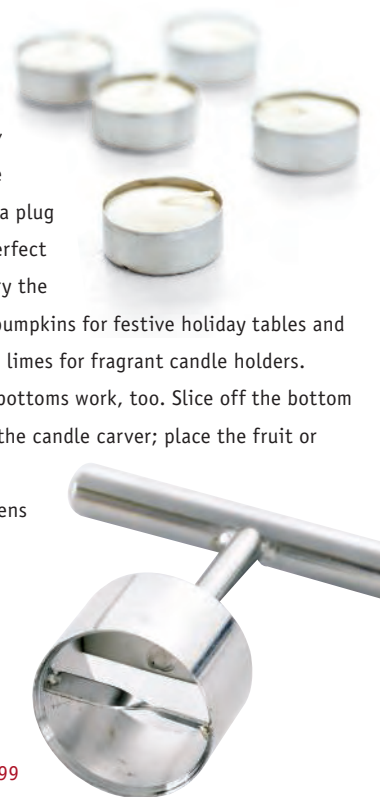



CREATIVE CANDLES

With the candle carver tool, *below right*, creating handcrafted candle holders is a snap. The tool carves a plug from fruits and vegetables, the perfect size for tealights in metal cups. Try the tool on apples, pears, gourds, or pumpkins for festive holiday tables and buffets. Use oranges, lemons, and limes for fragrant candle holders. Fruits or vegetables with uneven bottoms work, too. Slice off the bottom first to make a flat base then use the candle carver; place the fruit or veggie votive on a candle coaster, plate or platter, or bed of evergreens to protect table surface. (Warning: Never leave burning candles alone with children or unattended.)

Candle Carver **\$7.99**

White Tealight Candles 50 pc. **\$3.99**





“Create small groupings around a centerpiece using red and green apples; votive-filled apples; glass cube vases filled with chartreuse floral foam, greens, and hydrangea; mini trees; or tiny glass cubes of hypericum berries. Set groups in three or four different places down the center of the table.”

—Rita Peters, assistant vice president of floral operations

“Christmas—that magic blanket that wraps itself about us. That something so intangible that it is like a fragrance. It may weave a spell of nostalgia.”

—Augusta E. Rundel

Febreze Candles: selected varieties 5.5 oz. **\$6.88**

1. Bounty Paper Towels: selected varieties
2 roll **\$3.68**
2. Dawn Simple Pleasures: water lily, apple & pear or apple & spice
12.6 oz. **\$2.77**
3. Puffs Family Pack Facial Tissue: selected varieties
64 to 216 ct. **\$1.68**
4. Dunkin' Donuts Coffee: selected varieties 12 oz. **\$5.99**
5. Febreze Noticeables: selected varieties
.88 oz. **\$3.78**
6. Folgers Gourmet Selections Coffee: selected varieties
10 to 12 oz. **\$4.99**



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BREATH OF HEAVEN

The smell of gingerbread cookies baking in the oven or wassail still mulling on the stove can put even the worst Scrooge in the mood for Christmas festivities. But you don't need to bake a batch of sugar cookies every time you want your home to be infused with the scents of the season. Here are some other ways to ensure your home is filled with an inviting holiday aroma every time someone steps through the front door:

- Simmer a blend of cinnamon, cloves, nutmeg, and vanilla beans in water on the stovetop.
- Stuff Christmas tins with spruce and pine boughs to set around the house.
- Cut a piece of holiday-themed fabric into squares and toss broken cinnamon sticks, vanilla beans, and whole cloves into each square. Gather the ends of the fabric together and tie each bundle with gold ribbon. Hang them around door handles so the fragrance is released whenever someone exits or enters.
- Buy Christmas candles with scents such as pine, vanilla, and other spices. Choose an assortment of candles in varied heights, diameters, and colors to put on a decorative serving tray. Use all one fragrance or carefully mix a few to create your own unique fragrance.
- Set out a reed diffuser to release favorite winter flavors like bayberry, peppermint, and balsam.
- Throw a handful of spices into the fireplace.
- Take your favorite potholder and cut a small hole in one side. Drop a teaspoon of cinnamon, nutmeg, and ginger inside the hole and sew it up so the heat from pots and pans will release the hidden spices during holiday meals.
- Brew coffee flavors such as vanilla hazelnut or a unique holiday spice blend in place of your regular ground each morning.
- Make a Christmas wreath out of fresh pine. Dust some pinecones with cinnamon and place them inside the wreath.
- Tie several small bundles of cinnamon sticks together with red or green ribbon and hang them on the Christmas tree.
- Fill a glass bowl full of vanilla beans, cinnamon sticks, and strips of orange peel to create a delicious centerpiece.
- Plug in room fresheners in bedrooms and bathrooms in flavors like gingerbread and hollyberry.

1. Method Home Cucumber Starter Kit 1 ct. **\$11.99**
2. Method Home Holiday Aroma Rings: vanilla, berry or cinnamon bark 20 oz. **\$6.99**
3. Method Home Holiday Hand Wash, Dish Soap, or Cleaners 9 ct., 24 ct., 12 or 25 oz. **2/\$6.00**

BELOW:

Method Home Holiday Soy Candles 24 ct. or 8 oz. **\$7.99**

Method Home Holiday Aroma Sticks: peppermint or cinnamon 3.30 oz. **\$12.99**



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A smiling woman with blonde hair, wearing a red dress with puffed sleeves and a white lace waistband, holds a white bowl filled with greenery and candy canes. The background is dark with a subtle pattern.

Gather Together

Sharing good times with family and friends is the best part of holiday gatherings. This year, join in the fun and be a guest at your own get-togethers with a little help from your friends at Hy-Vee.

WRITTEN BY KATHY EASTMAN
PHOTOGRAPHED BY TOBIN BENNETT

Easy entertaining that's big on style: Make table decorations in less than 20 minutes using your own containers. Fill small bowls or teacups (one for each place setting) and a pottery vase with water-soaked floral foam. Cut Hy-Vee roses to one length and arrange in the centerpiece container. Cut evergreen clippings and arrange in the bowls or cups and add a wrapped candy cane.



DINNER FOR EIGHT



MENU

TRADITIONAL TURKEY DINNER

10–12 lb. Butterball Turkey
 choose FOUR family-size sides
 Country Mashed Potatoes
 Onion-Topped Green Bean Casserole
 Cheesy Macaroni and Cheese
 Homestyle Sage Bread Dressing
 Old Fashion Sweet Potato Casserole
 16 oz. Sweet Cranberry Relish
 Bakery Fresh 10" Hy-Vee Homestyle Pumpkin Pie
 Bakery Fresh 10" Hy-Vee Homestyle Cherry Pie
 Bakery Fresh 10" Hy-Vee Homestyle Apple Pie
 Each dinner includes 32 oz. of our signature gravy and
 12 of Hy-Vee's finest dinner rolls.
\$59.95 (serves 8, only \$7.49 per person)

order in store or online



DINNER FOR EIGHT



MENU

OVEN ROASTED PRIME RIB DINNER

5 lb. Hormel Prime Rib
 choose FOUR family-size sides
 Country Mashed Potatoes
 Onion-Topped Green Bean Casserole
 Cheesy Macaroni and Cheese
 Homestyle Sage Bread Dressing
 Old Fashion Sweet Potato Casserole
 16 oz. Sweet Cranberry Relish
 Bakery Fresh 10" Hy-Vee Homestyle Pumpkin Pie
 Bakery Fresh 10" Hy-Vee Homestyle Cherry Pie
 Bakery Fresh 10" Hy-Vee Homestyle Apple Pie
 Each dinner includes 32 oz. of our signature gravy
 and 12 of Hy-Vee's finest dinner rolls.
\$89.95 (serves 8, only \$11.25 per person)

order in store or online

Dinner Options

You love hosting family gatherings, but a) Your job keeps you extra busy this time of year, b) You have many other holiday commitments and/or c) The time has just slipped away from you and you're faced with a mountain of preparation chores. Sound familiar? Not to worry. You don't have to do it all yourself. Simply call on Hy-Vee to ease the stress of making food choices, preparing dinner, and even setting up and decorating for your big event.

Hy-Vee Catering offers a complete range of options to save you shopping and prep time. As Hy-Vee assistant vice president of food service, Greg Frampton so aptly says, "We handle trays to displays." Greg quotes a catering specialist as telling customers, "We help make you a guest at your own party."

Here are some holiday meal options to choose from:

- **FOOD TRAYS.** You can order and pick up trays of fruits and vegetables, meats and cheeses, or other food items.
- **KITCHEN HOLIDAY DINNER PACKS.** Order full meals, complete with turkey, ham, or prime rib, along with whatever side dishes you choose. Greg says, for example, that his family often orders the turkey and stuffing, but his wife prefers to make her own mashed potatoes. You can pick up the dinner packs and warm them yourself, or make special arrangements for pickup or delivery with your local Hy-Vee.
- **DISPLAYS.** The sky is the limit here. Hy-Vee catering specialists (more than 50 specialists are available to help customers throughout Hy-Vee territory) can relieve you of all worry by coming to your home to set up and drape food tables and create a beautiful display for your guests to enjoy. For example, think of ice carvings or a chocolate fountain accompanied by a waterfall of fresh fruits.
- **NONTRADITIONAL MEALS.** Perhaps your family plans to gather before or after a traditional holiday date and you want to skip the Thanksgiving turkey or holiday ham. Have fun planning a taco or potato bar or other themed meal. Again, Hy-Vee can help you plan and implement your party, from appetizers through desserts.



DINNER FOR TWELVE



MENU

STEAMSHIP ROUND HAM DINNER

12-15 lb. Steamship Round Ham

choose SEVEN family-size sides

Country Mashed Potatoes

Onion-Topped Green Bean Casserole

Cheesy Macaroni and Cheese

Homestyle Sage Bread Dressing

Old Fashion Sweet Potato Casserole

16 oz. Sweet Cranberry Relish

Bakery Fresh 10" Hy-Vee Homestyle Pumpkin Pie

Bakery Fresh 10" Hy-Vee Homestyle Cherry Pie

Bakery Fresh 10" Hy-Vee Homestyle Apple Pie

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

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

order in store or online



HOLIDAY DINNER COUNTDOWN

3–4 WEEKS BEFORE

- Confirm your guest list and the dish (if any) each guest is bringing.
- Call the Hy-Vee Catering, Bakery, and Floral Departments to check on any special-order items you want. Note: You can place most “normal” orders up to a day or two in advance of the occasion. However, because the holidays are busy and because some items may need to be ordered in by the store, be sure to call your Hy-Vee early.
- Determine if you need to rent or borrow tables, chairs, or any other items. Again, because the holidays are busy, place your order as soon as possible.
- Purchase a chafing dish or two, kitchen gear, holiday dinnerware, baking and cooking staples for the pantry, cleaning supplies, holiday decorating items, gifts and gift wrap from Hy-Vee. If needed, pick up a Rug Doctor to freshen the carpets and have your tablecloths, napkins and holiday clothing laundered and pressed or dry cleaned at Hy-Vee, too.

2 WEEKS BEFORE

- Select your favorite recipes and create a menu.
- Make a grocery list and lists of any miscellaneous items needed.
- Make a list of the beverages to serve, such as wine, beer, sodas, and cider.
- Using the lists, pick up beverages and nonperishables as you have time.

1 WEEK BEFORE

- Clean out refrigerator and freezer.
- Start on cleaning tasks, such as polishing the silver and dusting furniture.
- Make the foods that can be frozen or stored safely until the meal.

4–5 DAYS BEFORE

- If you purchased a frozen turkey, begin thawing it in the refrigerator so it is ready to roast.
- Make a list of the times foods need to go into the oven, onto the stove top, and into the microwave, so everything gets done at the right time.

2–3 DAYS BEFORE

- Shop for the perishable items on your lists.
- Begin prep work on foods that can be made ahead, such as sweet potato casserole or soups.
- Continue cleaning chores, such as floors and bathrooms.
- Clear the coat closet for guests.

1 DAY BEFORE

- Purchase refrigerator items, including flowers. Don't forget ice for drinks and coolers, if needed.
- Pick up tables, chairs, and any other rental items.
- Set up the tables, iron linens, and set chairs around the tables.
- Get out necessary serving platters, bowls, and utensils.
- Set the table. Arrange fresh flowers from Hy-Vee yourself or set out arrangements the Floral Department has designed for you.

PARTY DAY

- Pick up last-minute Hy-Vee items.
- Prep foods according to your schedule; keep everything cold (or hot) until serving time.
- Set out beverages, ice bucket, and glasses so guests can help themselves as they arrive. Offer snacks or nibbles—relish trays, pretzels, or nuts—to keep hunger at bay while you work on last-minute dinner preparations.
- Enlist guests to help, as needed. Let them fill water glasses, mash potatoes, or refill platters at the buffet table.
- Enjoy your party!



KITCHEN GEAR

Even if you're a novice in the kitchen you don't have to look like it! For a kitchen that's prepped for holiday entertaining, Hy-Vee has a wide selection of cutlery, baking and cooking pans and utensils, storage containers, tabletop items, and serveware. Hy-Vee also carries quality buffet items such as chafing dishes, crockpots, classic white casserole dishes and platters, bamboo cutting boards, and glass and stemware.

1. Chicago Cutlery Forum 8 pc. Stainless Steel Block Knife Set **\$59.95**
2. Chicago Cutlery Forum Stainless Steel Knife Set 3 pc. **\$29.95**
3. Roasting & Basting Set 7 pc. **\$8.98**
4. Hy-Vee Helpers Roaster with V Rack 1 ct. **\$14.98**
5. Elite Essentials Thermometer 1 ct. **\$8.98**



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STOCK YOUR KITCHEN
LIKE A PRO WITH ITEMS
FROM HY-VEE FOR
SUCCESSFUL HOLIDAY
ENTERTAINING.



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1. Dutch Yellow or Ruby Gold Potatoes 24 oz. **\$3.48**
2. Hy-Vee Grand Selections Stuffed Olives 4.75 oz. **2/\$4.00**
3. Handi Foil Cook-N-Carry 2 pc. or Giant Oval Rack 1 ct. **\$2.98**
4. Popeye Spinach 10 oz. **2/\$4.00**
5. Hy-Vee Grand Selections Canned Vegetables: peas, green beans or corn 14.5 to 15.25 oz. **3/\$2.00**
6. Hy-Vee Kosher or Polish Pickle Spears 24 oz. **2/\$3.00**
7. Hy-Vee Stuffing Mixes: chicken, turkey or pork 6 oz. **\$8.99**
8. Chicken of the Sea Pouch Crab, Salmon, Shrimp or Chicken: 3 oz., 3.35 oz. or 2 pk. **2/\$5.00**
9. Pepperidge Farm Stuffing: selected varieties 14 or 16 oz. **2/\$5.00**
10. Idahoan Flavored Mashed Potatoes: selected varieties 4 to 8 oz. **3/\$3.00**
11. Fresh Gourmet Croutons: selected varieties 5 oz. **\$1.38**
12. Green Giant Frozen Vegetables: selected varieties 14 to 24 oz. **\$3.18**
13. Del Monte Orchard Select or Sunfresh Fruit: selected varieties 24 oz. **2/\$6.00**
14. Hy-Vee Seasoning or Gravy Packets: selected varieties .75 to 1.38 oz. **5/\$2.00**



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Perfect Ham



Hormel
Always
Tender

Hormel Cure 81 Spiral Sliced Ham
per lb. **\$2.48**



Cook's

Cook's Ham Steak: regular or thick cut
per lb. **\$3.28**



Farmland
Proud to be Farmer owned

Farmland Spiral Sliced Ham Quartered Size
per lb. **\$2.99**

"Whatever your taste and whatever your budget, there is a ham product that is perfect for your meal," says Jason Pride, Hy-Vee meat supervisor. In addition, Jason says, Hy-Vee provides a host of sizes and varieties for you to choose from, and ham preparation is nearly "goof-proof."

Those reasons may be why ham is the entrée of choice for Christmas and Easter dinners and is gaining popularity for Thanksgiving dinner. The number one ham variety for entertaining is the Hy-Vee spiral-cut ham, a natural-juice, bone-in ham that is presliced. Preparation involves cooking according to the package instructions and adding either a honey or brown-sugar glaze, if desired; slicing close to the bone removes the meat. "There's such minimal slicing needed that the ham just falls off the bone," Jason says.

Choices to make when you select and prepare a ham include bone-in or boneless; natural-juice or water-added; and size, allowing for leftovers for sandwiches, casseroles, soups, and omelets to make after-holiday meal prep a breeze.

When choosing a ham for your celebration dinner, look at these options:

- **Bone-in vs. boneless.** Traditionally, bone-in hams were more

flavorful, although Jason notes that some newer products, such as Hormel Cure 81 boneless hams, rival bone-in flavor. Boneless hams may be easier to slice and offer more uniform slices. Ham bones are often used to flavor soups, so a leftover bone provides a post-holiday bonus.

- **The size to purchase.** This depends on whether the ham is boneless or bone-in, according to suggestions offered by the National Pork Producers Council. Count on getting two to three servings per pound from a bone-in ham, and four to five servings per pound from a boneless ham.

Ham is extremely easy to prepare, as most hams are pre-cooked and simply need to be warmed. Jason says most hams come with instructions for cooking and glazing, but he offers one tip probably not found on the package. "Preparing ham in a cooking bag—the kind often recommended for turkeys—results in a moist, tender ham with no fuss or worry," he says.

Another holiday bonus is ham's lowfat content. Today's hams are leaner than ever before and most are hand-trimmed of fat. A 3-ounce serving of extra-lean ham contains just 4 grams of fat and 112 calories, similar to the fat content of boneless, skinless chicken breast.



Our Featured Ham
Hy-Vee Spiral Sliced Ham: Whole or Half with Natural Juices
Available at All Hy-Vee Stores

Grand Finales

A holiday meal just isn't complete without a few sweet treats.

Sweets are served up as prominent parts of our holiday celebrations and traditions. We find pumpkin and pecan pie at Thanksgiving, cutout cookies at Christmas, wrapped boxes of chocolate and fruit-cakes under the Christmas tree, and "secret" family recipes that grace the dessert table at holiday gatherings.

While Aunt Polly's home-made pecan pies or Grandma's cannoli may be the centerpiece dessert at your family gathering, there's always room for a few more goodies to nibble on after dinner.

DELECTABLE DESSERTS

Not all mouthwatering treats are home-baked. In fact, when you are pressed for time, choosing family favorites from your local Hy-Vee Bakery makes good sense, according to Chris Arnold, Hy-Vee bakery supervisor. Hy-Vee specializes in cakes, pies, pastries, bars, cookies, and even chocolate truffles. You can mix and match sizes, quantities, and flavors to suit your party theme and guests' cravings. And since your Hy-Vee Bakery mixes, proofs, and bakes every single day, you know your choices will be made fresh for you. (Chris notes that approximately 80 percent of Hy-Vee Bakery products are made on-site, and about 20 percent are prepared by selected off-site bakers.)

Chris recommends these Bakery specialties for your holiday parties (read about pies, another holiday favorite, *on page 22*):

• **Cakes.** Cream cakes are multilayered, filled confections that come in four flavors: strawberry cream, lemon cream, chocolate truffle mousse, and triple chocolate. These cakes are available in nearly any size,



from 4×4-inch squares to one-eight sheet cake. Other cakes are 8-inch standards, such as carrot, German chocolate, and cherry cream cheese.

• **Dessert trays.** Mix and match platters so guests can select their favorite treats. Choose from bars (including brownies in several flavors: lemon macaroon, cappuccino, pumpkin, and more), assorted cannoli, Greek pastries (all made with phyllo dough), and chocolate truffles.

• **Cookies.** It wouldn't be Christmas without seasonal cookies, and Hy-Vee has a large assortment from which to choose. Popular varieties include toffee, macaroon,

cranberry-walnut, and oatmeal-raisin. In addition, choose from butter spritz (turtle, thumbprint, and fruit-filled) and iced cutouts.

• **Other favorites.** Premade cheesecakes are available in assorted flavors, such as brownie and strawberry swirl, and prepackaged fruitcakes are seasonally available.

1. Pillsbury Frozen Pie Shells: deep dish 12 oz. **2/\$4.00**
2. Mrs. Smith's Deep Dish or Special Recipe Pies: selected varieties 42 to 49 oz. **\$5.49**
3. Reddi Wip: selected varieties 7 oz. **2/\$4.00**
4. Pepperidge Farms Entertaining Cookies or Pirouettes: selected varieties 10.9 to 15.6 oz. **\$5.27**
5. Keebler Snack Crackers: selected varieties 6 to 10 oz. **3/\$5.00**
6. Coffeemate Coffee Creamer: flavors or sugar free 10.2 oz. or 15 oz. **\$3.18**
7. Hefty Plates 12 to 60 ct., Cups 50 ct. or Bowls 16 to 50 ct. **\$1.88**



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Bakery Fresh Specialty Filled Cakes 35 oz.
Lemon & Creme Shortcake,
Tuxedo Truffle Mousse or
Strawberry **\$11.99**





All-American Old-Fashioned Pies

Any way you slice them, pies are a favorite American dessert. The concept of baking foods within a flaky crust traveled to America with the first English and Dutch settlers who readily adapted to “homegrown” versions, filling pastries with apples, pumpkin, squash, and mince.

Versatile pies contain either one or two crusts—often concoctions of flour, fat (lard, shortening, or butter), and water—that are rolled or pressed into a pan. Some pies, however, feature a crust of crushed graham crackers or cookies. Most pies are baked, but unbaked varieties include ice cream, pudding, and cream pies.

Because rolling the crust and preparing fillings are time-consuming tasks, take a few shortcuts during the holidays. Use prepared crusts and premade fillings or purchase ready-made pies from the Hy-Vee Bakery, suggests Chris Arnold, Hy-Vee bakery supervisor. “All Hy-Vee Bakery pies are made with TLC and include a flaky crust, fresh fruits, sugar, and spices that rival Grandma’s. There are no added thickeners or preservatives,” Chris says. Hy-Vee is picky about ingredients. For example, blueberry pies are filled solely with Northern wild Maine blueberries; other specialty fruits include Ida Red apples, Michigan sour cherries, and California Oso Gem peaches.

Top pie picks, according to Chris are “the ABCs—apple, blueberry, cherry.” He adds that “P” pies: pumpkin, pecan, pecan-chocolate chip, and even peach, are very popular during the holidays.

Customers can order 10-inch deep-dish whole or half pies at their local Hy-Vee supermarket knowing that each special pie order is baked fresh the day of pickup.



Hy-Vee HomeStyle Creme Pies 10" **\$8.99**

Hy-Vee HomeStyle Fruit Pies 10" **\$8.99**



Chocolate

In ancient cultures, chocolate was a “food of the gods” and was occasionally used in religious ceremonies. It’s been considered an aphrodisiac, a medicine, a decadent sweet, and an addiction. Today we know that in addition to being a favorite dessert, gift, and guilty pleasure, chocolate also provides health benefits. Dark chocolate contains antioxidants, such as flavonoids and polyphenols (also found in tea and red wine; they help your heart), tannins (that prevent cavities), and substances that may help reduce blood pressure. So these days, it pays to be a chocoholic.

To serve up chocolate for the holidays:

- Include a platter of assorted chocolates on a dessert table; label each variety so guests won’t need to guess on the fillings.
- Offer fresh fruit, cheese, and chocolates for an elegant—and easy—dessert.
- Welcome the New Year by hosting a chocolate and champagne party, featuring a wide variety of chocolates and chocolate-based desserts (fondue, cakes, brownies, cheesecake, and more).
- Give the gift of chocolate to the host or hostess of holiday events and to those hard-to-shop-for recipients, such as teachers, coworkers, and neighbors.
- Keep a few spare boxes of chocolates on hand to give as spur-of-the-moment gifts or to serve to unexpected guests along with mugs of tea or coffee.

HERSHEY'S

Surprise someone in a big way with a Hershey's Giant Milk Chocolate Bar! Hershey's is a favorite treat for kids of all ages and this super-size bar is a gift that will delight coworkers, kids, teachers, and chocolate lovers everywhere.



Hershey's Giant Milk Chocolate Bar 5 lb. **\$24.88**



Hershey's Holiday Cacao Reserve Gift Items: selected varieties 4.2 to 7 oz. **\$5.97**



1. Joseph Schmidt 2007 Holiday Artisan fine chocolates selected varieties 1.95 to 5.85 oz. **\$7.99**
2. Bakery Fresh Christmas Candy Tray 12" **\$14.99**
3. Russell Stover Christmas Box Chocolate: selected varieties 8.25 to 12 oz. **\$5.48**
4. Mexican Wedding & Thumbprint Cookie Tray 12" **\$14.99**
5. Charles & David Chocolates: selected varieties 8 oz. **\$6.99**
6. Gourmet Cookie Tray 12" **\$14.99**
7. Scharffen Berger Holiday 2007 Artisan fine chocolates: selected varieties 2.82 oz. **\$8.99**
8. Brownie Bar Tray 12" **\$14.99**
9. Russell Stover Box Chocolates 4 pc. **3/\$3.00**



*Hy-Vee Bakery treats
in bite-size servings offer guests a sampler of delicious desserts.*



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Sweet Treats

'Tis the season to create confections that no one can resist and share them with the people who make your life sweeter throughout the year. These recipes are a snap to whip up, and easy packaging ideas make them memorable gifts to give.

WRITTEN AND PRODUCED BY SUZANNE MORRISSEY PHOTOGRAPHED BY PETE KRUMHARDT



As Christmas approaches, our hearts turn to family, friends, neighbors, and all the other people we care about. In recognition of those special people, create treats in your kitchen to give as gifts. These six recipes are easy to make, but you'd never know it by the decadent, rich results. The creamy texture of White Chocolate Raspberry Fudge and Chocolate-Peanut Butter Bites will be a hit, as will the nutty crunch of Spiced Pecan Brittle. Entice someone with the old-fashioned flavors of Homemade Caramels and English Toffee, or give tradition a twist with Brown Sugar Shortbread.

Since each of these treats is a true indulgence, small amounts in prettily wrapped packages are more than enough to give. To get started, stop by Hy-Vee for ingredients and packaging supplies, including freezer paper (the secret trick to our Caramel Cones, *right*). Much like waxed paper, freezer paper has a sturdy, shiny surface that makes a smart wrap for candies and cookies. It prevents butter from seeping through and ruining your gift with less-than-festive oily splotches!

For the Caramel Cones, make a batch of Homemade Caramels (see recipe, *below*). Once caramels are cool, wrap each candy in a small square of freezer paper, twisting the ends tightly. Adorn each

Homemade Caramels

SERVES 48 (1 CARAMEL EACH).

ALL YOU NEED:

- 1 cup Hy-Vee butter
- 2½ cups packed Hy-Vee brown sugar
- 1 dash Hy-Vee salt
- 1 cup light corn syrup
- 1 (14 oz.) can Hy-Vee sweetened condensed milk
- 1 tsp. Hy-Vee vanilla

ALL YOU DO:

1. Melt butter; add brown sugar and salt. Mix well; stir in light corn syrup. Gradually add milk, stirring constantly.
2. Cook and stir over medium heat until candy reaches firm-ball stage (245°F), approximately 12 to 15 minutes.
3. Remove from heat; stir in vanilla. Pour into buttered 9 × 13-inch pan. Cool and cut.

Nutrition Facts per serving: 120 calories, 4.5 g fat, 3 g saturated fat, 0 g trans fat, 10 mg cholesterol, 45 mg sodium, 20 g carbohydrates, 0 g fiber, 16 g sugar, 1 g protein. Daily Values: 2% vitamin A, 0% vitamin C, 4% calcium, 2% iron.





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Chocolate-Peanut Butter Bites

SERVES 64 (1 CANDY EACH).

ALL YOU NEED:

- 1 cup Hy-Vee creamy peanut butter
- 1½ cups heavy cream, divided
- 6 oz. semi-sweet chocolate, roughly chopped
- 2 tbsp. Hy-Vee unsalted butter
- Hy-Vee cocoa powder or Hy-Vee powdered sugar, optional

ALL YOU DO:

1. In a heavy 2-quart saucepan over medium heat, stir together peanut butter and ½ cup cream until combined. Spread in the bottom of an 8-inch-square baking pan.
2. Place chocolate in a medium-size bowl.
3. In a heavy 2-quart saucepan, bring remaining ¾ cup cream and butter just to a boil, stirring occasionally.
4. Pour cream mixture over chocolate. Whisk until smooth. Pour over peanut butter layer.
5. Refrigerate until firm.
6. Using a teaspoon measure, scoop out a slightly heaping teaspoonful of the chocolate-peanut butter mixture. Roll into a ball. Repeat with remaining mixture. If mixture becomes too soft to roll, refrigerate until firm.
7. If desired, roll balls in cocoa powder, powdered sugar, sprinkles, or colored sugar.

Nutrition Facts per serving: 60 calories, 4.5 g fat, 2 g saturated fat, 0 g trans fat, 5 mg cholesterol, 20 mg sodium, 3 g carbohydrates, 0 g fiber, 2 g sugar, 1 g protein. Daily Values: 2% vitamin A, 0% vitamin C, 0% calcium, 0% iron.



candy by rubber-stamping a snowflake shape on the wrapper or by using a paper punch and bright holiday paper to create a shape to glue on the wrapper. Finally, trace a large circle (we used a dinner plate) on freezer paper and another on decorative scrapbooking paper. With the freezer paper on the inside, layer the circles and roll them into a cone, sealing with tape or glue. A bit of ribbon, a handwritten tag, and a decorative brad (all available in the stationery and scrapbooking aisles at your Hy-Vee) are the finishing touches. For a smaller version to give as a party favor, use a waffle cone made for ice cream, tucking in caramels and wrapping the cone in colorful paper or simply tying it with a ribbon. For more information on wrapping treats, see “It’s a Wrap!” on page 30, where you’ll find gift-wrapping ideas so easy you can finish each one in five minutes flat.

The best part about giving homemade treats at Christmas? The recipients immediately know you put love, time, and care into each sweet morsel. (And you get to lick the bowl!)

Spiced Pecan Brittle

MAKES 2¼ LBS. (72 SERVINGS).

ALL YOU NEED:

- 2 cups Hy-Vee granulated sugar
- 1 cup light Karo™ syrup
- ½ cup water
- ¼ cup Hy-Vee butter
- 2 cups Planters™ pecans
- 1 tsp. Hy-Vee vanilla
- 1½ tsp. Hy-Vee baking soda
- 1 tsp. McCormick™ pumpkin pie spice

ALL YOU DO:

1. Generously butter a 12 × 18-inch baking sheet. Set aside.
2. In a Dutch oven, heat the sugar, corn syrup, water, and butter to 275°F, stirring occasionally.
3. Stir in pecans. Continue cooking until temperature reaches 300°F, stirring constantly.
4. Remove from heat; stir in vanilla, baking soda, and pie spice.
5. Pour mixture onto prepared baking sheet and let cool.
6. Break into bite-size pieces and store in an airtight container.

Nutrition Facts per serving: 50 calories, 3 g fat, .5 g saturated fat, 0 g trans fat, 0 mg cholesterol, 35 mg sodium, 8 g carbohydrates, 0 g fiber, 5 g sugar, 0 g protein. Daily Values: 0% vitamin A, 0% vitamin C, 0% calcium, 0% iron.





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MAKE AN EXTRA BATCH OF
GOODIES FOR LAST-MINUTE
HOLIDAY GUESTS.



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IT'S A WRAP!

With a few minutes and inexpensive supplies from Hy-Vee, you can create unusual gift packages. English Toffee, *opposite*, looks smart in a wine bag. By cutting 6 inches off the top of the bag, you end up with the perfect size to hold two servings of toffee. We punched new holes in the bag top and reused the bag's cording, adding fun dangling tags. A sleeve of crimped freezer paper and scrapbooking paper keeps the toffee's chocolate layer from rubbing onto the gift bag. Small treats such as Chocolate-Peanut Butter Bites, *page 28*, and White Chocolate Raspberry Fudge, *page 33*, are best packaged in shallow containers. For the Bites, we opted for a shiny metal craft tin, and wrapped the lid with a slender ribbon. A cushioning layer of tissue or crinkled paper keeps the goodies in place. For fudge, use a candy box, and give it a holiday upgrade with scrapbooking paper layered inside the lid and a thick ribbon wrapped around the outside. A single clear button glued on the gift tag adds a simple, homey touch.

Brittle is fragile, so avoid giving this treat in a soft package, such as a gift bag. Instead, use a clear canister like the one on *page 29*, which holds more than enough Spiced Pecan Brittle, also *page 29*, to satisfy a sweet tooth. To complete the look, add a tag strung on cording around the top and wrap a band of paper around the middle. Use a patterned scrapbooking paper, or gussy up solid-color paper with snowflake cutouts as we did.

Finally, head to the tableware aisle at Hy-Vee for sturdy white soup mugs to package Brown Sugar Shortbread, *page 32*. After the cookies cool, pop each one into a treat bag, tie with a bit of embroidery thread, and place in the mug. A belt of ribbon once again completes the package.



English Toffee

SERVES 16.

ALL YOU NEED:

- 1 cup Hy-Vee granulated sugar
- 1 cup Hy-Vee unsalted butter
- 2 tsp. water
- $\frac{1}{8}$ tsp. Hy-Vee salt
- 1 tsp. Hy-Vee pure vanilla extract
- 6 oz. Hy-Vee semi-sweet chocolate chips
- $\frac{1}{2}$ cup nut topping

ALL YOU DO:

1. In a large saucepan, combine sugar, butter, water, and salt. Cook over low heat until butter is melted.
2. Increase heat to medium-high, heat until temperature reaches 300°F, stirring constantly. Remove from heat; stir in vanilla.
3. Pour toffee onto a parchment-lined baking sheet; smooth with spatula. Top with chocolate chips; when chocolate starts to melt, spread it to cover toffee. Sprinkle with nut topping. Refrigerate toffee until chocolate is set; break into pieces.

Nutrition Facts per serving: 210 calories, 16 g fat, 9 g saturated fat, 0 g trans fat, 30 mg cholesterol, 20 mg sodium, 1 g carbohydrates, 1 g fiber, 18 g sugar, 1 g protein. Daily Values: 6% vitamin A, 0% vitamin C, 0% calcium, 2% iron.





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100 seasons / HOLIDAY 2007

Brown Sugar Shortbread

SERVES 24 (1 PIECE EACH).

ALL YOU NEED:

¾ cup Hy-Vee unsalted butter, softened
½ cup firmly packed Hy-Vee brown sugar
½ tsp. Hy-Vee pure vanilla extract

1¾ cups Hy-Vee flour
Pinch Hy-Vee salt

ALL YOU DO:

1. Preheat the oven to 350°F. 2. Beat butter and sugar until just combined. Beat in vanilla. 3. Add flour and salt. Stir until dough begins to form a ball. 4. Roll dough to a ¼-inch thickness. Cut into 1 × 3-inch pieces. If desired, prick with a fork. Place on ungreased baking sheets. 5. Bake for 22 to 24 minutes or until golden brown. Cool on a wire rack.

Nutrition Facts per serving: 100 calories, 6 g fat, 3.5 g saturated fat, 0 g trans fat, 15 mg cholesterol, 0 mg sodium, 11 g carbohydrates, 0 g fiber, 5 g sugar, 1 g protein. Daily Values: 4% vitamin A, 0% vitamin C, 0% calcium, 2% iron.





Trust Kraft Foods to make this holiday season delicious and to help people around the world live and eat better. For quality food that's convenient to your unique life-style, look for the Kraft logo as you browse the shelves at Hy-Vee.

White Chocolate Raspberry Fudge

SERVES 24.

ALL YOU NEED:

- | | |
|---|---|
| 2 cups KRAFT ® Jet-Puffed marshmallows | ½ tsp. Hy-Vee salt |
| 1 cup Hy-Vee granulated sugar | 1¾ cups Hy-Vee white chocolate chips, divided |
| ½ cup heavy cream | 2 tbsp. seedless raspberry preserves |
| 3 tbsp. Hy-Vee unsalted butter | ½ tsp. Hy-Vee pure vanilla extract |

ALL YOU DO:

1. Coat 1½-quart loaf pan with cooking spray. 2. Combine marshmallows, sugar, cream, butter, and salt in medium saucepan. 3. Cook, stirring constantly, over medium heat to melt butter and marshmallows. Boil 5 minutes; stir occasionally. 4. Meanwhile, combine ¼ cup white chocolate chips and raspberry preserves; microwave 15 to 20 seconds; stir until smooth. Set aside. 5. Remove mixture from heat; add 1½ cups white chocolate chips and vanilla; stir. Pour into pan. 6. Drop spoonfuls of raspberry mixture on fudge; use knife to swirl. 7. Cool at room temperature 3 hours. Store up to 10 days in airtight containers.

Nutrition Facts: 170 calories, 8 g fat, 7 g saturated fat, 10 mg cholesterol, 80 mg sodium, 26 g carbohydrates, 25 g sugar. Daily Values: 2% vitamin A.

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1. Kraft Jet-Puffed Marshmallow Creme 7 oz. **\$1.18**
2. Kraft Jet-Puffed Marshmallows: regular or miniature 16 oz. **\$1.59**
3. Kraft Velveeta: regular or light 2 lb. **\$3.88**
4. Planters Pecans: pieces or halves 6 oz. **\$3.48**
5. Planters Walnut: pieces or halves 6 oz. **2/\$4.00**
6. Baker's Coconut, Baking Bars or Dipping Chocolate: selected varieties 6 to 14 oz. **2/\$4.00**
7. Nabisco Ritz Crackers: selected varieties 12.5 to 16 oz. **2/\$5.00**
8. Planters Mixed Nuts or Cashew Halves: selected varieties 6 to 11.5 oz. **2/\$5.00**
9. Kraft Soft Philadelphia Cream Cheese: selected varieties 8 oz. **\$1.69**

Snow Day

Dig your snow pants out of the closet and line up some mugs for hot chocolate, it's time to stop bemoaning the cold and get outside to experience the joy of playing in a winter wonderland.

WRITTEN BY JENNIFER RUISCH PHOTOGRAPHED BY KING AU AND TOBIN BENNETT



There's nothing like the thrill of slicing across a flawless glaze of ice on skates or careening down a sugary hill of powdered snow on a sled. Many of our fondest childhood memories involve outdoor winter delights like these. We remember the pride we felt when we finally figured out how to balance and hold steady in our ice skates. We recall the exhilaration that came over us while sprinting to our favorite sledding hill after the sky dropped its first load of snow.

But the merriment that accompanied our most cherished winter experiences shouldn't be limited to bygone recollections. This holiday season is the perfect time to revive the icy bliss of youth by planning a skating or sledding party.

CHOOSING THE SPOT

When choosing a hill for sledding, try to pick one with some kind of shelter where guests can warm up between sledding runs and reenergize with snacks and hot drinks.

Make sure the hill isn't too steep for young children. Do several test slides to check for sharp rocks and treacherous patches of ice. Explore the surrounding area to ensure there are no roads, utility poles, trees, or bodies of water nearby.

Consider holding your party at a sports park that specializes in outdoor winter activities. Big hills of compact snow await

your sledding group, and snow tubes and other equipment are usually available for rent on the premises.

When picking a place for your skating party, look into local rinks for optimal safety. If the rink is quite popular, ask about the busiest times of the day/week so your group doesn't need to fight for space on the ice. If you must skate on a pond or lake, make sure the ice has been approved for skating by local authorities and checked beforehand for any cracks, holes, or debris.

LOOKING THE PART

Warm clothing is essential for outdoor winter activities. Ask your child to wear a long-underwear shirt with a turtleneck, sweater, and coat layered on top. Combine this with waterproof snow pants, thick socks, and boots. Mittens and hats must be kept on at all times.

Ice skates can be purchased from local sporting goods stores for less than \$30. They can also be found much cheaper at secondhand stores. Most rinks offer skate rental for about \$5.

For a sledding party, request that guests bring their own sleds. A sled that costs less than \$25 can be easily transported by car and carried up a hill under a child's arm. Cheaper sleds are just as fun and generally as safe as more expensive toboggans.

continued on page 38





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1. Bakery Fresh Dessert Loaf: Banana Nut, Blueberry, Lemon, Pumpkin or Cranberry 16 oz. **\$2.99**
2. Bakery Fresh Hard Rolls 8 ct. **\$1.48**
3. Hormel Party Trays 1.75 lb. **\$9.99**
4. Lloyd's Appetizers: Wings, Meatballs or Smokies 16 oz. **\$3.99**
5. Bakery Fresh Mini Croissants 9 ct. **\$2.99**
6. Wimmers Little Smokies: selected varieties 16 oz. **\$2.79**
7. Jimmy's Caramel Apple Dip 6 pk. **\$3.27**
8. Wimmer's Big N Meaty or Big N Cheesy 24 oz. **\$4.48**



Homemade Marshmallows

SERVES 48 (1 MARSHMALLOW EACH).

ALL YOU NEED:

- 1 cup cold water, divided
- 3 (0.25 oz. each) envelopes unflavored gelatin
- 2 cups Hy-Vee granulated sugar
- $\frac{3}{4}$ cup light corn syrup
- $\frac{1}{4}$ tsp. Hy-Vee salt
- 1 tbsp. Hy-Vee vanilla extract
- 1 (0.75 oz.) tube red writing gel
- $\frac{1}{2}$ cup Hy-Vee powdered sugar, divided

ALL YOU DO:

1. Line a 9 × 13-inch pan with waxed paper. Spray bottom and sides generously with nonstick cooking spray.
2. Place $\frac{1}{2}$ cup water in the bowl of an electric mixer. Sprinkle gelatin over the water.
3. Bring granulated sugar, corn syrup, salt, and $\frac{1}{2}$ cup water to a boil, stirring occasionally, in a heavy 2-quart saucepan over medium heat. Increase heat to high and let syrup boil without stirring until the temperature reaches 240°F.
4. With the electric mixer fitted with the whisk attachment and on medium speed, pour hot syrup into gelatin mixture. Increase speed to high and beat for 15 minutes until mixture is bright white and has tripled in volume with a whipped appearance. Add vanilla a few minutes before the end of beating.
5. Spread marshmallow mixture into pan. Working quickly, drizzle with red writing gel. Use a knife to make red swirls in the marshmallow. Let stand uncovered at room temperature for 8 to 12 hours.
6. Sift 1 tbsp. powdered sugar over the marshmallow. Invert marshmallow onto cutting board dusted with powdered sugar. Remove waxed paper and sift 1 tablespoon powdered sugar over marshmallow. Sift remaining powdered sugar onto a large plate.
7. Cut marshmallow into squares. Dip the cut sides into the powdered sugar on the plate.

Nutrition Facts per serving: 40 calories, 15 mg sodium, 11 g carbohydrates.



Minted Hot Cocoa

SERVES 4 (1 CUP EACH).

ALL YOU NEED:

- 4 cups Hy-Vee 2% chocolate milk
- 5 mint leaves
- $\frac{1}{4}$ cup Hy-Vee whipped topping, thawed, divided
- 2 Andes™ mints, chopped, divided

ALL YOU DO:

1. In a saucepan, heat chocolate milk and mint leaves until hot but not boiling.
2. Remove mint leaves and discard.
3. Pour hot milk into mugs and top each serving with 1 tablespoon whipped topping and chopped mints.

Nutrition Facts per serving: 210 calories, 6 g fat, 4.5 g saturated fat, 0 g trans fat, 20 mg cholesterol, 170 mg sodium, 33 g carbohydrates, 2 g fiber, 26 g sugar, 8 g protein. Daily Values: 10% vitamin A, 0% vitamin C, 30% calcium, 4% iron.



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1. Armour Meatballs: selected varieties 14 or 16 oz. **\$2.28**
2. Prairie Farms Old Recipe Milk: pumpkin, chocolate mint, Irish cream, or chocolate cherry 1 qt. **\$1.58**
3. Kaukauna Cheeseballs or Cheeselogs: selected varieties 12 oz. **\$2.99**
4. Rubschlaeger Cocktail Bread: selected varieties 16 oz. **2/\$3.00**
5. Hamilton Beach 3-in-1 Slow Cooker 6 qt. **\$49.99**
6. Hy-Vee Grand Selections Napkins 100 ct. **\$1.68**
7. Holiday 7-Up 2 L. bottles (plus deposit where required) **10/\$10.00**
8. Jack's Original or Half & Half Pizza: selected varieties 15 to 19.4 oz. **4/\$10.00**
9. TGI Friday's Snacks: selected varieties 8 to 14 oz. **2/\$6.00**
10. Hy-Vee Designer Plates 24 or 48 ct. or Cups 60 ct. **2/\$4.00**
11. Wilton Gingerbread Cookie Kit 1 ct. or Silver Cupcake Holder 1 ct. **\$9.99**
12. Swiss Miss Cocoa Envelopes: selected varieties 8 or 10 pk. **\$.99**
13. Asetline Apple Cider 1 gallon **\$3.88**
14. Hy-Vee Toasted Cereals: honey nut 15.25, toasted rice 15.6 oz. or selected varieties 12 to 16 oz. **\$1.88**
15. Brach's Chocolate Bag Candy: selected varieties 12 or 14 oz. **2/\$5.00**
16. Betty Crocker Chex, Gardettos, Bugles or 100 Calorie Snacks: selected varieties 4.2 to 15 oz. **2/\$5.00**

continued from page 34

SETTING THE GROUND RULES

Ask sledding children not to slide down the hill head first. Tell them it's ok if they want to race against each other, as long as they keep enough distance between their sleds to prevent collisions. You can avoid confusion and possible injury by announcing that everyone will sled down the right side of the hill and walk up the left side (or vice versa).

Young ice skaters should receive a brief skill lesson before they're let loose on the rink. Teach them proper technique for stopping and falling down safely. Remind them that the blades of skates can be dangerous, so they must always remain aware of others skating around them.

PREPARING THE SNACKS

Kids should take frequent snack breaks while skating or sledding. Calories are essential for providing their bodies with the energy needed to keep warm in the frosty air.

When deciding on party food, keep in mind that hot is best. Warm treats like little smokies, sloppy joes, soup, and chili are most delicious. Set out a variety of fresh breads and vegetables next to a sizzling cheese fondue pot. Bake a batch of gingerbread cookies and serve them with rich hot chocolate topped with miniature marshmallows or whipped cream and caramel. Add a cinnamon stick to each steaming cocoa mug for a pleasing aroma. Sprinkle shredded coconut on desserts such as brownies, cookies, or cakes, to give them an instant snowy and wintry look.



DI LUSSO® mustards and sauces 9.5 to 10.5 oz. 2/\$5.00



Fast. Fresh. Delicious and Nutritious.

ANTHONY'S CHOICE a timeless classic with five full-flavored premium DI LUSSO® deli meats.

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



FESTO brings a touch of Italy to your next event and treats your guests to the robust flavors of DI LUSSO® genoa salami, hard salami, and pepperoni.

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



DI LUSSO® our most popular tray— perfect for sandwiches, cracker appetizer snacks.

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

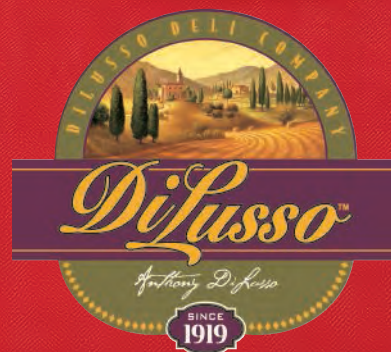


FORMAGGIO, a perfect appetizer, cheese course, or after-dinner offering.

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



DI LUSSO® Beef or Hickory Summer Sausage 11 oz. 2/\$5.00



EXCLUSIVELY AT HY-VEE

order in store or online



Santa's Secret

WRITTEN BY MEGAN FITZGERALD THOMPSON AND WANDA J. VENTLING
PHOTOGRAPHED BY TOBIN BENNETT

Where can Santa shop for good girls and boys, get his suit dry-cleaned, and enjoy fresh cookies in one convenient location? Why at Hy-Vee, of course! See why Santa's secret may be the best gift of all for getting organized this holiday season.

Santa's a master at figuring out what kids of all ages want for Christmas. But his talent for knowing the perfect gift to light up a recipient's eyes isn't magic. It's not even a secret. He simply asks, "What do you want for Christmas?" Then he listens, makes a list, checks it twice, and heads to Hy-Vee for everything he needs. Who knew Christmas gift buying could be so simple?

Santa makes his gift selections throughout the store then he gathers smaller rewards for a favorite tradition—filling Christmas stockings. The produce aisle and Health Market offer healthy options of fresh fruits, nuts, and granola bars while the candy aisle satisfies those with a penchant for sweets.

Batteries are always in short supply on Christmas morning, so Santa stocks up. Then he heads to the gift wrap and scrapbook aisle to gather wrapping paper, bows, cards, tape, and package toppers to make gifts extra fun and pretty.

So what's the Jolly Old Elf's real secret? Santa stays Ho-Ho-Ho happy with Hy-Vee's easy one-stop shopping!



LEFT: Tim Fitzgerald, Food Service Manager at a Des Moines area Hy-Vee, makes an impression every year when he arrives at Hy-Vee as Santa Claus. Tim travels in style, arriving in a white 1973 Caprice Classic Chevrolet convertible, and greets a line of wide-eyed children waiting to meet Santa. Tim also organizes and hosts a night for local children to decorate fresh cookies from the bakery, get a photo taken with Santa, and receive a special toy.

1. Fisher Price Sesame Street Silly Sounds Remote \$9.99
2. Mattel Disney Royal Nursery \$9.99
3. Mattel Glitter Princess \$9.99
4. Fisher Price Go Diego Go Talking Rescue Radio \$9.99
5. Mattel RC Big Rides \$9.99
6. Mattel Hot Wheels 10 pk. \$9.99
7. Mattel Tumblin' Monkeys \$9.99



SANTA'S HY-VEE FAVORITES

Toys, toys, and more toys: Find a wide selection of Mattel, Fisher Price, and other popular name-brand games, cars, trucks, dolls, play sets, and a host of other fun stuff that kids hope to find under the tree or in their stockings.

Arts and Crafts: Look for scrapbooking supplies, stamps, stickers and embellishments, special scissors, glue, tape, markers, pretty paper, albums, and storage containers.

Books and Magazines: Hy-Vee stocks best-selling publications for all ages and interests, and magazine subscription gift cards too.

Electronics and Photography: Check out digital cameras, frames, iPod accessories from cases and skins to headphone adaptor kits, cell phones, calculators, and other cutting-edge gifts.

Housewares and Tabletop: Pretty linens, dishes, servers, slow cookers and chafing dishes, kitchen appliances, bath and spa items, and candles are just a few of the choices.

Baby Gear: Practical and precious gifts range from rattles to rompers.

Gift Baskets: Create custom baskets of fruit, candy, meats, cheeses, wine and spirits, specialty coffees and teas, crackers, or nuts. Include coffee cups, wine glasses, a bamboo cutting board, or other gifts based on the receivers' interests.

Flowers and Home Décor: Present beautiful natural gifts and home accessories to brighten the season.

Gift Cards: From popular stores and Web sites that offer everything from clothing to music—Hy-Vee has them all!





OPPOSITE:

1. Pokemon or Yu-gi-oh trading cards 2 pk. Hy-Vee Exclusive **\$9.99**
2. Duracell Batteries AA or AAA 16 ct. **\$8.99**
3. Mattel Matchbox City Playset **\$9.99**
4. Mattel Polly Pocket Totally Trendy **\$9.99**
5. Fisher Price Dora Let's Go Adventure Minis **\$9.99**
6. Fisher Price Splash Around Dora with Twins **\$9.99**
7. Mattel Ker Plunk **\$9.99**
8. Mattel Hot Wheels Hyper Wheels **\$9.99**
9. Mattel Hot Wheels Flip and Go **\$9.99**
10. Mattel Little Mommy Dolls **\$9.99**
11. Mattel Fashion Fever Barbie **\$9.99**

THIS PAGE:

1. Concepts by Design Gift Boxes 10 ct. **\$4.88**
2. Select Scotch Tape Items
1 roll **2/\$4.00**
3. Scotch Scrapbooking Glue with Applicator
1.6 oz. **\$2.99**
4. Scrapbooking Craft Scissors
2 pc. **\$1.99**
5. Holographic or Metallic Assorted Bows 3.5" or Star Bows 25 ct. **3/\$5.00**
6. Christmas Design Computer Paper 1 pkg.
2/\$3.00
7. Snowman Design Tissue Paper 10 pc. **\$1.88**
8. Tissue Paper selected colors
20 ct. **5/\$5.00**
9. Holographic Assorted Design Gift Wrap 15 to 25 sq. ft.
\$2.99
10. Assorted Design Wrapping Paper 50 sq. ft.
2/\$3.00
11. GE iPod Cases or Skins **\$5.99**
12. GE iPod FM Transmitter
\$15.99
13. GE iPod Headphone Adapter Kit **\$5.99**
14. GE iPod Retractable or Twist-n-Lock Earbuds **\$11.77**





Canon SD 1000 7.1
megapixel Digital Camera
\$249.95



Assorted Picture Frames selected
varieties 4x6 or 5x7 1 ct. \$4.79



Coby Digital Picture Frame 8"
1 ct. \$129.99

Samsung S630 6 megapixel
Digital Camera \$99.95



Image Arts Christmas Cards by Hallmark:
50% off suggested retail price

Hy-Vee Holiday Gift Cards

A Hy-Vee gift card is sure to please everyone on your list. Grab a few for last-minute gifts, as stocking stuffers, or to tuck inside Christmas cards.

Christmas themed Gift Card Holders: selected styles \$.99



One Stop Shopping Convenience

A gift card offers plenty of choices with no hassles! Do your relatives or friends have a favorite place to shop? You can surprise each one with a shopping trip just by visiting your local Hy-Vee. Quickly and easily pick up a gift card for each person on your list without ever circling a mall parking lot.



Hy-Vee Mobile Powered by Fusion

Nationwide Long Distance • Nationwide Coverage • Unlimited Nights and Weekends

Walkie-Talkie Capable • VGA Camera with LED Flash • Interchangeable Faceplates

No Contracts • No Credit Checks • No Hidden Fees • See stores for additional information and phones

Sanyo 7400 \$99.99



Magazine Subscription Cards



Browse through our wide selection of magazine subscription cards and pick up favorites for friends and family. The recipients will enjoy your thoughtfulness—along with a free Hy-Vee \$5.00 gift card—long after the busy holiday season ends.

Gift Baskets Overflow with Holiday Cheer



Gift baskets make ideal presents for friends and family on your Christmas list. Baskets can be customized to include favorite fruits, wines, cheeses, meats and coffees. Thrilling to receive Hy-Vee gift baskets, in themes such as Tuscan Treasures, Smokey Treats and Spa Essentials, suit the gift receiver's special interests. Visit your local Hy-Vee store for a complete list of gift baskets, including specialty ones for the holidays, or enjoy the convenience of ordering online at hy-vee.com.

HOLIDAY PETS

WRITTEN BY ALISON VENTLING AND JENNIFER RUISCH PHOTOGRAPHED BY TOBIN BENNETT

Playful puppies and kittens usually make the top of children's Christmas wish lists. Before Santa delivers a lovable, furry friend under your tree this year, ease the workload for his elves by doing some preliminary planning for your newest family member.

Nothing is more heartwarming than watching a young child meet a furry new friend for the first time. Of all the gifts kids request during the holiday season, they get most excited about the prospect of a new kitten or puppy. But before you bring home a pet to put under the tree, ask a few important questions to save yourself from a lot of frustration later on.

If you answer a pet-for-sale ad, ask why the owner wants to sell it. Find out about the animal's original home and whether or not it's seen a vet and received standard vaccinations. Puppies and kittens both need three sets of vaccines before they turn four months old to prevent distemper, parvovirus (a leading killer in puppies), and other diseases. Double-check with a vet to make sure the pet actually received the vaccines. While there, ask that your cat or dog undergo a complete physical to ensure overall health.

If you decide to buy a pet directly from a breeder, learn about the defects common to your particular breed and any measures

the breeder has taken to prevent them. Ask how many litters the breeder produces each year and what kind of living environment and socialization the animals experience. Find out about health guarantees, pedigree information, and other required certifications before committing to buy.

Deciding to rescue a pet from an animal shelter can be a rewarding experience, but don't be shy about gathering as much information as possible from shelter volunteers first. Find out if anyone knows about the animal's environment before it came to the shelter. At the very least, someone should recall the pet's condition upon arrival. Find out if the dog or cat has been spayed or neutered and its apparent degree of training. Ask the volunteers if they've noticed unusual personality quirks in the animal or temperament issues that might not be compatible with children. Taking a few precautions before you welcome a new addition to your family will go a long way in making the relationship with your pet an easy, and happy one.

GIFT IDEAS FOR FURRY FRIENDS

Santa usually packs plenty of pet gifts in his sled on Christmas Eve, but in case he forgets, Hy-Vee stocks every pet goody imaginable. From designer collars to plush beds in trendy new patterns, Hy-Vee has an array of products to meet all your pet needs. A Christmas-theme toy makes a perfect pet gift. A candy cane or wreath-shape rawhide, *left*, not only brings a puppy hours of enjoyment but also reduces plaque buildup and assists in teething. Another health-conscious gift for the pet on your list is a bag of nutritious, gourmet pet food.

Hy-Vee carries many pet food brands that enhance well-being through increased vitamin, mineral, and whole food content. Organic pet food and supplements are also available. If you want to give your pet an especially tasty and innovative treat, give the gift of an edible Christmas card, *right*. Whether your dog needs a new outfit for a Christmas party or your cat needs a new food dish in the hottest color, you'll find it all at Hy-Vee this holiday season.

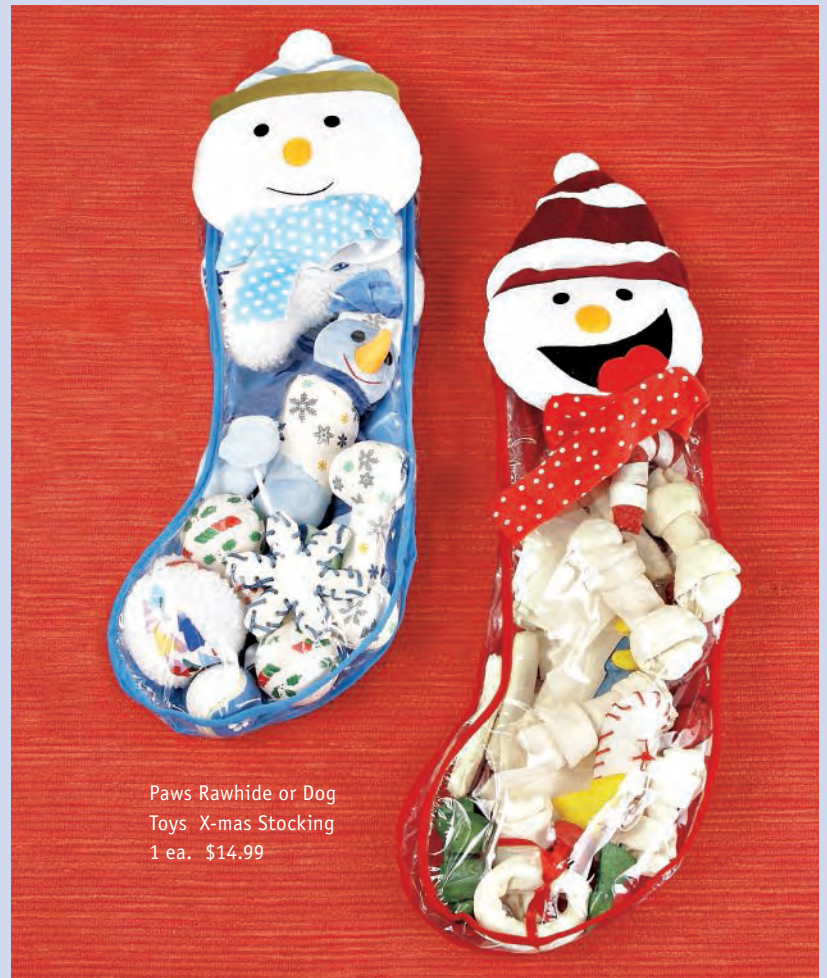


Dingo Holiday Wreaths 3.2 oz. or Canes 4.5 oz. 1 ct. **2/\$7.00**



Crunchkin Dog Edible Greeting Cards 1 ct. **\$3.99**





Paws Rawhide or Dog
Toys X-mas Stocking
1 ea. \$14.99



1. Quiet Time Pet Bed: gray or cinnamon 22", 24" or 30" \$11.88-\$24.99
2. Paws Cat Toys 1 ea. \$1.19
3. Hartz Holiday Plush Dog Toys and Braided Cans 1 ea. \$5.88
4. Paws Dog Toys 1 ea. \$2.99





DEL MONTE FOODS DEL MONTE PET PRODUCTS

1. Kibbles 'n Bits Dog Food:
selected varieties 16 or
17.6 lb. **\$7.99**
2. Milk Bone, Pupperoni,
Snausage or Snawsomes
Dog Treats: selected
varieties 5.6 to
26 oz. **2/\$6.00**



1

2



PURINA

Your Pet, Our Passion.™

1. Busy Bone Dog Treats Reg or Dental Chews: selected varieties 5 to 15 oz. **2/\$5.00**
2. Friskies Cat Treats: selected varieties 2.10 or 3 oz. **\$0.88**
3. Beggin' Strips: selected varieties 6 or 8 oz. **\$2.38**
4. Whisker Lickins Cat Treats: selected varieties 2.10 to 4 oz. **\$0.88**



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WINTERS EVE

A gathering of friends warms the soul on the coldest of winter nights. Make the entertainment both elegant and easy with the help and expertise of party planning specialists at your local Hy-Vee. They'll do all the work, letting you enjoy a relaxing and fret-free evening.

WRITTEN BY JILANN SEVERSON PHOTOGRAPHED BY KING AU

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With all the child- and family-centered celebrations during the holidays, adults-only parties provide welcome relief. This year, plan an evening to welcome friends into your home for spirited conversation, food, and drink.

Instead of stressing over meal and beverage preparations, turn to the folks at Hy-Vee for both advice and finished preparations. Party platters, complete meals, and easy hors d'oeuvres are waiting at Hy-Vee's Kitchen and Full Service Meat Department. If you prefer to do some of the cooking yourself, look to the Delicatessen, Bakery, and Kitchen Departments for sides, desserts, or appetizers to enhance the meal you prepare. Florists are at your beck and call to provide custom-made centerpieces and decorations. Wine experts will help match your beverages to your menu.

Once you've made your selections, relax until the day of the party. Many Hy-Vee stores make deliveries, letting you concentrate on having fun. Whether you pick up the food, receive it delivered, order it fully prepared, or finish cooking it at home, be sure to follow the food safety directions provided by the Hy-Vee Kitchen Department.

SETTING THE STAGE

With the stress of food and beverage preparation out of the way, focus on decorating your home. To create a unified look throughout the house and keep expenses to a minimum, head to a fabrics store. Look for coordinating winter fabrics and buy several yards of each fabric. Cutting, folding, and pressing are all it

takes to create tablecloths and runners. Don't worry about an exact fit. A strip of fabric down the middle of a table or buffet adds a splash of color while letting the beauty of your wood surfaces show. For a more permanent covering you can use year after year, use fusible tape to form the hems as you press under the fabric edges. Red tartan table coverings are shown on the following pages, but other wintry fabrics work just as well.

Let the foods take center stage and become part of your table display. On these pages, silver platters, urns, tiered servers, and buckets hold the appetizers as well as the entrées. In keeping with the rich sparkling look, silver ornaments and accents randomly adorn the buffet and dinner table. Glass and crystal vessels would add a similar sparkle; an all-white theme would create a fresh, more casual look. Jodi Evans, Floral Manager for the Ankeny, Iowa Hy-Vee, suggests customers bring in their own containers and let the Hy-Vee florists create custom arrangements that will blend with an overall theme. Small silver sugars and creamers or larger tureens would be great additions to the tables shown on these pages. Bring in a fabric swatch at the same time and the Hy-Vee florists will find coordinating ribbon to work into the arrangements. You can buy ribbon by the yard to add to packages, chairs, or wreaths. The florists welcome pictures from magazines or other ideas to help them best match their creations to your theme and décor. The Hy-Vee florists will work with your materials, add their own, mix the two, and make suggestions for items you can assemble yourself.



In addition to fresh flowers, the Hy-Vee Floral Department carries seasonal items such as sprigs of greens and holly, roping by the foot, and wreaths that can be personalized to match your décor. For a super-simple centerpiece, Jodi suggests placing one or more small evergreen wreaths on a table or buffet and filling each wreath's center with a vase filled with ornaments. Candles can be added for extra sparkle and romance.

WINES AND CHEESES

Wines and cheeses are a mainstay of holiday entertaining. Jay Wilson, Assistant Vice President of Wines and Spirits for Hy-Vee, says parties provide a great time to try new wines. Rieslings and blends are two current trends in the wine market. "It's easy to fall back on the mainstays, but people are looking to venture into new areas and try fun and interesting wines," Jay says. Let the Hy-Vee Wine and Spirits Department guide you. Many stores have wine experts trained and certified by the Society of Wine Educators. Most Hy-Vee stores hold free wine tastings that feature new or local wines. Jay suggests attending the wine tastings to test-drive varieties outside your favorite choices. He also suggests limiting the wine served at any event to just a few new varieties. "A couple of reds and a couple of whites will satisfy almost everyone's taste," he says.

A small selection of unusual cheeses will enhance the wines you serve. Blends are becoming popular in the cheese market, too, with staples such as Gouda and Brie being infused with

herbs, peppercorns, and even jalapeños. More strongly flavored imported cheeses are making a big dent in the cheese market as people's palates become more sophisticated.

THE MAIN EVENT

Entrées from the Hy-Vee Kitchen Department go beyond the mainstay turkey, ham, and grill specials that have been staples for years. The kitchen at your local Hy-Vee may employ a full-time chef and will have a catering or kitchen manager who can help you come up with unusual entrées and the ideal accompaniments. They'll take it a step further and coordinate with the Wine and Spirits Department, the Bakery, and the Floral Department to create a distinctive dinner to impress your guests.

"Our goal is to do everything for customers so they don't have to worry about a thing, not even their budgets. They can be as involved or uninvolved as they want," says Stacey Sample, Catering Director for West Lakes Hy-Vee. In addition to standard platters, many Hy-Vee stores create custom orders. If you have a favorite recipe, the Hy-Vee Kitchen will prepare it for you. If you really want to relax, Hy-Vee Catering can provide servers. If the meal is delivered, it will be presented in elegant serving pieces or moved onto your own dinnerware. The table will be set up and arranged conveniently and attractively.

Stacey stresses that the sky is the limit when Hy-Vee caters your meal. "There's virtually nothing we can't do, from simple meals to gourmet dinners," she says. "Our ultimate goal is to wow your guests."



BEEMSTER CHEESE—A CROUD PLEASER

Whether you serve cheese as an appetizer or do as the French and present it as a separate course, the award-winning imported and specialty cheeses at Hy-Vee make it easy to create a palate-pleasing spread. If you're looking for an especially fine line of cheeses to use at your next dinner party, look no further than Beemster premium gourmet Dutch cheeses.

Farmers in northern Holland long ago discovered that cows grazing in Beemster pastures gave better quality milk than other cows. Due to a combination of soil and climate, the milk contained a softer, sweeter milk fat that produced an incredible cheese texture and flavor. The Beemster secret recipe, developed in 1901, remains a closely guarded formula to this day.

Beemster only employs master craftspeople, many from generations of skilled cheesemakers with a passion for their trade. Each one must undergo extensive training to understand the Beemster cheesemaking process. In the all-natural process, the cows are never injected with growth hormone, and they graze freely in pastures without pesticides. The end result is a top-quality product with unmatched taste.

In 2001, Beemster became a selected supplier to the Royal Court of the Netherlands, sealing the company's reputation for excellence in cheesemaking.

FINE CHEESE

Beemster Cheese Imported from Holland:
Classic or Vlaskaas \$10.99 lb.

Jarlsberg Swiss Cheese Imported from
Switzerland \$6.99 lb.

President's Brie Foil Wrapped: plain, herb,
or pepper 7 oz. \$2.99

Swiss Gruyère Cheese \$12.99 lb.

Tuxford & Tebbutt English Stilton Wedges
5 oz. \$4.99

Zerto Parmesan Reggiano Imported from
Italy \$12.99 lb.



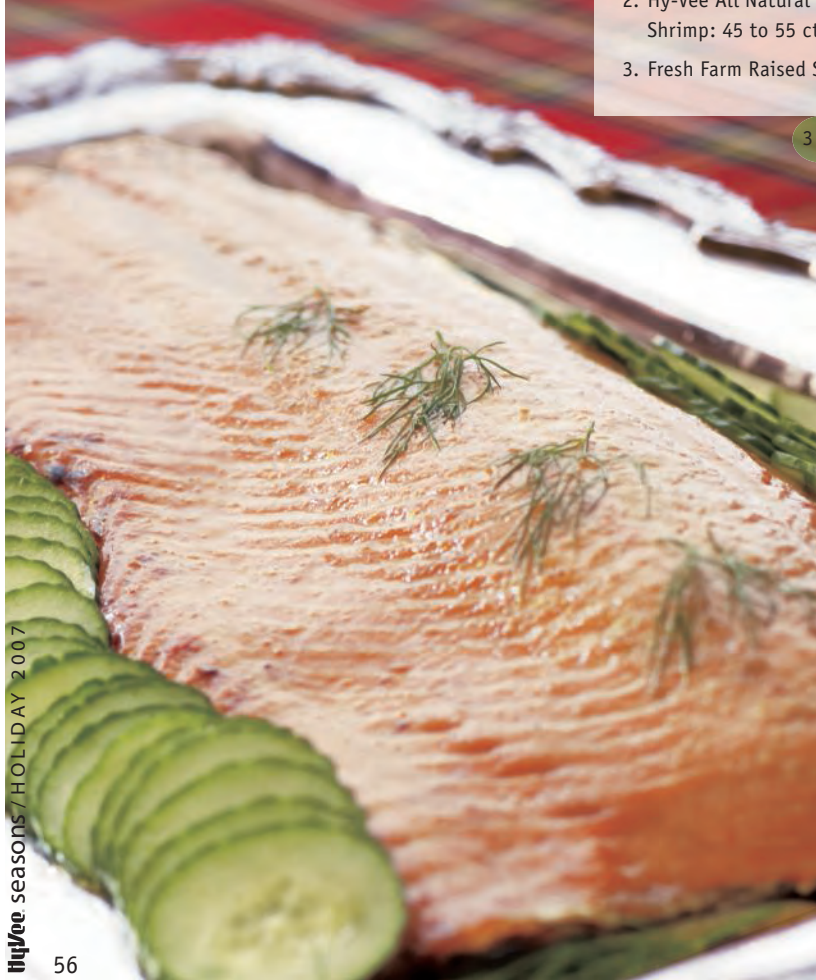


1 2

1. Hy-Vee King Crab Legs: star cut 1.5 lb. **\$12.99**
2. Hy-Vee All Natural Fully Cooked Tail on Shrimp: 45 to 55 ct, 16 oz. **\$6.77**
3. Fresh Farm Raised Salmon Fillet **\$6.99** lb.



3 1



APPETIZERS

Seafood appetizers give a feel of luxury to a party. Precooked and split crab legs can be served whole or the meat can be removed and used in bite-size tastings. To make the appetizers on *this page* and *opposite, top right*, purchase frozen puff pastry shells and bake them according to the package directions. Using a pastry tube, fill the shells with herb-flavored cream cheese. Top the cheese with cooked shrimp or nuggets of crabmeat. For another variety, *opposite, top left*, top a small round of bread with a thinly sliced cucumber, a dollop of cream cheese, and either shrimp or crabmeat. Add garnishes of lemon zest, chives, or dill. Top the baked salmon, *opposite, bottom left*, with a thin glaze of butter, brown sugar, and bourbon. Garnish the fish with thinly sliced cucumbers and sprigs of fresh dill.



WINE &



The Hy-Vee Wine and Spirits Department is well-stocked for the holidays, making it easy for you

Penfolds BIN 389 Cabernet Shiraz 750 ml. \$18.99

This wine combines the structure of Cabernet with the richness of Shiraz for a full-bodied wine that rouses the palate.

Chandon Sparkling Wine 750 ml. \$16.99

The soft, dry sparkling wine similar to Champagne is the perfect match for salty, creamy, or nutty foods such as seafood or salads.

Penfolds BIN 28 Kalimna Shiraz 750 ml. \$18.99

Rich, smooth, and balanced, this dark red dry Shiraz is known for its fruity plum flavor laced with spices.

Santa Margherita Pinot Grigio White Wine 750 ml. \$19.99

Pinot Grigio is a dry white wine with a clean, intense aroma. It is an excellent choice with seafood.

SPIRITS



to prepare for any special event. Turn to the Hy-Vee experts for food and wine pairing suggestions.

Robert Mondavi Winery
2004 Cabernet Sauvignon Napa Valley 750 ml.
\$23.99

"A complete wine" is the description often used for this wine that has a beautiful flow of aromas.

Yellow Tail wines: selected varieties 750 ml. \$5.99

One of the best known Australian wines, Yellow Tail is a good but affordable wine. The Shiraz is a perfect accompaniment to beef and duck or other game.

Penfolds BIN 128
Coonawarra Shiraz
750 ml. \$18.99

Refined, elegant, vibrant, and intense, this wine is dry but fruity with tones of blackberry and raspberry.

Sonoma-Cutrer
Sonoma Coast Estate
Bottled 750 ml. \$24.99

The refreshing, mouthwatering acidity and firm finish of this wine make it a good choice with beef, lamb, and pasta.

Gallo Family Vineyards
Sonoma Reserve
750 ml. \$10.99

Often called approachable, this wine has a medium body that makes it a good choice for even novice wine drinkers.

Angus Beef Pot Roast

SERVES 10.

ALL YOU NEED:

1 yellow onion, finely chopped
4 medium carrots, peeled and cut into 1½-inch pieces
1 lb. sweet potatoes, peeled and cut into 2-inch chunks
2 shallots, peeled and halved horizontally
1 (14.5 oz.) can Hy-Vee beef broth

1 (2½ to 3 lb.) Hy-Vee Angus boneless chuck roast
5 fresh thyme sprigs
1 Hy-Vee bay leaf
Hy-Vee salt and Hy-Vee pepper, to taste

ALL YOU DO:

1. Place onion, carrots, potatoes, shallots, and broth in a slow cooker and stir to combine. 2. Place beef roast on top of vegetables; add thyme sprigs and bay leaf. Season with salt and pepper, if desired. 3. Cover and roast on low setting for 9 to 11 hours, or until meat is tender. 4. Remove meat and vegetables from slow cooker and serve, discarding thyme sprigs and bay leaf.

Nutrition Facts per serving: 340 calories, 10 g fat, 4 g saturated fat, 0 g trans fat, 95 mg cholesterol, 110 mg sodium, 9 g carbohydrates, 1 g fiber, 4 g sugar, 49 g protein. Daily Values: 120% vitamin A, 10% vitamin C, 4% calcium, 25% iron.

100% Natural Angus Beef Pot Roast





Hy-Vee Kitchen Fresh Boneless Wing Platter 3 lb. \$14.97

1. Holiday Disposable Platters and Bowls
2 or 3 ct. **\$2.88**
2. Christmas Tableware
\$2.88
3. Holiday Buffet Napkins: 8 assorted designs 16 to 20 ct.
2/\$5.00
4. Holiday Plates, Napkins, Cups or Tablecover: 3 assorted designs 1 to 20 ct.
3/\$4.00
5. Holiday Tablecover: 6 assorted designs 1 ct.
2/\$5.00
6. Crystalike Rectangular or Round Serving Trays
1 ct. **\$5.49**
7. Stainless Steel Chafing Dish 8 qt. **\$39.99**
8. Christmas Cake Platter with Server 13" **\$4.88**
9. Elite Essentials Rotary Grater 1 ct. **\$7.99**
10. Ceramic Holiday Serving Tray 1 ct.
\$3.99
11. Gold Holiday Glitter Tree 26" **\$12.99**
12. Holiday Word Christmas Plates: selected varieties
1 ct. **\$4.99**
13. Mariposa Fresh Herbs: rosemary, thyme or mint .5 oz. or 1 ct.
2/\$4.00
14. Holiday Divided Serving Plate 10"
2/\$7.00
15. Rachel Ray Just in Time or 365 No Repeats
\$19.95





Hy-Vee Kitchen Fresh Sweet & Spicy Salmon \$5.99



Kane Dinnerware:

Dinner Plate **\$3.99**,
Side Plate **\$2.99**,
Footed Bowl **\$2.99**,
Scoop Mug **\$2.99**,
Wine Glass **\$2.99**,
Divided Bowl **\$14.99**,
Cookie Jar **\$14.99**,

Kitchen Towel **\$2.99**,
Pocket Mitt **\$2.99**,
Oven Mitt **\$2.99**,
Tablecloth **\$14.99**,
Napkin **\$3.99**,
Serving Platter **\$19.99**,
Spoon Rest **\$3.99**



Hy-Vee Kitchen Fresh Tortilla Encrusted Tilapia \$5.99

1. Red Bull Energy Drinks 4 pk. **\$6.49**
2. Welch's Sparkling Juice: white or red grape 25.4 oz. **\$2.77**
3. Hy-Vee Water Coolers or Refreshers: selected varieties 1 L. **2/\$1.00**
4. Elegant Drinkware Glasses 4 - 6 ct. **\$2.88**
5. Concord Squeeze Lemons 4.5 oz. **\$.69**
6. Elite Essentials Cheese Slicer 1 ct. **\$7.99**
7. Glass Champagne Vase 7 pc. **\$17.88**
8. Snowman Wine Bottle Gift Box 1 ct. **\$5.99**
9. Wine Glass Set 10 pc. **\$17.88**
10. True Fabrications Wine Bag with Bow **\$4.99**
True Fabrications Wine Bag 1 ct. **\$2.99**
11. Libby Square Sectional Serving Tray 5 pc. **\$9.99**
12. Hy-Vee Onion Soup Mix 2 oz. **3/\$2.00**
13. PET Evaporated Milk 12 oz. **\$.88**
14. Melissa's Shallots 3 oz. **\$1.99**
15. Melissa's Dried Coconut Chips 3 oz. **\$1.99**
16. Hy-Vee Old Fashioned or Quick Oats 42 oz. **\$1.77**
17. Spice World Minced or Chopped Garlic 4.5 oz. **\$1.99**
18. Hy-Vee Cocktail or Chili Sauce 12 oz. **\$1.18**





Amana Prime Rib

Holiday Prime Rib

SERVING SIZE: 4 OZ.

ALL YOU NEED:

1 (5 lb.) boneless prime rib roast
2 tbsp. Grand Selections olive oil

Hy-Vee salt and Hy-Vee pepper, to taste
10 cloves garlic, minced

ALL YOU DO:

1. Preheat oven to 500°F. Rub roast with oil, salt, pepper, and garlic. Bake for 20 minutes.
2. Reduce oven temperature to 250°F and bake until internal temperature reaches 135°F. Remove from oven; allow to rest 30 minutes.

Nutrition Facts per serving: 410 calories, 32 g fat, 13 g saturated fat, 0 g trans fat, 90 mg cholesterol, 70 mg sodium, 1 g carbohydrates, 0 g fiber, 0 g sugar, 27 g protein. Daily Values: 0% vitamin A, 0% vitamin C, 2% calcium, 15% iron.

Turkey-Tortilla Soup



SERVES 14 (1-CUP EACH).

ALL YOU NEED

- | | |
|--|---|
| 1 cup chopped onion | 1 (10 oz) bag Hy-Vee frozen kernel corn |
| 1 tsp. Grand Selections olive oil | 2 cups cooked turkey, cut into ½-inch cubes |
| 1 (4 oz.) can Hy-Vee diced green chilies | ⅓ cup chopped fresh cilantro |
| 1 (1.25 oz.) envelope dry taco seasoning | 4 oz. Hy-Vee tortilla chips |
| 1 (16 oz.) can diced tomatoes, undrained | ½ cup shredded Monterey Jack cheese |
| 6 cups turkey broth | |

ALL YOU DO

1. Saute onion in olive oil in a 5-quart saucepan over medium heat for 3 to 4 minutes or until translucent. 2. Stir in green chilies and taco seasoning. Cook 1 minute. 3. Stir in tomatoes and turkey broth; bring to a boil. 4. Add corn and turkey. Reduce heat to low and simmer 5 minutes. 5. Add cilantro. 6. To serve, spoon soup into serving bowls. Top with tortilla chips and cheese.

Nutrition Facts per serving: 130 calories, 4.5 g fat, 1.5 g saturated fat, 0 g trans fat, 15 mg cholesterol, 690 mg sodium, 14 g carbohydrates, 1 g fiber, 1 g sugar, 9 g protein. Daily Values: 4% vitamin A, 15% vitamin C, 4% calcium, 4% iron.

Kane Soup Bowl \$2.99
Kane Dinner Plate \$3.99

Soup's On!

Balance calorie-rich holiday spreads with nutritious, delicious soups in good-for-you blends that warm hearts and satisfy appetites. Soup offers a healthy alternative for mealtime menus that's comforting and quick to prepare. Chase away the chill of the season with a bowl of steamy goodness.

WRITTEN BY JILANN SEVERSON PHOTOGRAPHED BY TOBIN BENNETT

For ease and convenience, it's hard to beat soup. It fits anywhere in the course of a day, forming a lunchtime partnership with salad, standing in as a healthy afternoon snack, or starring as a supper headliner. Whether chowder or clear broth, bisque or gumbo, soup comforts and consoles, fortifies and fills.

Served as an appetizer, soup shaves the edge off appetites, creating a feeling of fullness that puts the brakes on overeating. Dieters can count on soup to help reduce caloric intake to meet weight-loss goals. During the holiday season when rich foods beckon at every gathering, meals that include soup help keep celebration-related weight gain at bay.

As you consider ways to add soup to weekly menus, keep in mind that not all soups are created equal. Cream- or cheese-base blends boast more fat and calories than their clear broth cousins. Lighten creamy soups by substituting low-fat ingredients, such as tofu. Blend silken or soft tofu into a soup creation to form a creamy base that's low in calories and high in protein and calcium.

Pureeing the vegetables in a recipe also yields a smooth base without the fat and calories of cream. Puree cooked, chopped vegetables—such as carrots, onions, sweet potatoes, or white potatoes—with broth to produce a smooth, nutritionally rich base. Steam vegetables for zero fat, or toss them with a tablespoon or two of olive oil and seasoning and oven roast them to work a toasty flavor into the final pot.

Soup offers prime opportunities to sneak vegetables into your family's diet. Use the vegetable puree method to tuck root crops (rutabagas, turnips, carrots) and winter squash into soup blends. Encourage children to chow down by serving soups with yummy, do-it-yourself toppings: seasoned croutons, goldfish crackers, or shredded cheese.

Fresh ingredients provide the best flavor in soups, but creating stock and chopping vegetables can prove time-consuming if you need a fast family meal. Shorten prep time with canned broths or bouillon alternatives. Substitute canned or frozen vegetables for fresh. Also consider make-ahead magic, especially during the holiday season. Boil the remains of a holiday turkey to stir up your own soup stock. Chill the broth overnight, skim off the fat, and freeze the fat-free broth for a fast soup starter. Chop leftover turkey and freeze it to be crumbled straight into a pot of simmering soup.

Crafting your own soup lets you control seasoning. Try herbs for savory flavors; add them late in the cooking process for a stronger presence. If soup tastes salty, add a whole, peeled potato and simmer for 10 to 15 minutes to allow the potato to absorb the salt. Remove the potato before serving. Thicken soups with mashed potato flakes. Stir some into a soup and give them 5 to 10 minutes to expand before adding more.

To calculate soup servings, follow this handy guide: For appetizer or side-dish soups, 1 quart yields six servings. If soup is the main dish, count on two servings per quart.

SOUPER BEGINNINGS

Supper just got easier, thanks to Hy-Vee's Souper Beginnings Soup Starter blends. Seven fresh mixes give you the fixin's to create luscious soups in your slow cooker so you won't be tied down in the kitchen. Toss the ingredients into the slow cooker early in the day, turn the heat to low, and you'll come home to a meal that's ready to eat.

Made fresh daily for Hy-Vee stores, Souper Beginnings ladle up a menu of tasty soup fare: Beef Stew, Butternut Squash, Broccoli Cheese, Cauliflower, Mexican, Potato, and Vegetable Medley. The soup starters provide peeled and chopped veggies and herbs; you just add water, chicken or beef broth, or evaporated milk. Suggested preparation instructions under the lid offer easy-to-follow directions for soup preparation. Make the soup as suggested or toss in additional vegetables, pasta, or meat. To enhance the steamy flavors, garnish soups with tasty bites—oyster crackers, chopped chives, croutons, fresh shredded cheese, sour cream, or tortilla chips. Serve with sandwiches, salads, or hunks of hearty whole grain bread with cheese and fruit.

Souper Beginnings ladle up 4–6 servings, enough to serve your whole family a home-style meal. Look for them in the Meals-to-Go section near the produce area.

Souper Beginnings Soup Starter Base: selected varieties 18 to 28 oz. \$6.69

1. Kane Soup Bowl
\$2.99
2. Elite Essentials
Nylon Ladle 1 ct.
\$3.49
3. Viva Towels
Seasonal Prints
2 pk. \$3.68
4. Hy-Vee Chicken
Broth 32 oz. \$1.59
5. Hamilton Beach
Panini Press
Gourmet Sandwich
Maker 1 ct. \$44.99
6. Hy-Vee Boullion
Cubes 25 ct. or
Instant 4 oz.: beef
or chicken \$1.18
7. Hy-Vee Family Size
Soups: selected
varieties 26 oz.
10/\$10.00

1



2



3



4



5



6



7



Cheesy Potato Soup

SERVES 19 (1-CUP SERVINGS).

ALL YOU NEED

1 ½ cups peeled, chopped carrots	2 tbsp. chopped fresh parsley
5 cups peeled, chopped potatoes	1 cup Hy-Vee skim milk
1 ½ cups chopped celery	1 lb. reduced-fat Velveeta™ cheese, cubed
1 tsp. Hy-Vee salt	2 cups diced ham
6 cups water	½ tsp. Hy-Vee black pepper
1 (12 oz.) can Hy-Vee evaporated milk	

ALL YOU DO

1. In a 5-quart pot, combine carrots, potatoes, celery, salt and water. Boil 20 minutes.
2. Remove from stove and slightly mash potato mixture. 3. Stir in evaporated milk, parsley, milk, cheese, ham and black pepper. 4. Return to stove and heat till bubbly.

Nutrition Facts per serving: 160 calories, 6 g fat, 3.5 g saturated fat, 0 g trans fat, 30 mg cholesterol, 550 mg sodium, 15 g carbohydrates, 1 g fiber, 5 g sugar, 11 g protein. Daily Values: 40% vitamin A, 8% vitamin C, 20% calcium, 2% iron.

Kane Soup Bowl \$2.99
Kane Dinner Plate \$3.99

Beautiful Breads

Head to the bakery department to find fresh inspiration for holiday feasts. Hy-Vee's take-and-bake Artisan breads from the New French Bakery give holiday gatherings and family celebrations rustic flair. The blend of natural ingredients in each loaf bakes up with wholesome goodness, exceptional flavor, and perfect texture.

WRITTEN BY TAMARA POOL PHOTOGRAPHED BY KING AU AND PETE KRUMHARDT



Bakery Fresh Ciabatta Loaf 16 oz. \$3.49

Bakery Fresh Ciabatta Rolls: regular or multi grain 6 ct. \$2.99

Bakery Fresh French Baguette 12 oz. \$2.49

Crusty, rustic loaves of bread fresh from the oven easily steal the holiday spotlight. The most versatile of foods, bread segues from formal settings to family lunches with ease, framing hors d'oeuvres, mopping gravy, or sandwiching juicy leftovers.

Brush up your bread-baking skills with Hy-Vee's New French Bakery line of Artisan par-baked (90 percent-baked) breads. Skilled craftspeople dedicated to old-world traditions create the crusty rolls and traditional loaves. The breads burst with natural flavor and wholesome goodness—just as if you spent all day in the kitchen.

“We specifically chose the Ciabatta, French Baguette, and Natural Whole Grain breads to be featured in all Hy-Vee Bakeries because of their outstanding quality and thin crispy crusts,” says Chris Arnold, Hy-Vee Bakery supervisor.

The shelf life of bread from the New French Bakery is only two to three days because of the high-quality, natural ingredients and absence of trans fats. But the bread can be frozen or refrozen for up to six months, enabling you to purchase it at your convenience and still produce a freshly baked loaf for your special occasion. “The last 10 percent of baking opens up the grain and allows a chemical reaction to take place that causes the bread to be at its highest quality when it comes out of your oven,” Chris says.

This holiday season, embrace a new tradition. Serve fresh Artisan breads, piping hot from your own kitchen, thanks to the combination of time-honored bread-making techniques and modern technology. You'll impress your guests and give your family the royal treatment with world-class bread.

Wholesome Harvest Natural Whole Grain Bread 18 oz. \$3.49

Wholesome Harvest Stone Ground Whole Wheat Bread 33 oz. \$2.99



Trubamboo Bamboo Cutting Board 1 ct. \$14.99
Oregon Bread and Bagel Slicer 1 ct. \$14.99

Christopher Ranch Jar Basil 4.25 oz. \$2.99

Hy-Vee Grand Selections Flavored Olive Oils: selected varieties 8.5 oz. \$2.77

Kraft Grated Parmesan Cheese: selected varieties 7 or 8 oz. \$2.98



1



2



3



4

Season's Best Superfoods

Try these eight nutrient-packed foods to add color and sparkle to your holiday snacks, meals, and baking!

WRITTEN BY JILANN SEVERSON PHOTOGRAPHED BY TOBIN BENNETT



Holiday foods include an abundance of choices positively brimming with good stuff your body needs. In addition, many of them add a splash of color to salads, desserts, beverages, and snack trays. And all are at peak season during the holidays and readily available at your local Hy-Vee. Hy-Vee dietitian Pat Fisher at the Locust Street store in Dubuque, Iowa shares this list of healthful holiday foods. Incorporating any—or all of them—into your holiday fare will keep your body in tip-top shape.

POMEGRANATES

“These fun little juice-filled seeds are like sparkling jewels,” Pat says. “Sprinkle them on salads, desserts, or yogurt for dazzle.” Pomegranates, high in vitamin C, also are high in antioxidants (even higher than red wine, Pat says); antioxidants help prevent cell damage, possess antiaging properties, and reduce the risk of heart disease and cancer. Pomegranates (as well as cranberries) also come in 100-percent juice, which makes wonderful spritzers, Pat says. “Mix the juice with sparkling mineral water or sparkling wine for a fizzy, healthful beverage,” she adds.

CRANBERRIES

Almost everyone enjoys these versatile, tart fruits in cranberry relish during the holidays. But don’t stop there! The high vitamin C, antioxidant, and fiber content of cranberries should inspire you to give them a second look. Add fresh cranberries to apple crisp or quick breads, or add dried cranberries to a snack mix of nuts and pretzels. Update traditional cranberry sauce with a lime juice base to serve with chicken or pork.

PUMPKIN, SQUASH, AND SWEET POTATOES

These deep orange foods, chock-full of fiber and the antioxidant beta-carotene, are low in fat and calories. Beyond pumpkin (or sweet potato) pie, incorporate any of these orange veggies into elegant stews, risottos, and soups, or roast or mash them as a side dish. Pat recommends microcooking for quick preparation. “For a side dish in minutes, cook a sweet potato in the microwave, then squiggle a little honey on top,” she says.

NUTS

These holiday staples provide monounsaturated fats, which help protect our hearts. “Replacing some saturated fat in our diet with monounsaturated fat is a good goal,” Pat says. She suggests eating a few each day; sprinkling them on salads or mixing them into quick breads or desserts. “Because nuts are high in fat, a little goes a long way. A handful forms a very satisfying snack,” she says. Nut butters—almond, cashew, sunflower—make a healthful holiday gift.

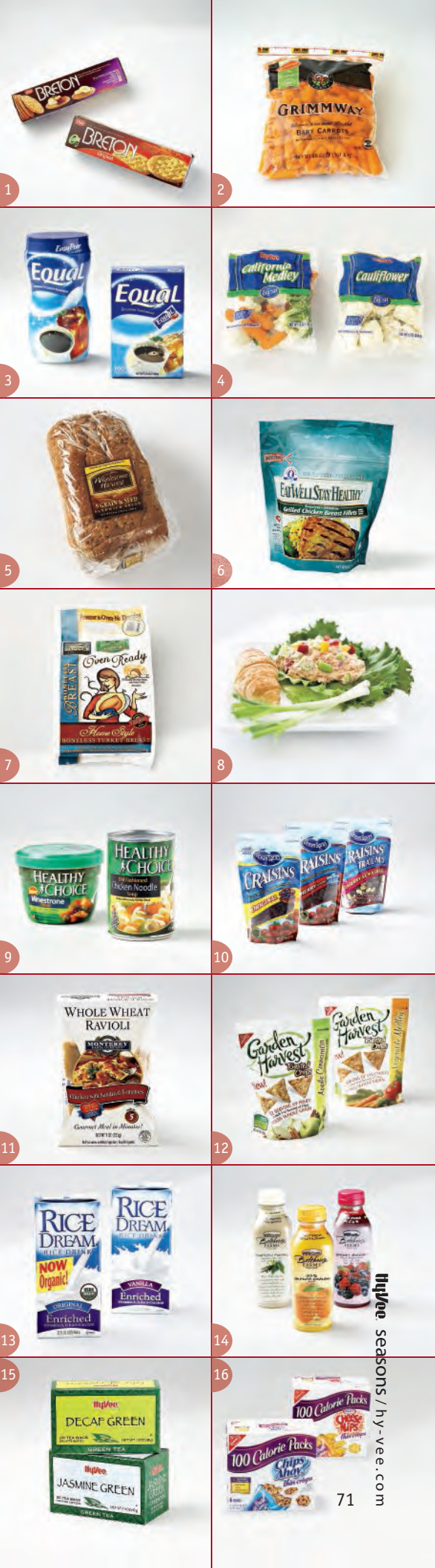
CITRUS

Eating citrus daily should be everyone’s goal, Pat advises. Citrus fruits such as oranges, grapefruit, clementines, tangerines, lemons, and limes are bursting with vitamin C, potassium, and folic acid. She suggests making a green salad with grapefruit and orange segments. Garnish the salad with pomegranates, dried blueberries, or cherries, and toss with a vinaigrette dressing. Include citrus slices on a fresh-fruit platter or drizzle steamed veggies or poached fish with a squeeze of fresh lemon or lime juice and top with a grating of zest.

PEPPERMINT

Beyond the traditional red-and-white-stripe twist of candy canes, peppermint soothes the digestive tract and reduces the severity and length of stomachaches due to overeating. Pat suggests relaxing with a peppermint tea for the same soothing effect.

1. Breton Crackers: selected varieties 7 to 8.8 oz. **2/\$5.00**
2. Grimmway Baby Carrots 3 lb. bag **\$2.88**
3. Equal 100 count or Equal Spoonful 4.0 oz. **\$3.38**
4. Fresh Cut Cauliflower, Broccoli, or California Medley 12 oz. **2/\$5.00**
5. Wholesome Harvest 9 Grain & Seed Sandwich Bread 24 oz. **\$2.99**
6. EatWell Stay Healthy Boneless Chicken Breasts 1.5 lb. **\$5.99**
7. Jennie-O Cook in the Bag Turkey Breast 2.75 lb. **\$9.99**
8. Hy-Vee Kitchen Fresh Blue Water Tuna Salad **\$6.99**
9. Healthy Choice Soups or Micro Bowls: selected varieties 14 or 15 oz. **4/\$5.00**
10. Ocean Spray Craisins or Trail Mix 6 oz. **\$1.88**
11. Monterey Gourmet Whole Wheat Pasta: selected varieties 9 oz. **\$3.28**
12. Nabisco Toasted Wheat Thin Chips or Ritz Chips: selected varieties 8.10 oz. **2/\$5.00**
13. Rice or Soy Dream Soy Milk: selected varieties 32 oz. **\$1.88**
14. Bolthouse Farms 100% Juices or Smoothies: selected varieties 450 ml. **2/\$5.00**
15. Hy-Vee Specialty Teas: selected varieties 20 ct. **3/\$5.00**
16. Nabisco 100 Calorie Packs or Granola Bars: selected varieties 4.62 to 5.88 oz. **2/\$5.00**





coming next issue

Good nutrition is key to building a better body. Learn how you can eat your way to good health and make simple changes to live a more active and fit life. Don't miss out—watch for the January issue of *Hy-Vee Seasons* at your local Hy-Vee or in the mail.



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