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seasons[®]



ROCKIN' REUBEN

march

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*Where available



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16 oz.

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See reverse side for MORE exclusive offers.

*Offers available only to Hy-Vee Plus members with a Fuel Saver + Perks card. This offer is preloaded to eligible members' Fuel Saver + Perks cards. Just swipe or scan your Fuel Saver + Perks card to redeem. Limit 1 use per member. Offer expires March 31, 2021. Void where prohibited.



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pickup or delivery
Minimum \$120 purchase required. Some exclusions apply. See store for details.



\$7 OFF
8 pc. chicken and 2 pint sides*
\$9.99 for members;
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In-store only



25% OFF
custom order cake*
including birthday cake
In-store only



FREE
bag of Hy-Vee fresh tortilla chips or wonton chips*
when you purchase Hy-Vee dip, guacamole or salsa.
8 to 15 oz. bags
In-store or Aisles Online



15% OFF
any 6 bottles of wine*
Not available in all states



\$15 OFF
meat bundle #1*
• 4 (5-oz. each) Hy-Vee Choice Reserve® Bacon-Wrapped Sirloin Filets
• 6 (3.75-oz. each) Pork Bratwurst Patties
• 6 (3.75-oz. each) Pork Bratwurst Links
• 6 (5-oz. each) Ground Chuck Patties - 85% lean, 15% fat
In-store or Aisles Online



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MARCH 2021

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DONNA TWEETEN
EXECUTIVE VICE PRESIDENT,
CHIEF OF STAFF,
CHIEF MARKETING OFFICER

It's March and spring is definitely on our minds. March is also Women's History Month—one reason to spotlight some women behind popular alcoholic beverages, *page 18*.

Speaking of beverages, check out the Des Moines-based founders of the first nationally distributed Black-owned coffee company, *page 78*, and what they're doing to promote social justice.

This issue also has plenty of tempting recipes, including comfort seafood dishes, *page 26*, delectable snack options, *page 46*, and soup and bread combos, *page 52*. You'll also find tips on using the Hy-Vee app, *page 88*, preventing five common health problems, *page 100*, and building resistances to disease, *page 112*.

See you in April!

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CELEBRATE WITH THE FLAVOR YOU LOVE

aisles

WHAT'S NEW AND NOTEWORTHY IN YOUR WORLD AND AT HY-VEE



now trending

REUBEN-ESQUE

A masterpiece lunch is just a few select Hy-Vee products away.



KERRYGOLD CHEESE

Slice some Kerrygold Dubliner Cheddar cheese, a sweet, mild and mature cheese from Ireland.



DI LUSSO CORNED BEEF

Add Di Lusso USDA Choice corned beef, a favorite since 1919.



IRISH SODA BREAD

Hearty Irish soda bread from the Hy-Vee Bakery is delicious slightly warm and buttered.



DI LUSSO REUBEN

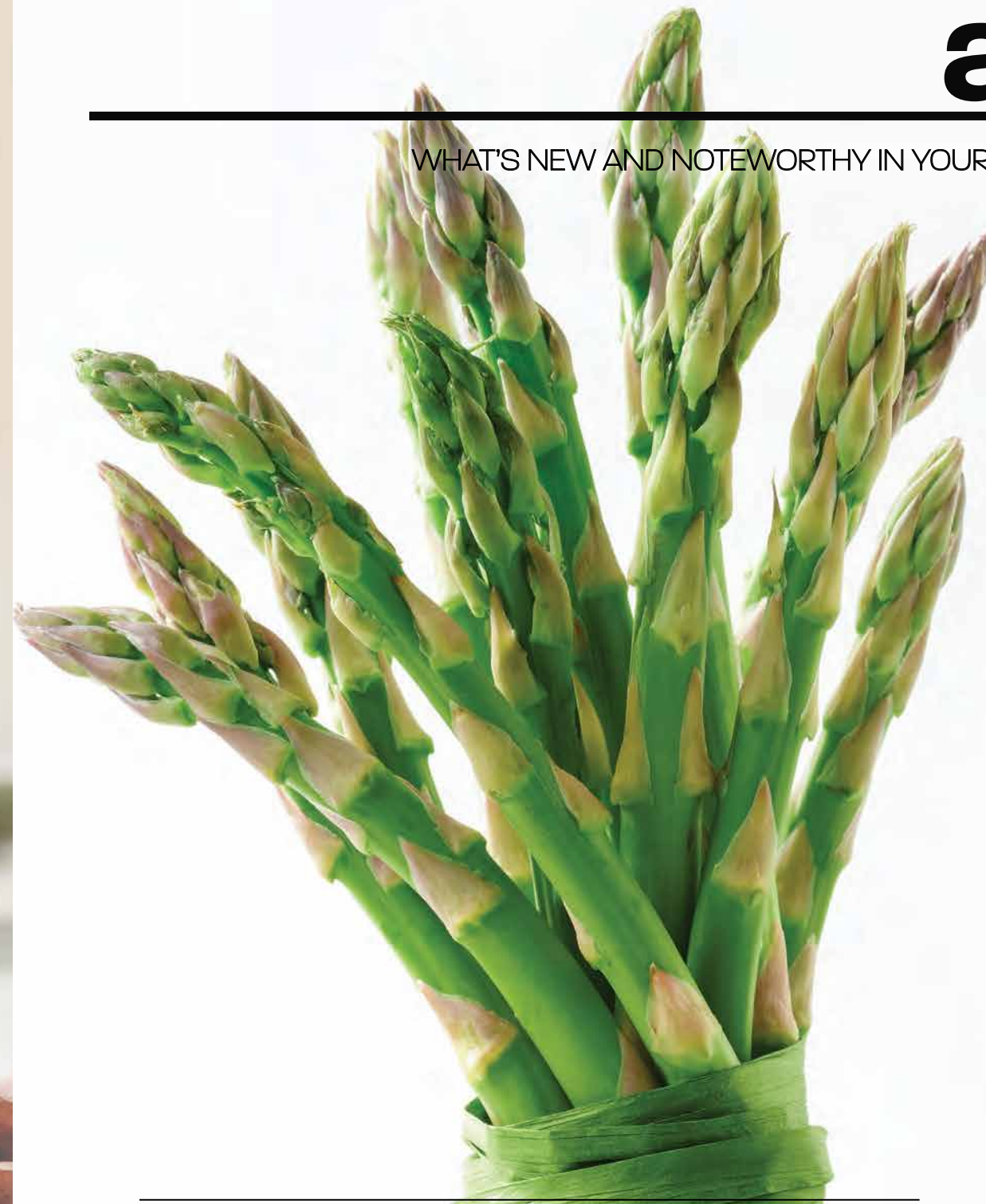
Or make a Reuben sandwich with Di Lusso corned beef and Swiss on bakery-fresh rye and pumpernickel swirl bread.

Hy-Vee SEASONS | hy-vee.com

THINK GREEN

Move over, cabbage! You're not the only green veggie in the spotlight this month. Crisp, sweet asparagus is at its freshest right now and Hy-Vee has a fresh selection of this versatile vegetable.

How versatile? Asparagus can be steamed, simmered, roasted, grilled, sautéed, battered or eaten raw. Particularly delicious on a salad, asparagus is a culinary treat and nutritional superstar.





brand highlight

HICKORY HOUSE


Top beef, chicken or pork with Hickory House sauces for extra kick and take your grill game up a notch.



donut of the month

SALTED CARAMEL OLD-FASHIONED DONUT

One look at this donut and you can see why it is back by popular demand. A Hy-Vee bakery-fresh caramel delight!



NEW AT HY-VEE!

STOP IN AT HY-VEE TO CHECK OUT THESE NEW, NOTEWORTHY OR SEASONALLY POPULAR PRODUCTS.

DAIRY

Babybel Plus+ Probiotic



Made with 100% real cheese and no artificial growth hormones, colors, flavors or preservatives, Babybel is a delicious cheese snack fortified with probiotics.

DAIRY

Full Circle Finishing Butters



Spread Full Circle Market's savory finishing butter on bread and vegetables. For a flavor adventure, slather on Garlic with Parmesan and Basil.

WINE & SPIRITS

Mike's Hard Seltzer



Light and refreshing, this new alcoholic sparkling water is only 100 calories with 2 grams of sugar. Available in natural lime, black cherry and lemon flavors.

FROZEN

Crav'n Artisan Pizzas



Enjoy variety with more than a dozen kinds of pizza in a range of crusts: Thin, Ultra Thin, Pub Style, Rising and Cheese-Stuffed.

now trending

CLEAN & GREEN

HOUSECLEANING IS EASY WITH PRODUCTS ENGINEERED FOR EFFICIENCY.



LIBMAN WET & DRY MICROFIBER MOP
Microfiber cleaning pad lifts and locks dust and other debris; reusable and machine washable.

LIBMAN DUST PAN WITH WHISK BROOM
For quick cleanup, the pan and broom snap together for efficient storage.

SCOTCH-BRITE SCRUB SPONGES
Sponge wipes and absorbs, heavy-duty scrubber removes stubborn grime.

LIBMAN HARDWOOD FLOOR EVERYDAY CLEANER
Cleans, shines and protects with no dull residue.

LIBMAN DUSTING CLOTHS
Streak- and lint-free cloths can be used dry for dusting, wet for cleaning.

LIBMAN DESIGNER TOILET BRUSH & CADDY
Specially designed caddy won't tip over and the brush cleans under the rim.

LIBMAN UTILITY BUCKET
Ergonomic handle, dual-pour spouts and large-capacity basin to fit all standard mops.

LIBMAN TORNADO MOP
Features 50% larger mop head and Grip N' Click ratchet wringer.

celebrate the holiday in style

Give a nod to the color of the Emerald Isle with these items from Hy-Vee.



SEQUIN TOP HAT
The Wearin' o' the Green will reflect well on you—literally—with this sequin hat.

FELT TOP HAT
True leprechauns may prefer the more traditional topper.

TABLEWARE DECOR
Napkins and paper plates set the tone for feasting and frivolity.

GLOW NECKLACE
Only glowing remarks for snap-together glow sticks that radiate an aura for 10+ hours.

BEER STEIN NECKLACE
Take a shine to party necklaces chock-full of mini beer mugs.

SHOT GLASS NECKLACE
Toast to the Irish wearing a beads-and-shot-glass necklace.

takes
the
cake

ROCKY ROMANCE

Cake Designer: Kelly P. Owatonna, Minnesota

This stunning geode cake is a shining example of the unique St. Patrick's Day or springtime creations the Hy-Vee cake designers are ready to make for you. Stop by your Hy-Vee Bakery or call ahead to make an appointment.



Scan the
QR Code
to see more
cake ideas.



The cake and fondant are carved to create the geode crevice that spans all three cake tiers.



Buttercream is spread and airbrushed green as a backdrop for the geode.



Deep green, light green and clear rock candies are placed to create the gradient color of the geode.



Finally, gumpaste succulents are airbrushed deep green and the tips are painted gold.

Springtime Green Geode
Watch our Hy-Vee cake designer build this masterpiece start to finish.

CAKE
this
presented by
DECOPAC

Watch and learn
at HSTV.com today!

SALTY & SWEEPS

YOU COULD

WIN

Text "REESES"
to 80160 to enter

UP TO
\$1,000
Gift Card
DAILY WINNERS



Reese's **BIG CUP** WITH PRETZELS

NO PURCHASE NECESSARY. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. Open to legal U.S. residents of IL, IA, KS, MN, MO, NE, SD, and WI, 18 (except NE 19) years of age and older. Void where prohibited. Promotion includes instant win game and sweepstakes. Promotion starts 2/15/21 at 12:00:01 PM ET and ends on 4/5/21 at 11:59:59 PM ET. For Official Rules and full details, including how to enter, prize descriptions and odds of winning, visit www.HyveeMarchMadness.com. Msg&data rates may apply. Consent not a condition of purchase. Note that a participant cannot participate in the Sweepstakes or Instant Win Game solely by texting REESES to 80160. Sponsor: The Hershey Company, 19 E Chocolate Avenue, Hershey, PA 17033.



Make Easter Moments
Magical
with Lindt

food

Prep the best and easiest Easter meal ever, craft zero-proof cocktails and much more.

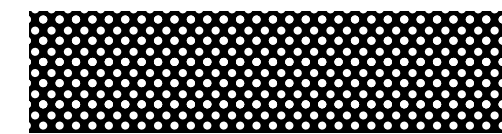
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- 66** WING IT!





EASIEST-EVER

EASTER



Trust Hy-Vee to organize and deliver a delectable Easter meal—complete with drinks, dessert and festive decor—with little work needed from you.

SIMPLE SUCCESS

1 ORDER

Choose from three simple ways to order: Call in, drop by your local Hy-Vee or order online at hy-vee.com/shop and click “Catering.”

2 PERSONALIZE

You know your guests. Customize to the smallest detail for a meal they’ll love. You can even order their favorite items (and extra, if needed) à la carte, separate from the Meal Packs. To personalize even more, talk to the Wine and Spirits Department to pair drinks with the meal.

3 DECORATE

Welcome friends and family with Easter decor, stunning bouquets and prearranged bouquets from the Hy-Vee Floral Department. If you’re planning for a houseful of kids, Hy-Vee has decorations, gifts and cards just for them, too!

4 DELIGHT

Guests dropping by for dessert or brunchtime coffee? Order additional pies, cakes or other Hy-Vee Bakery dessert trays. Or choose a phenomenal cheesecake from The Cheesecake Factory Bakery.

Serve the Brown Sugar Spiral Ham Dinner, along with a variety of delicious sides, desserts and extras!

WHEN TO ORDER

Order up to two weeks in advance, or as late as two days ahead of the holiday to ensure a delicious table full of food for the big day.

HOW MUCH TO ORDER

Hy-Vee can determine how much food you'll need for the holiday, but you also can follow the One Pound Rule. Order 1 pound of food per adult and ½ pound per child. If you offer numerous items, decrease the main course portion by a few ounces. And if you like guests to take food home with them, let the Hy-Vee manager know. They can offer extra food options so you'll have enough for take-home boxes.

HOW TO ORDER

Call, stop in or order online at hy-vee.com/shop to make the meal happen.

PICK YOUR MEAL

SERVES 2



Ham Dinner (Sliced)
serves 2

1.35–1.5 lb. sliced pit ham, one small side of mashed potatoes, one small side of green bean casserole, one small side of white Cheddar mac and cheese, 16 oz. turkey or beef gravy and two Honey Butterflake rolls.



Turkey Dinner (Sliced)
serves 2

1.35–1.5 lb. sliced turkey, one small side of mashed potatoes, one small side of green bean casserole, one small side of white Cheddar mac and cheese, 16 oz. turkey or beef gravy and two Honey Butterflake rolls.

SERVES 4



Ham Dinner (Sliced)
serves 4

2.3–2.75 lb. sliced pit ham, one large side of mashed potatoes, one large side of green bean casserole, one large side of white Cheddar mac and cheese, 16 oz. turkey or beef gravy and four Honey Butterflake rolls.



Turkey Dinner (Sliced)
serves 4

2.3–2.75 lb. sliced turkey, one large side of mashed potatoes, one large side of green bean casserole, one large side of white Cheddar mac and cheese, 16 oz. turkey or beef gravy and four Honey Butterflake rolls.

SERVES 6



Ham Dinner (Sliced)
serves 6

3.75–4 lb. sliced pit ham, two large sides of mashed potatoes, one large side of green bean casserole, one large side of white Cheddar mac and cheese, 16 oz. turkey or beef gravy and one dozen Honey Butterflake rolls.



Turkey Breast Bundle (whole breast)
serves 6

3–4 lb. boneless turkey breast, two large sides of mashed potatoes, one large side of green bean casserole, one large side of white Cheddar mac and cheese, 16 oz. turkey or beef gravy and one dozen Honey Butterflake rolls.



SCAN ME...
to see the amazing holiday meal options you can treat friends and family to this year.

AFTER SELECTING THE MEAL SIZE THAT SUITS YOUR GROUP, CHOOSE FROM A VARIETY OF ADDITIONAL SIDES, PIES AND DESSERTS TO MAKE THE DAY EVEN MORE SPECIAL.

SERVES 8



Ham Dinner
CarveMaster Ham
serves 8

4–6 lb. CarveMaster® Applewood pit ham, two large sides of mashed potatoes, one large side of green bean casserole, one large side of white Cheddar mac and cheese, 16 oz. turkey or beef gravy and one dozen Honey Butterflake rolls.



Ham Dinner
Spiral Ham
serves 8

8–10 lb. brown sugar spiral ham, two large sides of mashed potatoes, one large side of green bean casserole, one large side of white Cheddar mac and cheese, 16 oz. turkey or beef gravy and one dozen Honey Butterflake rolls.



Prime Rib Party Pack
serves 8

5–6 lb. prime rib, two large sides of mashed potatoes, one large side of white Cheddar mac and cheese, 16 oz. turkey or beef gravy and one dozen Honey Butterflake rolls.



Turkey Party Pleaser
serves 8

10–12 lb. turkey, two large sides of mashed potatoes, one large side of green bean casserole, one large side of white Cheddar mac and cheese, 16 oz. turkey or beef gravy and one dozen Honey Butterflake rolls.

SIDES

CLASSIC SIDES INCLUDED WITH YOUR MEAL



Mashed Potatoes



Green Bean Casserole



Honey Butterflake Rolls



White Cheddar Mac and Cheese



Turkey or Beef Gravy

FLAVORFUL
SIDES
TO ADD
TO YOUR
ORDER

Select a few additional favorites to round out your Easter meal.



Honey Citrus Waldorf Salad



Holiday Potatoes with Cheddar



Buttered Sweet Corn



Broccoli Supreme Salad



Brussels Sprouts with Spicy Honey Butter



Cranberry Relish



Cheesy Corn Bake



Sweet Potatoes



Au Gratin Potatoes



Apple Crisp

The beautiful sear of this dish is achieved by roasting asparagus separately before adding tomatoes and cheese.



Italian Roasted Asparagus

Hands On 10 minutes
Total Time 22 minutes
Serves 4

Hy-Vee nonstick cooking spray
1 lb. fresh asparagus, trimmed
6 tsp. Gustare Vita basil-flavored oil, divided
Hy-Vee Mediterranean sea salt and Hy-Vee Malabar black pepper, to taste
1 cup multicolor cherry tomatoes, quartered
½ cup plus ½ cup Hy-Vee finely shredded Italian cheese, divided
Gustare Vita balsamic glaze
Fresh basil leaves, for garnish

1. PREHEAT oven to 400°F. Line a large rimmed baking pan with foil. Lightly spray with nonstick spray; set aside.
2. TOSS asparagus with 4 tsp. oil; place in single layer on prepared pan. Sprinkle with salt and pepper. Roast for 10 minutes or until crisp-tender. Remove from oven. Preheat broiler.

3. MEANWHILE, toss tomatoes with remaining 2 tsp. oil and ½ cup cheese.

4. TRANSFER asparagus to a broiler-safe baking dish. Top with remaining ½ cup cheese, then tomato-cheese mixture. Broil 5 to 6 inches from heat for 1 to 2 minutes or until cheese is slightly melted. Drizzle with balsamic glaze. Garnish with basil leaves, if desired.

Per serving: 160 calories, 12 g fat, 4 g saturated fat, 0 g trans fat, 15 mg cholesterol, 180 mg sodium, 8 g carbohydrates, 3 g fiber, 4 g sugar (0 g added sugar), 9 g protein. Daily Values: Vitamin D 0%, Calcium 15%, Iron 15%, Potassium 8%

**time
saver**

To quickly trim asparagus, line up the woody ends and cut them off with a sharp knife.

EGGSTRA SPECIAL TULIPS



STEP 1:
Gather a large glass vase, a small vase or water glass, dyed eggs, ribbon and a Hy-Vee bouquet.



STEP 2:
Fill small glass with water; set inside the large glass centerpiece vase.



STEP 3:
Slowly and evenly place the dyed eggs to completely hide the glass centered in the large vase.



STEP 4:
Trim stems to desired length. Place in water and arrange; tie a ribbon around the stems.

**try
this**

Swap out the eggs for leaves, stones, candies or seasonal produce for a stunning centerpiece.

GRAB 'N' GO FLORAL

SPRING HY-VEE SIGNATURE COLLECTION, AVAILABLE IN STORES AND ONLINE



Blissful Blossoms



Hello Spring



Bold Blooms





Personalize a Cheesecake Factory Bakery cheesecake with toppings like fruit, nuts and mint sprigs.

EXTRA SWEET

THIS EASTER, TREAT GUESTS TO MOUTHWATERING DESSERTS. PICK UP CHEESECAKE FACTORY BAKERY TREATS THROUGH HY-VEE FOR A SWEET ENDING TO THE MEAL.

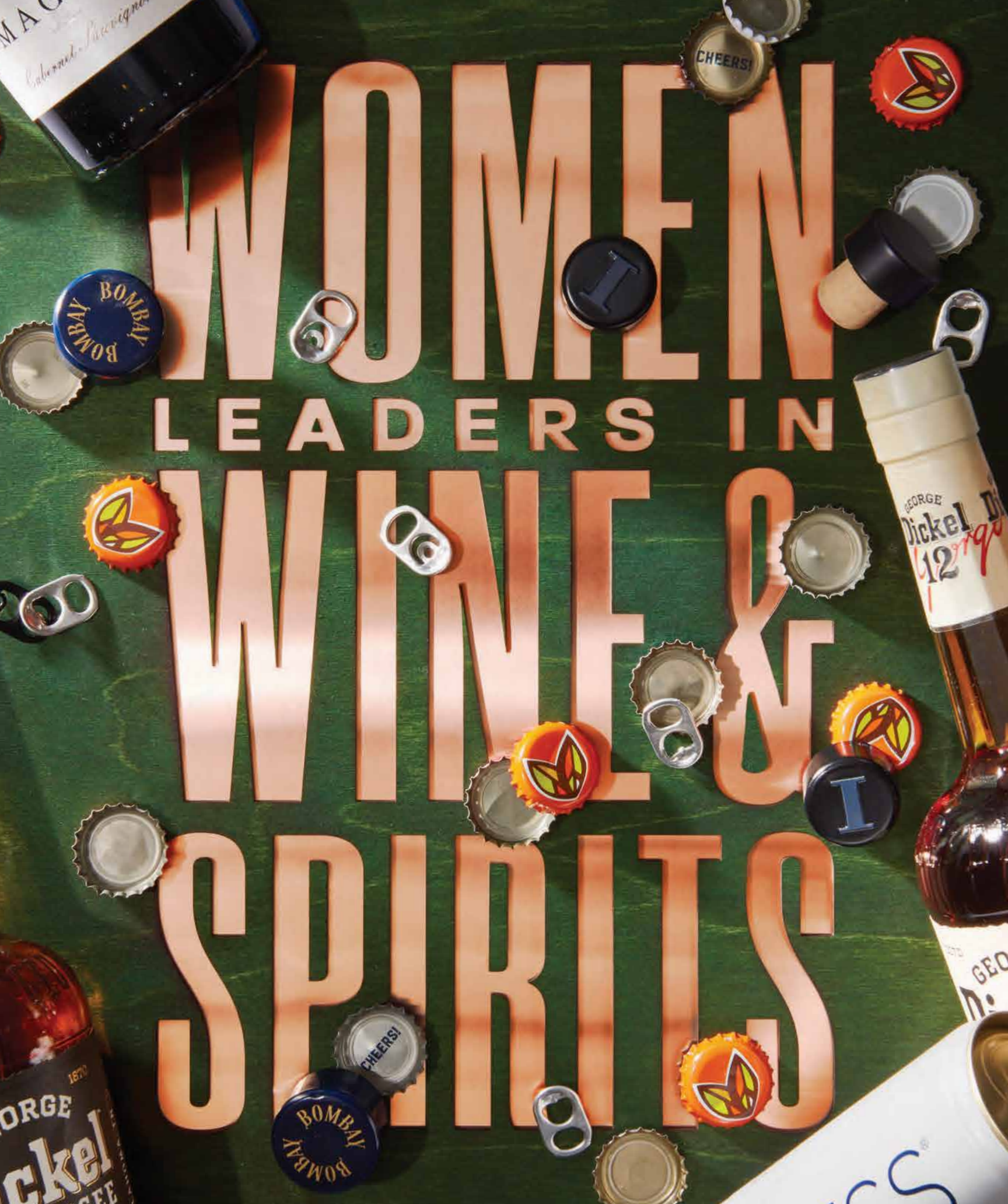


time saver

Let Hy-Vee provide plates and utensils to make your after-holiday cleanup easy as pie.

CHEESECAKE FACTORY BAKERY HY-VEE BAKERY FRESH PIES

| | | | | | |
|---|---|---|---|---|---|
|  |  |  |  |  |  |
| Cheesecake Factory Bakery® All American - 10" | Cheesecake Factory Bakery® Vanilla Bean - 10" | Cheesecake Factory Bakery® Fudge Cake - 10" | Wildberry Pie - 10" | Fresh Strawberry Pie - 9" | Strawberry-Rhubarb Pie - 10" |
|  |  |  |  |  |  |
| Cheesecake Factory Bakery® White Chocolate Raspberry - 10" | Cheesecake Factory Bakery® Cinnabon - 10" | Cheesecake Factory Bakery® Classic - 10" | French Silk Pie - 10" | Lemon Meringue Pie - 10" | Lattice Apple Pie - 12" |



It's Women's History Month and March 8th is International Women's Day. This year's theme is #ChooseToChallenge because from challenge comes change. Meet women who challenge the status quo in the alcohol industry to bring about change in their companies.

Women are credited with inventing or discovering production methods for wine, beer and spirits centuries ago, and women were responsible for production for generations. Now women again make their presence felt in many alcohol companies as a larger number move into ownership and lead production roles, challenging industry norms.

People are talking about the women behind the brands, and that wasn't happening 15 years ago, says Deborah Brenner, founder and CEO of Women of the Vine & Spirits. "Just like anything with diversity and inclusion, if you can't see it, you can't be it. But they're winemakers first and they just happen to be women."

"A more gender-inclusive industry definitely brings so many new perspectives and input and just a wider range of life experience and knowledge to the industry," says Jen Jordan, president of the Pink Boots Society and brewer at Laughing Monk in San Francisco.

It's important for companies to be diverse, which helps them understand customers, Deborah says. This understanding of the customer also is influencing advertising.

"There's no such thing as feminine wine," she adds. "There was a tendency early on to kind of put a gender to the style. And it was very poorly received, not only by the winemakers, but by the consumer saying, 'You don't have to dumb it down or feminize it.'"

A strictly feminine message may not be the answer, but companies should "just stop marketing exclusively to men. Stop excluding women. They'll invite themselves," says Nicole Austin, General manager and distiller—Cascade Hollow Distilling Co. (See her profile on [page 20](#).)

Read on about women who are reshaping both well-known and up-and-coming brands and to discover products made by women, but not for just women.

89%

OF BREWERIES
HAVE A
FEMALE
HEAD BREWER
OR
BREWMASTER
Brewer's Association

Women in ancient Mesopotamia cooked grains and fermented them for beer. In the Middle Ages, Abbess Hildegarda de Bingen added hops, which gives beer its bitter flavor and acts as a preservative.

14%

of lead
winemakers in
California are
WOMEN.

Santa Clara University

AN ANCIENT PERSIAN FABLE HAS A PRINCESS DISCOVERING WINE WHEN SHE DRANK A JAR OF SPOILED (FERMENTED) GRAPES IN A BID TO KILL HERSELF—EITHER BECAUSE OF A HEADACHE OR BECAUSE SHE ANGERED THE KING. THE RESULT WAS A HAPPY DISPOSITION.

“

Being a conscious consumer and seeing the people behind the brands, that's important as we look to how we are going to accelerate equality. The key is that we need diversity in order to achieve equality.

—DEBORAH BRENNER

”



NICOLE AUSTIN

GENERAL MANAGER
AND DISTILLER—
CASCADE HOLLOW
DISTILLING CO.

Nicole Austin was in a whiskey bar when a bartender's comment on the distilling process triggered an epiphany. "I went to school for [chemical engineering]! Why didn't anyone tell me I could do this as a job?" she remembers. She is now the distiller for George Dickel Whisky and the general manager of Cascade Hollow Distilling Co., the distillery where George Dickel is made. She recently won accolades for her Bottled in Bond releases that are "starting to change the conversation about George Dickel, and that's exactly what I wanted and was hoping to do," she says. Another hope is that someday she won't be identified as a female distiller. "It feels like there's starting to be enough of us that we're able to throw off our identity as 'the woman' and be uniquely ourselves as producers," she says.



DR. ANNE BROCK

MASTER DISTILLER—BOMBAY SAPPHIRE

When Anne Brock left medical school and became a bartender, little did she know that she stumbled upon a new career. "While working behind the bar, I realized I could combine my interest in the spirits industry and aptitude for chemistry into a full-time career," Anne says. In recent memory, production of spirits has been male-dominated. The rise of small distilleries is changing that dynamic, with more women being seen at every level, including leadership roles. Anne's first job in the industry was as lead distiller for a small gin brand. She quickly fell in love with the spirit, and learned from her mistakes, which landed her at Bombay Sapphire as master distiller. In addition to ensuring the quality remains top notch, Anne also is focused on making the distillation process more eco-friendly by finding ways to use less water and energy. Under her guidance, the team has installed a rainwater harvesting system and a flow-restricting device to reduce water usage.

"I BELIEVE WOMEN HAVE BEEN UNDERSERVED IN THE ALCOHOL INDUSTRY AND I WANTED TO CHANGE THAT—TO CHALLENGE THE STIGMA PLACED ON WOMEN ENJOYING AN ADULT BEVERAGE."

—AMY WALBERG



AMY WALBERG

FOUNDER—
PRESS HARD SELTZER

Single mom Amy Walberg developed PRESS Hard Seltzer as an alternative to beer or wine that tasted delicious with fresh flavors. It needed to have low alcohol content to allow her to enjoy a drink with friends and quickly jump back into mom mode. Met with resistance, she knew her idea had merit.

Now, hard seltzer is one of the hottest drink categories and PRESS stands alone as the only woman-owned brand. Its slim, matte can matches the sophisticated, complex drink that crosses gender boundaries. "The success we're seeing with PRESS is a testament to savvy American consumers who desire a premium product and appreciate producers who stay true to their roots," Amy says.



Q. HOW HAVE YOU INFLUENCED YOUR PRODUCT?

A. When I first started, I remember wondering if I'd truly feel a sense of ownership over the spirit, and I quickly did.

Q. WHAT IS THE IMPORTANCE OF HAVING WOMEN IN THE INDUSTRY?

A. Interestingly, out of all the categories, gin has a strong history of female master distillers...but for a time I was the only woman in the distilling team at the Bombay Sapphire home distillery.

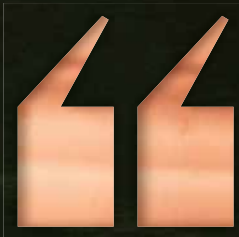




MEGAN MCKAY
OWNER - PEACE TREE BREWERY

SIX YEARS AGO, MEGAN MCKAY TOOK A LEAP. SHE TOOK SOLE OWNERSHIP OF THE FAMILY BUSINESS, AND PEACE TREE BREWERY BECAME 100% FEMALE-OWNED. THE BREWERY CONTINUES TO CREATE A COMMUNITY SPACE TO SHOWCASE ART AND CULTURE.

“People always ask what’s it like to run a brewery as a woman? I always laugh; it’s like, well, pretty much just like if I was a man. I mean, you just do it,” Megan says. “I don’t think it should be such a unique, interesting thing. It should be the norm. But unfortunately, maybe we’re not there yet.” At her brewery, the production supervisor is a woman, although all the brewers are men. It’s about finding the right person for the job and keeping an eye on the most important thing—the quality of the product. Megan acknowledges that when she became sole owner she felt like she finally had permission to be in charge “because I had to, and I wish I would have been that way a long time ago. They were probably asking me to do that, but I just either wasn’t sure of myself or it just wasn’t my traditional role. So, find your value and your worth, and be confident in that. I think as women, we sit back and wait for someone to give us permission. We need to get over that and know we’ve got good answers.”



I think it's always important to have diversity of thought and background. Some richness is missing if you have a very homogenous group. It's important for us to step up and let our voices be heard.

—Megan McKay



WOMEN-OWNED LABELS

For products from women-owned businesses, look for one of two labels.

The Women Owned logo is used by companies that are certified by the Women’s Business Enterprise National Council (WBENC) as at least 51% owned, operated, controlled and managed by a woman or women. Women of the Vine & Spirits (WOTVS) also has a Certified Women Owned label for wine, beer and spirits found on the label of bottles from WBENC-certified corporate member companies of WOTVS. “If you see a Certified Women Owned logo on an alcohol beverage, you know a woman not only owns the company, but also operates it. For the consumer who buys that bottle, they are supporting these women and helping their business succeed,” says Deborah Brenner of WOTVS.

WOMEN OWNED



JAMIE BENZIGER

WINEMAKER—IMAGERY ESTATE WINE

Benziger may be a well-known name in the wine industry, but Jamie Benziger wasn’t content to rest on family laurels. “It was important for me when not only working outside the family winery, but working at the family winery, that my elders, coworkers, peers and family felt like I had earned the positions I held and that I was the best person for that job. I did not want anything handed to me,” Jamie says. Since she became head winemaker in 2017, she helped create Imagery Wine Collection, a nationally distributed tier of wine that blends lesser-known varietals with traditional ones to elevate flavor profiles of Sauvignon Blanc, Chardonnay, Pinot Noir and Cabernet Sauvignon.



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RESTAURANT.
MAKE CLASSIC
AND COMFORTING
RECIPES IN YOUR
OWN KITCHEN THAT
WILL IMPRESS THE
WHOLE FAMILY!



Crab Scampi with Angel Hair Pasta

Total Time 30 minutes
Serves 5

8 oz. dry Hy-Vee angel hair pasta
¼ cup Hy-Vee salted butter
2 Tbsp. Gustare Vita olive oil
1 shallot, finely chopped
1 red bell pepper, seeded and chopped
4 cloves garlic, minced
½ cup dry white wine or Hy-Vee 33%-less-sodium chicken broth
3 Tbsp. fresh lemon juice
½ tsp. Hy-Vee crushed red pepper

2 (6-oz.) pkg. jumbo lump crab meat
¼ cup finely chopped Italian parsley, plus additional for garnish
Hy-Vee salt and black pepper, to taste
Lemon wedges, for serving

1. COOK pasta according to pkg. directions. Drain; do not rinse. Set aside.

2. HEAT butter and oil in a large skillet over medium heat and cook shallot and bell pepper until softened. Add garlic; cook 1 minute. Stir in wine, lemon juice and crushed red pepper. Bring to boiling; reduce heat. Simmer 2 to 3 minutes. Gently stir in crab meat, ¼ cup parsley, and salt and pepper to taste. Toss with pasta. Serve with lemon wedges. Garnish with parsley, if desired.

Per serving: 400 calories, 16 g fat, 7 g saturated fat, 0 g trans fat, 70 mg cholesterol, 300 mg sodium, 40 g carbohydrates, 3 g fiber, 4 g sugar (0 g added sugar), 21 g protein. Daily Values: Vitamin D 0%, Calcium 6%, Iron 10%, Potassium 6%

Cheddar-Herb Biscuits

Preheat oven to 425°F. Spray a baking sheet with Hy-Vee nonstick cooking spray. Combine 2 cups Hy-Vee all-purpose original baking mix, 1 cup buttermilk and ¼ tsp. Hy-Vee garlic powder in a bowl. Fold in 1 cup Hy-Vee shredded extra-sharp Cheddar cheese and 1 Tbsp. each chopped chives and Italian parsley. Drop batter onto prepared baking sheet (about 2 Tbsp. per biscuit). Bake 10 to 12 minutes, or until biscuit bottoms are golden brown. Let stand 5 minutes on baking sheet. Combine ¼ cup Hy-Vee unsalted butter, melted, and ¼ tsp. Hy-Vee garlic salt; brush mixture on biscuits. Makes 15.



AARON PEMBLE
HY-VEE SEAFOOD EXPERT
URBANDALE, IOWA

After over a decade of Hy-Vee Meat and Seafood Department experience, Aaron Pemble has a few seafood suggestions:

Cook fish only until it's opaque and flakes with a fork. Don't overcook fish by treating it like beef or pork.

To get kids to try seafood, Aaron's customers have had success with non-processed imitation crab cakes from the seafood counter—the breading eases the flavor into the palate.

For those who want to incorporate more seafood into their diets, or who want to branch out from salmon, Aaron recommends trout. The thin fillets cook quickly and the mild flavor pairs well with many sides and sauces.



Many people want the thickest cut of fish, but thinner fillets and tail ends of large fish have more flavor. The seasonings are more concentrated, and there is an extra crispiness factor."

5 SEAFOOD BUYING TIPS

1 Pick fish with a mild smell. Ask your Hy-Vee seafood manager for help if needed. Some varieties of fish have strong aromas, even though they're fresh.

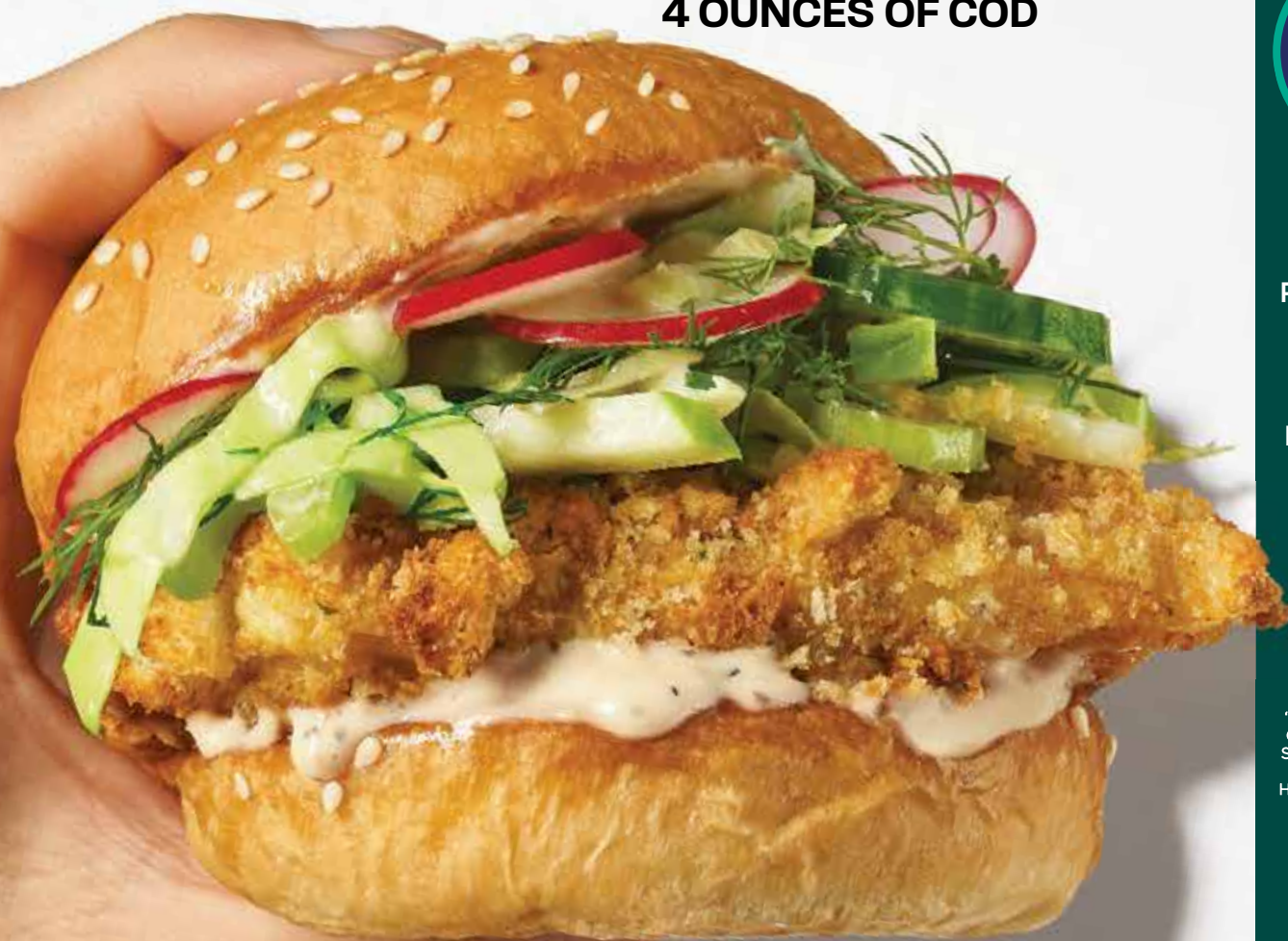
2 For large fish, check elasticity. Press with your finger and if flesh springs back, it's fresh.

3 Choose fish with shiny and vibrant meat, not dry and dull.

4 Skin should be moist, but not slimy, and have firm scales.

5 For shellfish, choose tightly closed shells.

20+ GRAMS OF PROTEIN IN
4 OUNCES OF COD



Crispy Fish Caesar Sandwiches

Hands On 30 minutes
Total Time 50 minutes
Serves 4

Hy-Vee nonstick cooking spray
1½ cups shredded green cabbage
½ cup thinly sliced seedless cucumber
⅓ cup thinly sliced celery
½ Granny Smith apple, seeded and cut into julienne strips
2 Tbsp. thinly sliced green onion
2 Tbsp. chopped fresh cilantro
1 Tbsp. chopped fresh dill
¼ cup Hy-Vee creamy Caesar dressing, divided

4 (5-oz.) frozen cod fillets, ½ in. thick; thawed
1 (5-oz.) Hy-Vee Caesar croutons, crushed
½ cup Hy-Vee all-purpose flour
1 Tbsp. yellow cornmeal
2 tsp. Hy-Vee paprika
2 Hy-Vee large eggs, beaten
4 Hy-Vee Bakery hamburger buns, split and toasted
Thinly sliced radishes, for garnish

1. PREHEAT oven to 400°F. Spray a rimmed baking pan with nonstick spray; set aside. Toss together cabbage, cucumber, celery, apple, green onion, cilantro and dill. Add 2 Tbsp. Caesar dressing; toss to combine. Cover and refrigerate.

2. PAT fish dry. Place crushed croutons in a shallow dish. Combine flour, cornmeal and paprika in a second shallow dish. Add eggs to a third shallow dish. Coat fish with flour mixture, then dip into eggs and croutons, turning to coat all sides. Place fish on prepared pan. Bake for 20 minutes or until fish flakes when tested with a fork (145°F), turning once halfway through.

3. TO ASSEMBLE, spread cut sides of buns with remaining 2 Tbsp. Caesar dressing; layer fish, slaw and, if desired, radish slices. Add bun tops.

Per serving: 580 calories, 17 g fat, 3 g saturated fat, 0 g trans fat, 165 mg cholesterol, 1240 mg sodium, 72 g carbohydrates, 3 g fiber, 9 g sugar (0 g added sugar), 37 g protein. **Daily Values:** Vitamin D 6%, Calcium 8%, Iron 20%, Potassium 15%



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SEAFOOD IS
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SOURCED.*
AND WE'RE
PROUD TO
BE THE FIRST
MIDWEST-
BASED
RETAILER
TO GET ON
BOARD.

*All of Hy-Vee's seafood meets our Seafood Procurement Policy. Products labeled "Responsible Choice" are Green or Yellow rated by Seafood Watch or hold an equivalent certification. Hy-Vee's seafood sourcing is third-party verified by FishWise, our partner in Responsible Seafood.

COD IS A FLAKY, FIRM AND MILD WHITE FISH, AN EXCELLENT CHOICE FOR FISH SANDWICHES AND FISH AND CHIPS. HIGH-QUALITY INGREDIENTS ARE VITAL FOR SUCCESSFUL COOKING. VISIT HY-VEE FOR RESPONSIBLE CHOICE COD THAT ENSURE DELICIOUS MEALS.



Cod & Chips

Heat 2 in. Hy-Vee vegetable oil to 350°F in a large heavy saucepan. Pat 4 (5-oz.) fresh or thawed frozen cod fillets dry. Cut fish into 8 pieces. Lightly coat fish with ¼ cup Hy-Vee all-purpose original baking mix; set aside. Combine additional 1 cup Hy-Vee all-purpose original baking mix, ¼ tsp. onion salt and ¼ tsp. Hy-Vee black pepper. Stir in ¾ cup Hy-Vee club soda and 1 beaten Hy-Vee large egg until smooth. Dip fish into batter to coat. Fry in batches for 3 to 4 minutes or until golden (145°F), turning once halfway through. Drain on paper towels. Deep-fry 2 (6-oz.) batches Hy-Vee Shoestrings frozen thin-cut French fried potatoes for 2 to 2½ minutes or until golden. Remove and season with chili-lime seasoning blend. Serve with Hy-Vee tartar sauce and lemon wedges. Serves 4.

Quick-Mix Hush Puppies

Heat Hy-Vee vegetable oil to 375°F in a large heavy saucepan. Stir together 1 (8.5-oz.) box Hy-Vee corn muffin mix, ¼ tsp. Hy-Vee salt and ¼ tsp. Hy-Vee cayenne pepper in a bowl. Stir in 1 beaten Hy-Vee large egg, ⅓ cup Hy-Vee 2% reduced-fat milk and 1 bunch finely chopped green onions just until combined. Drop batter by tablespoonfull in batches into hot oil and fry about 3 minutes or until golden. Drain on paper towels. Serves 6 (3 each).

SEAFOOD PLATTER

TREAT YOUR FAMILY TO A SEAFOOD FEAST—IT’S A SAMPLING ADVENTURE FOR ALL AGES.

Chipotle Crab Cakes

Hands On 15 minutes
Total Time 30 minutes, plus chilling time
Serves 6 (2 crab cakes each)

- ¼ cup Hy-Vee chipotle mayo
- 1 Hy-Vee large egg, lightly beaten
- 2 Tbsp. chopped fresh parsley
- 2 Tbsp. chopped green onion, plus additional for garnish
- 1 Tbsp. fresh lemon juice
- ¾ tsp. Old Bay seasoning
- ¼ tsp. Hy-Vee black pepper
- ¼ tsp. chipotle chili powder
- 2 (6 oz.) pkg. lump crab meat
- ½ cup crushed Crav’N Flavor snack crackers
- ½ cup Hy-Vee vegetable oil
- Lemon wedges, for serving
- Remoulade sauce, for serving

- 1. COMBINE** mayo, egg, parsley, green onion, lemon juice, Old Bay, black pepper and chipotle chili powder in a large bowl. Gently stir in crab meat and crushed crackers just until combined.
- 2. PAT** ¼ cup portions of crab mixture into 12 patties. Place on a baking sheet and refrigerate 30 minutes.

STEPS FOR SUCCESS

- | | | | |
|--|--|--|-------------------------------|
| 1. Prepare and portion crab cakes, wrap scallops with bacon and butterfly lobster tails; cover and refrigerate. Mix garlic butter sauce for lobster tails. Shred cheese and prep asparagus for mac and cheese. | 2. Cook crab cakes and keep warm on a wire rack in a 200°F oven. | 3. Prepare mac and cheese, season and sear the scallops and broil lobster tails. | 4. Assemble, serve and enjoy! |
|--|--|--|-------------------------------|



Pressure-Cooker Asparagus Mac and Cheese

Combine 1 (16-oz.) pkg. dry Hy-Vee cellentani pasta, 4 cups water, 3 Tbsp. cubed Hy-Vee unsalted butter and 1 tsp. Hy-Vee salt in a 6-qt. pressure cooker. Seal lid and pressure cook on HIGH 4 minutes. Trim 8 oz. asparagus spears and cut into 2-in. pieces. Place in a microwave-safe bowl; add 1 Tbsp. water. Microwave, covered, on HIGH 2 to 3 minutes or until crisp-tender; drain and set aside. Let pressure cooker steam release naturally for 5 minutes, then quick-release remaining steam. Carefully remove lid. Stir in 1½ cups shredded Culinary Tours Alpine-style Cheddar cheese; 1 (5.2-oz.) pkg. garlic and fine herbs cheese, cut into cubes; ¼ cup Hy-Vee whole milk; and ½ tsp. Hy-Vee ground mustard. Fold in asparagus. If sauce is too thick, add 1 to 2 Tbsp. Hy-Vee whole milk to reach desired consistency. Top with ½ cup Hy-Vee finely shredded Parmesan cheese. If desired, sprinkle with cracked black pepper. Serves 6.

3. HEAT vegetable oil in a 12-inch skillet over medium heat. Cook patties in two batches, about 2 to 3 minutes per side, or until golden brown and the centers reach 165°F. Drain on paper towels. Serve with lemon wedges and remoulade sauce. If desired, garnish with additional chopped green onion.

Per serving: 320 calories, 27 g fat, 3.5 g saturated fat, 0 g trans fat, 75 mg cholesterol, 410 mg sodium, 7 g carbohydrates, 6 g fiber, 2 g sugar (1 g added sugar), 14 g protein. **Daily Values:** Vitamin D 0%, Calcium 4%, Iron 6%, Potassium 2%

Bacon-Wrapped Scallops

Cut 9 strips of Hy-Vee sweet smoked bacon in half; fry in two batches in a 12-inch skillet over medium to medium-low heat until browned but still pliable; reserve bacon fat. Drain bacon on paper towels; set aside. Remove small side muscle from 18 fresh sea scallops and pat dry with paper towels. Wrap scallops with bacon, securing with a toothpick. Season both sides with ½ tsp. kosher salt and ¼ tsp. Hy-Vee black pepper. Heat bacon fat, 1½ Tbsp. Hy-Vee salted butter and 3 crushed garlic cloves over medium to medium-high heat. Cook scallops in batches, basting with cooking fat, turning once, until browned and the centers reach 145°F. Serves 6 (3 scallops each).

Broiled Garlic Butter Lobster Tails

Preheat broiler to HIGH. Line a rimmed sheet pan with foil; set aside. Butterfly 6 (4-oz.) lobster tails by cutting through the center of the shells with kitchen shears, stopping about ¾ inch before the tail. Pull shell apart. Loosen lobster meat and lift from the shell, keeping the end near the tail attached. Rest meat on the shell; place tails on prepared pan. Combine 2 Tbsp. Hy-Vee unsalted butter, melted; 2 Tbsp. Gustare Vita garlic-flavor olive oil; ¼ tsp. Old Bay seasoning; and ¼ tsp. smoked paprika in a small bowl. Reserve half of sauce. Brush lobster tails with sauce. Broil 4 to 6 minutes, or until lobster meat is opaque and reaches 145°F. Brush with remaining sauce and serve with lemon wedges.

\$102 BILLION

THE ESTIMATED AMOUNT AMERICANS SPEND EACH YEAR ON SEAFOOD

Sundried Tomato Salmon Pasta

Hands On 10 minutes
Total Time 30 minutes
Serves 4

1 (12 to 16-oz.) Bristol Bay salmon fillet
½ tsp. kosher salt
¼ tsp. Hy-Vee black pepper
¼ tsp. smoked paprika
½ pkg. (8 oz.) Gustare Vita tagliatelle
1 Tbsp. Hy-Vee salted butter
1 cup chopped yellow onion
2 cloves garlic, minced
½ cup white wine

½ cup Gustare Vita sun dried tomato paste
1 (12.5-oz.) jar Gustare Vita Alfredo sauce
Fresh basil, for garnish

1. PREHEAT oven to 425°F. Line a baking sheet with parchment paper. Place salmon fillet on prepared baking sheet and pat dry with paper towels. Sprinkle with salt, pepper and paprika. Bake 4 to 6 minutes per half inch thickness, or until salmon flakes easily with a fork (145°F).

2. WHILE SALMON BAKES, bring a large pot of salted water to boiling. Cook tagliatelle according to package directions and drain, reserving about ½ cup pasta water. Return pasta to pot and keep warm.

3. HEAT a 12-inch skillet over medium to medium-low heat. Add butter and sauté onion until translucent. Add garlic and cook until fragrant, about 30 seconds. Pour in wine and simmer until reduced by about half. Stir in sun dried tomato paste and Alfredo sauce and cook until heated through.

4. ADD sauce to cooked pasta and toss until coated. If sauce is too thick, add reserved pasta water until desired consistency is reached.

5. FLAKE salmon into large pieces and gently stir into sauced pasta. Garnish with fresh basil leaves, if desired.

Per serving: 720 calories, 29 g fat, 6 g saturated fat, 0 g trans fat, 60 mg cholesterol, 600 mg sodium, 59 g carbohydrates, 1 g fiber, 9 g sugar (0 g added sugar), 25 g protein. **Daily Values:** Vitamin D 45%, Calcium 8%, Iron 10%, Potassium 8%



BRISTOL BAY SALMON

Bristol Bay salmon is sustainably harvested sockeye salmon from the world's largest wild salmon run. This vibrant ruby-red salmon is highly nutritious and hand-harvested for the best quality.

Air-Fried Coconut Shrimp

with Piña Colada Sauce

Hands On 30 minutes
Total Time 50 minutes
Serves 4

1 cup plus 1 Tbsp. Hy-Vee sweetened flake coconut, divided
½ cup Hy-Vee plain panko bread crumbs
¼ cup Hy-Vee all-purpose flour
¼ cup Hy-Vee cornstarch
¾ tsp. Hy-Vee salt
2 Hy-Vee large eggs
3 Tbsp. sweetened cream of coconut, divided
1 (1-lb.) pkg. Hy-Vee frozen EZ Peel & deveined shrimp (16/20 ct.), thawed
Hy-Vee nonstick cooking spray
1 (5.3-oz.) container Greek yogurt with pineapple on the bottom
1 (16-oz.) container Hy-Vee mango habanero salsa, for serving

1. COMBINE 1 cup coconut, panko, flour, cornstarch and salt in a shallow dish. Lightly beat eggs and 2 Tbsp. cream of coconut in another shallow dish.

2. PEEL shrimp, leaving tails intact, and pat dry with paper towels. Dip shrimp into egg mixture. Coat with coconut mixture, pressing onto shrimp.

3. HEAT air fryer to 350°F according to manufacturer's directions. Place an even layer of shrimp into air fryer basket; spray with cooking spray. Air fry for 8 to 10 minutes or until shrimp are opaque (145°F), shaking basket occasionally. Remove cooked shrimp from basket, repeat with remaining shrimp.

4. FOR THE PIÑA COLADA SAUCE, combine yogurt, remaining 1 Tbsp. coconut and remaining 1 Tbsp. cream of coconut in a small bowl. Serve shrimp with piña colada sauce and Hy-Vee mango habanero salsa.

Per serving: 510 calories, 15 g fat, 11 g saturated fat, 0 g trans fat, 240 mg cholesterol, 1470 mg sodium, 63 g carbohydrates, 3 g fiber, 31 g sugar (9 g added sugar), 24 g protein. **Daily Values:** Vitamin D 6%, Calcium 10%, Iron 6%, Potassium 8%

25-30 PERCENT

OF ALL SEAFOOD SOLD IN THE U.S. IS SHRIMP.

Source: imarcgroup.com/united-states-shrimp-market

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101

BRUSSELS SPROUTS

The versatile and flavorful mini cabbage lookalikes are a delightful and nutritional addition to any meal.

BEFORE COOKING OR EATING, PEEL AWAY DISCOLORED OR DAMAGED OUTER LEAVES.

Brussels sprouts grow on stalks, ranging from 1 to 1½ inches in diameter. A member of the cabbage, broccoli, kale and cauliflower family, this low-calorie cruciferous vegetable contains vitamin K, vitamin C, fiber and folate, which contributes in blood and bone health. To introduce Brussels sprouts to your family, choose smaller sprouts—they're sweeter, milder and more tender.

BUY Select firm sprouts with tightly connected and vibrant green leaves. Avoid sprouts with yellow, discolored or wilted leaves.

STORE Keep unwashed sprouts in a sealed bag in the refrigerator for 3 to 4 days.

PREP Rinse under cool water, pat dry and trim the stem end from each sprout. If halving, cut lengthwise through the core to keep the leaves intact.

WAYS TO ENJOY

Shave

Brussels sprouts can be eaten raw. Carefully slice into thin rounds using a sharp knife or a mandoline, and serve in place of lettuce or other greens in salads.

Sauté

Heat 2 tablespoons of olive oil in a skillet over medium heat. Stir in halved Brussels sprouts and desired seasonings. Cook, cut sides down, until caramelized. Stir and continue cooking until tender.

Roast

Toss halved Brussels sprouts in 2 tablespoons of olive oil and desired seasonings. Roast in a 425°F oven, turning occasionally, until caramelized, with crisp leaves and tender centers.



Sources: hsph.harvard.edu/nutritionsource/food-features/brussels-sprouts/
ods.od.nih.gov/factsheets/VitaminK-Consumer/
ods.od.nih.gov/factsheets/Folate-Consumer/

Maple-Bourbon Brussels Sprouts

Hands On 15 minutes
Total Time 30 minutes
Serves 6

1 lb. Hy-Vee Short Cuts Brussels sprouts
1 large Envy apple, cored and cut into ½-in. cubes
¼ cup Culinary Tours aged bourbon barrel maple syrup
1½ Tbsp. Gustare Vita olive oil
¼ tsp. finely chopped fresh thyme
½ tsp. fine sea salt
½ tsp. coarse-ground Hy-Vee Malabar black pepper
Hy-Vee nonstick cooking spray
½ cup candied pecans
3 slices Hy-Vee thick-sliced sweet smoked bacon, cooked and cut into ½-in. pieces

1. PLACE oven rack in upper third of oven. If desired, line a 15×10-in. baking pan with foil. Place pan on oven rack. Preheat oven to 425°F.

2. CUT large sprout pieces lengthwise in half. Place sprouts and apple in a large bowl. Stir together syrup, olive oil, thyme, salt and black pepper; drizzle over sprouts and apple. Toss until coated.

3. REMOVE baking pan from oven; lightly spray with cooking spray. Transfer sprouts and apple to prepared pan; spread in a single layer.

4. ROAST for 10 minutes. Stir; roast 5 minutes more or until sprouts are caramelized and apples are tender. Add pecans and bacon; gently toss to combine.

Per serving: 180 calories, 8 g fat, 1.5 g saturated fat, 0 g trans fat, 5 mg cholesterol, 330 mg sodium, 27 g carbohydrates, 4 g fiber, 20 g sugar (0 g added sugar), 4 g protein.
Daily Values: Vitamin D 0%, Calcium 4%, Iron 6%, Potassium 8%

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Nonalcoholic drinks are fun, fizzy and flavorful. With health benefits and convenience adding to the allure, these zero-proof delights can be a party favorite. We'll drink to that!

CHEERS TO YOUR HEALTH

The rising popularity of nonalcoholic wine, beer and cocktails makes healthy and delicious sense. You can celebrate the flavor and fun of drinking time-treasured or trendy beverages without the depressant or dehydrating effects of alcohol. Plus, options are becoming more complex, with increasingly nuanced flavors and health-based ingredients like nuts, herbs and berries.



A Nonalcoholic Wine or Beer for Every Occasion

Hy-Vee's ready-to-drink nonalcoholic beer (also called "malt beverages") and wine options are available in many flavor profiles. Try them all (or create your own drink, see *pages 42-43*).



STELLA ROSA RED



WELLBEING VICTORY WHEAT



FRE CHARDONNAY



WELLBEING INTENTIONAL IPA



SURREAL 17 MILE PORTER



WELLBEING HEAVENLY BODY GOLDEN WHEAT



SURREAL CHANDELIER RED IPA



WELLBEING HELLRAISER DARK AMBER



SURREAL JUICY MAVS HAZY IPA

ZERO-PROOF MOCKTAILS

Timeless classics, recreated. Mix nonalcoholic versions of popular cocktails, complete with fresh herbs and other healthy ingredients, to spice up any gathering.



Raspberry-Thyme Drinking Vinegar

Dissolve ½ cup Hy-Vee granulated sugar into ½ cup water in a medium saucepan over low heat. Add ½ cup raspberries; bring to a simmer and cook until raspberries break down. Stir in ½ cup Hy-Vee apple cider flavored vinegar and 2 sprigs fresh thyme; simmer for 1 minute. Remove from heat and strain mixture into a large glass measuring cup; let cool. Pour mixture into 4 (8-oz.) cocktail glasses; top each with ½ cup Hy-Vee club soda. Garnish with additional thyme sprigs, if desired. Serves 4 (6 oz. each).



Mint Honeydew Smash

Combine 1½ cups chopped honeydew, ½ cup lightly packed fresh mint, 4 oz. fresh lime juice, 2 oz. sweetened cream of coconut and 1 oz. Full Circle light in color organic agave nectar in a blender. Cover and blend until smooth. Strain mixture into an 18-oz. ice-filled glass. Garnish with a skewer of additional honeydew and mint leaves. Serves 1 (16 oz.).



Cucumber-Basil Nojito

Combine ½ cup finely chopped cucumber and 2 oz. simple syrup in a small saucepan. Simmer over low heat for 10 minutes. Remove from heat and stir in ½ cup lightly packed fresh basil leaves and ½ oz. fresh lime juice. Cover and let stand for 10 minutes. Arrange cucumber slices in an 8-oz. cocktail glass. Fill glass with ice. Strain mixture into prepared glass. Top with 4 oz. cucumber-and-lime-flavor mineral water. Garnish with additional fresh basil leaves, if desired. Serves 1 (6 oz.).



Hurricane Mocktail

Combine 2 oz. fresh orange juice, 2 oz. Hy-Vee 100% no-sugar-added pineapple juice, 2 oz. sweet and sour mix, ½ oz. simple syrup and ¼ oz. grenadine syrup in an ice-filled cocktail shaker. Cover and shake well. Strain into a 10-oz. cocktail glass. Top with 2 oz. passion-fruit-flavored sparkling water. Garnish with a pineapple wedge with pineapple leaves, if desired. Serves 1 (8 oz.).



Sparkling Matcha Mule

Rub rim of a 10-oz. glass mug with lemon wedge. Dip rim into a mixture of Hy-Vee granulated sugar and matcha powder; set mug aside. Combine ½ oz. fresh lemon juice, 4 tsp. Hy-Vee honey, 2 tsp. matcha powder and 4 drops orange bitters in an ice-filled cocktail shaker. Cover and shake well. Fill prepared mug with ice; strain juice mixture into the mug. Top with 8 oz. ginger beer. Garnish with orange slice, if desired. Serves 1 (8 oz.).



pro tip: GREEN WITH ENVY

“Matcha usually comes as a powder that needs to be dissolved in milk or water. That is why it is often used in lattes and smoothies. It will stay clearer if it is dissolved in water, but will still be a very exciting bright green color.”

—Blair Zachariasen
Certified Sommelier
Hy-Vee, Des Moines, Iowa

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super snacks

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Crav'n

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TIL the COWS Come HOME.

Til the Cows Come Home

These blissful pints of ice cream are exclusive to Hy-Vee. Pick from over a dozen unique flavors and fun names, including No Fudgin' Way and Shiver Me Truffles.



Culinary Tours

Whisk taste buds away to far-off lands with foods inspired by global cuisine. From savory to sweet, there's something for everyone and every occasion.



ZÖET
PREMIUM BELGIAN CHOCOLATE

Zöet

Dutch for the word "sweet," Zöet makes good on its name. And all Zöet products, including chocolate bars and truffles, are made with the finest ingredients to ensure exceptional flavor and texture.



HyVee

Hy-Vee

Hy-Vee's snack items span multiple categories with the same quality as national brands but at better prices. Dig in to a salty snack or go for something sweet or tart. Hy-Vee has whatever you're looking for.



That's Smart!

Dig in to crunchy, gummy or chewy snacks any time of day. That's Smart! offers a variety of treats to make you and your bank account happy.

wait, there's more!

Look for these additional brands at Hy-Vee to fill up your snack pantry or freezer.

CASK & BARREL WINE
Aged in bourbon barrels

DARK SLATE WINE
A collection of wine from Spanish villages

FULL CIRCLE
Simple, good ingredients at a great value

GUSTARE VITA
Authentic Italian flavors and ingredients

IT'S YOUR CHURN
Delicious ice cream you'll want every day

OVERJOY ICE CREAM
Jump for joy with higher protein and lower calories

SWEET P'S
Ready-to-eat bakery treats

HEAD TO
HY-VEE.COM/
GROCERY
TO BROWSE YOUR
LOCAL STORE'S ENTIRE
SNACK SELECTION
FROM HOME!

10 SNACKS TO STOCK UP ON

TRUST US—YOU’LL DEFINITELY WANT SECONDS (OR THIRDS) OF THESE TASTY TREATS. FIND THESE SNACKS AND MORE AT YOUR LOCAL HY-VEE.

1 hy-vee dill pickle braided pretzels



Crunchy, crispy snacks with a salty tang. Hy-Vee Dill Pickle Braided Pretzels strike the ideal balance of high-quality taste and affordable price.



2 IT'S YOUR CHURN MONSTER COOKIE

Light, creamy peanut butter ice cream swirled with chocolate-coated candies and monster cookie pieces. Check out other flavors, like peanut butter cup, rocky road, black jack cherry and more.



3 CASK AND BARREL CABERNET SAUVIGNON

Wine for a snack? Why not! Cask and Barrel Cabernet Sauvignon is aged in Kentucky bourbon barrels and features notes of coffee, chocolate and brown sugar.



4 CULINARY TOURS STRAWBERRY PALETA

Take a trip south of the border and cool off with this tasty frozen strawberry paleta bar. Each bar is packed with frozen chunks of real strawberry for authentic flavor.

zöet milk chocolate with toffee and sea salt

Creamy milk chocolate made from premium cocoa beans with hints of toffee and savory sea salt. Eat one square at a time or sink your teeth into the whole bar!



TOO COMFORTABLE TO MOVE? ADD THESE SNACKS TO AN AISLES ONLINE ORDER AND HY-VEE WILL DELIVER TO YOUR CAR OR DOORSTEP!



6 OVERJOY S'MORES ICE CREAM

Chocolate and marshmallow flavor light ice cream with real chocolate chunks and graham cracker swirl. Each pint has 73 percent less fat and 60 percent fewer calories than regular ice cream.



SWEET P'S FROSTED COOKIES

Extra-soft sugar cookies coated with smooth, airy frosting. Sweet P's makes cookies, muffins and more, whether for a group outing or just enjoying them all by yourself!



crav'n onion rings

Crunchy, savory and salty—what more could you ask for? With crispy golden breading outside and tender onion inside, Crav'n Flavor onion rings check all the boxes.



CASTILLO SAN SIMON ROSÉ

Gratify your senses with the aroma of cherry blossom and the taste of fresh fruity flavors. Refreshing on its own or an excellent base for sangrias.



10 GUSTARE VITA SEA SALT CARAMEL GELATO

Creamy gelato with an indulgent twist of salty and sweet caramel. Gustare Vita products, exclusive to Hy-Vee, come directly from Italy to ensure authentic flavor.

QUAKER® START YOUR YEAR STRONG



✓ 10g of Protein

✓ Good Source of Fiber

✓ 100% Whole Grain Oats

✓ Heart Healthy*

*Diets rich in whole grain foods and other foods and other plant foods and low in Saturated Fat and Cholesterol may help reduce the risk of heart disease.



Fresh fruit
added as
serving
suggestion

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INTRODUCING

ROCKY ROAD COLLECTION

INDULGENCE THE WHOLE FAMILY CAN ENJOY!



FROM THE CREATORS OF THE ORIGINAL ROCKY ROAD

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QUICK + EASY MEALS

SUP + BREAD

Dish up a warm meal minutes after the workday with these easy soups supplemented by fix-ups to Hy-Vee Baking Stone Bread.

Parmesan Toasts

Cut 1 (12-oz.) loaf Hy-Vee Baking Stone French bread into 9 (¾-in.) slices. Place on a baking sheet. Brush cut sides with ⅓ cup Gustare Vita olive oil. Bake at 425°F for 6 minutes. Turn over slices; top with ⅓ cup Soirée shredded Parmesan cheese and Hy-Vee black pepper to taste. Bake 6 minutes more or until golden. Serves 9.



Italian Tortelloni Spinach Soup

Hands On 10 minutes
Total Time 30 minutes
Serves 6

2 Tbsp. Gustare Vita olive oil
½ yellow onion, chopped
2 medium carrots, peeled and chopped
2 cloves garlic, minced
2 Tbsp. Hy-Vee all-purpose flour
1 tsp. Hy-Vee Italian seasoning

½ tsp. Hy-Vee black pepper
1 (32-oz.) container Hy-Vee vegetable stock
1 (14.5-oz.) can Hy-Vee Italian-style diced tomatoes
1 (9-oz.) pkg. refrigerated Gustare Vita four-cheese tortelloni
2 cups packed baby spinach leaves
⅓ cup Hy-Vee half-and-half

1. HEAT oil in a Dutch oven or soup pot over medium heat. Add onion, carrots and garlic. Cook for 5 minutes or until carrots are tender.
2. STIR IN flour, Italian seasoning and pepper; cook for 1 minute. Stir in stock and undrained tomatoes. Bring to boiling. Add tortelloni. Return to boiling; reduce heat.

3. SIMMER, covered, according to pasta pkg. directions for al dente. Stir in spinach and half-and-half; heat through.
Per serving: 240 calories, 9 g fat, 3 g saturated fat, 0 g trans fat, 25 mg cholesterol, 800 mg sodium, 31 g carbohydrates, 2 g fiber, 5 g sugar (0 g added sugar), 8 g protein.
Daily Values: Vitamin D 0%, Calcium 10%, Iron 10%, Potassium 6%





Cheesy Bacon Pull-Apart Loaf

Cut 1 (20-oz.) loaf Hy-Vee Baking Stone Italian bread into 1-in. diamonds, cutting from top to 1 in. of bottom. Combine $\frac{1}{4}$ cup melted Hy-Vee salted butter and 4 oz. softened garlic & herb cream cheese; spread in cut sections of bread. Fill with 4 oz. each shredded Hy-Vee Swiss and Hy-Vee sharp Cheddar cheese and 10 slices crisp-cooked, chopped Hy-Vee bacon. Wrap bread in heavy foil; place on baking sheet. Bake at 350°F for 30 minutes. Unwrap; bake 5 minutes. Let stand 5 minutes. Sprinkle with chopped fresh cilantro, if desired. Serves 10.



Tear It Away

Pick up tips on how to assemble this delicious, cheesy pull-apart bread.



Watch and learn at HSTV.com today!

Slow-Cooker Split Pea Soup

Hands On 15 minutes

Total Time 5 hours (HIGH)

plus 15 minutes

Serves 6

1 (1-lb.) pkg. dried split green peas

3 large carrots, chopped

1 large russet potato, peeled and chopped

1 cup chopped yellow onion

2 cloves garlic, minced

2 Hy-Vee bay leaves

$\frac{1}{2}$ tsp. Hy-Vee ground thyme

$\frac{1}{2}$ tsp. Hy-Vee black pepper, plus additional for serving

1 (1-lb.) smoked pork shank

4 cups water

2 cups Hy-Vee 33%-less-sodium chicken broth

Sliced green onions, for garnish

1. RINSE split peas; add to a 6- or 7-qt. slow cooker. Stir in carrots, potato, onion, garlic, bay leaves, ground thyme and $\frac{1}{2}$ tsp. pepper. Add pork shank, water and broth. Cover and cook on LOW 8 to 10 hours or on HIGH 4 to 5 hours.

2. DISCARD bay leaves. Remove pork; shred meat. Discard fat and bone. Transfer one-third vegetable mixture to a blender. Cover and blend until smooth; stir into mixture in slow cooker. Add pork to soup. Sprinkle with additional pepper and garnish with green onions, if desired.

Per serving: 270 calories, 12 g fat, 3.5 g saturated fat, 0 g trans fat, 70 mg cholesterol, 280 mg sodium, 62 g carbohydrates, 18 g fiber, 3 g sugar (0 g added sugar), 39 g protein. **Daily Values:** Vitamin D 0%, Calcium 4%, Iron 30%, Potassium 25%



Order a smoked pork shank from your Hy-Vee Meat Department, or substitute with a 1-lb. bone-in ham steak.



Jalapeño Cheese Crown Bread

Halve 1 loaf Hy-Vee Baking Stone garlic crown bread crosswise. Spread cut sides with $\frac{1}{2}$ (8-oz.) container Hy-Vee jalapeño cream cheese spread. Layer 1 cup Hy-Vee finely shredded Mexican cheese blend, 2 seeded and sliced jalapeño peppers* and 1 cup additional cheese on bread bottom. Add bread top. Wrap in foil. Bake at 350°F for 30 minutes or until cheese is melted. Let stand 5 minutes.

Serves 10.



Texas-Style Chicken and Corn Soup

Total Time 30 minutes

Serves 6

1 lb. Hy-Vee True boneless, skinless chicken breasts

1 (32-oz.) container Hy-Vee 33%-less-sodium chicken broth

1 (16-oz.) jar Culinary Tours mild Texas-style two-corn salsa

1 (15-oz.) can no-salt-added Hy-Vee pinto beans, rinsed and drained

1 (10-oz.) can Hy-Vee diced tomatoes with green chilies

1 Tbsp. hot chili powder

2 tsp. Hy-Vee ground cumin

$\frac{1}{2}$ tsp. Hy-Vee ground oregano

$\frac{1}{4}$ cup plain whole milk Greek yogurt, such as Chobani brand

$\frac{1}{4}$ cup finely chopped fresh cilantro

2 Tbsp. fresh lime juice

Desired toppers: lime slices, cilantro leaves, and/or radish slices

1. PLACE chicken and broth in soup pot. Bring to boiling; reduce heat. Simmer, covered, 10 minutes or until cooked through (165°F). Remove chicken and shred. Reserve broth in pot; stir in salsa, beans, undrained tomatoes, chili powder, cumin and oregano. Bring to boiling; reduce heat. Simmer, covered, 10 minutes.

2. STIR IN chicken, yogurt, chopped cilantro and lime juice; heat through. Serve with lime slices, cilantro leaves and/or radish slices.

Per serving: 250 calories, 2 g fat, 0 g saturated fat, 0 g trans fat, 55 mg cholesterol, 580 mg sodium, 32 g carbohydrates, 11 g fiber, 15 g sugar (10 g added sugar), 25 g protein. **Daily Values:** Vitamin D 0%, Calcium 4%, Iron 10%, Potassium 10%

HEAT AND EAT

Get dinner on the table fast. Stop in and pick up chef-inspired Hy-Vee soups for tonight.

SOUPS



Italian Style Wedding Soup with Meatballs

Broth-base soup with tender meatballs, veggies (carrots, celery, onions and spinach) and acini de pepe pasta.



Tomato Basil Soup with Parmesan

Pureed tomato base with just the right amount of garlic and Parmesan cheese—brightened with fresh basil.



Red Pepper & Smoked Gouda Bisque

Roasted red peppers, smoked Gouda, heavy cream and herbs highlight this pureed vegetarian soup.



Corn Chowder with Green Chiles

Hearty soup with fresh corn and green chile peppers. Bacon adds smoky flavor.



Chicken Tortilla Soup

A creamy soup with tomatoes, American cheese and chicken, highlighted by zesty jalapeño and cayenne pepper.



Lobster Bisque

Velvety, rich lobster in every bite. Chicken stock, tomato paste and onions build flavor; heavy cream lends richness.



Cream of Broccoli Soup with Cheese

A delectable mix of broccoli and American cheese highlights this cream-base soup.



Brickhouse Chili with Beans

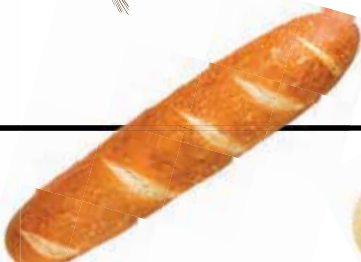
Features ground beef and kidney beans—with a bonus of smoky bacon; seasoned with chile peppers and cumin.

Soup's On

From familiar homestyle chicken noodle to fiery chowder with chiles, Hy-Vee has soups to satisfy.



Round out meals with fresh-from-the-oven Hy-Vee Baking Stone breads specially crafted with traditional, homemade flavors for gourmet sandwiches, starters, soup sidekicks and more.



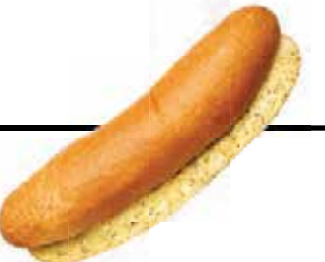
Baguette Bread

Long, narrow 10-oz. loaf, crafted from an authentic French recipe, has delicious crisp outer crust and soft, chewy interior. Slice and toast for a cheese board accompaniment.



French Loaf

8 oz. loaf made from traditional French dough. High heat and moisture during baking forms its signature crisp crust and chewy interior. Serve with dipping oil.



Garlic Bread

20-oz. heat-and-eat loaf flavored with fragrant garlic-oil spread is large enough for the whole family. Pairs well with stews, pastas, soups and more.



Garlic Crown Bread

20-oz. pull-apart loaf topped with a sprinkle of garlic salt and Italian seasoning. Kids love the easy tear-and-share.



Italian Bread

16-oz. loaf similar to Baking Stone French loaf, but shorter and wider. Slice and make sandwiches or serve alongside soup or chowder.



Marble Rye Bread

20-oz. loaf, a combination of light rye and pumpernickel doughs twisted together in a dense loaf ideal for slicing.



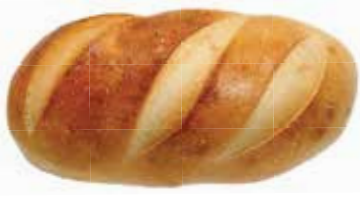
Rye Bread

20-oz. chewy loaf seasoned with caraway seeds. Molasses and onion powder add robust flavor to grilled cheese or chicken salad sandwiches.



Sourdough Loaf

This dense 20-oz. loaf made from traditional French dough has good elasticity (springs back when pressed). Serve with soups.



Vienna Bread

20-oz. sliced sandwich loaf made from traditional French dough; use for deli meat and cheese sandwiches. Order unsliced from your Hy-Vee Bakery.

BREADS

BREAD SPREADS TO SERVE WITH SOUP



GUSTARE VITA PESTO GENOVESE
Made with fresh basil, Italian cheeses, garlic and pureed hazelnuts.



FRESH CHURNED GARLIC BUTTER
Soft and spreadable for soup breads. Parmesan and basil add flavor punch.



HY-VEE CLOVER HONEY
Sweet, light and golden with mild floral flavor. Blend into butter for a spread.



HY-VEE STONE GROUND DIJON MUSTARD
Coarse-textured, spicy, tangy sandwich spread.



PHILADELPHIA GARLIC & HERB CREAM CHEESE
Spread on bread or combine with milk to serve as a veggie dip.



HY-VEE STRAWBERRY JELLY
Slather jelly on grilled cheese or panini to serve alongside soup.



HY-VEE ORANGE MARMALADE
Spoon on crackers spread with cream cheese for a sweet side with soup.



STONEWALL KITCHEN HOT PEPPER JELLY
Mix into mayo for a spicy aioli sandwich spread.

Cracker Barrel

A CUT ABOVE

Thick-cut shredded cheese for a rich & bold taste.



New

basics

CORNERED BEEF REUBEN SLIDERS

Learn how to braise a salt-cured brisket to layer in this traditional sandwich.

Spread

Doctor up mayo with add-ins such as basil and lemon juice, chipotle chile in adobo or horseradish and chives.

Finishing Touch

Sprinkle caraway seeds on the buns before baking.

Reuben Delight

Watch how to assemble the layers to build this snack-size sandwich that is full of flavor.

Hy-Vee seasons



Watch and learn at HSTV.com today!

Cheese

Layer Swiss for traditional flavor, provolone for sharpness and tang or pepper Jack for more spice.

Corned Beef

In a time crunch, order Di Lusso corned beef from your Hy-Vee Deli.

Sauerkraut

Squeeze sauerkraut dry before layering in sandwiches.

INGREDIENTS

- 1 (2½ to 3½-lb.) Buckley Farms corned beef brisket
- 1 (12-oz.) bottle apple hard cider
- 3 cups Hy-Vee apple cider
- 1 (15-oz.) pkg. Hy-Vee Hy-Waiian rolls, split
- ½ cup Hy-Vee Thousand Island dressing
- 1 cup Hy-Vee shredded sauerkraut
- 10 (3½-in.-square) slices Hy-Vee Swiss cheese
- ¼ cup melted Hy-Vee salted butter
- 2 tsp. Hy-Vee Dijon mustard
- ¼ tsp. Hy-Vee garlic powder
- ¼ tsp. Hy-Vee onion powder



STEP 1: COOK

Drain brisket; rub with included seasoning. Place in Dutch oven; cover with ciders. Bring to simmer (do not boil) on stove top. Then bake, covered, at 350°F for 3 to 3¼ hours or until fork tender (165°F).



STEP 2: CUT

Transfer brisket to a cutting board. Cover with foil and let rest for 15 minutes. Trim fat, then cut brisket across the grain into thin slices.



STEP 3: LAYER

Spread cut sides of rolls with dressing. Place roll bottoms in 13×9-in. baking dish; layer with sauerkraut, corned beef and cheese. Add roll tops.



STEP 4: BAKE

Combine butter, mustard, garlic powder and onion powder; brush on rolls. Cover and bake at 350°F for 15 minutes. Uncover; bake 5 to 8 minutes more or until cheese is melted.

WRAP 'N' ROLL

10

CRESCENT ROLL FIX-UPS

STUFF, STACK, WRAP AND ROLL. OPEN A CAN OF HY-VEE FLAKY, BUTTERY CRESCENT ROLL DOUGH AND MAKE MEALTIME FUN!

1

Pizza Muffins

Hands On 20 minutes
Total Time 35 minutes
Serves 16 (1 each)

Hy-Vee nonstick cooking spray
2 (8-oz.) cans Hy-Vee refrigerated flaky butter crescent rolls (8 ct. each)

1 cup Hy-Vee rich & zesty pizza sauce
1½ cups Hy-Vee shredded mozzarella cheese (6 oz.)
Fresh basil leaves, for garnish
Desired Toppers: Sliced cherry tomatoes, fresh basil leaves, pineapple chunks, Hy-Vee cubed cooked ham, red onion slivers, Hy-Vee original pepperoni slices, Hy-Vee sliced pitted ripe olives and/or chopped green pepper

1. PREHEAT oven to 375°F. Lightly spray 16 (2½-in.) muffin cups with nonstick spray; set aside.
2. UNROLL each can of crescent roll dough and separate into 4 rectangles; press perforations to seal. Cut each rectangle in half crosswise to form 16 squares. Press squares into prepared muffin cups. Top each with 1 Tbsp. pizza sauce, 1½ Tbsp. cheese and desired toppers.

3. BAKE for 15 to 20 minutes or until cheese is melted and crust is golden brown. Garnish with basil, if desired.
Per serving: 140 calories, 7 g fat, 3.5 g saturated fat, 0 g trans fat, 5 mg cholesterol, 340 mg sodium, 14 g carbohydrates, 0 g fiber, 3 g sugar (2 g added sugar), 5 g protein.
Daily Values: Vitamin D 0%, Calcium 6%, Iron 6%, Potassium 2%

Pizza Time

Choose your toppers and learn how to make these small-bite pizzas that are an ideal snack.

Hy-Vee
seasons



Watch and learn
at HSTV.com today!



2

SWEET CHILI PIGS IN A BLANKET

Preheat oven to 375°F. Unroll 1 (8-oz.) can Hy-Vee refrigerated original crescent rolls (8 ct.); separate into 8 triangles. Cut each triangle lengthwise into two strips. Spoon 1 tsp. Hy-Vee Thai sweet chili sauce onto wide end of each strip. Place 1 fully cooked original pork sausage link on sauce and roll up. Place on a baking sheet. Brush with toasted sesame oil; sprinkle with Chinese 5-spice seasoning blend and sesame seeds. Bake 10 to 12 minutes or until golden brown. Garnish with sliced green onion, if desired. Serve with additional sweet chili sauce. Serves 8 (2 each).

3

SWEET POTATO AND GOAT CHEESE WONTONS

Preheat oven to 375°F. Line a baking sheet with parchment paper; set aside. Unroll 1 (8-oz.) can Hy-Vee refrigerated original crescent rolls (8 ct.). Press seams together to form a sheet. Cut dough into 12 squares. Place 1 tsp. cooked mashed sweet potato and 1 tsp. fresh goat cheese in center of each square. Lightly sprinkle each toward each center with Hy-Vee salt and black pepper. Bring corners up and over filling toward center; pinch corners together to seal. Top each with a Hy-Vee pecan half. Place on prepared baking sheet. Bake for 13 to 15 minutes or until golden brown. Garnish with fresh thyme, if desired. Serves 6 (2 each).

4

GARLIC BREAD LASAGNA BAKE

Preheat oven to 375°F. Prepare 1 (6.4-oz.) pkg. Hy-Vee Skillet Meal hamburger lasagna dinner according to pkg. directions in a 12-in. oven-safe skillet. Fold in ½ cup Hy-Vee whole milk ricotta cheese and 1½ tsp. dried Hy-Vee oregano leaves. Top with 1 (8-oz.) pkg. Hy-Vee shredded mozzarella cheese. Unroll 1 (8-oz.) can Hy-Vee refrigerated flaky butter crescent rolls (8 ct.). Separate into 8 triangles and arrange on cheese in skillet. Combine 1 Tbsp. melted Hy-Vee salted butter and ½ tsp. Hy-Vee garlic powder; brush on crescent dough. Bake 20 minutes or until golden brown. Garnish with fresh Italian parsley, if desired. Serves 6.

ASPARAGUS AND HAM WRAPS

Preheat oven to 375°F. Cook 1 lb. trimmed asparagus in lightly salted water 3 to 4 minutes or until crisp-tender; drain. Cool and pat dry. Wrap Hy-Vee Deli honey-roasted ham and baby Swiss cheese slices around 1-oz. bundles (3 to 4 pieces) of asparagus. Unroll 1 (8-oz.) can Hy-Vee refrigerated original crescent rolls (8 ct.); press perforations to form a sheet. Cut sheet lengthwise into 16 (½-in.-wide) strips. Wrap a strip around each asparagus bundle. Place on baking sheet. Brush with melted Hy-Vee salted butter; sprinkle with herbs de Provence. Bake 18 to 20 minutes or until golden brown. Serves 16.

5



7

HAM AND GOUDA ROLLS

Preheat oven to 375°F. Spray an 11×7×2-in. baking dish with Hy-Vee nonstick cooking spray. Unroll 2 (8-oz.) cans Hy-Vee refrigerated original crescent rolls (8 ct. each); press perforations to form two sheets. Spread each sheet with ¼ cup Gustare Vita basil pesto, leaving ½-in. border along one short side. Sprinkle each sheet with 4 oz. Hy-Vee shredded Gouda cheese. Divide 8 oz. Hy-Vee Deli honey-roasted ham slices between each sheet. Roll up each sheet, starting from the filled short side; pinch dough to seal seams. Slice each log into 6 equal pieces. Arrange in prepared dish. Bake for 25 minutes or until golden brown. Garnish with sliced fresh basil, if desired. Serves 12 (1 each).

6

BRUSSELS SPROUTS CRESCENT BITES

Preheat oven to 375°F. Place a wire rack on a baking sheet; set aside. Trim and slice 12 Brussels sprouts in half to create 24 halves. Simmer in lightly salted water for 3 to 4 minutes or until nearly tender; drain. Cool and pat dry. Cut 12 slices of Hy-Vee center-cut bacon in half lengthwise; set aside. Unroll 1 (8-oz.) can Hy-Vee original crescent rolls (8 ct.); separate into triangles. Cut each triangle lengthwise into three strips. Top each dough piece with a bacon half. Place a sprout half on wide end of each strip and roll up. Place on rack on baking sheet. Bake 18 to 20 minutes or until bacon is crisp and pastry is golden brown. Brush with Hy-Vee Select 100% pure maple syrup. Serve with Culinary Tours French-style Dijon mustard, if desired. Serves 12 (2 each).



CRESCENT ROLL DOUGH IS A SNAP TO WORK WITH WHEN IT'S COLD. IF IT WARMS UP AND FEELS STICKY, COAT YOUR HANDS AND SPRINKLE THE WORK SURFACE WITH FLOUR.



8

STRAWBERRY CHEESECAKE POCKETS

Preheat oven to 375°F. Line a baking sheet with parchment paper; set aside. Unroll 1 (8-oz.) can refrigerated Hy-Vee original crescent rolls (8 ct.). Separate into 4 rectangles; press perforations to seal. Roll each dough portion to a 5×7-in. rectangle. Spoon 2 Tbsp. Hy-Vee canned strawberry pie filling and 2 Tbsp. refrigerated cheesecake filling onto half of each portion, ¼ in. from edges. Fold dough over filling; seal edges with tines of a fork. Cut vents in top. Place on prepared baking sheet. Bake 15 to 17 minutes or until golden brown. Let stand 5 minutes before serving. Serves 4.



USE THE SAME TECHNIQUE TO MAKE CINNAMON ROLLS. SPREAD MELTED BUTTER ON DOUGH, SPRINKLE WITH CINNAMON SUGAR THEN ROLL. ADD ICING OVER TOP BEFORE SERVING.



9

SWEET S'MORES ROLLS

Preheat oven to 375°F. Line a baking sheet with parchment paper; set aside. Unroll 1 (8-oz.) can Hy-Vee original crescent rolls (8 ct.); press perforations to form a sheet. Roll out to a 10×15-in. rectangle. Spread ½ cup Hy-Vee hazelnut creamy spread on dough, leaving ½-in. border along one short side. Sprinkle 1 tsp. Hy-Vee graham cracker crumbs on top. Starting at the short side without a border, roll up tightly; pinch seam closed. Slice into 10 equal pieces. Place 1 in. apart on prepared baking sheet. Bake for 10 minutes. Remove from oven and top each with Hy-Vee miniature marshmallows. Bake 5 minutes more or until marshmallows are lightly toasted. Cool slightly before serving. Drizzle with additional melted hazelnut spread and broken graham crackers, if desired. Serves 10.

10

Egg & Cheese Breakfast Ring

Hands On 30 minutes

Total Time 50 minutes

Serves 8

8 Hy-Vee large eggs, beaten
 ½ tsp. dried cilantro leaves
 ¼ tsp. each Hy-Vee salt and black pepper
 1 Tbsp. Gustare Vita olive oil
 ¼ cup finely chopped red onion
 1 clove garlic, minced
 4 cups lightly packed arugula, plus additional for garnish
 2 (8-oz.) cans Hy-Vee refrigerated original crescent rolls (8 ct. each)
 2 Tbsp. Hy-Vee Dijon mustard
 1 cup Hy-Vee shredded mozzarella cheese
 ¼ cup crumbled goat cheese
 ½ cup seeded and sliced poblano pepper*
 ¼ cup chopped roasted red peppers
 Cherry tomatoes, halved for garnish

1. PREHEAT

oven to 375°F. Line a baking sheet with parchment paper. Whisk together eggs, cilantro, salt and black pepper.

2. HEAT

oil in skillet over medium heat. Add onion; cook until softened. Add garlic and arugula; cook until arugula is wilted. Add egg mixture; cook and stir until set. Remove from heat.

3. SEPARATE crescent rolls into 16 triangles; arrange in circle on prepared baking sheet, points of dough outward and forming a 6-in. open center. Spread mustard on each triangle and spoon egg mixture over mustard. Top with mozzarella and goat cheeses, poblano pepper and roasted red peppers. Fold pointed edge of dough over filling and tuck under bottom layer to secure. Bake 15 to 20 minutes or until golden brown. Cool 20 minutes. Transfer to a serving tray. Garnish with arugula and cherry tomatoes, if desired.

Per serving: 390 calories, 24 g fat, 10 g saturated fat, 0 g trans fat, 205 mg cholesterol, 830 mg sodium, 27 g carbohydrates, 0 g fiber, 5 g sugar (4 g added sugar), 18 g protein. **Daily Values:** Vitamin D 6%, Calcium 20%, Iron 15%, Potassium 2%



WINNING!

Game day or any day, Hy-Vee chicken wings are just what you need to rally the home team.

» 4 STEPS TO THE BEST WINGS

- 1. PICK A WING.** Choose traditional, boneless or both.
- 2. SELECT YOUR SAUCES.** Order one or more: Buffalo, BBQ, Honey Mustard, Honey Roasted Garlic and General Tsao.
- 3. CHOOSE A STYLE.** Order heated to enjoy immediately, or order cold to reheat.
- 4. PLACE YOUR ORDER.** Call your local Hy-Vee or go to [hy-vee.com/shop](https://www.hy-vee.com/shop), then click "Catering," followed by "Chicken Wings."



TRADITIONAL

Classic wings make for a two-handed experience.

BBQ
Sweet, smoky BBQ sauce is a crowd-pleaser.

BONELESS

A little less work, the same tasty payoff.

HONEY MUSTARD
Tangy and zesty mustard brings a touch of heat to sweet honey.

BUFFALO
Spicy, peppery Buffalo-style sauce is a timeless choice for wings.

GENERAL TSAO
Rich, spicy and sweet, this Asian-style sauce has it all.

HONEY ROASTED GARLIC
For aromatic, sweet and savory, honey roasted garlic sauce is the choice.

» 3 GOTTA-TRY PAIRINGS FOR WINGS


Snap Peas and Mini Sweet Peppers


Hy-Vee Sour Cream Dips


Peppadew Poppers:
peppadew peppers + Hy-Vee jalapeño cream cheese spread + bacon bits

HY-VEE TRAYS



BUFFALO WING PLATTER
Choose any two of five sauces.
Serves 10 to 12.



WINGING IT PLATTER
Choice of two dipping sauces and two serving sizes.



BONELESS WING TRAY
Choose up to two sauces.
Serves 8 to 10.



PICK 3 BONELESS WING TRAY
Choose any three sauces.
Serves 15 to 20.



ASIAN CHICKEN PLATTER
A combination of six chicken options with sweet-and-sour dipping sauce. Serves 8 to 10.

Power Up
and Spring
Forward.



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TM



life

Fill Easter baskets with help from Hy-Vee, read about a bold coffee company and learn cleaning tips.

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Happy Easter

Raise serious smiles with sweets and treats for kids. From candies, toys and stuffed animals to cute Easter clothes, Hy-Vee has what you're looking for.

JOE FRESH Easter clothes

Celebrate the season in style with Easter outfits from Joe Fresh. These cute, festive clothes are comfortable enough for kids to wear from the egg hunt through Easter dinner, but also stylish and ready for a holiday photo op at any moment. Look for Easter-theme shirts and accessories for children, toddlers and babies at select Hy-Vee stores.



Scan the QR
Code to shop
Joe Fresh clothes

Easter Express

Easter Express

3 Sweet Baskets they'll want to hunt for

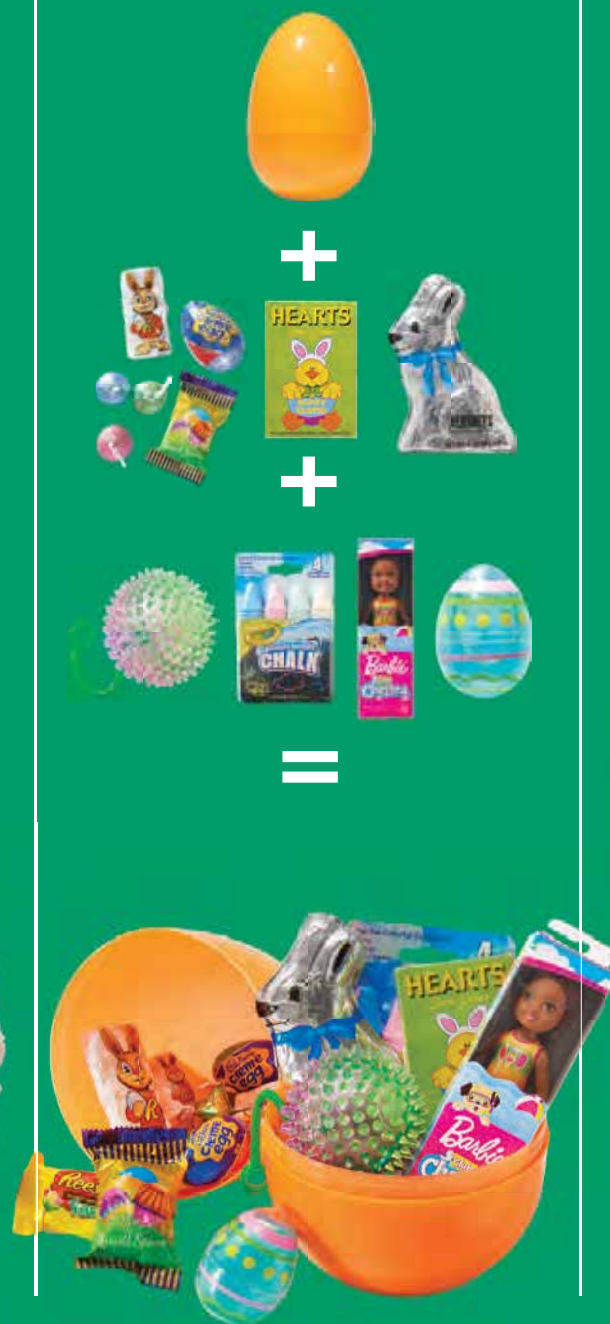
the critter carton

An adorable plush sloth basket is perfect for younger children. Look for small stuffed animals, squishy seasonal characters, wind-up toys, coloring sets and an Easter rubber duck to complete the surprise.



the imagination station

Fill a super-size Easter egg with goodies for older kids. Their favorite Easter candies, a chocolate bunny, a squishy yo-yo ball, sidewalk chalk, small Barbies and a slime-filled egg are just a few ideas.



the pamper package

Create an adults-only basket filled with everything you need to unwind—relaxing bath salts, scented bath bombs, body butter and a lilac blossom Yankee candle. Chocolates and wine don't hurt, either.



Hy-Vee basket bases

Right down to the colorful Easter grass, Hy-Vee has everything you need to play the Easter bunny. Choose from a variety of fun baskets, then fill with candy, toys and eggs for a one-of-a-kind surprise on Easter morning. Add a layer of grass first, then arrange larger items and finish with smaller treats.



Eggs Pick up plastic pastel, pearlescent or chrome Easter eggs at Hy-Vee to fill with seasonal candy or tiny toys.

Toys Find Easter stuffed animals, craft kits, games, outdoor activities, dolls and more at Hy-Vee.

Baskets Use a jumbo straw basket, plastic treat bucket, plush animal basket or giant Easter egg as the base for all the holiday treats.

Candy Include a chocolate bunny, gummies, jelly beans and mini candy bars.

GRAB 'N' GO BASKETS

LARGE (9"x21")
CHEERILY
WRAPPED
BASKETS ARE
AVAILABLE
IN STORES.



SPIDERMAN
Swing into action with a Spiderman-theme water blaster, Frisbee™ game, foam rocket shooter, snacks and more.



PAW PATROL
Save the day for your little one with sidewalk chalk, a Frisbee™ and more toys and snacks inspired by these popular rescue pups.



SPRING

at Hy-Vee!

FLOWER POWER

Celebrate the abundance of spring with colorful, fragrant blooms to freshen indoor spaces and to offer as cheerful gifts. Visit the Hy-Vee Floral Department and be amazed at the selection of cut flowers, floral arrangements, bouquets and potted plants.

Brighten up, it's spring

Depend on Hy-Vee Floral to put the beauty of flowers within easy reach. Find cut flowers, arrangements and potted plants.



MINI ROSES
Roses are America's official flower for good reason: They're beautiful! Compact mini rose plants provide captivating beauty indoors, long before outdoor varieties bloom.



TULIPS
These most popular spring blooms in an array of colors, sizes and detail stand dramatically on their own.



DAFFODILS
These cheerful early risers are a bonafide spring favorite, praised for long-lasting golden yellow or soft pastel blooms.



WILDFLOWER BOUQUET
Flowers that are native to the Midwest make a wildly beautiful bouquet with their array of colors and shapes.



HOP TO IT BOUQUET
The Hy-Vee Floral Department creates stunning arrangements in many sizes for any holiday, including Easter.



BULB PLANTS
Mini gardens of fragrant bulbs are delightfully entertaining as foliage, then blooms emerge.



GREEN ROSES
Pick up a bouquet of America's favorite flower—in verdant fresh green—and give a cheerful nod to spring.

Luck o' the Irish

Green, primary color of the Emerald Isle, is abundant at Hy-Vee Floral—from green carnations to potted greenery to St. Patrick's Day bouquets.



OXALIS
This easygoing houseplant masquerades as shamrock, which is why it's especially popular this time of year.



GREEN CARNATIONS
Get in a green groove with dyed carnations. These long-lasting cut flowers will shout "Top o' the mornin' to you!"



BELLS-OF-IRELAND
In the language of flowers, these vibrant green spikes are considered good-luck charms.



ST. PATRICK'S DISBUD BOUQUET
Bouquets assembled by Hy-Vee's Floral Department are ready to pick up, deliver and please.



BLK &

B

5% OF OUR PROFITS ARE DONATED

L

TO SUPPORT AT-RISK YOUTH

COFFEE

CHILDHOOD FRIENDS
PERNELL CEZAR AND
ROD JOHNSON SET
OUT TO CREATE
A COMPANY THAT
ALLOWED THEM TO
GIVE BACK TO THEIR
COMMUNITY. THEY
UNINTENTIONALLY
BECAME
TRAILBLAZERS AS
OPERATORS OF
DES MOINES-BASED
BLK & BOLD COFFEE,
ONE OF THE FIRST
BLACK-OWNED,
NATIONALLY
DISTRIBUTED **COFFEE**
COMPANIES.

Sometimes you have to stop and take stock of your life, which is what Pernell Cezar and Rod Johnson did before launching BLK & Bold Coffee in June 2018. "We were so locked in to our jobs and what success meant, but felt like we weren't connected enough to our values," Pernell says. The friends realized they were spending their money with companies that didn't necessarily align with their value systems, something that was important to them.

Pernell began experimenting with roasting coffee beans in his garage, and a business was born—one with a purpose to give back, not just sell coffee. Five percent of the profits are donated to organizations across the nation that help disadvantaged youth. The company also recently became a Certified B Corporation through an arduous process that verifies that businesses meet high environmental and social standards.

"If a business can't sustain the health of their consumers' community, that doesn't bode well for that business," Pernell says.



PERNELL CEZAR
CO-FOUNDER &
CEO

ROD JOHNSON
CO-FOUNDER &
CMO



We hope to position our company to serve as a model for other businesses: You can prioritize purpose as well as profit. It should be reciprocal between businesses and communities."

—PERNELL CEZAR

Coffee Titans

Pernell Cezar and Rod Johnson didn't originally set out to become coffee purveyors, but once in the business, they were surprised that they were running one of the first Black-owned, nationally distributed coffee companies.

Coffee is the second highest consumed beverage after water, Pernell notes, "and for us in the modern day to be the first to occupy distribution in a scalable way within such a key industry in America, it shows that we have a lot more room to grow."

For Rod, it forces him "to be accountable, to ensure that we open the door for other companies. To take the baton further. It reminds me that the onus is on us to be a great presentation of what could be."

BLK & BOLD CONNOTES BOTH THE STYLE OF THE COFFEE AND HOW THE TWO OWNERS PROJECT THEMSELVES TO THE WORLD.



NATURAL PROCESS

BLK & Bold sets itself apart with its variety of flavor profiles that are fruitier and more aromatic than conventional coffee. "I think we're the only brand right now that has natural process coffee," Pernell says. Natural process is where whole coffee cherries are dried naturally in the sun before the seed is removed, which uses less water and produces less waste than the conventional washed coffee process.

"I wasn't a coffee drinker prior to BLK & Bold. I would drink it for function if I needed a boost. But once introduced to a different specialty beverage, it definitely swung the pendulum for me."

—ROD JOHNSON

"My first [taste of] natural process coffee is what started us on this journey because we didn't realize that [flavor] could exist within coffee," Pernell says. "I've had my 'aha' moment," Rod says, adding that it came with his first taste of Pernell's home-roasted natural process coffee. "The same 'aha' moment that we want customers to have." The coffee is available in whole bean and ground as well as new steep coffee packs—individual sachets.

THE WHY BEHIND BLK & BOLD

BLK & Bold was founded for the purpose of giving back to the community, and since day one, Pernell and Rod have donated 5 percent of profits to an array of organizations across the country that help at-risk youth. "The goal was not to approach this through a narrow lens," Rod says. "We didn't want to impact a singular issue; we'd rather impact that demographic across the areas of greatest need. The goal was to spread the love as much as possible."

The organizations that benefit from the company's donations work to eradicate homelessness and food insecurity as well as help youth gain the skills like computer coding and urban farming needed for their futures.

"When we look at the why behind youth being so much a part of our business, it is the reason the business was chosen in the first place," Pernell says. "It's what set us on this journey."



PLEDGE PARTNERS

BLK & BOLD IS COMMITTED TO HELPING AT-RISK YOUTH ACROSS THE COUNTRY BY FUNDING THE GREATEST NEEDS. THE COMPANY SUPPORTS THESE ORGANIZATIONS IN THE MIDWEST:



Illinois-based Youth Guidance creates school-based programs to help kids overcome obstacles and focus on their education, ultimately setting them up for a successful life.



By Degrees, a Des Moines-based organization, is a forward-thinking children's saving account program that also provides introduction to institutions of higher learning.



Juxtaposition Arts engages young artists in hands-on education opportunities that teach them to use creative power for self-sufficiency.



Urban Growers Collective works to build a just and equitable food system, teaching Illinois' at-risk youth how to grow food, which also mitigates food insecurity.



HY-VEE + BLK & BOLD

The pandemic and last summer's renewed focus of buying from Black-owned businesses pushed BLK & Bold to the top in online sales, although it's relationships with retailers like Hy-Vee that Rod and Pernell see as the key to sustained growth. Their coffee launched in Hy-Vee in October 2020, and now nine products are available in about 170 stores. "As we continue to grow and bring on partners like Hy-Vee, it gives us an opportunity to help everyday people connect to something that's greater than themselves while still being able to enjoy the products that they do," Pernell says.

SHOW YOUR COLORS

HY-VEE MAKES GRADUATION PARTY PLANNING EASY. FOUR EARLY PLANNING STEPS LEAD TO THE FUN OF SELECTING VIBRANT CAKES AND DECORATIONS.

CHOOSE A DATE, TIME AND PLACE Beautiful springtime weather bids outdoor grad parties, but have a back-up plan in case weather changes. Keep a canopy on hand for a quick cover-up, or move the gathering to the garage or into the house.

PICK A THEME Choose anything the grad is passionate about: an academic subject, sports, a type of food, even a color!

4
STEPS

MAKE AN INVITATION LIST Tally family and friends who will celebrate in person and virtually. Include login info for a video chat or stream for virtual guests.

ORDER FOOD Hy-Vee has you covered with delicious selections of food and flavors. Order online or call your local Hy-Vee Catering Department to help determine how much you need and schedule delivery for the party.



Cupcakes catch your eye? Hy-Vee has several flavors to choose from.

Head to [hy-vee.com/shop](https://www.hy-vee.com/shop) and click "Bakery & Cakes" to browse more delicious and original creations.

Custom Cakes

Hy-Vee's talented cake designers are ready to bring your wildest ideas to life. Schedule a meeting now to review party themes for a memorable, showstopping custom cake.

PUNCH IT UP!



RASPBERRY-PINEAPPLE PUNCH

Combine 1 (1.75-qt.) container softened Hy-Vee We All Scream! raspberry sherbet and 1 (46-oz.) can Hy-Vee pineapple juice in a large punch bowl until smooth. Stir in 1 (2-liter) bottle Hy-Vee fruit punch soda. Garnish each drink with halved Hy-Vee Short Cuts strawberries and a Hy-Vee maraschino cherry, if desired. Serves 20.



ORANGE SHERBET PUNCH

Combine 1 (1.75-qt.) container softened Hy-Vee We All Scream! orange sherbet and 1 (59-oz.) container Hy-Vee orange strawberry banana juice in a large punch bowl until smooth. Stir in 1 (2-liter) bottle Hy-Vee ginger ale soda. Garnish drinks with skewers of frozen Hy-Vee Short Cuts six mix (a blend of strawberries, red grapes, watermelon, pineapple, honeydew and cantaloupe), if desired. Serves 20.



SUNSHINE PUNCH

Combine 1 (1.75-qt.) container Hy-Vee We All Scream! pineapple sherbet, softened, and 1 (52-oz.) bottle Hy-Vee lemonade in a large punch bowl until smooth. Stir in 1 (2-liter) bottle Hy-Vee lemon-lime soda. Garnish drinks with lemon slices, if desired. Serves 20.



LIME SHERBET PUNCH

Combine 1 (1.75-qt.) container softened Hy-Vee We All Scream! lime sherbet and 1 (52-oz.) bottle limeade in a large punch bowl until smooth. Stir in 2 (1-liter) bottles Hy-Vee key lime water coolers. Garnish drinks with lime slices, if desired. Serves 20.



SPARKLING PURPLE PUNCH

Combine 1 (1.75-qt.) container softened Hy-Vee We All Scream! raspberry sherbet and 1 (64-oz.) bottle Hy-Vee 100% Concord grape juice in a large punch bowl until smooth. Stir in 4 (12-oz.) cans ginger beer. Garnish drinks with skewers of frozen Hy-Vee Short Cuts triple-berry mix, if desired. Serves 20.

CELEBRATE IN STYLE

SET THE
STAGE
WITH PARTY
DECORATIONS
FROM HY-VEE.

Hy-Vee experts
can help select a
party theme.



Congrats Grad Banner



Grad Cap Paper Table Cover



Graduation Fun Napkins



Graduation Fun Plates



Congrats Grad Plastic Cup



Hallmark Gift Bags



Sensations Performa Plates



Sensations Plastic-Lined Table Cover



Sensations Napkins



Sensations Performa Plates



Sensations Plastic Straws



Sensations Assorted Cutlery

MEET ME AT THE PARTY

FOR CROWD-PLEASERS, THESE CHOICES FOR GRAD PARTIES OFFER THE CONVENIENCE OF SELF-SERVE FOR A VARIETY OF TASTES.

Serve the fresh salsa for zesty flavor or opt to add the guacamole for a smooth topping.

CATERING OPTIONS

Grad Packages

- Slider Bar
- Fiesta Taco Bar
- Bravo Pizza Bar
- Achieve Brunch Bar
- Congrats Sandwich Bar
- Hooray Hickory House Bar
- Adventure Awaits Appetizer Bar

How to Order

See the perfect specialty bar or buffet for your grad's big day? Call your local Hy-Vee or order online at [hy-vee.com/shop](https://www.hy-vee.com/shop) then click "catering."

FIESTA TACO BAR

Choice of seasoned ground beef or chicken and two tacos (hard shell, soft shell or both) along with cheese, lettuce, sour cream, salsa, tomato, onion, jalapeños, tortilla chips, refried or black beans, Spanish rice and cherry cheesecake or assorted cookies. Add guacamole or a second meat for an additional charge. A taco decorated cake and foil balloon completes the package.



HY-VEE
CATERING
EXPERTS
MAKE THE
CELEBRATION.

SLIDER BAR

Choose up to three sliders: Bacon & Cheddar, burger mignon, California turkey, certified ground chuck, Italian sausage, jalapeño pepper Jack pork, jalapeño pepper Jack turkey, mushroom & Swiss or seasoned ground pork. Choose two cheeses plus two sides: bacon ranch potato salad, coleslaw, fresh melon salad, green onion & egg potato salad, macaroni salad, spring salad, Hickory House baked beans, cheesy corn bake, corn on the cob, white Cheddar mac & cheese or party potatoes. Includes hamburger decorated cake and foil balloon.

CONGRATS DI LUSSO SUBS

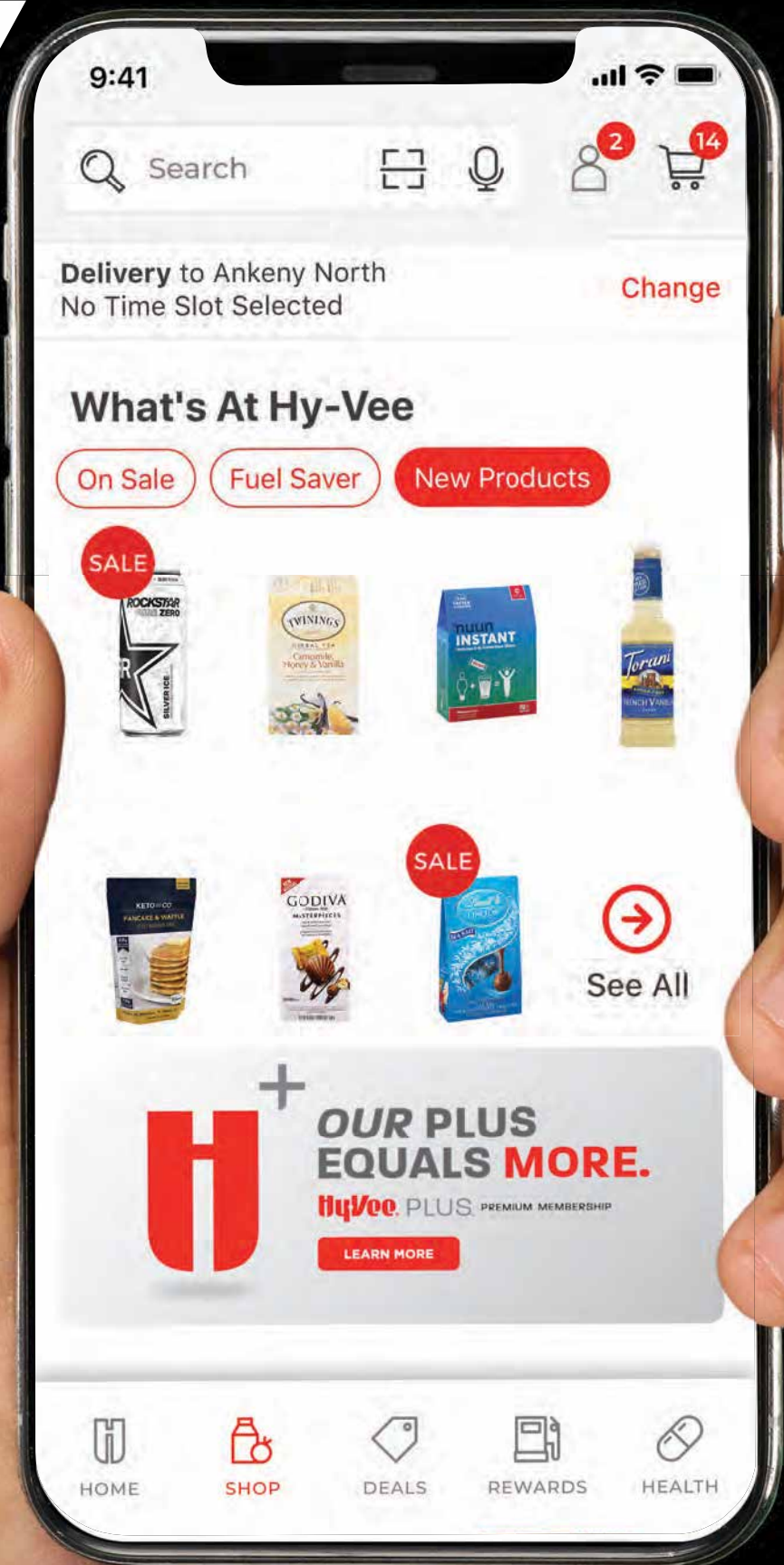
Includes sub sandwich filled with Di Lusso meats and cheeses topped with crisp lettuce, tomatoes and onions along with salad and chips. Choose a design for the 1/2 sheet cake and a foil balloon.

ACHIEVE BRUNCH BAR

Choice of six: egg casserole, scrambled eggs, Fiesta eggs (scrambled egg bake with bacon and green & red bell peppers), hashbrowns, hashbrown casserole, bacon, ham, sausage links, sausage patties, smoked sausage, assorted pastries, bagels with cream cheese, biscuits & gravy, mini muffins, oatmeal, fresh fruit, coffee and orange juice. Finish the meal with a donut tier and decorate with a foil balloon.

SHOPPING MADE EASY

Everything Hy-Vee has to offer in the palm of your hand. The Hy-Vee app offers ultimate convenience and no-hassle grocery shopping with at-home delivery.



The Hy-Vee app is a one-stop shop for groceries. Find all your grocery needs and have them delivered (if available) or pick them up from your local Hy-Vee. Take advantage of coupons, sale items, Fuel Saver + Perks® rewards, new products and exclusive deals.

GET THE APP
Using a smartphone or tablet, download the free Hy-Vee app wherever you purchase apps. Open the app and create an account or log in to an

existing Hy-Vee account. Choose your regular Hy-Vee location, and the app will save it as your default store.

Once you're logged in, start shopping. Use the search bar to find specific products, or scroll to browse by category, like bakery, produce, meat & seafood and more. Browse weekly ads and coupons and add those items directly to your cart. Save your Fuel Saver + Perks® information to rack up rewards.

PREMIUM MEMBERSHIP
Frequent shoppers benefit from the Hy-Vee Plus premium membership in addition to their current savings from the Fuel Saver + Perks® card. For only \$99 per year, members receive exclusive deals on groceries and more, have access to Red Line™ team members via phone or text and online personal shoppers, fuel savings and more (right).

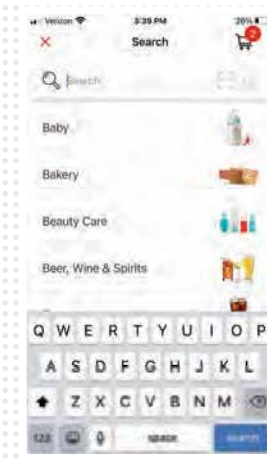
HyVee. PLUS.
PREMIUM MEMBERSHIP

Members receive free standard delivery and free 2-hour express pickup with Aisles Online purchases of \$30 or more.

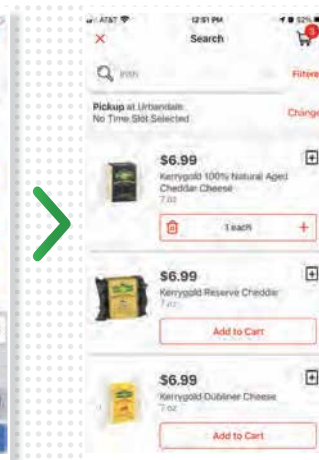


Shop for items

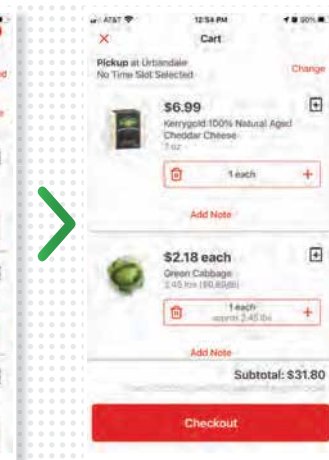
Shopping is as easy as search, click and buy. Here's how to add items to your cart and proceed to checkout.



SEARCH FOR ITEMS
You can find the products you need by typing them into the search bar or by choosing a category.



ADD TO CART
Find the item you want and press "add to cart" or select it for more information.



CHECK OUT
Once you have \$30 in your cart, select pickup or delivery at checkout.

Create shopping lists of frequently purchased items to make future shopping quick and easy. You can have multiple lists for different occasions.



BIG SAVINGS
Shoppers who have groceries delivered once a week may save over \$400 annually by becoming a Hy-Vee Plus member.

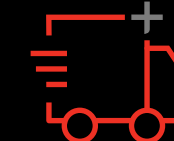


MEMBERSHIP HAS ITS PERKS



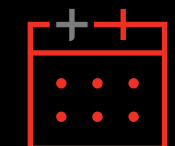
FUEL SAVINGS EVERY TIME YOU SHOP

Earn 3¢ per gallon on every in-store or online purchase*. *some exclusions apply



FREE STANDARD GROCERY DELIVERY

Get FREE standard grocery delivery* on Aisles Online orders of \$30 or more. *Where available



EXCLUSIVE MONTHLY DEALS & OFFERS

Get new deals and offers just for you every month.



FREE 2-HOUR EXPRESS PICKUP

Get FREE 2-hour pickup on Aisles Online orders of \$30 or more.



RED LINE™ ACCESS

Whatever you need, day or night, our Red Line team is ready to take your call or text.



PERSONAL SHOPPER

Get and give real-time feedback as your online order is shipped.



CURBSIDE SERVICE:
PARK IN A DESIGNATED SPOT AND HY-VEE WILL LOAD YOUR GROCERIES FOR YOU!



PICKUP OR DELIVERY



LOCKER PICKUP
Some locations offer secure locker pickup so you can grab groceries and go. Check with your local Hy-Vee for more info.

CURBSIDE

- CHOOSE A LOCATION**
Find the address of the Hy-Vee to pick up from.
- RESERVE A TIME SLOT**
Choose your arrival time to pick up groceries.
- PARK**
Notify the store when you arrive, and groceries will be brought to you.

FRONT DOOR

- ENTER AN ADDRESS**
Enter your location to find out whether delivery* is available.
- RESERVE A TIME SLOT**
Choose when you'd like grocery delivery.
- ENTER INSTRUCTIONS**
Share special details for the driver (e.g., leave the order on the doorstep, etc.).



Where the taste of Italy comes to your table!™



www.BellatoriaPizza.com





New Spring Essentials at Hy-Vee.



chart FLOOR PRODUCTS

Spring weather might mean tracked-in grime. The right cleaners will help keep floors sparkling and your home disinfected.



HARDWOOD
Bona Hardwood Floor Cleaner can be used on unwaxed, oiled, polyurethane-finished wood floors and is safe for people and pets.



ENGINEERED WOOD
Restore the shine while you renew the finish on your engineered floor with Libman Hardwood Floor Polish.



LAMINATE
Clean floors are a breeze with Swiffer Wet Jet Floor Spray Mop. It squirts cleaner directly on the floor to loosen dirt that's easy to mop up.



VINYL OR LINOLEUM
For long-lasting shine, try Pledge Floor Care. It cleans dirt and grime and has a pleasant scent from Glade.



PORCELAIN OR CERAMIC TILE
Kill germs while leaving a fresh, clean scent in the room with the versatile Lysol Clean & Fresh multi-surface cleaner.



NATURAL STONE
Specifically formulated for stone and tile, Weiman Stone & Tile Cleaner has a safe plant-based pH-neutral formula.



CARPET
Wipe out even the toughest stains with Resolve carpet cleaner that penetrates deep and prevents spots from reappearing.

What makes products safe?

"Green" claims on labels are largely unregulated

- Natural or eco-friendly shouldn't be equated with safe, and non-toxic is undefined.
- Organic might be misleading. In food, it means grown without

synthetic pesticides. In cleaners, it refers to chemicals that are carbon-based, including some that release harmful fumes.

- Look for the words solvent-free, no petroleum-based

ingredients or phosphate-free on labels.

- Make your own cleaners with water, castile soap, vinegar, lemon juice or baking soda. Use a scrubber and elbow grease to get floors clean.

MORE THAN SKIN DEEP



To pamper your skin, nurture it from the inside and protect it from the outside. Discover how to keep skin clear and healthy.

BEST FACE FORWARD Heredity, hormones and age always play a role in the appearance of skin, while some factors can be controlled. With a few lifestyle tweaks and tried-and-true products, you can give your skin the best chance to radiate a healthy glow.



Neutrogena Naturals Purifying Facial Cleanser

Penetrate and detoxify pores, cleansing away dirt and bacteria with naturally derived ingredients.



Clean & Clear Deep Action Cream Cleanser

Remove oil and makeup deep down to the pores with this oil-free, rich lathering formula.



Duke Cannon Standard Issue Face Lotion

Apply this simple and straightforward fragrance-free lotion to rehydrate skin.



Clean & Clear Watermelon Gel Moisturizer

Quench and refresh thirsty skin with this gentle oil-free moisturizer made with real fruit juice.



Neutrogena Hydro Boost Gel Cream

Lock in moisture with this oil-, dye- and fragrance-free intense moisturizer that absorbs quickly into skin with the benefits of hyaluronic acid.



Burt's Bees Intense Hydration Night Cream

Treat your skin to an intense nightly moisturizer that can reduce the appearance of fine lines and wrinkles.



FACE FACTS

YOUR LIFESTYLE—LIKE FOOD CHOICES, HYDRATION, SKINCARE ROUTINE AND STRESS—ALL IMPACT SKIN HEALTH.

HYDRATE

Daily water needs vary based on activity level and weight. Talk to your doctor or a Hy-Vee dietitian to determine how much you need based on your current health and daily activity.

EAT RIGHT

Avoid refined or processed sugar, and eat foods rich in water, omega-3 and vitamins, such as cucumbers, celery, watermelon, strawberries, fish, walnuts and broccoli.

DE-STRESS

Psychological pressures cause the release of stress hormones, impacting the severity of psoriasis, dermatitis and acne. Tackle your tension to keep your skin in check.

REFRESH

A fresh-scrubbed face is a clean surface for moisturizers and makeup. Cleanse only once or twice a day. Washing too often can strip natural oils, allowing bacteria-caused inflammation.

SAVING FACE

WHEN YOU CHOOSE PRODUCTS THAT PROTECT AND MOISTURIZE, YOUR SKIN WILL BENEFIT WITH A LUMINOUS GLOW.



HY-VEE SKINCARE PRODUCTS ENHANCE YOUR NATURAL GLOW.

COSMETICS WITH SPF GIVE YOU A SUN-KISSED LOOK WHILE PROTECTING YOU FROM SUN DAMAGE.

OUTSIDE

THE ENVIRONMENT CAN PERMANENTLY HARM YOUR SKIN. FIND OUT HOW TO PREVENT AND REPAIR DAMAGE.

WHAT YOU'RE UP AGAINST:

Sun, wind and pollutants. They can cause damage short term (burning, dryness, peeling) and long term (deep wrinkling, discoloration, medical consequences). Thankfully, solutions are simple.

Sun

SPF (sun protection factor) is a measure of how well sunscreen protects against ultra-violet rays that burn. Wear sunscreen daily, even during winter, to block sun on your skin. Experts recommend sunscreen with at least SPF 30.

Wind

Cover up to reduce exposure. Wear sunglasses, hats and clothing that prevent skin from drying. Often forgotten during windy weather: lip and under-eye hydration to protect delicate areas of the face.

Pollutants

Avoid smoke and toxins inside and out as much as possible. At home, wash your face to remove outdoor pollutants. Change pillowcases often to avoid bacterial buildup.

HOW TO SOOTHE AND RECOVER:

Treat yourself to overnight masks or deep restorative products to let your clean skin soak in the benefits. Consult with a Hy-Vee esthetician to discover your skin type and ensure you're using the best products for you.

1 Maybelline Instant Age Rewind Eraser

SPF and anti-microbial applicator protect your skin health.

2 Aveeno Positively Mineral Sunscreen

This broad spectrum SPF 50 hypoallergenic sunscreen is designed for sensitive skin.

3 Olay Regenerist Whip Moisturizer

Broad spectrum SPF 25 moisturizer instantly absorbs while actively hydrating.

4 Harry's Face Lotion

Harry's mineral-base, broad spectrum SPF 15 lotion includes hydrating shea butter that absorbs quickly.

5 Olay Total Effect 7-In-One

Moisturizer with built-in SPF 30 works to minimize pores and visibly smooths skin while protecting from sun damage.

6 Blistex Deep Renewal

Broad spectrum SPF 15 protects delicate lips from the environment, and vitamin and antioxidant complex promotes lasting lip health.

7 TopCare Ultra Protection Sun Lotion

Laboratory- and dermatologist-tested TopCare Ultra Protection sunscreen is water resistant up to 80 minutes and boasts a paraben-free formula.

8 BareMinerals Blush

For a natural look with silky, lightweight formula, choose this preservative- and filler-free formula

9 Revlon Ultra HD Vinyl Lip Polish

Opt for high pigment and high shine glamour plus healthy-for-lips vitamin E.

10 Revlon ColorStay Makeup

Versatile makeup in many tones and ranges from SPF 15 to 20 to prevent sun damage.

11 CoverGirl LashBlast Super Sizer Mascara

Add eye drama with ophthalmologist-tested CoverGirl mascara.

12 Burt's Bees Lipstick

Pick your look for day or night. Every shade of this 100% natural lipstick provides eight hours of moisture.

13 L'Oreal True Match Lumi Bronze It Bronzer

Sweep this silky buildable powder on cheekbones, forehead and collarbone for a healthy-looking glow that turns heads.

14 e.l.f. Beautifully Bare Natural Glow Face Palette

Create a flawless, natural finish to put your healthiest face forward, thanks to bronzer, highlighter and two shades of blush in this natural glow face palette.

new

on the scene with caffeine

no calories.
no sweeteners.
a little kick of
caffeine.

47mg
caffeine



health

Smart tips
to dodge illness,
nutrients that
support bone
health, a dietitian
answers weight-
loss questions
and more.

100 STAMPING OUT ILLNESS

104 COMPOUND LIFTS

108 FOODS THAT HELP
BUILD STRONG BONES

112 BEST DEFENSE

115 DIETITIAN Q&A:
QUESTIONS ON
WEIGHT LOSS

119 PHARMACY:
REPEAT REFILLS



STAMPING OUT ILLNESS

See the surprisingly simple lifestyle changes you can make to help side-step the top five health concerns in the U.S.

Sources (next page): [cdc.gov/heartdisease/index.htm](https://www.cdc.gov/heartdisease/index.htm)
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IMPROVED HEALTH MANAGEMENT

Although heredity and genetics play a large role in our health, positive lifestyle changes can reduce risk factors for a variety of conditions.

LEARN THE RISK FACTORS TO FIGHT THE TOP 5

According to the CDC, the top health concerns in the U.S. (excluding the COVID-19 pandemic and accidents) have been the same for more than a decade. And the risk factors remain the same as well.

HEART DISEASE

About 1 in 4 American deaths is due to heart disease. Risk factors include high cholesterol and high blood pressure.

CANCER

As of 2014, more than half the cancers diagnosed in women are linked to being overweight or obese.

CHRONIC LOWER RESPIRATORY DISEASES

In 2018, 12.8 million adults were diagnosed with chronic bronchitis or emphysema. Exposure to smoke, toxins and chemicals can impact whether a person develops these conditions.

STROKE

As of 2018, someone dies of a stroke every 4 minutes. Uncontrolled blood pressure can lead to strokes.

ALZHEIMER'S DISEASE

A balanced diet and proper medical care may be related to stabilizing symptoms. Dehydration, malnutrition and lung infections may become life-threatening conditions.

KEEP HEALTHY

Many illnesses do not have obvious warning signs, so managing your health daily to lower risk factors is key.

TAKE CONTROL OF YOUR HEALTH

"ABOUT HALF OF ALL AMERICAN ADULTS ... HAVE ONE OR MORE PREVENTABLE, CHRONIC DISEASES, MANY OF WHICH ARE RELATED TO POOR QUALITY EATING PATTERNS AND PHYSICAL INACTIVITY." —U.S. DEPT. OF HEALTH AND HUMAN SERVICES AND USDA

5 PREVENTIVE MEASURES

Not only do the following tips cut risk factors for top diseases, they also can help reduce risk for other medical conditions. Aim for the following goals:

1. AVOID SMOKING.

Pollutants, smoke and environmental toxins can impact cells throughout the body, causing otherwise preventable conditions to occur or worsen.

2. MANAGE YOUR WEIGHT. Strive for a BMI (body mass index) between 18.5 and 24.9. Being a healthy weight can help stave off many health concerns.

3. EAT A DIET LOW IN SATURATED FATS. Research suggests saturated fat can harm cells, leading to a variety of medical conditions. (See page 102 for food guidelines.)

4. STAY PHYSICALLY ACTIVE. Ten percent of premature deaths are linked to physical inactivity. (See page 103 for exercise guidelines.)

5. KEEP YOUR BLOODWORK WITHIN HEALTHY LEVELS. Ideal blood pressure is lower than 120/80, and ideal total cholesterol is lower than 200mg/dL.

80%

OF THE HEART DISEASE RISK COULD BE ATTRIBUTED TO LIFESTYLE HABITS THAT ARE WITHIN OUR CONTROL.

—JOURNAL OF THE AMERICAN MEDICAL ASSOCIATION

CHOOSE WISELY

FILL YOUR PLATE WITH HEALTHY CHOICES FROM THE FOOD GROUPS SHOWN BELOW. LIMIT SODIUM, SUGARS AND SATURATED FATS AND FOCUS ON EATING A COLORFUL VARIETY OF NUTRIENT-RICH FOODS FOR ALL AGES.



10% FRUITS

Focus on seasonal produce options when you grocery shop. Teach kids to love new fruit by making smoothies. If they love bananas, drop in a few grapes or berries to get them accustomed to the new textures and flavors.

20% PROTEIN

Select healthy proteins (those low in saturated fat and sodium) over high-fat options to reduce risks of several diseases. Sources include lean meat, fish, beans and legumes, low-fat dairy and many vegetables.

30% GRAINS

Choose whole grains over refined grains whenever you can. Eating whole grains is linked to a lower risk of chronic diseases. Refined grains (white flour, white rice, white bread) have little nutritional value.

40% VEGETABLES

Eat a variety of vegetables to get the most vitamins and minerals. For kids, encourage favorites, or try new ones in salads and soups until the flavor is familiar. Choose one new vegetable each grocery visit.



pro tip: SAY CHEESE

“Dairy has so many vital nutrients for adults and kids. Make yogurt parfaits using fruit, yogurt and granola or cereal. Snack on string cheese or cheese cubes. Add fruit or whole grain crackers for a filling and balanced snack. And, of course, the easiest way to include dairy is to enjoy a glass of milk with your meals.”

—Nicole Johnson
RD, LD
Hy-Vee Dietitian

ATTITUDE ADJUSTMENT

TO BUILD NEW HABITS:

1. **ASK** (and answer) the hard questions: “What changes will I really commit to?” “What is my goal and why?”

2. **START POSITIVE CHANGES IN SMALL DOSES.** Park your car a bit farther from the door, try just one new food a day, add 5 more minutes to your walks.

3. **ATTACH THE NEW HABIT TO AN EXISTING HABIT.** “I will drink one serving of water after I brush my teeth” or “I will do 10 minutes of stretches as soon as I wake up.”

4. **KEEP YOUR DEEPLY PERSONAL REASON** for making the change in mind to stay motivated.



HEALTHY LIFESTYLE

Enjoying physical activities as a family creates fun memories and also can instill a lifetime of healthy habits. Get the entire family moving at these recommended levels:

Preschoolers: Encourage active play throughout the day. Skipping and hopping are age-appropriate bone-strengthening activities for this group.

6- to 17-year-olds: Keep kids and teens moving an hour per day. Each week, shoot for 3 days aerobic, 3 days muscle-strengthening and 3 days bone-strengthening activities.

Adults: Try to get 2½ hours of moderate-intensity (or 1 hour, 15 minutes vigorous-intensity) activity each week. Aerobic activity should be spread throughout the week, so balance it with 2+ days of muscle strengthening for additional health benefits.

Family races, bike rides, laser tag and jump rope contests are fun options to keep moving.

Or, on your next family chore day, include age-appropriate and healthy tasks such as lawn-mowing, sweeping or taking the dog for a walk.

pro tip: FAMILY MOVING DAY



“Adding family movement can be as simple as completing to-do’s around the house. Most people don’t like scooping a driveway full of snow, but when you do it together, it makes tasks more fun. It also builds habits for teamwork and

shows kids (and parents) that doing hard things can be fun and rewarding. Parents can lead by taking action and kids will follow.”

—Daira Driftmier
Certified Personal Trainer and Director of Hy-Vee KidsFit and Hy-Vee Fitness

HELPFUL SMILES

HY-VEE DIETITIANS AND PHARMACISTS ARE ON HAND TO HELP YOU ACHIEVE YOUR HEALTH GOALS.

SHOP WITH A DIETITIAN

Contact your local Hy-Vee dietitian to learn how to easily incorporate healthy food choices into your family’s life, and to better understand how nutrition labels can keep your wellness goals on track.



Join a series of pharmacist-led classes to help you quit smoking. Some employers will pay the enrollment fee or reimburse for the program.



Show your family how fun getting healthy at home can be. Sign up for free interactive workouts and nutrition learning for 7- to 17-year-olds.



Join Hy-Vee’s healthy lifestyle and weight management program to learn from a dietitian how to control hunger, prepare healthy foods and more.

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COMPOUND LIFTS

COMPOUND EXERCISES WORK SEVERAL MUSCLES SIMULTANEOUSLY, SO YOU GET MULTIPLE HEALTH BENEFITS IN LESS TIME.



ALL TOGETHER

Compound exercises are multi-joint movements that involve more than one muscle group working at the same time. Many well-known exercises fall into this category, but the benefits aren't often known to those new to workouts. One example of a compound exercise is a squat. A squat recruits multiple muscles throughout the legs, shoulder blades, chest, spine and core. When you contrast the use of multiple muscles needed for a squat against an exercise such as a bicep curl, which isolates and works only one muscle, the difference is clear.

Regularly performing compound exercises as a part of a fitness routine can help build muscle and increase strength throughout the body, not just in one isolated area. And although compound

exercises are not aerobic exercises, they do still benefit the most important muscle: the heart. The more muscle tissue involved in an exercise, the harder the heart must work to pump nutrient-filled blood through the body to keep those working muscles nourished. Compound exercises not only improve cardiovascular function, they also burn calories and build muscle and strength all at the same time.

Because of the efficiency, compound workouts are convenient for those who may be strapped for time. Most compound movements can be performed with just body weight. To increase the difficulty and challenge your body, add another form of resistance like a weighted barbell, dumbbell, kettlebell, exercise ball or resistance bands.

Singled out

A single-joint, or isolation, exercise is a movement such as a bicep curl that involves only one joint or muscle. These exercises are useful in a number of ways. Because they focus on one muscle or area of the body, they complement compound movements by improving specific strength deficiencies. The use of isolation can also help the lifter achieve a certain physical look. According to a 2017 study in *Frontiers in Physiology*, those who completed an 8-week training program of compound exercises experienced greater improvements in strength than those who performed only single-joint movements. However, both movements were effective for weight loss and improving body composition.

FORM FIRST

To stay safe while exercising, those new to compound lifts should focus on proper form and technique without using weight. Consistently exercising with poor form or too much weight may result in muscle tears or joint injuries that make it difficult or painful to perform moves. Taking the time to practice proper form will help prevent potential injuries later on. Daira Driftmier, certified personal trainer, suggests asking for feedback from a workout partner to improve form. Or if you're working out solo, use a mirror or take a video with your phone so you can watch and learn how to adjust your body under tension during moves or lifts.

pro tip: WALK IT OUT



“A post-workout routine helps your body recover from exercise and maintain mobility in joints after resistance training. Walk for 2 to 3 minutes to let your heart rate come down, followed by some foam rolling or static stretching.”

—Daira Driftmier
Certified Personal Trainer and Director of Hy-Vee KidsFit and Hy-Vee Fitness

Functional fitness

Additional physical benefits of compound exercises will begin to show up in other areas as workouts continue. Compound exercises can improve your ability to more comfortably perform common movements and everyday tasks because joints and muscle groups become stronger and more accustomed to bending, pushing and pulling. This means that after some time, you may find it is easier to stand up from a chair, walk up a flight of stairs, bend down to pick up a child or help a friend move furniture.

No1

KETTLEBELL DEADLIFT



STEP 1
Stand with feet shoulder-width apart with a kettlebell between them. Bend at the hips and knees while keeping back straight and head aligned with the spine.

STEP 2
Grip the handle with both hands. Return to standing by pushing from your heels, bringing hips forward while keeping back straight and neutral.

STEP 3
Complete the sequence by slowly pushing hips back and lowering the kettlebell to the floor in a controlled motion.



STEP 1
Stand, feet hip-width apart. Grip dumbbells, palms toward each other. Bend slightly forward at the hips. Maintain straight back and slight bend in the knees.

STEP 2
In a controlled motion, pull dumbbells toward midsection. Slowly lower back to starting position.

No2 DUMBBELL ROW

4 GOBLET SQUAT

STEP 1
Stand, feet shoulder-width apart. With an underhand grip, hold one weighted end of a dumbbell close to chest.

STEP 2
Sink back into hips and squat until thighs are parallel to the floor. Push off heels to return to starting position.



No3 DUMBBELL CHEST PRESS

STEP 1
Lie on a bench with a dumbbell in each hand, positioned slightly above chest with palms toward legs.

STEP 2
Retract shoulder blades and push dumbbells up. Slowly lower dumbbells to starting position.



5

SHOULDER PRESS

STEP 1
Stand, feet shoulder-width apart and a dumbbell in each hand, palms forward. Raise weights to about shoulder height.

STEP 2
Press dumbbells directly overhead. In a controlled motion, slowly return dumbbells to slightly above shoulder height.



WORK HARD RECOVER HARDER

CORE POWER | **NCAA MARCH MADNESS**

PROUD PARTNER OF MARCH MADNESS



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FOODS THAT HELP BUILD

STRONG BONES



CALCIUM IS A KEY COMPONENT TO HEALTHY BONES, BUT IT CAN'T ACT ALONE. IT TAKES A VILLAGE OF NUTRIENTS ALL WORKING TOGETHER TO HELP YOUR BODY MAINTAIN OR RETAIN ITS HEALTHY STRUCTURE.

MORE THAN MILK

Your bones are constantly changing. Old bone is broken down and replaced by new bone until around age 30, when bone mass is at its peak. After that, according to the Mayo Clinic, while bone replacement continues, new bone doesn't keep up and you begin to lose bone mass. But you can help keep low bone mass and brittle bones (osteoporosis) at bay by starting a lifestyle that includes a healthy bone diet, exercise and limited drinking and smoking.

For a healthy bone diet, calcium is essential. But it's not just calcium—most commonly associated with dairy products like milk, cheese and yogurt—that is needed. Calcium absorption is aided by vitamin D and magnesium. While those three nutrients are the important trifecta, your bones also need phosphorus, potassium and vitamin A. Luckily, eating a balanced diet will include these nutrients, and you'll soon be on your way to better bone health.



VITAMIN K

SOURCES: Collards, turnip greens, spinach, kale, broccoli, natto, soybeans, carrot juice, canned pumpkin, okra, blueberries, grapes and carrots

BENEFITS: Vitamin K helps boost bone density and reduces fracture risk.



VITAMIN C

SOURCES: Peppers, citrus, kiwi, broccoli, cauliflower, strawberries, Brussels sprouts and papaya

BENEFITS: It boosts the absorption of iron and is needed for formation of collagen, an important component of bone tissue.



PHOSPHORUS

SOURCES: Soybeans, fish, meat, milk, eggs, legumes and whole grains

BENEFITS: Phosphorus neutralizes acidic foods that could be harmful to bones.



VITAMIN D

SOURCES: Fatty fish like swordfish, salmon or sardines and egg yolks

BENEFITS: Without it, your intestine can't absorb the calcium you consume in food. It is an essential partner to calcium.



CALCIUM

SOURCES: Dairy, fortified juices and nut milks and dark green leafy vegetables (kale, broccoli)

BENEFITS: If you don't ingest enough calcium (through food or supplements), your body will take it from your bones, causing them to become brittle.



VITAMIN A

SOURCES: Sweet potato, beef liver, spinach, carrots, cantaloupe, mangoes, fortified foods and eggs

BENEFITS: It is essential for cells that build bone and also influences cells that break down bone.



MAGNESIUM

SOURCES: Green vegetables (collards, okra, bok choy), seeds (poppy, sesame, chia), nuts, legumes, whole grains and avocado

BENEFITS: Magnesium is needed to properly regulate calcium and vitamin D.



POTASSIUM

SOURCES: Fruits, vegetables, scallops, beans, whole grains and squash

BENEFITS: It can neutralize acids that are produced by the body's metabolic processes.

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Broccolini 'n' Kale Crustless Quiche

Hands On 25 minutes

Total Time 1½ hours plus
standing time

Serves 6

1 Tbsp. Hy-Vee canola oil

½ cup finely chopped shallots

2½ cups shredded Gruyère or

Hy-Vee finely shredded

Swiss cheese (10 oz.)

2 Tbsp. Hy-Vee

all-purpose flour

8 Hy-Vee large eggs,

beaten

1¼ cups Hy-Vee

half-and-half

¾ cup Hy-Vee sour cream

1½ tsp. chopped fresh thyme

½ tsp. ground white pepper

¼ tsp. Hy-Vee salt

**¼ tsp. Hy-Vee stone-ground
mustard**

**1¼ cups loosely packed baby kale
leaves, divided**

1¼ cups broccolini florets, divided

½ cup red grape tomatoes, halved

1. PREHEAT oven to 325°F. Heat oil
in a 10-in. cast-iron skillet. Add
shallots; cook over medium heat for
2 to 3 minutes or until softened.
Remove from heat; cool slightly.

2. TOSS together cheese and flour in
a medium bowl; set aside. Whisk
together eggs, half-and-half, sour
cream, thyme, white pepper, salt
and mustard in a large bowl until
smooth. Stir in

1 cup kale and
cooked shallots. Add
cheese mixture and stir
until combined.

3. PLACE half of the
broccolini in same skillet;
pour egg mixture on top.
Top with remaining
broccolini, remaining
kale and tomatoes.

4. BAKE for 60 to
65 minutes or until a knife
inserted near center
comes out clean. Let stand
10 minutes before serving.

Per serving: 440 calories,
34 g fat, 18 g saturated fat,
0 g trans fat, 335 mg cholesterol,
580 mg sodium,
8 g carbohydrates, 1 g fiber,
6 g sugar (0 g added sugar),
26 g protein. **Daily Values:**
Vitamin D 10%, Calcium 45%,
Iron 10%, Potassium 8%

DAIRY BOOST

Boost calcium
intake with sour cream
and half-and-half in a
delicious quiche.

EASY IDEAS

1. Salmon- Potato Salad

Combine ¼ cup Hy-Vee plain
Greek yogurt, 2 Tbsp. finely
chopped celery, 1 Tbsp. each
finely chopped fresh dill and
shallot, 1½ tsp. each Hy-Vee
2% reduced-fat milk, fresh lemon
juice and ½ tsp. Hy-Vee Dijon
mustard. Add ½ (1½-lb.) pkg.
Hy-Vee Smart Bite baby blonde
potatoes, cooked, chilled and cut
into chunks. Fold in 1 (7.5-oz.) can
red sockeye wild salmon, drained.
Season to taste. Serves 2.

2. Berry-Orange Overnight Oats

Whisk together 1 (5.3 oz.)
container Hy-Vee vanilla Greek
yogurt, ⅔ cup Hy-Vee
2% reduced-fat milk, 1 Tbsp.
finely chopped crystallized
ginger and 1 Tbsp. Hy-Vee honey
in a bowl. Stir in ⅔ cup Hy-Vee
old-fashioned rolled oats. Cover;
refrigerate overnight. Stir and
serve topped with additional
yogurt, blackberries, orange
segments and chia seeds.
Serves 2.

3. Vegetable- Bean Soup

Combine 2 (18.8-oz.) cans
Hy-Vee chunky vegetable soup,
2 cups Hy-Vee vegetable stock
and 1 (14.75-oz.) can Hy-Vee
Italian-style tomatoes in a
saucepan. Bring to a simmer. Add
1 (15-oz.) can rinsed and drained
Hy-Vee cannellini beans and
1½ cups loosely packed baby
spinach; cook 1 minute or until

spinach is wilted. Serve topped
with shaved Parmesan cheese.
Serves 4.

4. Quick Vegan Almond Fudge

Whisk together 3 cups vegan
powdered sugar and ¾ cup
unsweetened vegan dark cocoa
powder in microwave-safe bowl.
Add ½ cup almond butter and
½ cup Hy-Vee original almond
milk. Microwave on MEDIUM for
1 to 2 minutes, stirring with a
wooden spoon every 30 seconds
until well combined. Stir in ½ cup
powdered sugar and 1 tsp.
Hy-Vee vanilla extract. Stir in
⅔ cup chopped, toasted Hy-Vee
slivered almonds and ½ cup
additional powdered sugar.
Pat into foil-lined 8×8-in. pan.
Top with additional almonds.
Refrigerate 3 hours. Cut into
squares. Makes 64 pieces.

5. Chicken and Acorn Squash

Combine 3 Tbsp. fig spread,
2 Tbsp. Gustare Vita balsamic
vinegar, 2 tsp. chopped fresh
rosemary and ½ tsp. chicken
bouillon paste. Toss 8 (¾-in.
thick) acorn squash slices and
4 Hy-Vee bone-in chicken thighs
each in 1½ Tbsp. Gustare Vita
olive oil. Place chicken, skin side
down, and squash on foil-lined
rimmed baking pan. Roast at
425°F for 20 minutes; turn pieces
over. Brush chicken with balsamic
mixture; roast 10 minutes more or
until done (165°F). Drizzle squash
with 1 Tbsp. melted Hy-Vee
salted butter. Serves 4.

pro tip: KEY CONNECTOR



“When it comes to bone health, magnesium is the
connector between vitamin D and calcium. Those who
eat a variety of foods likely get enough magnesium, but for
those who don’t, eat more nuts and seeds—especially pumpkin
seeds—dark green leafy vegetables, legumes, soybeans, dark
cacao (with no added sugar), avocado and potatoes.”

—Anne Cundiff, RD, LD, FAND
Corporate Hy-Vee Dietitian



BEST

DEFENSE

INFLUENZA, PNEUMONIA AND CORONAVIRUS. INFECTIOUS DISEASES ARE A SEEMINGLY UNAVOIDABLE FACT OF LIFE. FORTUNATELY, THERE ARE STEPS EACH OF US CAN TAKE TO REDUCE THE RISK OF CONTRACTING OR SPREADING THESE DISEASES.



VACCINES

Vaccines stimulate the immune system to produce antibodies so a person develops immunity without contracting the disease. There are vaccines already available for a number of contagious diseases, and several coronavirus vaccines are being distributed.



ANTIBIOTICS

Antibiotics are prescribed for bacterial infections such as strep throat, not viral infections. The full course of antibiotics prescribed should be taken to prevent the emergence of antibiotic-resistant strains.



ANTIVIRALS

Antiviral drugs are a second line of defense, making symptoms milder and shortening sick time. They also can reduce the risk of complications or hospitalization. Antivirals are prescribed as pills, liquid, intravenous solution or inhaled powder.



DAILY HABITS

The CDC recommends frequently washing hands with soap and water for at least 20 seconds or using an alcohol-base hand sanitizer. Avoid touching your eyes, nose or mouth, and disinfect frequently touched surfaces regularly. For coronavirus, wear a multi-layer mask in public and maintain a distance of at least 6 feet from others.

PROTECTING KIDS

- **Fortify** their immune system by serving healthful foods.
- **Keep current** on immunizations.
- **Show** them how to cough or sneeze into their arm.
- **Teach** kids to wash hands thoroughly (especially before eating and after using the bathroom).

FORTIFYING YOURSELF

- **Eat** a rainbow of colors for the most nutrition.
- **Exercise** every day, even if it's just brisk walking.
- **Meditate** to diminish stress and anxiety.
- **Sleep** 7 to 9 hours each night.

"Vaccines are very effective—and they're the best protection against many serious diseases. Most people who get vaccinated will have immunity against the disease."

—U.S. DEPARTMENT OF HEALTH & HUMAN SERVICES

46.8
PERCENT
OF ADULTS
18 AND OLDER
RECEIVED A FLU SHOT
IN THE LAST 12 MONTHS.

IMMUNE-BOOSTING FOODS

Add these superfoods to your diet to help your immune system.

- **ALMONDS & SUNFLOWER SEEDS** provide vitamin E to boost activity of immune cells.
- **KIWIFRUIT** is high in vitamin C, carotenoids, fiber and polyphenols.
- **PINEAPPLE** contains vitamins B₂ and C, manganese and phytochemicals.
- **PLAIN YOGURT** provides probiotics and supports the gut's microbiome.
- **RED BELL PEPPERS** are high in vitamin C and beta-carotene.
- **SWEET POTATOES** are rich in fiber and vitamin A.

"CLOTH FACE COVERINGS ARE A CRITICAL TOOL IN THE FIGHT AGAINST COVID-19 THAT COULD REDUCE THE SPREAD OF THE DISEASE, PARTICULARLY WHEN USED UNIVERSALLY WITHIN COMMUNITIES."
—CDC



GOURMET MADE EASY



dietitian Q&A

QUESTIONS ON WEIGHT LOSS

Shed extra winter weight healthfully and effectively with these tips.



Elisa Sloss, RD, LD
Vice President,
HealthMarket

Q: What's the fastest way to lose weight?

A: Weight loss is a marathon, not a sprint, with slow and steady winning the race. When you try to lose weight quickly, you are more susceptible to gaining it back just as fast. The most effective way to lose weight is to actually eat enough food to fuel your body. Restricting food intake can have an adverse effect on your weight loss long term.

Q: How many calories are needed to lose weight?

A: This varies for every individual based on age, sex, height, daily activities, sleep,

and amount and intensity of physical activity. There is no one-size-fits-all calorie amount for weight loss. This is why I recommend discussing your weight loss with a Hy-Vee dietitian.

Q: Are carbs bad?

A: Not at all. Carbohydrate foods are essential. We need to get carbohydrates from the food we eat for energy and brain function, and to fuel central nervous system functions such as awareness, movements, sensations, thoughts, speech and memory.

Q: I have limited mobility—how can I lose weight?

A: Many people think physical activity or exercise is the key to weight loss, but really it is more about the food we eat. If you think of our overall health and weight like a pie, 80% of the pie is what we eat, 10% is physical activity and 10% is genetic. If you focus on food and figure out an eating plan that works for you, weight loss goals can be

achieved with any physical activity you are able to do.

Q: What about my sweet tooth?

A: Ah, the tricky sweet tooth! If you find yourself craving sweets, look how you eat throughout the day. If you skip meals or snacks, this increases cravings, especially for sweets. Try to have balanced meals that include a variety of food groups, especially protein, and always make sure you are hydrated by drinking enough water.

Q: I'm always on the go. What are my food options?

A: For any snack or meal, I think of what my protein is going to be and then build from there. Some days it might be a handful of almonds and an apple, some days it might be a grilled chicken breast sandwich with a side salad. This is a great opportunity to let a Hy-Vee dietitian help figure out what works for you and your lifestyle.

LOSING JUST 5% OF YOUR BODY WEIGHT CAN REDUCE RISK OF CHRONIC DISEASES RELATED TO OBESITY.



HY-VEE WEIGHT LOSS PROGRAM



SIMPLE SUCCESS

"It was the right time for me to do something for myself. I wasn't feeling 100% confident and could tell my metabolism was slowing down. I was active but not seeing the results I wanted.

My goal was to learn more about nutrition and get new recipes to try at home. I learned so much more. I ended up losing 15+ pounds in those 10 weeks just from eating better food.

Paige and Erin (Hy-Vee dietitians) were amazing teachers. I loved when they cooked for us and showed us how simple it was. They also talked about how this is a lifestyle, not a diet, and I appreciated how there wasn't pressure to lose weight or be skinny. The goal was to feel healthy and better about yourself.

I've had a baby since doing this program and I'm using what I've learned to get back on track."

—Amanda Springer
Begin™ participant

BEGIN™ IS A 10-WEEK HEALTHY LIFESTYLE AND WEIGHT MANAGEMENT PROGRAM LED BY A HY-VEE DIETITIAN.

Focusing on good health, weight loss and physical activity, the program teaches participants to:

- control hunger
- move more
- shop for nutritious foods
- prepare healthy recipes
- determine smart portions

Many participants not only lose weight but also lower their blood pressure, cholesterol, triglycerides and blood sugar. Health screens with biometrics and measurements are included at the start and finish of most Begin™ programs.

You can sign up for one of three programs: The **Begin™ Individual Program** includes 10 individual sessions, plus follow-up visits; the **Begin™ Group Program** consists of 3 individual sessions and 7 group classes; **Begin™ Basics** involves 7 group classes.

Contact any Hy-Vee dietitian for pricing or to get started on your new lifestyle.

begin™

MEET VIRTUALLY

THE BEGIN™ PROGRAM IS
NOW AVAILABLE VIRTUALLY
THROUGH TELECONFERENCING
FOR INDIVIDUALS AND EVEN
BUSINESS EMPLOYEES!

FIND A HY-VEE DIETITIAN

Hy-Vee dietitians offer free nutrition tours, where you can learn about the best foods and recipes for your health. Or schedule a complimentary discovery session to learn about other dietitian services at Hy-Vee. For more information, contact your Hy-Vee dietitian at hy-vee.com/health/hy-vee-dietitians

Goodness goes beyond yogurt



You love creamy, flavorful Chobani® Greek Yogurt—now meet the family. There are even more ways to do better for you.

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BIGLife™

HELP YOUR **BIG DOG** LIVE LARGE!

SWITCH TO NEW RACHAEL RAY® NUTRISH® BIGLIFE™

NEW!



Featuring Nourish-Bites™—nutrient-packed nuggets with real veggies you can see—along with tender savory pieces to delight your big dog

Bring home a bag today!



Tasty recipe with protein & fiber to help keep big dogs full & satisfied



Complete & balanced recipe helps support healthy hips & joints



Real beef or U.S. chicken is the #1 ingredient



REPEAT REFILLS

Cross another item off the to-do list with help from Hy-Vee. Sign up to refill your prescriptions automatically.

The Repeat Refill program at Hy-Vee Pharmacy allows pharmacists to automatically refill your prescriptions on a continual basis. The hassle-free service comes at no cost to customers and is especially beneficial for caregivers and individuals or families who keep track of multiple prescriptions.



ORDERING AND MANAGING MULTIPLE PRESCRIPTIONS IS LESS COMPLICATED WHEN THE MEDICINE YOU NEED IS READY RIGHT WHEN YOU NEED IT. HY-VEE OFFERS PEACE OF MIND WITH A SIMPLE 3-STEP PROCESS.



pro tip: A STEP AHEAD

To avoid delays, Hy-Vee pharmacists start filling prescriptions before customers are scheduled to run out of current medication. This gives us the opportunity to order medication if it is not in stock or to contact the customer's physician when patients need refills."

—John Finke
Pharmacy Manager
Papillion, Nebraska

3 STEPS FOR



Repeat Refills

1. ENROLL

Call or visit your local Hy-Vee pharmacist to sign up for repeat refills. They'll answer any questions you may have about the program. You can also sign up online by logging in to your account at hy-vee.com/my-pharmacy

2. REFILL

Once you're enrolled in the Hy-Vee Repeat Refill program, your prescriptions automatically will be refilled. Hy-Vee will call, text or email when your order is ready.

3. RECEIVE

Stop by the Hy-Vee Pharmacy to pick up prescriptions or sign up for contact-free delivery. The contact-free delivery service offers ultimate convenience when you're unable to leave the house or go to the store.





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30 minutes or less
20 minutes or less
10 minutes or less
GF option
V option
30 MINUTES OR LESS
20 MINUTES OR LESS
10 MINUTES OR LESS
GLUTEN FREE
VEGETARIAN DISH

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- Qualified language interpreters
- Written information in other formats (large print, audio, accessible electronic formats, other formats)
- Free language services to people whose primary language is not English, such as:
- Qualified interpreters
- Information written in other languages upon request

If you need these services, contact your local pharmacist. If you believe that Hy-Vee has failed to provide these services or discriminated in another way on the basis of race, color, national origin, age, disability, or sex, you can file a grievance with: Hy-Vee Civil Rights Coordinator, Attn: Legal Dept., 5820 Westown Parkway, West Des Moines, IA 50266, 515-267-2800, Fax 515-327-2162, legalnotices@hy-vee.com. You can file a grievance in person or by mail, fax, or email. If you need help filing a grievance, the Hy-Vee Civil Rights Coordinator is available to help you. You can also file a civil rights complaint with the U.S. Department of Health and Human Services Office for Civil Rights, electronically through the Office for Civil Rights Complaint Portal, available at <https://ocrportal.hhs.gov/ocr/portal/lobby.jsf>, or by mail or phone at: U.S. Department of Health and Human Services, 200 Independence Ave. SW, Room 509F, HHH Building, Washington DC 20201, 800-368-1019, 800-537-7697 (TDD).

Complaint forms are available at <http://www.hhs.gov/ocr/office/file/index.html>.

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