

HyVee[®]

FOOD | LIFE | HEALTH

seasons[®]



SCARY GOOD!

october
Prices good October 1-31, 2020



Freshly made,
simply delicious.

One Skillet Tortellini Marinara
Serving Suggestion



For this recipe and inspiration for
National Pasta Month, go to [Buitoni.com](https://www.buitoni.com).

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OCTOBER 2020

food



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COURTNEY BROBST

VICE PRESIDENT,
MARKETING

Fall is a time to enjoy home and family, and to get organized before the holidays. This issue of *Hy-Vee Seasons* magazine has plenty of ideas and guidance for doing just that.

Make home life more efficient with tips on organizing a bathroom, *page 93*; doing laundry, *page 96*; and getting the most from your freezer space, *page 48*.

Cooking is a big part of family life, and we offer recipes that are fast and inexpensive on *page 58*. And if you're planning a night in for just two, check out meals you can roast on one sheet pan, *page 44*.

Make family life more satisfying, healthy and fun with our 24 ideas on *page 80*.

With a sense of well-being at home, it's easy to savor the season.

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THE TASTE YOU COUNT ON



We always deliver the mouth-watering flavor your sandwich depends on, which is why Oscar Mayer is found in more fridges than anyone else. Enjoy Deli Fresh with *no artificial preservatives and no added nitrates or nitrites*.

MAKE EVERY SANDWICH COUNT

aisles

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



now
trending

PUMPED UP ABOUT PUMPKINS

Enjoy this fleeting flavor of fall, available at Hy-Vee for a limited time.



PUMPKIN PIE ICE CREAM

With 64% fewer calories than regular ice cream, Halo Top pumpkin pie ice cream lets you enjoy guilt-free.



PUMPKIN SPICE GRANOLA

This soft-baked granola has whole grain oats, pumpkin seeds, white chocolate, cinnamon and nutmeg.



PUMPKIN PIE KIT KAT

Back by popular demand, these miniature Kit Kat wafers are covered in pumpkin-pie-flavored crème.

PUMPKIN BAKERY

Can you imagine October without pumpkins? These gorgeous gourds are a featured attraction in many homes. This month, they're also a featured attraction in the Hy-Vee Bakery. Hy-Vee's Donut of the

Month is Pumpkin Pie Cake Donut—so good you won't want to limit it to breakfast. It's also time for pumpkin bread straight from the Hy-Vee Bakery. Remember a timeless favorite: Hy-Vee Bakery Fresh pumpkin pie!



brand highlight

DI LUSSO MEATS & CHEESES

Crafted right here in the Midwest, Di Lusso meats and cheeses contain no artificial colors or fillers and no added MSG. Made with real spices and premium ingredients, Di Lusso meats and cheeses are deliciously simple. Try one of the many varieties at Hy-Vee.

EST. 1919
Di Lusso
DELI CO.

NEW AT HY-VEE!

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

DAIRY

Wide Awake Coffee Co. Creamers



Try these rich and smooth nondairy creamers in flavors such as Vanilla Caramel, Salted Caramel Mocha, French Vanilla and Hazelnut.

FROZEN

Hy-Vee Apple Blossoms



Made with Northern Spy apples, flaky pastry and a choice of three toppings: Crumble Crunch Apple, Caramel Apple or Apple Berry.

FROZEN

Crav'n Flavor Break 'n Bake Cookies



Crav'n Flavor refrigerated cookie dough comes in Sugar Cookie, Chocolate Chip, Peanut Butter, Oatmeal Raisin and Snickerdoodle.

DAIRY

Hy-Vee Refrigerated Juice Blends



Hy-Vee 100% juice blends feature three refreshing flavors: Fruit Punch, Orange Strawberry Banana and Orange Peach Mango.

now
trending

HALLOWEEN ITEMS

SCARE UP A GOOD TIME THIS HALLOWEEN WITH THESE FUN AND FESTIVE PRODUCTS FROM HY-VEE.



HALLOWEEN PLUSH MASKS
Choose from T-Rex, cat, shark, giraffe, sloth and unicorn.



SUPER GOOP AND COLOSSAL CARVER
Jack-o'-lantern has met his match with these pumpkin-carving tools.



HALLOWEEN LED TEA LIGHTS
Shed some light on the holiday. Do it safely with these LED candles.



PAWS UNICORN COSTUME FOR DOGS
Share some Halloween spirit with ol' Shep.



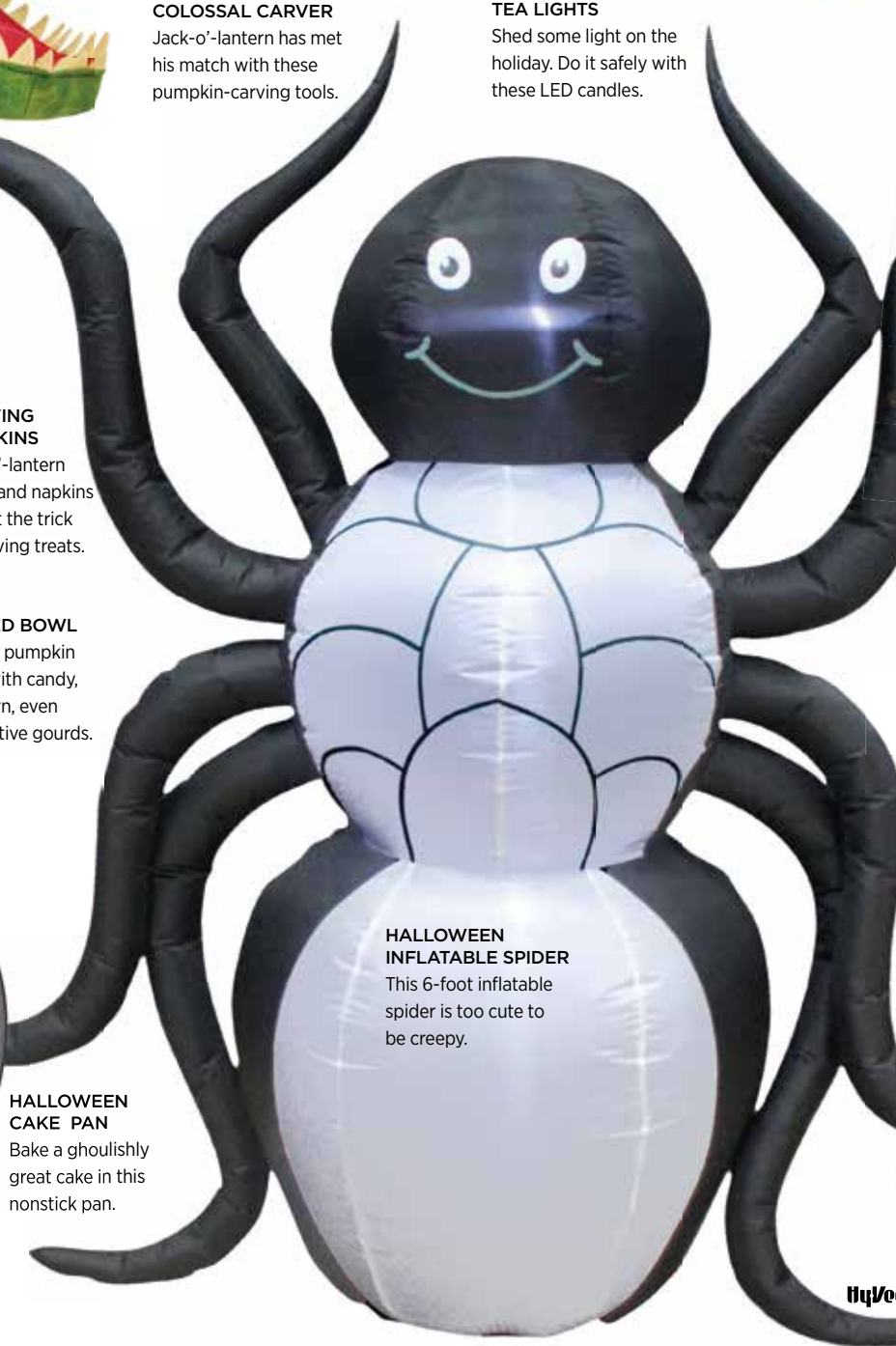
GLOWING PUMPKINS
Jack-o'-lantern plates and napkins are just the trick for serving treats.



FLUTED BOWL
Fill this pumpkin bowl with candy, popcorn, even decorative gourds.



HALLOWEEN CAKE PAN
Bake a ghoulishly great cake in this nonstick pan.



HALLOWEEN INFLATABLE SPIDER
This 6-foot inflatable spider is too cute to be creepy.



MINI HAIRY SPIDERS
Set 'em out and instantly up the fright factor.



HALLOWEEN FLIP STRAW BOTTLES
Don't get spooked; get festive with these canisters.

takes
the
cake

TIERED
FALL
CAKE

It'll be a walk in the park when you enlist the help of the Hy-Vee Bakery. This decadent cake—perfect for a fall wedding or other special event—is just one example of what Hy-Vee's talented cake designers can whip up. Stop by the Hy-Vee Bakery or schedule a time to discuss what you have in mind. You plant the seed and our cake designers will nurture that vision into reality.



Leaf shapes were formed with cookie cutters and plungers from various colors of fondant.



Frosted cake rounds were air brushed with different shades of brown for extra dimension.




The stump was created with chocolate fondant after it was massaged and rolled out.



A heart was carved out of the fondant, then leaf cut-outs were added around the perimeter.

Arbor Dazed
Watch our video to get a firsthand look at the evolution of this dazzling forest cake.

CAKE this! 

Watch and learn at **HSTV.com** today!

Made with  Over 1/2 LB Wisconsin Cheese

Lotzza Motzza

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NO TRICKS, ALL TREAT



food

Spooktacular eats, chocolate chip cookies, spice combos and bacon in recipes.

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20 EVERYBODY (STILL) LOVES BACON

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58 CRAZY EASY EATS

64 FOOD CHART: MAKE YOUR OWN SPICE BLENDS



DRINK EAT

& BE SCARY!

THIS SPOOKY SEASON, HAVE BLOODCURDLING FUN WITH FOOD. SCARE UP EVERYONE'S FAVORITES—PIZZA, DOGS, BURGERS, SPAGHETTI—AND GIVE THEM A CREEPY TWIST. BONE APPÉTIT!



Bloody Big Bite Burger

Split a Hy-Vee Bakery white hamburger bun. Cut 1 slice Hy-Vee provolone cheese into shape of teeth; set aside. Layer bun with butterhead lettuce leaves, white onion slices and tomato slices. Add a Hy-Vee kosher dill sandwich pickle for the tongue, then top with a cooked beef burger and the provolone teeth. Drizzle with Hy-Vee ketchup and add bun top. Use toothpicks to attach 2 Hy-Vee pimento-stuffed queen olives for eyes.



Jack-o'-Lantern Party Tray

Clockwise from top right: carrot sticks, Hy-Vee cheese balls, fresh blackberries, cheese & peanut butter sandwich crackers, cantaloupe cubes, Hy-Vee dried apricots, Hy-Vee pitted ripe olives, sliced orange bell pepper, Hy-Vee Cracker Cuts sharp Cheddar cheese, fresh blueberries, Hy-Vee pepperoni, multigrain crackers, Cheddar-flavored popcorn, crunchy cheese-flavored snacks, mandarin oranges, grape tomatoes and sliced cucumber.

Hand & Eyeball Punch

Fill round ice cube molds three-fourths full of refrigerated coconut milk; top each with a fresh blueberry. Using a toothpick, swirl a few drops of Hy-Vee red food coloring into the milk. Freeze molds. Fill a disposable glove with Hy-Vee grape-cranberry juice. Tie closed and freeze. Combine 1 (64-oz.) container chilled Hy-Vee grape-cranberry juice, 2½ cups Hy-Vee 100% no-sugar-added pineapple juice and 2 cups chilled Hy-Vee ginger ale in a large serving bowl. Remove disposable glove; float frozen hand and eyeball cubes in punch. Makes 12½ cups.

THE EYES HAVE IT
POP EYEBALL CUBES IN A FREEZER BAG AND KEEP IN FREEZER TO REPLENISH PUNCH.

PARTY TIME

treats



Frankenstein Guacamole

Spread 2 (12-oz.) containers prepared guacamole on a rectangular serving platter. Garnish with Hy-Vee blue corn chips for hair, cucumber and pitted black olive slices for eyes, Hy-Vee pretzels for mouth and scar and cucumber pieces for nose and bolts.



One Bad Apple

Cut several holes in a red apple using a melon baller. Mix Hy-Vee hazelnut creamy spread with skim milk and cocoa to pipe into holes. Insert Granny Smith apple slices. Attach candy eyes to the apple slices with additional hazelnut creamy spread.



Strawberry Ghosts

Insert lollipop sticks into fresh strawberries. Dip each strawberry into melted white vanilla-flavored melting wafers. Place on parchment paper, allowing white coating to pool under each strawberry; then attach candy eyes. Let stand at room temperature until set, then serve.



Shrunkn Potato Heads

Preheat oven to 425°F. Carve faces into small yellow potatoes using a sharp knife and/or melon baller. Place potatoes on a baking sheet. Bake for 45 minutes or until potatoes are fork-tender and start to shrivel.



Hy-Vee Wings Gone Wild
Transform Hy-Vee precooked wings into a spooktacular party dish.

CHICKEN WING VAMPIRE FIX-UP

Arrange 2 Hy-Vee Hickory House herb-roasted chicken wings on a serving platter to form a bat shape. Secure with toothpicks, if desired. Repeat for additional bats. Brush wings with hickory

cracked-pepper BBQ sauce and coat with black sesame seeds. Add red bell pepper pieces for eyes and pitted black olives for ears. Serve with additional sauce, if desired.



Count Linguine

Cook Hy-Vee linguine or spaghetti according to package directions; drain. Transfer pasta to serving plates. Spoon warmed Hy-Vee marinara pasta sauce on pasta. Add circles cut from a Hy-Vee Swiss cheese slice and Hy-Vee pitted black olive slices for eyes. Apply marinara sauce with a toothpick to create bloodshot eyes. Add red bell pepper pieces for mouth and horns and hard-boiled egg white for fangs.



Serpent Breadsticks

Preheat oven to 375°F. Line 2 baking sheets with parchment paper. Unroll 1 (11-oz.) container refrigerated breadsticks (12 ct.); separate into 12 strips. Roll each strip to 12 in. and wrap around a skewer. Place strips on prepared baking sheets. Spray with Hy-Vee nonstick cooking spray and sprinkle with black sesame seeds. Press Gustare Vita capers or sliced green bell pepper into dough for eyes. Add red bell pepper tongues. Bake for 10 to 13 minutes or until golden. Makes 12.



Bloody Finger Dogs

Trim one end of bun-length hot dog to fit Hy-Vee Bakery hot dog bun. On untrimmed end, carve an area for a fingernail. To mark the finger joints, use a knife to make horizontal cuts. Cook hot dogs in skillet over medium heat until evenly browned and heated through. Cut fingernail shapes from thin pieces of cooked white onion and insert the nails on the fingertips. Place hot dogs in buns and drizzle with Hy-Vee ketchup.



Mac & Cheese Webby

Preheat oven to 425°F. Prepare Hy-Vee original macaroni & cheese dinner according to package directions; spoon into individual casseroles. Sprinkle Hy-Vee shredded sharp Cheddar cheese on top. Bake for 10 minutes or until cheese is melted. Let stand for 5 minutes. Pipe Hy-Vee sour cream on top in a spiderweb design. Create spiders out of Hy-Vee large pitted black olives and place on the web.



Full-Size Pizza or Mini Pizzas:

Transform a Hy-Vee Large Pizza into this full-size mummy or the mini pizzas shown on *page 9*.

Mummy Pizza

Preheat oven to 425°F. Unroll 1 (13.8-oz.) container Hy-Vee refrigerated pizza crust; cut into 1-in. strips. Arrange strips on 1 large (14-in.) Hy-Vee Take-and-Bake cheese, traditional crust pizza; tuck ends under pizza. Spoon Hy-Vee pizza sauce between dough strips, if desired. Bake for 12 to 15 minutes or until top is golden brown and cheese is melted.

Add tomato slices, fresh mozzarella cheese slices and Hy-Vee pitted black olive slices for eyes. **Note:** To make mini pizza mummies, shown on *page 9*, use a 3¾-in. round cutter to cut a Take-and-Bake pizza into 12 rounds. Wrap ½-in. strips dough around pizzas, add pitted black olive slices for eyes and bake as directed for large pizza.

Halloween Dinner
Wrap up meal planning with this deliciously scary pizza and desserts on page 17. See how-tos at HSTV.com



Watch and learn at HSTV.com today!

Bone up on Treats

Make candy part of the centerpiece. Load a variety of wrapped candy around and through a skeleton. Or fill a jack-o'-lantern or witch hat with candy; let pour out of eye openings or over the hat brim.

For More Halloween
Tricks & Treats
Visit our Halloween
Guide
at Hy-Vee.com/Halloween

HY-VEE IS YOUR CANDY SOURCE
PREPARE FOR HALLOWEEN NIGHT AND STOCK UP ON BAGS OF TRICK-OR-TREATERS' FAVORITES.

tricks WITH SWEETS

Witch Cupcake

Cut an ice-cream sugar cone in half crosswise; discard wide end. Dip cone in melted dark chocolate and place on the bottom of a Hy-Vee fudge-striped shortbread cookie. Sprinkle chocolate jimmies on hat and let dry. Place hat on a Hy-Vee Bakery chocolate-frosted chocolate cupcake. Pipe melted white chocolate and dark chocolate dots on cupcake for eyes.

Brain Cupcake

Fill piping bag fitted with a large round tip with Hy-Vee creamy white frosting. Pipe a line across the top of a Hy-Vee Bakery unfrosted vanilla cupcake. On each side of line, pipe thick, wiggly lines of frosting. Repeat layers twice. Combine 1 Tbsp. Hy-Vee light corn syrup, 1 tsp. That's Smart! chocolate-flavored syrup and 6 drops Hy-Vee red food coloring in a small bowl. Drizzle on top for "blood."

Count Chocula

Cut 1 Hy-Vee Bakery chocolate-iced plain cake donut in half horizontally, then vertically. Tint Hy-Vee creamy white frosting with Hy-Vee red food coloring. Spread frosting on cut sides of donut. Sandwich Hy-Vee mini marshmallows between two donut sections. Using red frosting, attach split almond halves to the top donut for fangs.



Bone Brownie

Cut a Hy-Vee marshmallow in half crosswise. Place a marshmallow half, sticky side down, on a Hy-Vee Bakery powdered-sugar-topped brownie. Pipe melted white chocolate to shape skeleton. Pipe melted dark chocolate eyes and mouth on marshmallow. Let dry.



Spider Cookie

Using melted dark chocolate, attach two dark chocolate truffles to a Hy-Vee Bakery sugar cookie for the spider's head and body. Attach two Hy-Vee milk chocolate mini gems to one truffle for eyes. Pipe dark chocolate body features on the second truffle and spider legs on the cookie; let dry.



Pretzel Logic

Place a wire rack on a rimmed baking pan. Form individual stacks of Hy-Vee pretzel sticks on the wire rack. Pipe melted Zöet extra-dark chocolate with 85% cacao in the center of each to secure each stack; let dry. Pour additional melted chocolate on top, add candy eyes and let dry.

tools

YOU'LL NEED



Wilton jack-o'-lantern cake pan



Wilton Halloween cookie cutter sets



Wilton Halloween Spooky Sprinkles Mix



Wilton Icing Decorations



Creative Converting fluted bowl



Wilton Halloween Shaped Sprinkles



Wilton Comfort-Grip cookie cutter



Wilton Happy Halloween Baking Cups



Wilton Halloween Sprinkles Test Tube Set



Wilton Sparkle Gel



Creative Converting jack-o'-lantern platter



everybody (STILL) loves bacon

**MAPLE-
ROSEMARY
BACON**

Recipe, pg. 25

Sweet, salty, smoky bacon enhances umami flavor, moistens other meats and puts a surprise in desserts. With so many ways to serve it, no wonder we're all on the bacon bandwagon!

**SPICY
CHOCOLATE-
DIPPED
BACON**

Recipe, pg. 25

the BLT

Ultimate Breakfast BLT

Cook 18 slices **Hy-Vee Country Smokehouse thick-slice applewood bacon** to desired doneness; drain. Stir together $\frac{1}{2}$ cup **Hy-Vee mayonnaise** and $1\frac{1}{2}$ tsp. **Hy-Vee stone-ground Dijon mustard**; set aside. Preheat oven to 425°F. Bake 4 **Hy-Vee frozen potato patties** according to pkg. directions. Meanwhile, slice 1 large **beefsteak tomato** into $\frac{1}{4}$ -in.-thick slices. Place on a paper towel and sprinkle both sides with salt; let drain. Toast 6 slices **Hy-Vee Bakery Pane Tuscano bread**. To assemble, spread mayo mixture on one side of each toast slice. On 2 toast slices, divide and layer 4 leaves **butterhead lettuce**, 6 slices bacon and half the tomato slices. Add a second toast slice, mayo side up, to each stack, then divide and layer 1 peeled and sliced **avocado**, 3 slices **Hy-Vee mild Cheddar cheese**, 6 slices bacon, remaining tomato slices, potato patties and remaining 6 slices bacon. Set aside. Heat 2 tsp. **Hy-Vee canola oil** in a medium nonstick skillet over medium heat. Crack 2 large **pasteurized eggs** into skillet; reduce heat to low. Season with black pepper. Cook 3 to 4 minutes or until whites are set and yolks are still runny. Place egg on top of each sandwich, then place remaining 2 toast slices, mayo side down, on top. Secure with sandwich picks; cut each sandwich in half to serve. Serves 4 ($\frac{1}{2}$ sandwich each).



**time
saver**

Save time with Hy-Vee Fully Cooked Hardwood Smoked bacon. Quickly heat strips in a microwave.

BACON CUT BASICS



Standard Usually cut in $\frac{1}{16}$ -in. slices from the belly and sides. Cooks crispy.



Center-Cut Fatty ends are trimmed; slices have about 30% less fat than standard bacon.



Thick-Cut Slices are about twice as thick as standard. Cooks chewier than standard.



Check out the Hy-Vee meat case for thick cuts of applewood- or hickory-smoked slab bacon.



BEST BACON PICKS

SOME BACON CUTS ARE ESPECIALLY GOOD IN CERTAIN DISHES. A FEW THINGS TO KEEP IN MIND WHEN BUYING BACON:

THICK-CUT: Holds cooked shape better than standard. Chop cooked strips for crunchy toppers for soups, stews and salads. Add to pasta carbonara, cooked cabbage or green beans, hash or mac and cheese.

THIN-SLICED/STANDARD: Crunchy for breakfasts, sandwiches, mac and cheese and salads. Fatty strips render bacon fat to cook onions for a soup or for sautéing steaks and chops. (See “Uses for Bacon Fat,” page 24.)

CENTER-CUT: Less fat than standard bacon. Use it to build BLTs or top burgers. Wrap around appetizer foods—veggies, pineapple, water chestnuts, figs, shrimp—before baking; the foods absorb less fat than with standard bacon.



“Bacon provides an unmatched smokiness to both savory and sweet dishes.

It can permeate a dish to bring it to another level. The richness you get from rendering is great for fortifying soups, sautés and sauces. In this particular dish that I created, the bacon bastes the meat while it roasts, keeping it succulent and juicy. The bacon’s natural saltiness seasons the entire dish. Its smokiness adds a complexity, almost umami, to the maple syrup with the bourbon-barrel component. I also added a spicy mustard kick, which goes well with bacon. They’re both aggressive flavors knocked down a peg with the apples, onions and maple.”

— **Chef Brandon Zawada**
Hy-Vee, Milan, Illinois

HOW TO COOK BACON

MICROWAVE Line microwave-safe plate with paper towels. Lay out strips (don’t overlap). Cover with paper towels. Cook on HIGH 4 to 6 minutes.

SKILLET Let bacon come to room temperature. Lay in cold skillet (don’t overlap). Cook over medium heat 8 to 12 minutes or to desired doneness, turning as needed. Drain on paper-towel-lined platter.

OVEN Line rimmed baking pan with foil or parchment. Add bacon strips. Place in cold oven. Heat oven to 400°F. Bake 15 to 20 minutes. For extra crispy bacon, bake 25 to 30 minutes. Drain on paper-towel-lined platter.

AIR FRYER Arrange about 4 slices of bacon in a single layer in air-fryer basket. Cook at 400°F for 8 to 10 minutes, turning halfway through. Remove with tongs; drain on paper-towel-lined platter.

How should I freeze bacon?

Wrap uncooked strips between layers of waxed paper, then freeze. Or place whole package of uncooked bacon in a freezer bag. Cook frozen bacon within 1 month.



Source: nchfp.uga.edu/how/freeze/bacon.html

Chef Brandon's Bacon-Wrapped Pork Loin Roast

Hands On 30 minutes
Total Time 1½ hours plus standing time
Serves 6

Hy-Vee nonstick cooking spray

1 (8.5-oz.) bottle Culinary Tours bourbon barrel-aged Vermont maple syrup, divided

½ cup Boettje’s stone-ground mustard

½ cup Hy-Vee apple cider vinegar

6 green onions, thinly sliced; greens and whites separate

1 (2-lb.) Midwest Pork boneless pork top loin roast

Hy-Vee Mediterranean sea salt, to taste

Hy-Vee coarse-ground black pepper, to taste

8 slices Hy-Vee Country Smokehouse thick-sliced, applewood-smoked bacon

1 medium Granny Smith apple, cored and chopped

1 medium Pink Lady apple, cored and chopped

1 (5-oz.) pkg. Hy-Vee dried cherries

2 Tbsp. Gustare Vita olive oil

Chopped fresh Italian parsley, for garnish

1. PREHEAT oven to 400°F. Line a shallow roasting pan with foil. Place a rack in pan. Spray rack with nonstick spray; set aside.

2. COMBINE ½ cup maple syrup, mustard, vinegar and white parts of onions in a small saucepan. Bring to boiling; reduce heat.

Simmer, uncovered, about 15 minutes or until reduced to ½ cup, stirring occasionally. Remove from heat; stir in remaining ½ cup maple syrup. Remove ½ cup for brushing; set aside remaining glaze.

3. MEANWHILE, pat pork loin dry; sprinkle with salt and pepper. Lay bacon slices side by side on a work surface, overlapping slightly. Place pork loin crosswise on bacon; roll up, wrapping bacon around loin. Secure with wooden toothpicks. Place roast on prepared rack in pan. Roast, uncovered, for 50 to 60 minutes, brushing with ¼ cup glaze every 25 minutes or until pork is cooked through (145°F).

4. MEANWHILE, for relish, combine apples, dried cherries and green parts of onions in a bowl. Stir in reserved glaze and olive oil. Season to taste with salt and pepper; set aside.

5. TRANSFER roast to a cutting board. Loosely cover with foil and let stand 15 minutes to allow juices to redistribute.

6. TO SERVE, remove toothpicks. Cut roast into ¼-in. slices and serve with apple relish. Garnish with parsley, if desired.

Per serving: 540 calories, 17 g fat, 4.5 g saturated fat, 0 g trans fat, 110 mg cholesterol, 590 mg sodium, 55 g carbohydrates, 2 g fiber, 50 g sugar (8 g added sugar), 39 g protein. **Daily Values:** Vitamin D 6%, Calcium 6%, Iron 6%, Potassium 15%



bacon wrap

bacon love

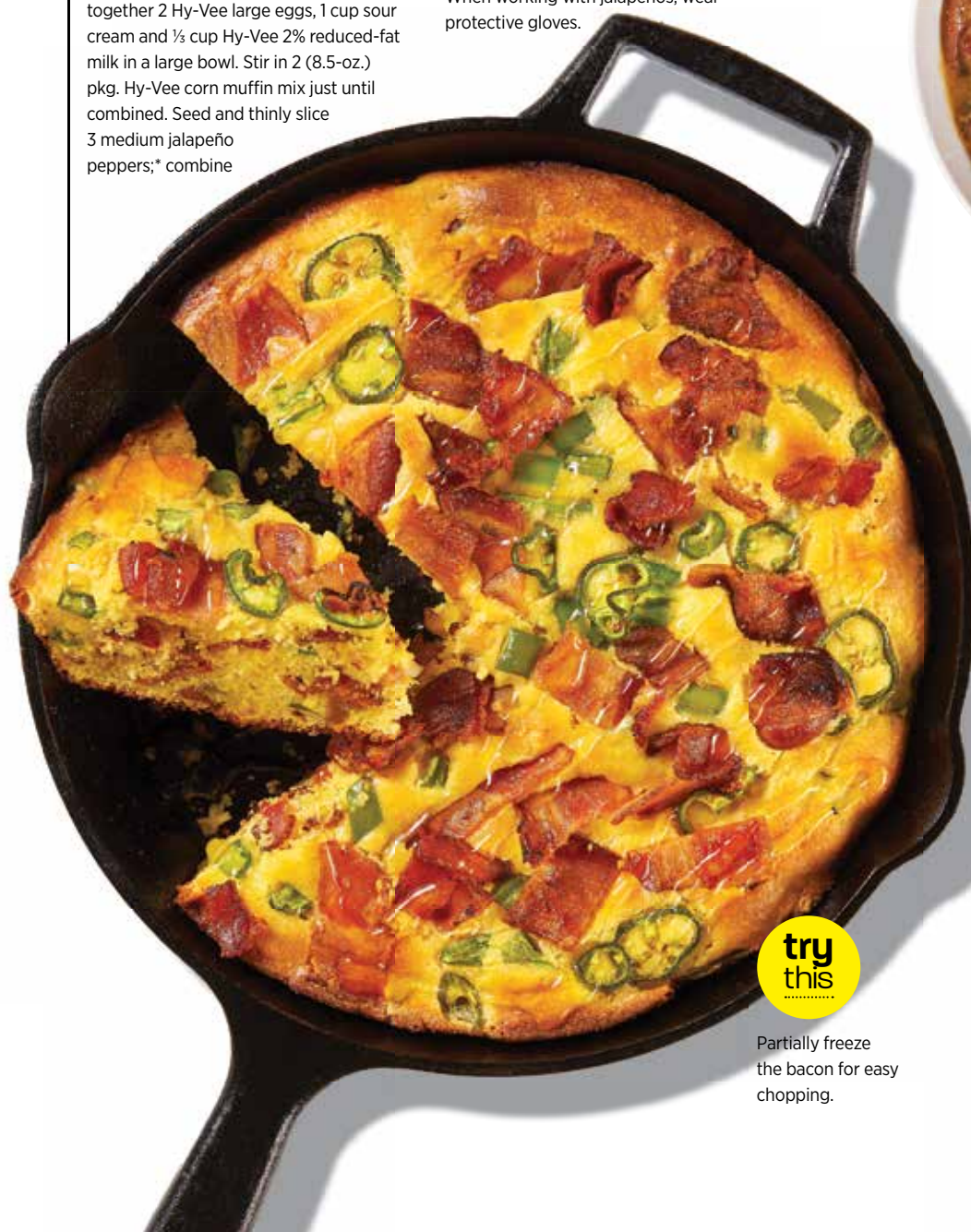
10 WAYS TO HAVE YOUR BACON AND EAT IT TOO!

Bacon-Jalapeño Cornbread

Cook 1 (16-oz.) pkg. Hy-Vee thick-sliced double-smoked bacon, cut into ½-in. pieces, in a 10-in. cast-iron skillet in two batches. Drain bacon on paper towels and remove drippings from skillet between batches; do not wipe out skillet. Whisk together 2 Hy-Vee large eggs, 1 cup sour cream and ½ cup Hy-Vee 2% reduced-fat milk in a large bowl. Stir in 2 (8.5-oz.) pkg. Hy-Vee corn muffin mix just until combined. Seed and thinly slice 3 medium jalapeño peppers;* combine

2 Tbsp. peppers and ¼ cup bacon; set aside. Fold remaining bacon and peppers into batter. Pour batter into cast-iron skillet; sprinkle with reserved bacon and peppers. Bake at 400°F for 28 to 32 minutes. Serve warm with Hy-Vee honey. Serves 12.

***Note:** Chile peppers contain volatile oils that can burn skin and eyes. When working with jalapeños, wear protective gloves.



try
this

Partially freeze the bacon for easy chopping.



Bacon & Bean Soup

Cook 15 cut-up slices Hy-Vee Hickory House thick-sliced Applewood-smoked bacon until crisp; set aside. Cook 10 oz. Hy-Vee Short Cuts mixed chopped onions, celery and carrots in 2 Tbsp. bacon drippings in large saucepan until softened. Add 1 (32-oz.) container Hy-Vee 33%-less-sodium chicken broth; 3 (15-oz.) cans Great Northern beans, drained and rinsed; 1 tsp. minced fresh rosemary; ½ tsp. minced thyme; and one-fourth of the cooked bacon. Simmer, covered, 20 minutes. Puree half the mixture in food processor; return to saucepan. Add two-thirds remaining bacon and 2 Tbsp. Hy-Vee tomato paste. Heat until hot. Serve topped with remaining bacon and Hy-Vee croutons; garnish with thyme, if desired. Serves 6.

Uses for bacon fat

Strain and store bacon fat in the fridge up to 1 month. Use it to sauté sweet corn, rub onto russet potatoes before baking, add richness to a salad vinaigrette or to cook pancakes.



Maple-Bacon Cupcakes

Cook 18 slices Hy-Vee Hickory House thick-sliced maple-flavored smoked bacon. Set aside 8 slices; chop 10 slices. Bake 1 (16.5-oz.) pkg. Hy-Vee yellow cake mix for cupcakes according to pkg. directions, except fold chopped bacon into batter. Frost cupcakes with 1 (16-oz.) container Hy-Vee buttercream frosting. Cut up remaining bacon; sprinkle bacon and toasted chopped Hy-Vee pecans on frosting and drizzle with Hy-Vee Select 100% pure maple syrup. Makes 24 cupcakes.



Bacon-Wrapped Chicken Breasts

Rub 4 (8-oz.) Hy-Vee True boneless, skinless chicken breasts with Kansas City-style BBQ rub; let stand 30 minutes. Wrap each breast with 2½ slices Hy-Vee Country Smokehouse thick-sliced hickory-smoked slab bacon. Bake at 375°F for 35 minutes. Brush with KC-style barbecue sauce; bake 5 to 10 minutes or until 165°F. Serve with additional barbecue sauce. Serves 4.



Bacon-Wrapped Asparagus

Toss trimmed asparagus spears with Gustare Vita olive oil; sprinkle with Hy-Vee lemon-pepper seasoning. Wrap asparagus bundles with Hy-Vee center-cut bacon. Bake on a rack in a rimmed baking pan at 400°F for 16 minutes or until bacon is crisp. Serve with lemon wedges. Serves 4.



Parmesan-Bacon Popcorn

Microwave 94%-fat-free microwave popcorn according to pkg. directions. Drizzle with melted Hy-Vee salted butter. Sprinkle with salt-free Everything bagel seasoning; toss. Toss in 1 (12-oz.) pkg. Hy-Vee center-cut bacon, crisp-cooked and cut up, and 3 Tbsp. shredded Parmesan cheese. Serves 8.



Bacon-Fried Rice

Cook and cut up 6 slices Hy-Vee Country Smokehouse thick-sliced black peppered bacon. Combine with 2 (10-oz.) pkg. frozen white rice with mixed vegetables, 3 Hy-Vee large beaten eggs, and ¼ cup each sliced green onions and chopped red bell pepper. Add ¼ cup mirin (Japanese sweet rice cooking wine), 1 Tbsp. Hy-Vee soy sauce, 1 Tbsp. refrigerated ginger paste and 1 Tbsp. sesame oil. Heat through. Makes 4 cups.



Cinnamon-Bacon Rolls

Bake 4 slices Hy-Vee sweet-smoked bacon on a wire rack in rimmed pan at 400°F for 8 minutes. Pat drippings from bacon. Brush with mixture of 3 Tbsp. packed Hy-Vee light brown sugar, 1 tsp. Hy-Vee ground cinnamon and 2 tsp. water. Bake 9 to 11 minutes or until crisp. Cut bacon; place on top of 8 Hy-Vee Bakery cinnamon rolls. Serves 8.

Spicy Chocolate-Dipped Bacon

(From page 20)

Crisp-cook 1 (16-oz.) pkg. Hy-Vee thick-sliced sweet-smoked bacon in oven according to directions on page 22. Melt half of a 10-oz. pkg. dark chocolate melting wafers and 1 Tbsp. Hy-Vee vegetable shortening according to package directions. Dip half of each bacon slice into chocolate; place on parchment-lined tray. Sprinkle with Hy-Vee crushed red pepper. Let stand until chocolate is set. Store in refrigerator. Serves 12 (1 slice each).

Maple-Rosemary Bacon

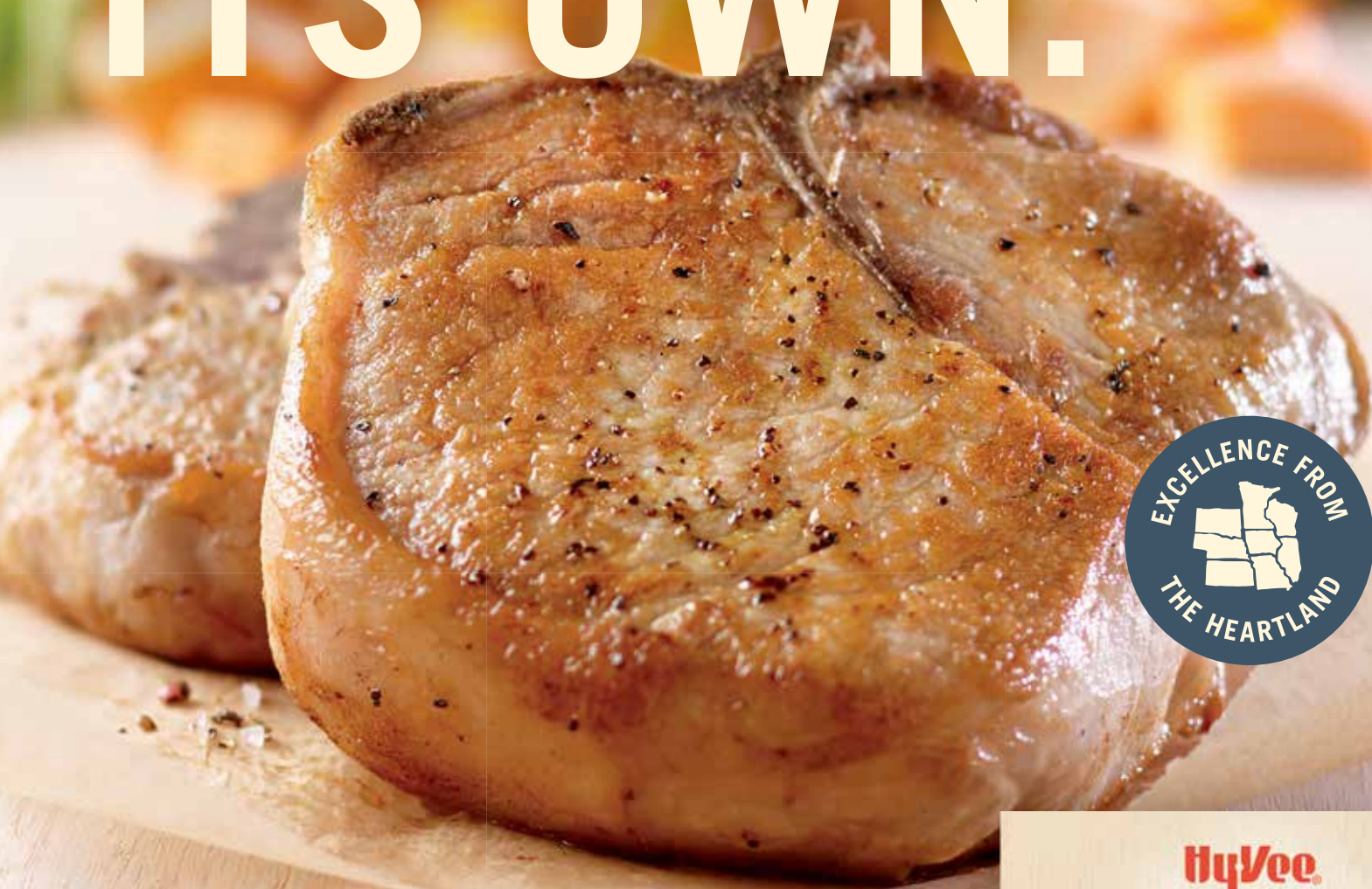
(From page 20)

Bake 8 slices Hy-Vee center-cut bacon on a wire rack in a rimmed baking pan at 400°F for 7 minutes. Pat drippings from bacon with paper towels. Stir ¼ tsp. coarse-ground pepper into 2 Tbsp. Hy-Vee Select 100% pure maple syrup; brush on bacon. Sprinkle with 1½ Tbsp. chopped fresh rosemary. Bake 15 to 17 minutes or until edges become crisp. Cool bacon 5 minutes before serving. Serves 8 (1 slice each).

The seemingly simple taste of bacon is really complex. It's known to enhance as well as complement sweetness.



PORK IN A FIELD OF ITS OWN.



To us, “fresh and local” are more than just words. It’s the promise we make to our customers and the communities we serve to only source fresh, premium pork from Midwestern family farms near our stores. Buying locally raised pork supports the local farmers. It also connects the local community to the people who produce their food. That’s why we’re proud to work with real family farms in Iowa, Minnesota, South Dakota, Nebraska, Kansas, Missouri, Illinois and Wisconsin.



THE T. MARZETTI COMPANY FAMILY OF PRODUCTS

The T. Marzetti Company product family includes many of your favorite products like Marzetti® produce salad dressings and dips, New York Bakery® frozen breads, Olive Garden® salad dressings, Bibibop® Sauces, Reames® frozen egg noodles, Sister Schubert's® frozen dinner rolls and Flatout® deli flatbread.



T. Marzetti Company | 380 Polaris Parkway, Suite 400 | Westerville, Ohio 43082 | 614-846-2232 | www.Marzetti.com

THE ULTIMATE CHOCOLATE



Yum—sweet memories of the chocolate chip cookie. Which is your favorite? Crispy, crunchy, chewy, cakey, soft or gooey? With the following selection of recipes, you'll likely discover yet a new favorite.

HOW TO KEEP COOKIES FRESH

*Eat them all in one sitting.
Or put them in an airtight
container to stay fresh at
room temperature up
to 3 days. Freeze
up to 3 months.*



Mix up a batch of chocolate chip cookies (or two or three) and witness the science of ingredients—how ingredient temperatures as well as amounts affect size, shape and texture. Take, for example, cookie thickness and diameter, which are determined by how quickly the dough spreads in a hot oven. If the recipe calls for melted butter, the dough will be wet and spread quickly, and cookies will be flat

and wide. When softened butter is creamed with sugar during the first step of the mixing process, pockets of air form in the dough. These help lighten and leaven cookies. For the best creaming, let the butter come to room temperature first. Leavening agents—baking powder and baking soda—determine the spread, rise and cakiness of cookies. Soda alone reacts with brown sugar, which has a bit of acid, for chewy-yet-crisp cookies that spread nicely. Baking powder reacts differently, producing

softer, thicker cookies. If your goal is nicely browned cookie tops, set the oven temperature to 375°F or higher to ensure caramelization. And if you're after thick, soft cookies, roll or shape the dough, then chill or freeze for 30 to 60 minutes. Chilling solidifies the fat in the dough; during baking the fat takes longer to melt, resulting in cookies that hold their shape and are soft inside. Here's to wishing you many joys of baking as you discover the chocolate chip cookies of your dreams.

Cookie-Baking Essentials

Your local Hy-Vee carries all the must-have tools that make baking easy and accurate. A stand mixer with a flat beater is a smart investment if you plan to bake cookies regularly.



STAND MIXER

A powerful mixer has a strong motor to mix stiff or chunky dough.



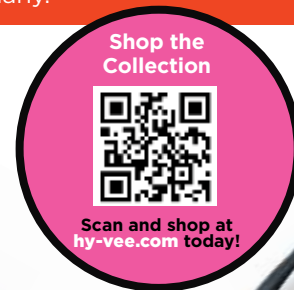
DRY MEASURING CUPS

Wide, open shape allows for fast scooping and leveling. Cups nest together for easy storage.



RUBBER SPATULA

Use a spatula to scrape bowls during mixing and to scrape out cookie dough.



COOKIE SCOOP

A cookie scoop ensures uniform-size cookies for even baking.



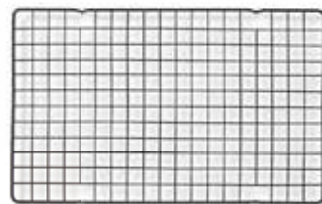
BAKING SHEETS

Size is key. Use pan sizes that allow 1 to 2 in. from pan edges to oven walls, each direction.



COOKIE SPATULA

Guide a small spatula with flexible head beneath cookies.



WIRE COOLING RACK

A sturdy wire rack allows air to circulate for cooling.



STORAGE CONTAINER

Containers with airtight seals keep cookies fresh, intact and easy to serve.

How to Measure

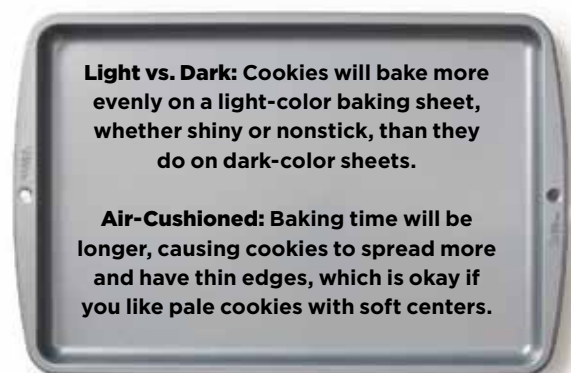
FLOUR Spoon into a dry measuring cup without packing; level off excess.

GRANULATED SUGAR Fill dry measuring cup with sugar; level off excess.

BROWN SUGAR Pack into a dry measuring cup or measuring spoon; press firmly.

LIQUIDS Pour into liquid measuring cup. Check at eye level for accuracy.

This V/S. That

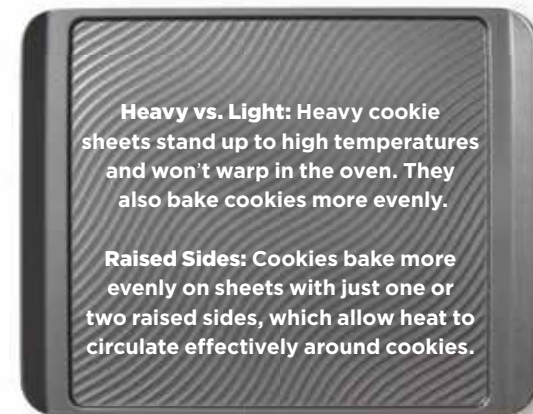


Light vs. Dark: Cookies will bake more evenly on a light-color baking sheet, whether shiny or nonstick, than they do on dark-color sheets.

Air-Cushioned: Baking time will be longer, causing cookies to spread more and have thin edges, which is okay if you like pale cookies with soft centers.

LET IT COOL

Cool cookie sheets between batches. Hot sheets cause cookies to spread and flatten. Cookie edges may also overbrown.



Heavy vs. Light: Heavy cookie sheets stand up to high temperatures and won't warp in the oven. They also bake cookies more evenly.

Raised Sides: Cookies bake more evenly on sheets with just one or two raised sides, which allow heat to circulate effectively around cookies.

STICK TO THIS

Parchment paper, nonstick spray, vegetable shortening or silicone baking mats are necessary only when a recipe calls for a greased cookie sheet. Otherwise not.

Classic Chocolate Chip Cookies

Total Time 55 minutes
Serves 33 (1 cookie each)

2¼ cups Hy-Vee all-purpose flour

1 tsp. Hy-Vee baking soda

½ tsp. Hy-Vee salt

¾ cup Hy-Vee salted butter, softened

¼ cup Hy-Vee vegetable shortening

¾ cup Hy-Vee granulated sugar*

¾ cup packed Hy-Vee brown sugar*

2 Hy-Vee large eggs

1 Tbsp. Hy-Vee vanilla extract

1 (12-oz.) pkg. Hy-Vee semisweet chocolate chips

1. PREHEAT oven to 375°F.

2. STIR TOGETHER flour, baking soda and salt in a bowl; set aside.

3. BEAT butter and shortening in a large mixing bowl with an electric mixer on medium for 30 seconds. Add granulated sugar and brown sugar. Beat on

medium for 2 minutes, scraping sides of bowl occasionally. Beat in eggs and vanilla until combined. Beat in as much flour mixture as you can with the mixer. Stir in any remaining flour mixture, then add chocolate chips.

4. DROP cookie scoops (1½ Tbsp.) of dough 2 in. apart on ungreased cookie sheet. Bake for 10 minutes or until edges are light brown. Cool cookies on a wire rack.

***NOTE:** You can substitute Hy-Vee Select 100% pure maple syrup or Hy-Vee honey for the granulated and brown sugars. Use 1½ cups of the liquid sweetener but omit the shortening and increase baking soda to 1½ tsp. and all-purpose flour to 3 cups.

Per cookie: 170 calories, 9 g fat, 5 g saturated fat, 0 g trans fat, 20 mg cholesterol, 115 mg sodium, 23 g carbohydrates, 1 g fiber, 15 g sugar (15 g added sugar), 2 g protein. **Daily Values:** Vitamin D 0%, Calcium 0%, Iron 6%, Potassium 2%

try
this

Be adventurous. Mix in a variety of baking chips, chopped chocolate or nuts.



USE A COOKIE SCOOP

Scoop consistent sizes and shapes to ensure even baking. On the cookie sheet, scooped dough should be flat on the bottom, domed at top. For recipes that call for balls of dough, scoop first, roll into balls, then place on cookie sheets.



STAGGER ROWS

Place cookies about 2 in. apart in staggered rows on cookie sheets, allowing dough room to spread. To determine how much cookies will spread during baking, test by baking a single cookie first.



ENSURE CHEWY TEXTURE

Remove cookies from the oven while slightly underdone (cookies droop over a spatula). Cookies are ready to remove when crevices appear moist or edges of smooth cookies are lightly browned. Cool cookies on the cookie sheet for 2 minutes, then transfer them to a cooling rack.



RESCUE OVERBAKED COOKIES

For cookies that have baked a bit too long, transfer them immediately from the hot cookie sheet to a wire rack to begin cooling. If cookies are too overdone for munching, crumble them over ice cream or berry desserts.

Bake It 20 Ways

Recipes for chocolate chip cookies have had numerous modifications over the years. To show how various ingredients and techniques affect taste, texture and appearance of this classic cookie, we tweaked our classic recipe, *page 31*, noting characteristics for each recipe alteration. We share with you what we learned from making changes to fats, sweeteners, flours, cookie sheets, baking times and temperature. All cookies, except those made with canola oil, baked successfully on ungreased cookie sheets, with no sticking to the pan. Although we did not use parchment paper, we find it works well to make cleanup a breeze.

COOKIE COMPARISON



The Control

Fat



ALL BUTTER

- Brown • Spread widely • Flat
- Good overall flavor and richness



ALL SHORTENING

- Tall • Light color • Spread a little
- Tender & slightly chewy • Mild flavor



ALL CANOLA OIL

- Light color • Flat • Very soft
- Mild flavor • Oily aftertaste



ALL MARGARINE

- Dark • Flat • Chewy • Crisp edges
- Reminiscent of a childhood favorite

Sweetener



ALL GRANULATED SUGAR

- Light color • Spread some • Crispy
- Crunchy • Sweet yet mild taste



ALL LIGHT BROWN SUGAR

- Medium brown color • Slightly chewy
- Rich, warm molasses flavor



ALL DARK BROWN SUGAR

- Dark brown • Moist • Pleasantly chewy
- Rich, toffee-like flavor



ALL 100% PURE MAPLE SYRUP

- Nice rise; little spread • Soft & cakey
 - Light texture • Mild maple flavor
- (See classic recipe, *page 31*, for directions for maple syrup.)

Flour



ALL CAKE FLOUR

- Light color • Spread widely
- Soft, fluffy center • Sweet-tasting



GLUTEN-FREE ALL-PURPOSE FLOUR + XANTHAN GUM

- Light color • Dry, chalky taste



50/50 BREAD & ALL-PURPOSE FLOURS

- Very little spread • Chewy • Hearty
- Flour aftertaste



50/50 WHOLE WHEAT & ALL-PURPOSE FLOURS

- Golden to dark brown • Very little spread
- Slightly chewy • Hearty • Nutty flavor

Cookie Sheet



DULL, ALUMINUM

- Even brown color • Nicely risen
- Crisp bottom and edges • Rich flavor



SHINY, ALUMINUM

- Pale golden color • Spread some
- Crisp bottom and edges • Rich flavor



DARK

- Overbrowned bottom
- If using, lower oven temp by 25°F.



AIR-CUSHIONED

- Baked longer • Spread widely
- Less browning • Soft, moist • Rich flavor

Time & Temp.



325°F FOR 16 MINUTES

- Spread widely • Flat
- Chewy & somewhat tough • Rich flavor



350°F FOR 12 MINUTES

- Evenly browned • Tender • Slightly chewy
- Rich flavor



400°F FOR 8 MINUTES

- Dark bottom • Crisp edges
- Spread a little • Caramelized taste



WHILE PREHEATING OVEN

- Baked longer • Spread widely
- Thin & flat • Rich flavor

Soft, Cakey

Chocolate Chip Cookies

Hands On 20 minutes
Total Time 1 hour plus chilling time
Serves 17 (1 cookie each)
1½ cups Hy-Vee all-purpose flour
1½ cups cake flour
2 tsp. baking powder
1 tsp. Hy-Vee cornstarch
½ tsp. Hy-Vee salt
1 cup cold Hy-Vee salted butter, cut up
1 cup packed Hy-Vee brown sugar
½ cup Hy-Vee granulated sugar
2 Hy-Vee large eggs
1 Tbsp. Hy-Vee vanilla extract
1 (12-oz.) pkg. Hy-Vee semisweet chocolate chips

- 1. PREHEAT** oven to 375°F.
- 2. STIR TOGETHER** all-purpose and cake flours, baking powder, cornstarch and salt; set aside.
- 3. BEAT** butter in a large mixing bowl with an electric mixer on medium for 30 seconds. Add brown sugar and granulated sugar. Beat on medium for 1 minute more. Add eggs and vanilla; beat until combined. Gradually add flour mixture and beat until combined. Stir in chocolate chips.
- 4. FORM** ¼-cup portions of dough into balls and place 2 in. apart on a large, heavy, rimmed baking pan. Refrigerate for 30 minutes. Bake for 12 to 13 minutes or until golden brown on top. Cool cookies on a wire rack.

Per cookie: 360 calories, 18 g fat, 11 g saturated fat, 0 g trans fat, 50 mg cholesterol, 230 mg sodium, 50 g carbohydrates, 2 g fiber, 30 g sugar (29 g added sugar), 4 g protein. **Daily Values:** Vitamin D 0%, Calcium 4%, Iron 10%, Potassium 2%



A heavy rimmed baking pan helps control the heat so the cookies brown evenly. For really soft cookies, pull them from the oven while cookie centers look slightly underdone.

Cake flour and cornstarch create a soft, delicate texture. Chilling the dough prevents the cookies from spreading.

Never Burn Another Cookie Again!
Learn more about the science of how cookies bake and the techniques to prevent cookies from burning. Visit Hy-Vee.com and search 8 Ways to Prevent Cookies from Burning on Bottom.
Visit and learn at hy-vee.com today!

Try both regular-size and mini chocolate chips. Varying sizes ensures some chocolate in every bite.

CHEWY OATS!
Old-fashioned rolled oats (not quick oats) result in a chewy cookie. Butter and a higher proportion of brown sugar to granulated sugar make these soft and chewy. Enjoy with milk!

Chewy

Chocolate Chip Cookies

Hands On 10 minutes
Total Time 50 minutes
Serves 38 (1 cookie each)

2½ cups Hy-Vee old-fashioned oats
1½ cups Hy-Vee all-purpose flour
1 tsp. Hy-Vee baking soda
½ tsp. Hy-Vee salt
1 cup Hy-Vee salted butter, softened
1 cup packed Hy-Vee brown sugar
½ cup Hy-Vee granulated sugar

2 Hy-Vee large eggs
2 tsp. Hy-Vee vanilla extract
1 (12-oz.) pkg. Hy-Vee semisweet chocolate chips

- 1. PREHEAT** oven to 375°F.
- 2. STIR TOGETHER** oats, flour, baking soda and salt; set aside.
- 3. BEAT** butter in a large mixing bowl with an electric mixer on medium for 30 seconds. Add brown sugar and granulated sugar. Beat on medium for 2 minutes, scraping sides of bowl occasionally. Beat in eggs and vanilla until combined. Beat in as much oats mixture

as you can with the mixer. Stir in any remaining oats mixture; add chocolate chips.

4. DROP cookie scoops (1½ Tbsp.) of dough 2 in. apart on ungreased cookie sheet. Bake for 9 to 10 minutes or until edges are light brown. Let cookies stand on cookie sheet for 1 minute. Cool cookies on a wire rack.

Per cookie: 160 calories, 8 g fat, 5 g saturated fat, 0 g trans fat, 25 mg cholesterol, 110 mg sodium, 22 g carbohydrates, 1 g fiber, 13 g sugar (13 g added sugar), 2 g protein. **Daily Values:** Vitamin D 0%, Calcium 0%, Iron 6%, Potassium 2%

Thin, Crispy Chocolate Chip Cookies

Hands On 10 minutes

Total Time 1 hour

Serves 45 (1 cookie each)

3 cups Hy-Vee all-purpose flour

1½ tsp. Hy-Vee baking soda

½ tsp. Hy-Vee salt

1 cup melted Hy-Vee salted butter, cooled

1 cup Hy-Vee granulated sugar

¾ cup Hy-Vee dark brown sugar

¼ cup Hy-Vee light corn syrup

1 Hy-Vee large egg

1 egg yolk

2 Tbsp. Hy-Vee 2% reduced-fat milk

2 Tbsp. Hy-Vee vanilla extract

1 (12-oz.) pkg. Hy-Vee semisweet chocolate chips

1. PREHEAT oven to 375°F. Combine flour, baking soda and salt; set aside.

2. BEAT butter, granulated sugar, brown sugar and syrup on medium for 2 minutes, scraping sides of bowl occasionally. Beat in egg, egg yolk, milk and vanilla until combined. Beat in flour mixture. Add chocolate chips.

3. DROP cookie scoops (1½ Tbsp.) of dough 3 in. apart on ungreased cookie sheet. Bake for 10 to 11 minutes or until edges are light brown. Cool on

cookie sheet for 2 minutes. Transfer to a wire rack and cool completely.

Per cookie: 140 calories, 7 g fat, 4 g saturated fat, 0 g trans fat, 20 mg cholesterol, 105 mg sodium, 20 g carbohydrates, 1 g fiber, 13 g sugar (13 g added sugar), 1 g protein.
Daily Values: Vitamin D 0%, Calcium 0%, Iron 6%, Potassium 0%

Press a few extra chocolate chips into the top of each dough portion for extra chippy appeal.

Melting the butter contributes to the crackly tops, the buttery, crispy edges and the satisfying crunch when you take a bite!

Hy-Vee Bakery Fresh Cookies

For a superb snack, visit your Hy-Vee Bakery where you'll find an irresistible assortment of freshly baked cookies made with real butter and high-quality ingredients. Varieties include Chocolate Chip, English Toffee, Homestyle Brownie, M&M, Monster, Oatmeal Chocolate Chip, Oatmeal Raisin, Peanut Butter, Sugar and Snickerdoodle.

Hy-Vee Bakery Fresh chocolate chip cookies are indulgent buttery treats loaded with Ghirardelli chocolate.

*
Bakery Fresh cookies are available when the craving hits. Visit your Hy-Vee Bakery or order cookies through online shopping. Cookies are in 12-, 24-, 36- or 48-count packages.



COOKIES

Bite into this sweet comfort food—soft in the center with crisp edges.



GIANT COOKIE

Let Hy-Vee decorate this crowd-pleasing cookie for a special celebration.

Shhh ... All Baking, No Prepping

Buttery, ready-to-bake cookie dough on hand ensures just-baked cookies are minutes away.



No measuring or mixing! One package of dough makes 24 chocolate chip cookies.



You'll have more time to be creative! Make classic cookies, bars, desserts and more.



Simply scoop and bake! One 36-oz. container makes 36 chocolate-studded treats.

basics

CHOCOLATE 101

The chocolate we know and love begins with beans from the cacao (ka-KAY-oh) tree. The beans—dried, fermented, roasted and ground—become an ingredient in many foods. Hy-Vee has choices to suit the recipe and satisfy tastes.



WAFERS

Small disk-shape chocolates are available in dark and white varieties. Melt them in the microwave oven at 50% power for 30-second intervals, stirring each time, until smooth.

BEST USES:

Ganache or as a dipping chocolate for cake balls, fresh strawberries, pretzels, almonds, cookies, bars, truffles



CANDY COATING

Also known as confectionery coating, the candy product flavored with dark, milk or white chocolate has vegetable or palm oils in place of cocoa butter.

BEST USES:

Melted as coating for cake balls, fruit or pretzels; binder for a no-bake treat; or melted and drizzled over desserts or snack mixes



WHITE CHIPS

White baking chips contain no cocoa butter and cannot be labeled “chocolate,” but they do contain partially hydrogenated oil, usually palm kernel oil.

BEST USES:

Baked or no-bake cookies, white candy bark, brownies, desserts, melted and drizzled over cookies and bars



BAKING BARS

Dark, milk or white chocolate. Semisweet and bittersweet bars with high cocoa butter content—60% to 70%—melt most smoothly.

BEST USES:

Grate, chop or shave for garnishes, cookies, bars, brownies, bark, hot chocolate, chocolate sauce, ice cream



CHOCOLATE CHIPS

These contain less cocoa butter than bar chocolate but have stabilizers and emulsifiers to hold shape better when baked.

BEST USES:

Cookies, bars, cakes, ice cream, snack mixes, melted and drizzled over caramel corn



COCOA POWDER

Cocoa powder is made when chocolate liquor is pressed to remove three-quarters of its cocoa butter. The remaining cocoa solids are processed to make fine unsweetened cocoa powder. In two forms—natural or Dutch—it has deep, dark chocolate flavor.

BEST USES:

Cocoa mix, cakes, frosting, desserts

Ways to Prep



CHOP

Using a chef's knife, cut chocolate into large chunks. Cut into small pieces by making small chops with the knife, moving side to side.



SHAVE

Draw a vegetable peeler across the narrow side of a bar of room-temperature chocolate (milk chocolate works best).



MELT

Place chopped chocolate in a heatproof bowl set over hot, not boiling, water. Stir occasionally until chocolate is almost melted. Remove from heat and stir until chocolate is melted and smooth.



MILK CHOCOLATE

Mild, sweet milk chocolate contains significantly less—36 to 46 percent—cacao than dark chocolate. With at least 12 percent milk solids, the chocolate is lighter in color and milder than dark chocolate. Because its high sugar content makes it sensitive to heat, it's best to use in no-bake recipes, fillings or icings, or as a topping for baked treats.

try
this

Substitute $\frac{3}{4}$ oz. unsweetened chocolate plus 2 tsp. granulated sugar in place of 1 oz. of bittersweet or semisweet chocolate.

WHITE CHOCOLATE

White chocolate isn't really chocolate. The creamy ivory-hue product contains no pure chocolate or cocoa solids. It's called white chocolate because it contains cocoa butter, milk solids and sugar. It melts beautifully for a candy coating, and its sweetness is a lovely addition to baked goods. For baking, use only white chocolate products with “cocoa butter” on the label.

UNSWEETENED CHOCOLATE

Also called baking chocolate, this product is pure chocolate and cocoa butter with no added sugar. Its depth of flavor stands out in brownies, cookies and chocolate cake, all recipes that call for a good amount of sugar to balance the bitterness of the chocolate.

DARK CHOCOLATE

Bittersweet and semisweet, considered dark chocolate, are interchangeable for baking. Semisweet contains 52 to 62 percent cacao and has a higher sugar content. It's a popular choice for cookies and desserts. Bittersweet contains up to 85 percent cacao and has pure, intense chocolate flavor. Its flavor shines in a rich ganache.

Zöet Chocolate Bars

Crafted in Belgium and made from some of the finest ingredients and cacao beans in the world, Zöet is a premium chocolate, offered exclusively at Hy-Vee.

The “% cacao” listed on the bars refers to the percentage of cocoa solids in the chocolate—higher numbers mean darker and strong-flavor chocolate.



Zöet means “sweet” in Dutch. The chocolate bars are available in 20 varieties of milk, dark and white chocolate—with a range of add-ins such as nuts, fruit and caramel.

COMPLIMENTS TO THE COOK!

RESTAURANT-STYLE BITES, **MADE WITH VEGGIES**, READY IN MINUTES.

BIRDS EYE®



NEW!



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101

SWEET POTATOES

From entrée through dessert, sweet potatoes are a bounty of nutrition. Hy-Vee carries this versatile veggie year-round.

Sweet potatoes, which are especially popular in fall and traditional holiday dishes, have recently gained in popularity because they work deliciously in so many recipes. The root vegetable is low in calories, high in fiber and vitamin A and an excellent source of vitamin C and potassium.

BUY Select potatoes that feel heavy for their size. Avoid those with bruises, soft spots, shriveling or sprouting. Handle with care; sweet potatoes bruise easily.

STORE Keep in a cool, dark, well-ventilated place up to 1 week. Do not store them in the refrigerator, which adversely affects taste and texture.

PREP Gently scrub with a brush while holding under water. To peel, use a serrated peeler from tip to tip. Cut or slice on an even, stable surface.

SWEET POTATO OR YAM? Sweet potatoes have thin, smooth skin with orange, reddish-orange or sometimes yellow or whitish flesh. Yams, typically imported from the tropics, have coarse brown skin and dry white or purplish flesh.

WAYS TO ENJOY

Mashed

Peel and quarter potatoes, cover with lightly salted water, and cook until tender (10 to 12 minutes). Drain off water, then mash with a potato masher or an electric mixer on low speed.

Baked

Lightly pierce skin in a few spots with the tip of a knife. Place on a baking sheet and bake at 375°F about 50 minutes or until tender.

Fries

Preheat oven to 350°F. Slice peeled or unpeeled sweet potatoes in strips or rounds. Line a baking sheet with foil, spray with cooking spray and arrange potatoes on foil. Drizzle with olive oil and bake about 15 minutes.

Sources: nutritiondata.self.com/facts/vegetables-and-vegetable-products/2667/2
hsph.harvard.edu/nutritionsource/food-features/sweet-potatoes/

Savory Oven-Roasted Sweet Potatoes

Hands On 10 minutes
Total Time 40 minutes
Serves 8

3 lb. sweet potatoes, peeled
2 Tbsp. Gustare Vita olive oil
4 cloves garlic, minced
½ tsp. Hy-Vee Mediterranean sea salt,
plus additional to taste
½ teaspoon Hy-Vee black pepper,
plus additional to taste

1. PREHEAT oven to 425°F.

2. CUT sweet potatoes into ¾-in. chunks and place on a large rimmed baking pan.

3. COMBINE olive oil, garlic, salt and pepper. Pour over sweet potatoes in pan and toss to combine. Bake 15 minutes. Using a spatula, turn and rearrange potatoes. Bake 15 minutes more or until tender. Season to taste. Serve immediately.

Per serving: 190 calories, 3.5 g fat, 0.5 g saturated fat, 0 g trans fat, 0 mg cholesterol, 210 mg sodium, 36 g carbohydrates, 6 g fiber, 11 g sugar (0 g added sugar), 4 g protein.
Daily Values: Vitamin D 0%, Calcium 6%, Iron 6%, Potassium 15%

3 ideas to try FOR ROASTED SWEET POTATOES

CINNAMON, PECAN AND MARSHMALLOWS

Prepare as directed above, except omit garlic. Combine 2 Tbsp. melted Hy-Vee salted butter, 1 Tbsp. packed Hy-Vee brown sugar and ¼ tsp. Hy-Vee ground cinnamon. Brush mixture on sweet potatoes after 15 minutes of baking. Sprinkle with ½ cup Hy-Vee coarsely chopped pecans. Bake for 5 minutes. Transfer mixture to a 2-qt. casserole. Top with 1½ cups Hy-Vee miniature marshmallows. Bake 5 minutes or until marshmallows are melted.

APPLE, BROWNED BUTTER AND SAGE

Prepare as directed above. Melt ¼ cup Hy-Vee salted butter in a small saucepan. Cook butter over medium-low heat until light brown. Remove from heat. Stir in 2 tsp. finely chopped fresh sage. Brush mixture on sweet potatoes after 20 minutes of baking. Sprinkle sweet potatoes with 1 cored and chopped Fuji apple. Garnish with additional fresh sage leaves, if desired.

HONEY, ROSEMARY AND GOAT CHEESE

Prepare as directed above. Combine 1 Tbsp. Hy-Vee honey, 1 tsp. fresh lemon juice and 2 tsp. finely chopped rosemary. Brush mixture on sweet potatoes after 15 minutes of baking. Serve topped with 2 oz. crumbled goat cheese and fresh rosemary.



Fuel your Family's Adventures with Old Orchard!



FIND YOUR FLAVOR AT OLDORCHARD.COM | [@OLDORCHARDJUICE](https://www.instagram.com/OLDORCHARDJUICE)

DINNER FOR TWO

Appeal to the senses. Assemble beautiful and bountiful sheet-pan meals for two that boast of flavor, color and nutrition.

Autumn Vegetable Buddha Bowls

Hands On 25 minutes

Total Time 1 hour 5 minutes

Serves 2

2 medium carrots, peeled and cut into 3-in.-long sticks

1 medium fennel bulb, cut into ¾-in.-wide wedges

4 oz. Hy-Vee Short Cuts Brussels sprouts

1 Tbsp. plus 2 tsp. Gustare Vita olive oil, divided

2 cloves garlic, sliced

2 small red beets, peeled and cut into ¾-in.-wide wedges

5 or 6 sprigs fresh thyme

½ cup white quinoa

½ cup lightly packed, coarsely chopped baby kale; plus additional leaves for garnish

½ cup bottled honey-mustard salad dressing, divided

1. PREHEAT oven to 400°F. Place carrots, fennel and Brussels sprouts in a large bowl. Combine 1 Tbsp. oil and garlic; drizzle over vegetables and toss to coat. Arrange vegetables on a large rimmed baking pan.

2. TOSS beets with remaining 2 tsp. oil; add to sheet pan. Scatter thyme sprigs on top. Roast for 40 minutes or until vegetables are tender. Discard thyme sprigs.

3. MEANWHILE, cook quinoa according to pkg. directions. Remove from heat; stir in kale. Cover and let stand for 5 minutes.

4. DIVIDE quinoa mixture between two individual shallow bowls. Arrange vegetables on top. Garnish with kale leaves, if desired. Drizzle with some of the honey-mustard dressing; serve remaining dressing on the side.

Per serving: 570 calories, 31 g fat, 4 g saturated fat, 0 g trans fat, 10 mg cholesterol, 390 mg sodium, 65 g carbohydrates, 9 g fiber, 22 g sugar (0 g added sugar), 12 g protein.

Daily Values: Vitamin D 0%, Calcium 10%, Iron 30%, Potassium 30%

WHAT'S A BUDDHA BOWL?

It's a colorful, nourishing meal of little bites of many foods—typically rice or whole grains; raw and/or cooked veggies; a protein such as beans, tofu or meat; and dressing. A rainbow of color in the bowl represents a variety of nutrients.

Veggie Buddha Bowl

See how to prep this vibrant dish in about an hour at HSTV.com

Hy-Vee
seasons



Watch and learn
at HSTV.com today!



\$ GET THE RIGHT SHEET PAN

Your Hy-Vee store carries large sturdy pans with shallow sides that allow oven heat to circulate. They are the hands-down best pans to enhance the flavor and texture of meats and veggies.



Salmon with Asparagus

Hands On 10 minutes
Total Time 37 minutes
Serves 2

- 2 (6- to 8-oz.) salmon fillets, ¾ to 1 in. thick
- 2 Tbsp. Hy-Vee Select 100% pure maple syrup
- 1 Tbsp. red miso
- 1½ tsp. seasoned rice vinegar
- 1 tsp. refrigerated ginger paste
- ¼ tsp. refrigerated garlic paste
- Hy-Vee nonstick cooking spray
- 16 asparagus spears (1 lb.)
- 1 Tbsp. Gustare Vita olive oil

Thin orange slices, halved; for garnish
Chopped Italian parsley, for garnish

1. PAT salmon dry with paper towels; place in a pie plate. Combine syrup, miso, rice vinegar, ginger paste and garlic paste. Drizzle half of mixture over salmon and gently rub on fillets. Let salmon stand at room temperature 15 minutes.

2. PREHEAT oven to 425°F. Spray a large sheet pan with nonstick cooking spray; set aside. Cut asparagus spears into 8-in. lengths. Toss asparagus with olive oil. Arrange the spears along the edges of the sheet pan, leaving room in the center for the salmon.

3. PLACE salmon in center of the pan. Bake for 8 to 12 minutes or until salmon flakes easily with a fork (145°F) and asparagus is crisp-tender.

4. BRUSH remaining miso mixture over salmon. Garnish with orange slices and parsley, if desired.

Per serving: 520 calories, 31 g fat, 6 g saturated fat, 0 g trans fat, 95 mg cholesterol, 480 mg sodium, 22 g carbohydrates, 3 g fiber, 16 g sugar (0 g added sugar), 38 g protein. **Daily Values:** Vitamin D 100%, Calcium 6%, Iron 15%, Potassium 20%

Parmesan-Almond Chicken Tenders

Hands On 45 minutes
Total Time 57 minutes
Serves 2

- 8 oz. Hy-Vee Smart Bite baby red potatoes, halved
- 7 tsp. Gustare Vita olive oil, divided
- 1½ tsp. chopped fresh rosemary, plus additional for garnish
- 2 cloves garlic, minced
- ¼ tsp. kosher salt
- 6 oz. broccolini spears, cut lengthwise in half
- ½ small red bell pepper, seeded and cut into strips
- 8 oz. Hy-Vee boneless, skinless chicken breast tenders
- ⅓ tsp. Hy-Vee seasoning salt
- ⅓ tsp. coarse-ground Hy-Vee Malabar black pepper
- ½ cup finely chopped Hy-Vee slivered almonds
- ½ cup grated fresh Parmesan cheese
- 1 Hy-Vee large egg, beaten
- 1 Tbsp. water
- Hy-Vee nonstick cooking spray
- Lemon wedges, for serving

1. PREHEAT oven to 400°F. Line a large rimmed baking pan with parchment paper; set aside. Toss potatoes with 2 tsp. oil, 1½ tsp. rosemary, garlic and kosher salt. Spread on prepared pan. Roast for 30 minutes.

2. TOSS broccolini and bell pepper with remaining 5 tsp. oil; arrange around potatoes in pan. Pat chicken dry and sprinkle with seasoning salt and black pepper. Combine almonds and Parmesan cheese in a shallow dish. Combine egg and water in another shallow dish. Dip chicken into egg mixture, then coat with Parmesan mixture. Add chicken to pan; spray with nonstick spray.

3. BAKE for 8 to 12 minutes or until chicken is done (165°F) and vegetables are tender. Garnish with rosemary and serve with lemon wedges.

Per serving: 690 calories, 40 g fat, 8 g saturated fat, 0 g trans fat, 195 mg cholesterol, 570 mg sodium, 36 g carbohydrates, 7 g fiber, 5 g sugar (0 g added sugar), 46 g protein. **Daily Values:** Vitamin D 6%, Calcium 25%, Iron 20%, Potassium 25%



LINING THE PAN WITH PARCHMENT PREVENTS STICKING AND RESULTS IN EASY CLEANUP.



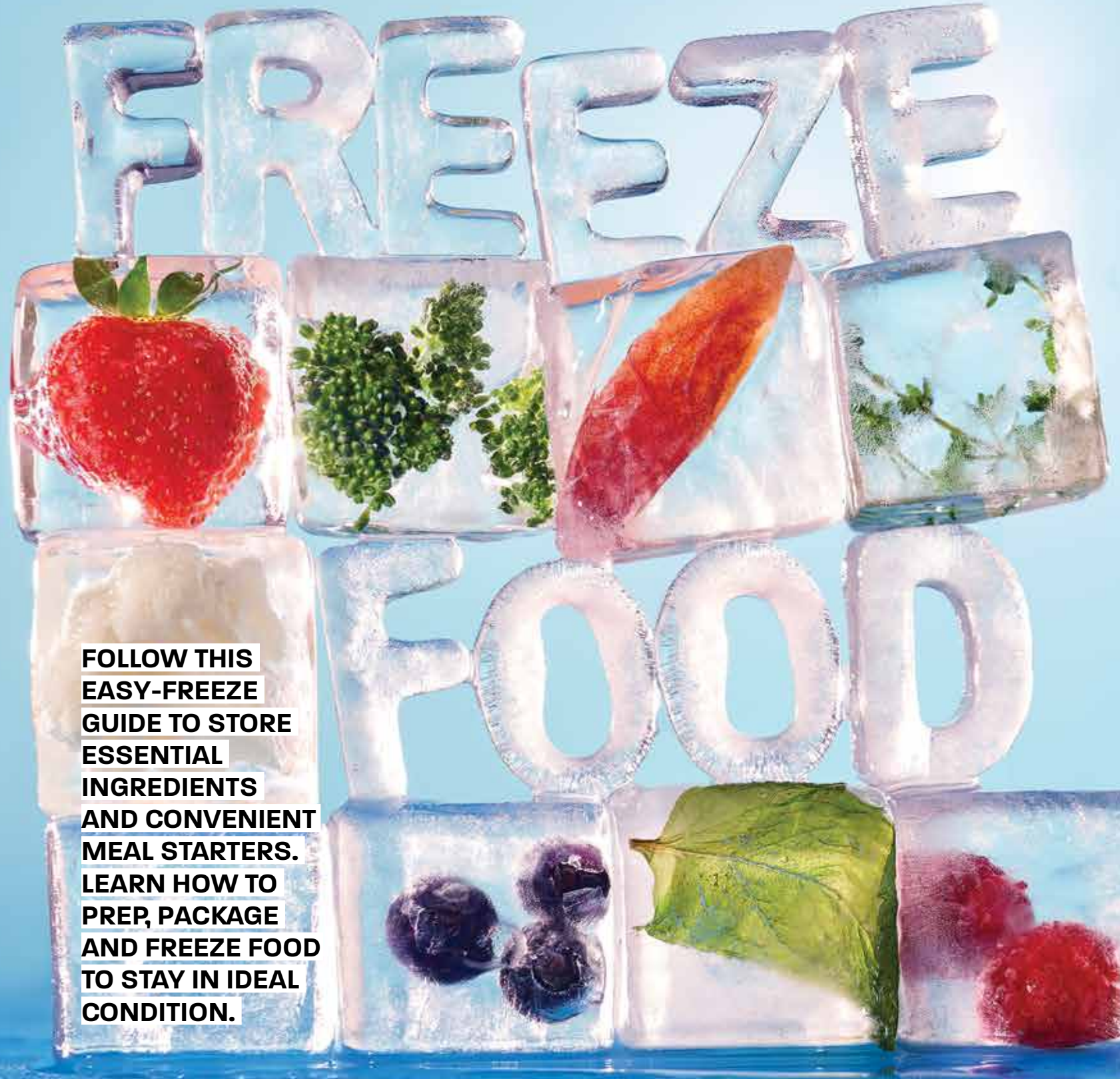
COOKING FOR **2** MADE EASY!

Spray the crumb-coated chicken with nonstick cook spray for an extra crunchy and golden brown crust.

try this



HOW TO



**FOLLOW THIS
EASY-FREEZE
GUIDE TO STORE
ESSENTIAL
INGREDIENTS
AND CONVENIENT
MEAL STARTERS.
LEARN HOW TO
PREP, PACKAGE
AND FREEZE FOOD
TO STAY IN IDEAL
CONDITION.**

FREEZER BAGS
Portion leftovers or
freezer meals to maximize
freshness.

GLASSES WITH LIDS
Keep contents airtight
and stack together
well in the freezer.

FOIL PANS
Great for casseroles;
cover with foil. Pans
are stackable, relatively
sturdy and disposable.

PLASTIC CONTAINERS
Come in various sizes
with tight-fitting lids
and stack easily.

QUALITY FIRST
Choose containers
specially designed for
freezing. They're less likely
to crack or leak during
temperature shifts.

HEAVY-DUTY FOIL
Protects overwrapped foods
from freezer burn. Use to
cover a dish without a lid.

PRODUCE PROTECTOR
Prevents browning and
protects flavor of fresh-
cut produce, such as
apples, when frozen.

**PLASTIC WRAP OR
WAXED PAPER**
Food layered between sheets
stays separated to prevent
sticking and freezer burn.

Top freezer- friendly tools

HY-VEE CARRIES HIGH-QUALITY
PACKAGING MATERIALS, DURABLE
CONTAINERS AND OTHER SUPPLIES TO
FREEZE SINGLE-PORTION MEALS, FAMILY-
SIZE CASSEROLES AND COOKIES.



Shop the Collection
Scan and shop at
[Hy-Vee.com](https://www.hy-vee.com) today!

SHARPIE PEN
Labels foods clearly; works best
at room temperature on foil,
plastic bags and glass.



FREEZER TAPE
Adheres to paper, plastic
wrap and aluminum foil for
moisture-resistant seal.





RAW MEAT/ SEAFOOD

PREP Soon after purchase, remove meat or seafood from store packaging. Fish fillets, chicken breasts, steaks, pork chops and ground beef all freeze well.

PACKAGE Tightly wrap food in plastic wrap or freezer paper, pressing wrapping against food surface. Next, wrap heavy-duty freezer foil around the food or place it in a resealable freezer bag.

FREEZE Store packages of meat or seafood in the coldest part of the freezer, farthest from the door, for 2 to 3 months.

THAW Place frozen packages in refrigerator and thaw gradually. If rushed for time, thaw in a microwave using DEFROST setting.



FRESH FRUITS

PREP Select fruits at peak freshness—berries, stone fruits, apples and pears freeze well. Wash and prep fruit to freeze in one of several ways—in natural form, in sugar-and-water syrup or lightly sprinkled with sugar. Treat fruits that are susceptible to browning with ascorbic acid or lemon juice.

PACKAGE Place fruit in moisture- and vapor-proof freezer bags or containers. Press out air, which leads to freezer burn. For an extra layer of protection, wrap bags in heavy-duty freezer foil.

FREEZE Freeze delicate fruits—berries, peach slices, etc.—in a single layer on a metal tray. Once frozen, transfer to freezer bags or containers; freeze for 8 to 10 months.

THAW Thaw fruits in bag or container in fridge or a bowl of cold water. Use frozen fruit for recipes such as smoothies or pies.



FRESH VEGETABLES

PREP Choose veggies at peak freshness—corn, peas, green beans, carrots and broccoli freeze well. Wash and prep veggies; then blanch, or cook briefly, in boiling water and plunge into ice water. Cool veggies for the same amount of time as blanching, then drain well. Blanching maintains nutrients and preserves flavors and colors.

PACKAGE Place veggies in moisture- and vapor-proof freezer bags or containers. Press out air, which can lead to freezer burn. For an extra layer of protection, wrap bags in heavy-duty freezer foil.

FREEZE Lay bags flat in a single layer in the freezer or leave space between containers. Once frozen, stack bags or containers to conserve space. For the best flavor and texture, use frozen vegetables within 8 to 10 months.

THAW/REHEAT Vegetables are best cooked from frozen. Add them directly to boiling water or microwave them with 2 Tbsp. water on HIGH until crisp-tender.



ENTRÉES/ CASSEROLES

PREP Thoroughly cool baked casseroles before freezing. To prep unbaked dishes, such as lasagna, for freezing, line the baking dish with heavy-duty freezer foil before building the layers.

PACKAGE Place individual portions of baked casseroles in moisture- and vapor-proof freezer containers. Wrap unbaked casserole dishes in heavy-duty freezer foil. Once frozen, remove casserole from the dish, tightly wrap in foil and plastic wrap, and replace in freezer.

FREEZE Stack frozen casseroles in the freezer. Freeze up to 6 months.

THAW/REHEAT Thaw a baked casserole in the refrigerator, then heat through (165°F). Unwrap a frozen unbaked casserole, pop it back into the baking dish and thaw overnight in the refrigerator. Bake until bubbly and an instant-read thermometer in the center reads 165°F.



BAKED GOODS

PREP Thoroughly cool unfrosted cakes, bars or cookies before freezing.

PACKAGE Double-wrap cake layers in plastic wrap, then heavy-duty freezer foil. Layer cookies between sheets of waxed paper in freezer containers. Freeze raw cookie dough in freezer containers. For logs of cookie dough, roll and wrap dough in plastic wrap and heavy-duty freezer foil.

FREEZE Store cake layers on a flat surface in the freezer to maintain shape. Freeze cookies, bars or cakes up to 3 months.

THAW Thaw cake layers and cookies on the counter for about an hour. Thaw frozen cookie dough in the container in the refrigerator. If dough is too stiff to work with, let it stand at room temperature to soften.



SOUPS/STEW

PREP Cool hot soup or stew quickly by placing it in a bowl set over another bowl filled with ice water. Or pour it into a large shallow pan to cool quickly.

PACKAGE Ladle cooled food into moisture- and vapor-proof freezer bags or containers. Use quart-size packages to allow food to freeze quickly.

FREEZE Lay bags flat in a single layer in the freezer or leave space between containers. Once frozen, stack bags or containers to save space. Freeze soups and stews up to 3 months.

THAW/REHEAT Thaw frozen soups or stews in the refrigerator overnight or in the microwave on DEFROST setting, never at room temperature. Reheat chowders over low heat; gumbo, stew, and hearty soups over medium-low heat. Stir occasionally.



5 food-safe freezer tips

1 Give It a Good Freeze

At first, allow space between packages and containers for air circulation. When frozen, stack items to save space.

2 Prevent Freezer Burn

Press out as much air from a bag or container as possible before sealing.

3 Leave Headspace

Leave ½-in. headspace in containers of soups, stews and stocks to allow for expansion during freezing.

4 Label It

Write the packaged and/or use-by date to ensure contents are used within the recommended time.

5 Freeze at 0°F

Food stored constantly at this temp will be safe. Only quality is affected with lengthy freezer storage.

TOP

Welcome to fall! It's time to enjoy the smooth texture and spicy aromatics of special wines recommended by a certified sommelier, along with tips to store and serve these seasonal standouts.

fall wines

get your glass

The shape, size and rim diameter of a wineglass can affect the taste and sensation of wine. To unlock the best wine experience for yourself and guests, learn which are most compatible.



BLAIR ZACHARIASEN, CERTIFIED SOMMELIER

Blair Zachariasen knows wine. As a Hy-Vee certified sommelier, or wine steward, she understands the nuances of wines, as well as the aromas and flavors.

She can match the best foods for specific wines and the wine glasses to use. She knows what the right accessories can do, such as to aerate a wine while pouring or storing an open bottle. "Oxygen is probably wine's biggest enemy," Blair says. See her wine preserving tips on page 57.

WHITE WINEGLASS

The glass balances the acidity and sugar of fruity white wines while emphasizing taste and aroma.



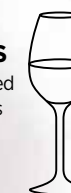
RED WINEGLASS

A large bowl enhances aroma and flavor by allowing the bouquet to fully develop.



ROSÉ WINEGLASS

An elegantly curved bowl emphasizes the bouquet and fresh fruitiness of rosé wines.



SPARKLING WINEGLASS

An elegant shape, with slender bowl and narrow rim, highlights bouquet and taste and preserves effervescence.



Libbey wineglasses are designed with strength and style in mind. The sophisticated styles make every occasion feel like a special one. Lead-free, dishwasher-safe and made in the USA.

FALL FAVORITES

ADD TO THE SPLENDOR OF THE SEASON BY POURING GLASSES OF ONE OF THESE FINE VARIETIES FROM HY-VEE.

TO LEARN
MORE ABOUT
WINE STYLES,
VISIT OUR WINE
GUIDE AT
[HY-VEE.COM/
WINE-GUIDE](http://HY-VEE.COM/WINE-GUIDE).

Cava

Features: Sparkling wine made from grapes in the Penedès region of Spain. Usually dry, with notes of ripe apples, pears and melon; characterized by a crisp finish.

Segura Viudas: from Penedès, a wine-making region near Barcelona, Spain.

Chenin Blanc

Features: Made from an oft-overlooked yet terrific grape variety; aromas of baked apples and apple blossoms and a finish that varies from slightly sweet to tart and dry.

Dry Creek Vineyard Chenin Blanc: from Clarksburg, California, in the Sacramento delta.

Pinot Gris

Features: A fall-friendly white wine with aromas that include Meyer lemons, pears and white nectarines. Easy to drink and a crowd-pleaser.

Acrobat Pinot Gris: from the Willamette, Umpqua and Rogue Valleys of Oregon.

Viognier

Features: Full-bodied white wine with stone fruit notes; lightly perfumed floral aromas of peach, mango and honeysuckle.

Cline Vineyards Viognier: from Sonoma, California.

Rosé

Features: Rosés from warm climates often are nice juicy wines with notes of ripe red raspberries, strawberries and black cherries.

Santa Julia Organica Malbec Rosé: from Mendoza, Argentina.

Côtes du Rhône

Features: Medium-bodied and silky on the tongue, with juicy red berry notes, a bit of spice and a hint of earthiness.

M. Chapoutier Belleruche Rouge: from the Rhône River valley of Southern France.

Sangiovese

Features: Made with the signature red grape of Italy's Tuscany region; rich but not heavy, often with notes of cranberries, plums, tomato vine, leather and dried herbs.

Sassoregale Sangiovese: from the Maremma coast of Tuscany.

Tempranillo

Features: Features the most well-known grape of Spain, with notes of cherry, cedar, tobacco and spice that are well-suited to fall flavors. Aged in oak barrels for toasty aroma.

Bodegas LAN Rioja Reserva: from the wine-making region of Rioja, Spain.

for serving wine

Choosing a wine is just the start. Then it's time to enjoy it! These tools make serving wine easy.

1 SIMPLY DONE WINGED CORKSCREW

This quality and affordable tool is invaluable for removing corks (and bottle caps).

2 TRUE AERIAL AERATING POURER

Durable acrylic and rubber drip-free pourer aerates wine to enhance aroma and flavor.

3 CHEFMAN ELECTRIC WINE OPENER

This rechargeable device removes corks automatically and without effort.

4 TRUE SHEAR FOIL CUTTER

The flex-grip wine bottle foil cutter with four blades makes quick, seamless cuts.

5 VINTURI RED WINE AERATOR

Award-winning device has a no-drip stand and screen to filter cork and sediment.

6 TWINE WINEGLASS TOPPER APPETIZER PLATES

Elegant, miniature mahogany plates sit atop wineglasses while holding appetizers.

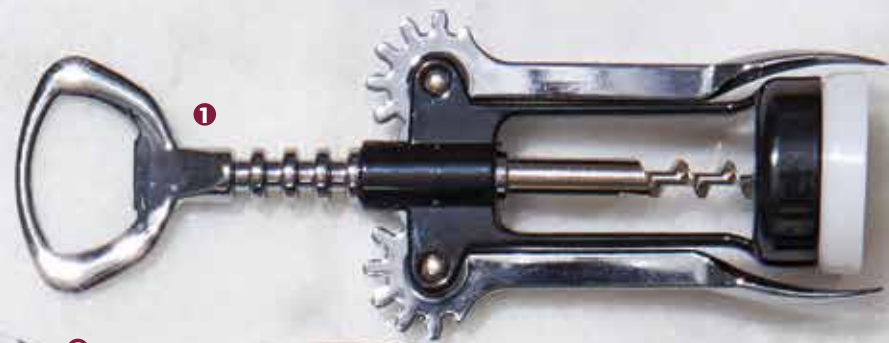
7 RABBIT ZIPPITY 2-STEP WAITER'S CORKSCREW

Compact, foldable corkscrew pulls corks with ease and has a built-in foil cutter.



Shop the Collection

Scan and shop at
hy-vee.com today!



WHEN WINE IS POURED INTO THE VINTURI AERATOR, THE PATENTED DESIGN CREATES A DIFFERENCE IN PRESSURE, WHICH DRAWS IN THE PROPER AMOUNT OF AIR FOR BETTER AROMA, ENHANCED FLAVOR AND SMOOTHER FINISH.



“IF A WINE IS DAMAGED FROM IMPROPER STORAGE, CONSIDER COOKING WITH IT OR USING IT TO MAKE SANGRIA OR ANOTHER WINE-BASED COCKTAIL THAT MASKS FLAVORS.”

—BLAIR ZACHARIASEN, CSW, CSS
WINE, BEER & SPIRITS MANAGER,
HY-VEE, DES MOINES, IOWA

Wine Accessories
See how to use some of our most practical wine accessories. Watch the video at hstv.com.



Watch and learn
at [HSTV.com](https://hstv.com) today!

FOR PRESERVING WINE

SOME WINES GET BETTER WITH AGE, WHILE MOST SHOULD BE ENJOYED WITHIN A YEAR OR TWO OF PURCHASE. IN EITHER CASE, PROPER STORAGE IS IMPORTANT.

Before opening

“Store the wine somewhere dark and cool with decent humidity,” says Hy-Vee certified sommelier Blair Zachariasen. “Wines with a natural cork need to be stored on their side so the cork does not dry out and allow oxygen to start seeping in before you even open it. Wine with screw caps and synthetic corks should be kept upright.”

After opening

“Once a bottle is open, keep it upright,” says Zachariasen. “This leaves the least amount of surface area exposed to oxygen.” Also, use a snug-fitting stopper and keep the wine in a cool spot—or in the fridge. “A wine should last 3 to 5 days stored like this,” she adds.

AVOID STORING WINE LONG TERM IN THE FRIDGE (IT'S TOO DRY) OR NEAR HEAT SOURCES SUCH AS A STOVE, DISHWASHER OR ON TOP OF THE FRIDGE.



RABBIT CHAMPAGNE SEALER & WINE POURER/STOPPER
Twisting sealer for champagne, flip-top pourer/stopper for wine.



TRUE PRESERVE VACUUM PUMP STOPPER SET
Stainless-steel pump extracts air to prevent oxidation of wine.

WINE WORDS

USE THESE WINE TERMS TO DESCRIBE YOUR WINE-TASTING EXPERIENCE.

Acidity: Essential to quality and preservation; ranges from a pH of 4.0+ for very low acid wines to 3.0 for sweet white wines.

Aeration: Allows wine to breathe, enhancing flavor by softening tannins and releasing gases; accomplished by decanting or using an aerator.

Dry: Wine that has been completely fermented with little residual sugar or sweetness.

Earthy: Residual flavor or aroma of soil that adds to complexity.

Full-bodied: Rich and complex with a lingering flavor.

Mouthfeel: How a wine feels in the mouth (e.g. silky, smooth, rough).

Length: How long the taste and aroma linger after swallowing.

Tannins: Naturally occurring compounds that contribute bitterness, astringency or dryness.

*
"Switch things
up and try
something new."

CRAZY EASY EATS

"A few ingredients
and an appetite
are all you need."

"A sharp knife is
a fast knife."

These one-dish, freezer-friendly meals call on Hy-Vee Short Cuts, seasoning mixes, prepared meats and other time-saving ingredients.

Mexican Skillet Dinner

- 1 Heat 1 Tbsp. **Hy-Vee canola oil** in a large skillet. Add 1 lb. **85%-lean ground beef**, ½ cup **Hy-Vee Short Cuts chopped white onions** and 1 (1.25-oz.) pkg. **Hy-Vee taco seasoning mix**. Cook until meat is browned, stirring occasionally. Drain off fat and return meat mixture to skillet.
- 2 Stir in 2 (14.5-oz.) cans undrained **Hy-Vee diced tomatoes**, 1 (15-oz.) can rinsed and drained **Hy-Vee black beans**, 1 cup uncooked **Hy-Vee long grain white rice** and 1 cup **Hy-Vee no-salt-added beef broth**.
- 3 Bring mixture to boiling; reduce heat. Cover and simmer 20 minutes or until rice is tender. Sprinkle 1½ cups **Hy-Vee finely shredded taco or Mexican cheese** over food. Cover and let stand until cheese is melted.
- 4 Add desired toppings, such as **Hy-Vee sour cream**, **jalapeño pepper slices**, **chopped avocado**, **chopped tomato** and **cilantro**. Serve immediately. Serves 6.



*
"Stock the pantry
and fridge and
you're all set."



**ONE PAN, NO
STRESS** SAUTÉ,
SIMMER AND KEEP
DINNER WARM IN
THE SAME SKILLET.
CLEANUP IS EASY.

Personal Pan Lasagnas

1

Preheat oven to 350°F. Spray 6 (6×3½×2 in.) foil pans with **Hy-Vee nonstick cooking spray**; set aside. Cook 9 dry **Hy-Vee lasagna noodles** according to package directions; drain and halve noodles crosswise.

2

Heat 1 Tbsp. **Gustare Vita olive oil** in a large skillet over medium-high heat. Add 1 lb. **Italian-seasoned ground pork** and ½ cup **Hy-Vee Short Cuts chopped red onions**. Cook until meat is browned and onion is tender. Season to taste with **Hy-Vee salt and black pepper**. Stir in 1 (28-oz.) can **Hy-Vee crushed tomatoes** and 1 Tbsp. **Hy-Vee Italian seasoning**. Simmer, covered, for 15 minutes.

3

Combine 1 beaten **Hy-Vee large egg**, 1 (15-oz.) container **whole milk ricotta cheese**, 1¼ cups **Hy-Vee shredded mozzarella cheese**, ¼ cup **Hy-Vee shredded Parmesan cheese** and ¼ cup finely chopped fresh **Italian parsley**. Season to taste with **Hy-Vee salt and black pepper**.

4

To assemble, spoon 2 Tbsp. meat sauce into each prepared pan. Top with a noodle half, 2 Tbsp. sauce, 2 Tbsp. ricotta mixture and noodle half. Repeat layers starting with sauce. Add remaining meat sauce. Cover with foil. Freeze or bake 25 minutes or until heated through (165°F). Uncover. Sprinkle ¾ cup **Hy-Vee shredded mozzarella cheese** on top. Bake, uncovered, 5 minutes. Let stand 5 minutes. Garnish with **parsley**, if desired. Serves 6.





HY-VEE
MAKES
IT EASY!



→ **Hy-Vee Short Cuts** eliminates the step of chopping red onions.

→ **Hy-Vee Italian Seasoning** adds a medley of herbs in one good measure.

→ **Hy-Vee shredded cheese** is a timesaver. Just open the bag and it's ready.

EZ

FREEZE UNBAKED LASAGNA THEN THAW OVERNIGHT IN THE FRIDGE. BAKE AS DIRECTED FOR 40 MINUTES, THEN TOP WITH CHEESE.

*
"Layer on the Italian flavors!"

"FAST USES FOR FREEZER MEATBALLS=SOUPS, SANDWICHES OR PASTA."

EZ

FOR SOFT BREAD CRUMBS, TEAR PIECES OF HY-VEE BAKERY ITALIAN BREAD AND WHIRL IN THE BLENDER OR FOOD PROCESSOR.



*
For More EZ PZ meals, visit HSTV.com today!



Fix-and-Freeze Meatballs

1

Preheat oven to 375°F. Line two large rimmed baking pans with foil; spray foil with **Hy-Vee nonstick cooking spray**. Set aside.

2

Combine 4 beaten **Hy-Vee large eggs**, ¾ cup **soft bread crumbs**, 1 cup **Hy-Vee shredded Parmesan cheese**, ½ cup finely chopped **fresh Italian parsley**, ½ cup **Hy-Vee Short Cuts chopped white onions**, 1 tsp. **Hy-Vee salt**, ¾ tsp. **Hy-Vee black pepper** and 2 minced **garlic cloves** in a large bowl. Add 2 lb. **85%-lean ground beef** and 1 lb. **ground pork**; mix well.

3

Shape mixture into 40 (1-in.) meatballs. Place meatballs on prepared pans. Bake one pan at a time for 20 to 25 minutes or until meatballs are cooked through (165°F). Drain off fat.

4

Cool meatballs. Place in a single layer on a rimmed pan lined with waxed paper. Freeze 30 minutes or until firm. Transfer meatballs to resealable freezer bags or freezer containers. Seal and freeze up to 3 months. Thaw in refrigerator before using. Serves 8 (5 meatballs each).



Beef Steak Burritos

Place 1 cup uncooked **Hy-Vee instant brown rice**, 1 cup water and 1 Tbsp. seasoning from 1 (1.25-oz.) pkg. **Hy-Vee taco seasoning mix** in a microwave-safe bowl. Microwave according to package directions. Stir in ½ cup **Hy-Vee thick & chunky salsa**. Set aside.

Heat 1 Tbsp. **Hy-Vee canola oil** in a medium skillet over medium heat. Add 1 (14-oz.) pkg. frozen **Hy-Vee shaved beef steak**, thawed, and remaining seasoning from the (1.25-oz.) pkg. **Hy-Vee taco seasoning mix**. Cook and stir until no pink remains in the meat.

Wrap 8 **Hy-Vee burrito-size flour tortillas** in damp paper towels. Microwave on HIGH at 30-second intervals until warmed through.

Divide rice mixture, 1 cup drained and rinsed **Hy-Vee no-salt-added black beans**, beef mixture and 1 cup **Hy-Vee shredded Cheddar cheese** among warmed tortillas. Add desired toppers, such as chopped tomato, jalapeño pepper, avocado and torn greens. Fold in tortilla sides, then roll. Serves 8.



"Roll in all the good flavors."

EZ

HY-VEE SHAVED USDA CHOICE BEEF, AVAILABLE IN THE MEAT DEPARTMENT, COOKS EXTRA QUICK FOR THIS 20-MINUTE RECIPE.

chicken, Veggie & Farfalle Soup

Heat 1 Tbsp. **Gustare Vita olive oil** in a Dutch oven over medium-high heat. Add 1 cup **Hy-Vee Short Cuts chopped white onions**; cook until softened. Add 2 minced **garlic cloves**, 2 tsp. each finely chopped **fresh thyme and rosemary**; cook until fragrant.

Add 6 cups **Hy-Vee 33%-less-sodium chicken broth**. Bring to boiling. Add 1 cup uncooked **traditional Gustare Vita farfalle pasta** and 1 cup thinly sliced **carrot**. Return to boiling; reduce heat. Simmer, covered, for 10 minutes.

Add 2 cups **Hy-Vee frozen green beans** and 2½ cups shredded **Hy-Vee rotisserie chicken**; heat through.

Stir 1 tsp. each finely chopped **fresh thyme and rosemary** into soup. Season to taste with **Hy-Vee black pepper**. Serve in bowls topped with **lemon wedges or slices**. Serves 8.



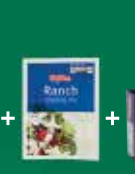
Buffalo Chicken Chili

Heat 1 Tbsp. **Gustare Vita olive oil** in a Dutch oven over medium-high heat. Add 1 chopped **yellow onion**, 1 cup chopped **celery**, 1 cup **Hy-Vee Short Cuts chopped red bell peppers** and 3 minced **garlic cloves**; cook until softened and fragrant.

Stir in 3 cups **Hy-Vee 33%-less-sodium chicken broth**, 1 (14.5-oz.) can **Hy-Vee diced tomatoes**, 1 (15-oz.) can drained and rinsed **Hy-Vee cannellini beans**, ½ cups **Hy-Vee Big Bad Buffalo sauce**, 1 cup **Hy-Vee frozen corn** and 3 Tbsp. **Hy-Vee ranch dressing mix**. Bring mixture to boiling; reduce heat. Simmer 15 minutes.

Stir in 1 (8-oz.) pkg. **Hy-Vee cream cheese**, cut up, and 5½ cups shredded **Hy-Vee rotisserie chicken** (1½ lb.); cook over low heat until cream cheese is melted.

Just before serving, stir in ½ cup finely chopped **cilantro**. Garnish with celery, blue cheese crumbles and additional Buffalo sauce, if desired. Serves 10.



EZ
FREEZE WITH EASE
TRANSFER SOUP TO FREEZER CONTAINERS AND FREEZE UP TO 3 MONTHS. REFRIGERATE TO THAW OVERNIGHT.

"Souper-duper flavor in one big pot."

food chart

MAKE YOUR OWN SPICE BLENDS

Tailor each seasoning combo to your own taste. Toasting the spices over low heat until fragrant brings out complex flavors. Store in a cool, dry place up to 6 months.



1

Autumn Blend

Combine 3 Tbsp. Hy-Vee dried rosemary leaves, 2 Tbsp. Hy-Vee ground cumin, 2 Tbsp. ground coriander, 2 tsp. Hy-Vee ground cinnamon and ½ tsp. Hy-Vee salt. Makes about 8 Tbsp.

USE IT ON: Oven-roasted veggies (carrots, parsnips, butternut squash, potatoes), stews, roasted chicken or baked or poached apples or pears.



DRIED ROSEMARY LEAVES



GROUND CUMIN



GROUND CORIANDER



GROUND CINNAMON

2

Maple-Spice Blend

Combine 3 Tbsp. cinnamon-maple seasoning, 2 tsp. Hy-Vee ground ginger, 2 tsp. Hy-Vee ground nutmeg and 1 tsp. ground cardamom. Makes 4½ Tbsp.

USE IT ON: Roasted squash, sweet potatoes or pears. Or use to flavor a ham glaze, cinnamon rolls, quick breads or cookies. Or lightly dust a coffee drink or whipped cream.



CINNAMON-MAPLE SEASONING



GROUND GINGER



GROUND NUTMEG



GROUND CARDAMOM

3

Ranch Spice Blend

Combine 2 Tbsp. Hy-Vee parsley flakes, 2 tsp. Hy-Vee dill weed, 2 tsp. Hy-Vee garlic powder, 2 tsp. That's Smart! onion powder and ¼ tsp. Hy-Vee salt. Makes 4 Tbsp.

USE IT ON: Buttered popcorn, mashed potatoes, chicken salad, avocado toast, fries or pizza. Or stir into crumb coatings or Greek yogurt for a veggie dip.



PARSLEY FLAKES



DILL WEED



GARLIC POWDER



ONION POWDER

4

Mediterranean Herb Blend

Combine 1 Tbsp. Hy-Vee dried thyme leaves, 1 Tbsp. Hy-Vee dried sweet basil, 1 Tbsp. Hy-Vee dried oregano, 1 Tbsp. dried leaf sage and ½ tsp. Hy-Vee salt. Makes 4 Tbsp.

USE IT ON: Grilled fish, poultry, pork, vegetables, pasta, pizza or bread. Or add to soups, tomato-based pasta sauce or salad dressing.



DRIED THYME LEAVES



DRIED SWEET BASIL



DRIED OREGANO



DRIED LEAF SAGE

5

All-Purpose Blend

Combine 3 Tbsp. Hy-Vee chili powder,* 2 Tbsp. That's Smart! dried minced onion, 1 Tbsp. Hy-Vee dried oregano leaves, 1 Tbsp. Hy-Vee ground cumin and 1 tsp. kosher salt. Makes 7½ Tbsp.

***Note:** If desired, substitute ground ancho chili powder or chipotle chili powder. Both add heat while lending deep smoky flavor.

USE IT ON: Steak, pork ribs, burgers, pork tenderloin, BBQ sauces, corn on the cob, chili and stews, enchiladas, tacos or roasted root vegetables.



CHILI POWDER



DRIED MINCED ONION



DRIED OREGANO LEAVES



GROUND CUMIN

6

Smoky Spice Blend

Combine 3 Tbsp. smoked paprika, 1 Tbsp. Hy-Vee garlic powder, 2 tsp. Hy-Vee cayenne pepper, 1 tsp. crushed celery seed, 1 tsp. kosher salt and ½ tsp. Hy-Vee black pepper. Makes 5½ Tbsp.

USE IT ON: Meat or poultry as a dry rub, shrimp, vegetables or oven roasted nuts. Or stir into hearty sauces, chilis, stews or hummus.



SMOKED PAPRIKA



GARLIC POWDER



CAYENNE PEPPER



CRUSHED CELERY SEED

2-hour grocery pickup

NOW AVAILABLE.

Now Hy-Vee Aisles Online is faster and easier than ever with a 2-hour grocery pickup option. **Try it today.**



Select the "Get it faster" time slot option on Aisles Online for \$9.95.

life

Family-friendly Halloween fun, tips to save on your groceries, care for clothes plus tidying the bathroom and more.

- 68** SPOOKY SAFE
- 70** A FALL WELCOME
- 72** ONE MILLION DOLLARS, ONE MILLION HOURS
- 76** 90 YEARS
- 80** 24 STRATEGIES TO IMPROVE FAMILY LIFE
- 86** FOOD BUDGET SLASHER
- 93** ORDER: BATHROOM ORGANIZATION TIPS
- 96** UNLOADED: MAKE LAUNDRY DAY A CLEAN SWEEP

SPOOKY SAFE

These at-home Halloween activities and projects for kids are more bloodcurdling fun than a night of trick-or-treating. Everything you need is in the Hy-Vee aisles.

1 SLIMED!

Empty a 6-oz. container of Elmer's Classic Glitter Glue in a bowl or on a flat surface, then sprinkle about 1 Tbsp. of baking soda into the glue and mix. Squirt in a small amount of contact lens saline solution, then mix. Experiment with the ingredients until slime is somewhat gooey but doesn't stick. Then stretch away!



For more crafty ideas, follow us on Pinterest at [Pinterest.com/hyvee](https://www.pinterest.com/hyvee).



2 POP-A-PUMPKIN

Pick up a passel of orange balloons at the Hy-Vee Floral Department. Before inflating them, place a candy, paper money or trinket inside. Inflate, tie the end, then attach them to a wall with tape. Cut a stem shape from green construction paper and tape it to the wall above the balloons. Then let the fun begin as kids take turns sticking a push-pin into a balloon and collect their prizes.



3 CREEPY CAULDRON

Fill a plastic trick-or-treating pail with cans of aerosol spray streamers such as Silly String and Wacky String, and throw in a few plastic spiders for extra thrills. Don't worry—the spray streamers pull off household surfaces, though they're probably more fun used outdoors.



4 MONSTER ROLLS

Paint cardboard toilet-paper rolls with Crayola Washable Kids' paint, then hot-glue goofy touches with candy corn, candy eyes, Lifesavers and other candies. Also: Popsicle sticks (antennae), licorice (hair), a Brillo soap pad (hair) and a cupcake liner as a skirt.

5

WITCH-HAT RING TOSS

Perform some wizardry with black spray paint, empty glass soda or water bottles and black paper plates. Attach the painted bottles to the plates with hot glue. Fashion rings from rings at the tops of quart-size ice cream containers. Use duct tape for the "buckles" on the hats.



6

FRIGHT-NIGHT HUNT

Haunt the backyard and let kids search for their treats. Wrap kitchen cheesecloth around tree trunks, or drape it across bushes or along window boxes, then tuck in the treats. Fill small paper bags with candy, small toys or trinkets and tie to branches or fence posts.





FALL FLORALS

Add fall flair with this 21-in.-wide wreath on a grapevine wreath base decorated with football and button mums, scabiosa pods, red hypericum berries, green reindeer moss, pepperberries and Italian ruscus. See how-to, *right*.

A FALL WELCOME

Accent your entry with autumn colors and textures. Craft wreaths from fresh flowers, dried grasses and twigs and a range of other floral supplies available at Hy-Vee.

YELLOW DOT

This 26-in. wreath, *right*, has definite artistic flare. Make 24 bundles of 8-in. twigs, each with 10 to 12 twigs. Wrap ends in craft-paper-covered floral wire. Layer bundles onto an 8-in. metal ring at a slight angle, securing with the floral wire. Cut Billy Balls (*Craspedia*) to 10-in. lengths and poke into wreath. Use extra twigs to fill in and cover floral wire. Place fall leaves around inner portion of wreath and secure with hot glue. Trim ends of twigs to uniform circular shape.

ASSEMBLE FALL FLORALS WREATH:

1. CHOOSE THE RIGHT BASE

Hy-Vee Floral offers metal, foam and grapevine wreath bases. We used an 18-in. grapevine base for the fresh Fall Florals wreath.

2. PLACE A LAYER OF GREENS

Clip top sections of greens (Italian ruscus and pepperberries), then insert stems into the grapevine base. Space them out for a light, wispy look.

3. ADD FLOWERS, BERRIES AND MOSS

Cut mums and other florals, leaving stems 1½ to 2 in. long. Place the larger flowers into wreath first for desired spacing, then fill in with smaller flowers (button mums and scabiosa pods) and berries. Use a hot glue gun to attach the moss and florals with shorter stems. Fill out with additional greens as needed.

WHITE ON WHITE

Featuring dried grasses, this 28-in. wreath will have a lasting presence if kept dry. Cut grasses into about 8-in. lengths and insert into an Oasis floral foam ring. Starting with the larger pampas grass, insert each stem at a slight angle. Leave space between to add alternating layers of feathery and wheat-type grasses. Cut shorter pieces to cover the base and finish with bunny tails for added texture. When wreath is assembled, trim longer grasses as needed.



VISIT THE HY-VEE FLORAL DEPARTMENT FOR IDEAS AND SUPPLIES TO **MAKE A WREATH.**



Hy-Vee's ONE MILLION DOLLARS

DOING BETTER MEANS DOING MORE

"AT HY-VEE, WE HAVE ALWAYS BEEN COMMITTED TO HELPING OUR COMMUNITIES AND SHOWING THEM WE CARE. OUR COMMUNITIES SUPPORT OUR STORES, AND WE SUPPORT THOSE COMMUNITIES. EVERYTHING THAT'S HAPPENING RIGHT NOW IS HIGHLIGHTING THE WAYS THAT WE CAN DO MORE AND DO BETTER TO HELP OUR COMMUNITIES, AND THAT'S WHAT WE'RE COMMITTED TO DO."

—Sailu Timbo, Hy-Vee Vice President,
Community and Diversity Relations

THE FIRST STEP IS ONE STEP

Hy-Vee's donation is funded through the company's philanthropic **One Step** program. Since its inception, **One Step** has provided:

- nearly \$1 million dollars to build 86 wells in poverty-stricken communities without a supply of clean drinking water
- \$1.18 million to serve 9.5 million meals to hungry people in the U.S. and overseas
- funding to create 750 community gardens in urban and suburban areas to support education and food production
- financial support to plant more than 420,000 trees in the Midwest
- an additional \$1 million during the COVID-19 pandemic to Feeding America-affiliated food banks throughout Hy-Vee's 8-state region

ONE MILLION HOURS

OFFERING SUPPORT, LENDING A HAND, MAKING A DIFFERENCE

Hy-Vee is ramping up its community outreach efforts by donating \$1 million and committing to provide one million volunteer hours to organizations that support racial

unity and equality. So far, \$470,000 of the million dollars has been distributed.

"The events of this spring and summer have definitely shown all of us that there needs to be more emphasis on creating racial equality in our communities, and Hy-Vee is committed to doing just that," says Sailu Timbo, Hy-Vee vice president for community and diversity relations.

THE DOLLARS

"The monetary donations are very important," Timbo says. "These organizations definitely need concrete financial commitments to create the programming and events that meet their communities' needs."

THE HOURS

"We're going to our existing community partners and seeking out new organizations, and asking these groups, 'What help do you need?' We've got thousands of employees who are focused each day on serving

their customers and communities, and we can help meet those needs," Timbo says. As a result, he adds, "I think that engagement is going to have some exponential gains and some sustainable relationships will be built out of it."

"The **One Step** name reflects the idea that while we can't solve all the problems, we can take one step toward a better future. That's what we want to do right now," says Timbo.

COMMUNITY OUTREACH

Hy-Vee's \$1 Million Dollar and 1 Million Volunteer Hour commitment launched in June and has already benefitted many organizations. "We've always worked to be the good neighbor for all of our customers and our communities, and this is part of our continued efforts, part of how we continue to learn and grow and have a better understanding of each and every community that we serve," says Sailu Timbo, Vice President of Community and Diversity Relations at Hy-Vee.

DES MOINES



The Evelyn K. Davis Center helps central Iowans build their educational and job dreams by providing workforce training, employment opportunities and financial coaching services. The center, which received a donation of \$50,000 from Hy-Vee, is a partnership among the Community Foundation of Greater Des Moines, The Directors Council, United Way of Central Iowa and Des Moines Area Community College (DMACC).



Urban Dreams provides a wide range of human service programs that break down barriers to underserved and underrepresented populations throughout Des Moines' inner city and central Iowa. Hy-Vee's \$50,000 contribution will benefit Urban Dreams programs including outpatient substance abuse treatment, workforce development, community connectivity, and mental health treatment.



Starts Right Here is an organization that uses the arts, entertainment, hip-hop, music, programs and other methods to empower young people to interact constructively, build significant relationships and encourage positive life choices. Hy-Vee's \$50,000 donation will help develop additional vocational programming, volunteer programs and mentoring at the organization's Des Moines facility, currently under construction.



The Des Moines branch of the NAACP is committed to providing equal opportunity for jobs, education, health care and the criminal justice system, as well as protecting voting rights. Its mission is to eliminate race-based discrimination and ensure the health and well-being of all persons. Hy-Vee donated \$50,000.

MINNEAPOLIS

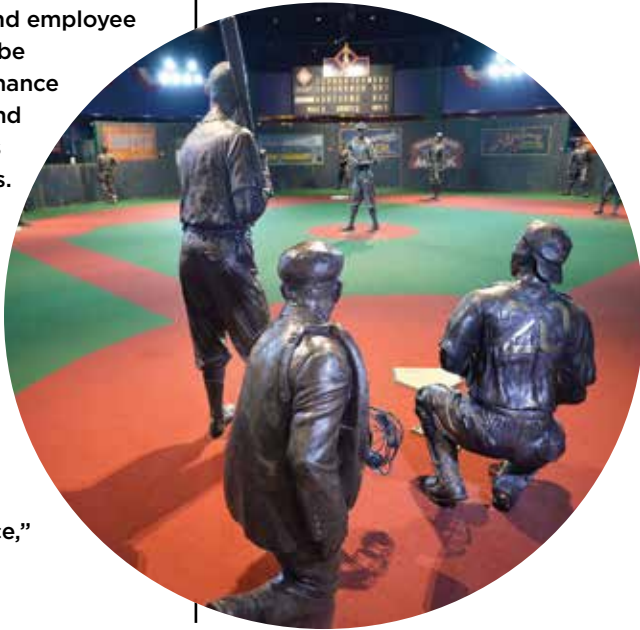


Page Education Foundation inspires young people throughout the state of Minnesota to attend college. In return for financial help, Page Scholars mentor younger students in grades K-8. Hy-Vee's \$120,000 donation will go toward creating more scholarship awards and providing further education and mentorship opportunities for students. "At the Page Foundation, their focus is to help youth with education and scholarships, and we know that's very important," says Timbo. One goal is to see how store services and employee expertise could be leveraged to enhance the education and career readiness of Page Scholars. "We look at organizations that are going to allow us be able to connect and engage in unique ways versus just being a financial resource," Timbo says.

KANSAS CITY



Negro Leagues Baseball Museum in Kansas City is the world's only museum dedicated to preserving and celebrating the history of African-American baseball and its impact on social advancement in America. Hy-Vee, which has supported the Museum since 2014, is donating an additional \$50,000 to support the Museum's future community outreach.



HY-VEE HELPS

Being a good partner really means being a good neighbor.



HY-VEE IS DONATING NUTRITIOUS FOODS SUCH AS FRUITS AND VEGETABLES TO FOOD BANKS.

OTHER INITIATIVES

In addition to the \$1 Million and 1 Million Volunteer Hour commitment, Hy-Vee is heavily involved in ensuring food security for poor and underprivileged residents. A few recent efforts to help food banks:

COVID-19 Relief

Hy-Vee raised more than \$1 million in the spring to supply local food banks across its 8-state region during the COVID-19 outbreak. The money benefits 17 Feeding America-affiliated food banks. Hy-Vee matched customer donations dollar for dollar up to \$500,000 from its One Step program.



HY-VEE DONATED \$100,000 TOWARD THE SUCCESSFUL STUFF-A-TRUCK CAMPAIGN.

Stuff-A-Truck

In June, Hy-Vee stores in the Twin Cities partnered with customers and suppliers to hold a weeklong Stuff-A-Truck campaign. Eighteen truckloads of food worth nearly \$800,000 went to local nonprofits and food banks. "Our store leaders in the Twin Cities area responded right away and pulled together a huge event that could make an immediate impact for area food banks and the people they serve," says Sailu Timbo. "Also, we had the support of many of our vendor partners, and with their help and contributions, we were able to provide for a critical need for many Twin Cities neighbors."

End Summer Hunger

More than 11 million children face hunger in America and this number could escalate to 18 million as a result of the pandemic. In response, Hy-Vee partnered with Kellogg's and Keurig Dr Pepper to provide 1.5 million meals to children and families in need. For every qualifying purchase made at our stores, one meal (10¢) was donated to Feeding America® food banks in local communities.

RETAIL VALUE OF PRODUCE DONATIONS \$730,500

starting April 1 in partnership with produce vendors, Hy-Vee began donating fresh produce to local food banks and families in need.



NINE DECADES OF SERVING CUSTOMERS IS REASON TO CELEBRATE! HERE'S HOW HY-VEE HAS EVOLVED.

HY-VEE has served the needs of shoppers and stayed in tune with their habits for nine decades. Within every Hy-Vee milestone—from that first store in Beaconsfield, Iowa, in 1930 to its network of more than 270 stores in eight Midwestern states today—customers come first. Most recently, that includes the challenge of meeting customers' needs during a continuing pandemic by ramping up online shopping, grocery pickup and delivery services. For Hy-Vee, it was all a matter of forward-thinking.

Such thinking was behind the establishment of a 1,000-square-foot store by Hy-Vee co-founders Charles Hyde and David Vredenburg. Their goal was to provide "good merchandise, appreciative service and low prices."

Since then, Hy-Vee has emphasized health, hiring dietitians; incorporating HealthMarket aisles of health-conscious foods; and creating programs for kids' exercise and healthy living, diabetes management and smoking cessation. Hy-Vee's monthly magazines, the former *Balance* magazine and the current *Seasons*, offer recipes, guidance and inspiration on food, health and lifestyle. Hy-Vee also puts focus on those in need and on the environment with its One Step program of donating proceeds of sales on select products for clean-water projects, garden and tree planting and feeding meals to those in need.

Read on to see how Hy-Vee has served the Midwest one smart and caring step at a time.

1930

FOUNDED BY CHARLES HYDE AND DAVID VREDENBURG IN BEACONSFIELD, IOWA

1938

Hyde & Vredenburg Inc. officially incorporated

1940

Centerville, Iowa, supply store opens with new concepts—shopping carts, frozen food cases, fluorescent lights and background music

1941

FIRST CORPORATE DONATION MADE WITH A \$400 GIFT TO THE BOY SCOUTS

1948

Chariton Distribution Center opens

1949

COMPANY'S FIRST "SUPERMARKET" OPENS

in Centerville, Iowa, with its own parking lot, carry-out service and self-service meat cases

1952

THE NAME "HY-VEE" IS ADOPTED AS THE COMPANY NAME AFTER AN EMPLOYEE NAMING CONTEST



1956

FIRST PRIVATE-LABEL PRODUCTS INTRODUCED

1957

First in-store bakery opens in Iowa City, Iowa

1960

Becomes employee owned

1963

HY-VEE DEBUTS POPULAR SLOGAN

“Where there's a helpful smile in every aisle”

1963

COMPANY NAME OFFICIALLY CHANGED TO

HY-VEE FOOD STORES INC.

1969

The first Hy-Vee Drugtown opens



1995

CORPORATE OFFICE MOVES FROM CHARITON TO WEST DES MOINES, IOWA

1997

The first Hy-Vee Gas opens in Davenport, Iowa

1998

SELF-SCANNERS INTRODUCED IN DES MOINES, IOWA

1975

100

HY-VEE'S 100TH STORE (AND FIRST TO USE ELECTRONIC CASH REGISTERS) OPENS IN KEOKUK, IOWA

1979

FULL-SERVICE FLORAL DEPARTMENT INTRODUCED

1985

FIRST FOOD AND DRUG "COMBO" STORE OPENS IN LINCOLN, NEBRASKA

1992

First Chinese Express opens in Independence, Missouri



2000

LOGO UPDATED TO THE ONE CURRENTLY IN USE

2000

First in-store dietitians are hired

Hy-Vee **HealthMarket**

2001

THE FIRST HY-VEE HEALTHMARKET OPENS IN COLUMBIA, MISSOURI (THERE ARE NOW NEARLY 200)

2001

FIRST SPORTS PARTNERSHIP FORMED WITH KANSAS CITY ROYALS

(now includes Kansas City Chiefs, Minnesota Vikings, Minnesota Wild, Minnesota Timberwolves, Minnesota Lynx and Iowa Wolves)



2006

HY-VEE SEASONS MAGAZINE IS LAUNCHED

2009

HY-VEE BEGINS PARTNERSHIP WITH HONOR FLIGHT ORGANIZATIONS IN DES MOINES, QUAD CITIES AREA AND CEDAR RAPIDS, IOWA

Hy-Vee **ONE STEP**

2011

LAUNCH OF HY-VEE ONE STEP, WITH PROCEEDS SUPPORTING CHARITABLE AND COMMUNITY ORGANIZATIONS





2012

THE HY-VEE FUEL SAVER PROGRAM BEGINS, OFFERING DISCOUNTS AT THE PUMP AND REWARDS

2012

FIRST MARKET GRILLE FULL-SERVICE RESTAURANT OPENS AT THE URBANDALE, IOWA, HY-VEE



2014

RESPONSIBLE CHOICE DESIGNATION RECEIVED FOR ENVIRONMENTAL SOURCING OF SEAFOOD

Hy-Vee KIDSFIT.

2015

KIDSFIT PROGRAM DEBUTS, promoting physical activity among children



2015

HY-VEE AISLES ONLINE BRINGS ONLINE SHOPPING TO ALL STORES



2017

Forms partnership with Performance Inspired, Mark Wahlberg's sports nutrition line



2015
LARGEST STORE TO DATE—

108,000

—SQUARE FEET OPENS IN BLOOMINGTON, ILLINOIS

wahlburgers
2018

Opens first Wahlburgers Restaurant at Mall of America



2018

HY-VEE LAUNCHES HSTV A FREE ONLINE VIDEO STREAMING NETWORK WITH MORE THAN 40 PROGRAMS THAT OFFER RECIPES, WORKOUTS, LIFE HACKS AND MORE.

2019

Implements Apple Pay and Visa contactless payments in all stores

JOE FRESH

2019

Partners with clothing retailer Joe Fresh to offer on-trend, affordable clothing and accessories

2020

DSW SHOES NOW AVAILABLE

Hy-Vee partners with DSW Designer Shoe Warehouse to offer on-trend footwear from Vince Camuto, Sperry, Lucky and other top designers in-store and online.

Hy-Vee Roots

LEARN ABOUT SOME OF THE FAMOUS PEOPLE WHO'VE WORKED THE HY-VEE AISLES. FROM CHECKERS TO COURTESY CLERKS, THESE FAMOUS FIVE GOT THEIR START AT HY-VEE.

KURT WARNER

former quarterback for the St. Louis Rams and Arizona Cardinals, worked as a part-time night stocker at the Cedar Falls, Iowa, store from 1994 to 1995.

ASHTON KUTCHER

Hollywood actor and producer, was a part-time courtesy and kitchen clerk in 1994 at the Coralville, Iowa, Lantern Park Plaza store.

KIM REYNOLDS

Iowa governor, worked at the Mt. Pleasant, Iowa, store as a checker and stocker from 1984 to 1985.

DAVID COOK

singer-songwriter and American Idol winner, worked at the Blue Springs, Missouri, store as a meat clerk from 1999 to 2001.

ADAM YOUNG

singer-songwriter and multi-instrumentalist, worked at the Owatonna, Minnesota, store as a frozen foods clerk from 2004 to 2005.

OUT HERE, IT'S DEW.



DO THE DEW

DEW, MTN DEW, the MTN DEW Logo, the Mtn Dew Landscape, DIET MTN DEW, the DIET MTN DEW Logo, the Diet Mtn Dew Landscape and DO THE DEW are registered trademarks of PepsiCo, Inc.

24

STRATEGIES TO Improve Family Life

WITH A LITTLE HELP FROM HY-VEE

SUBTRACT THE STRESS,
ADD EFFICIENCY,
AND MULTIPLY THE FUN AS
YOU BRING YOUR FAMILY
CLOSER TOGETHER.

1

DINNER SHOW-AND-TELL

Encourage each family member to bring something to share—an essay, poem, song, drawing, photo, riddle or trivia—with everyone at the dinner table.

AROUND THE TABLE

2

Dinner Planning with Hy-Vee.com

Breaking bread together is an age-old practice for good reason: It works! And it's rewarding. Share stories and news, but more importantly, be an attentive listener to show interest and foster trust. To make sure you're not rushed, visit hy-vee.com for simple recipes that you can put together in a flash.

3

HY-VEE KITCHEN MEALS

Picky eaters? Turn frowns upside down with Hy-Vee Kitchen meals. Most serve 1 or 2; whole rotisserie chicken and pasta dishes serve more. A sample of what's available:

- Rotisserie Chicken
- Lasagna
- Buffalo Wings
- Chicken Fettuccine
- Meatloaf
- Pot Pie
- Enchilada
- Burrito Bowl
- Chicken Alfredo
- Salmon over Rice



4

Save Time Shopping

Hy-Vee makes it convenient with Aisles Online. Download the Hy-Vee Aisles Online app on your smart phone to immediately browse through items, fill your virtual shopping cart, then opt for either delivery or curbside pickup. Now *that's* easy!

Hy-Vee mealtime TO GO

5



MEALS AT THE READY

Hy-Vee Mealtime to Go makes meals convenient. Visit hy-vee.com/mealtime, enter your Hy-Vee store, then place an order for pickup.

- Appetizers
- Entrées
- All-Day Breakfast
- Family Meals
- Salads
- Sandwiches & Burgers
- Kids Menu
- Bakery & Dessert
- Heat & Serve Entrées and Sides
- Beverages



6

Hy-Vee Bakery

Pick up Hy-Vee Bakery Fresh cookies to decorate as a family. Hold a contest to declare the most creative.



Hy-Vee
KIDSFIT™



Hy-Vee KidsFit

Stay active with Hy-Vee KidsFit At Home videos. These free videos stream every day and feature fun and easy physical workouts. Follow along and get moving as a family. Scan the code, *right*, to learn more.



FALL FAMILY FUN

8

DECORATE PUMPKINS

Get pumpkins from Hy-Vee and hold a pumpkin-decorating contest. Scour the yard for natural items to use as decorations (acorns for eyes, pinecones for nose, seedpods for lips, ornamental grass for hair).

9

COLLECT LEAVES

Take a family excursion around the neighborhood or to a park and collect colorful fallen leaves. Identify each species and paste in a scrapbook along with a short piece of trivia or folklore about the tree.

10

BE KING FOR A DAY

Play Stephen King and write a ghost story. Each person takes a turn adding characters, motivations and settings. Mix up the details and write a story that's either frightful or frivolous. Have a laugh sharing the results.

11

HY-VEE FUEL SAVER + PERKS

It's easy to use and saves money. But did you know that Hy-Vee Fuel Saver + Perks can also be fun? Along with special offers, digital deals and hundreds of digital coupons, Fuel Saver + Perks offers a chance for random rewards, such as a kitchen makeover, vacation packages or even a new vehicle. If you're not already a member, pick up a card at the Customer Service counter and activate it through the Hy-Vee Aisles Online app or at hy-veeperks.com.



Saturday Morning One-Hour Cleaning Routine

Get the weekend off to a fresh start with a one-hour cleaning session. Concentrate first on kitchen and bath areas, rooms that get the most activity, mopping floors thoroughly and wiping surfaces with cleaners and disinfectants. Assign pickup duty for living and play areas. Dust and vacuum bedrooms and living spaces. Then enjoy a clean home throughout the weekend.

14

START A PROJECT

Find an activity to interest children—cooking, crafting, growing vegetables and flowers—and devote an afternoon to it. See where it leads. For example, baking a cake might foster an interest in culinary arts.

15

OR A HOBBY

Hobbies just naturally sound more intriguing than projects. As a family, explore a hobby, such as fishing, camping, golfing or biking. Planning where to go can be half the fun and a good way to involve everyone.

CHORE CHARTS FOR EVERYONE!

There's a sense of accomplishment as a to-do list is whittled down. Keep a chart as a reminder of what needs to be done—and to make it easy for family members to trade chores. Then let everyone experience the joy of checking off completed tasks, one by one.



12

Family Dog Walks

When planning family activities, remember four-legged members of the household. Walking a dog is good for canine and companions—physically and emotionally. It teaches responsibility to kids, too, so get out there and enjoy the fresh air and sidewalk smiles that await your family and furry friend.

Hy-Vee has collars and leashes to make walking the dog a walk in the park.



16



Source: health.harvard.edu/heart-health/walking-the-dog-yes-it-counts-as-exercise

17

Family At-Home Camping



Anyone up for backyard camping? You supply the tent and sleeping bags, Hy-Vee provides everything else—eats and drinks, cooler, lawn chairs and bug repellent. If the weather's dicey, take the camping indoors and enjoy jumbo marshmallows dipped in chocolate and sprinkled with graham cracker bits.



Sterilite plastic bins, available at Hy-Vee, have room for everyone's cell phone!

No Phone Zone Drop Box

Take a break from multitasking madness. The first step: Every family member places their smartphone in a convenient receptacle at the door.



Avoid temptation: Mute phones and keep the container lid in place.

20

NO TV NIGHT

Television can be entertaining; it also can be a terrific time waster. That goes for any screen time, including social media and surfing the Web. Designate a screen-free night and watch a world of conversation and camaraderie open up.

21

PLAY A GAME

Games are fun diversions that foster teamwork and friendly competition—depending on the game. Hy-Vee has a range of games and puzzles to satisfy the whole family.



19

FAMILY MOVIE NIGHT

Whether streaming, playing a DVD or watching cable or good old-fashioned antenna TV, there's no shortage of available films. Take turns choosing a movie and make it an experience, darkening the room, popping popcorn and getting cozy under a blanket. Or make it educational: Watch a documentary and discuss it afterward.



Most Hy-Vee stores have Redbox video rentals!

22

GROW LOVE

Stop by Hy-Vee Floral to pick up some indoor plants. They not only add to the decor, they also purify the air and have a calming effect psychologically. Invite each family member to choose their own plant and container. Or get creative and put several plants together in a larger pot.



23

READ ALOUD AS A FAMILY

Research shows that reading to young children stimulates language development. Reading aloud with older children can be a fun exercise, as you allow each reader to get creative with narration and dialogue.

24

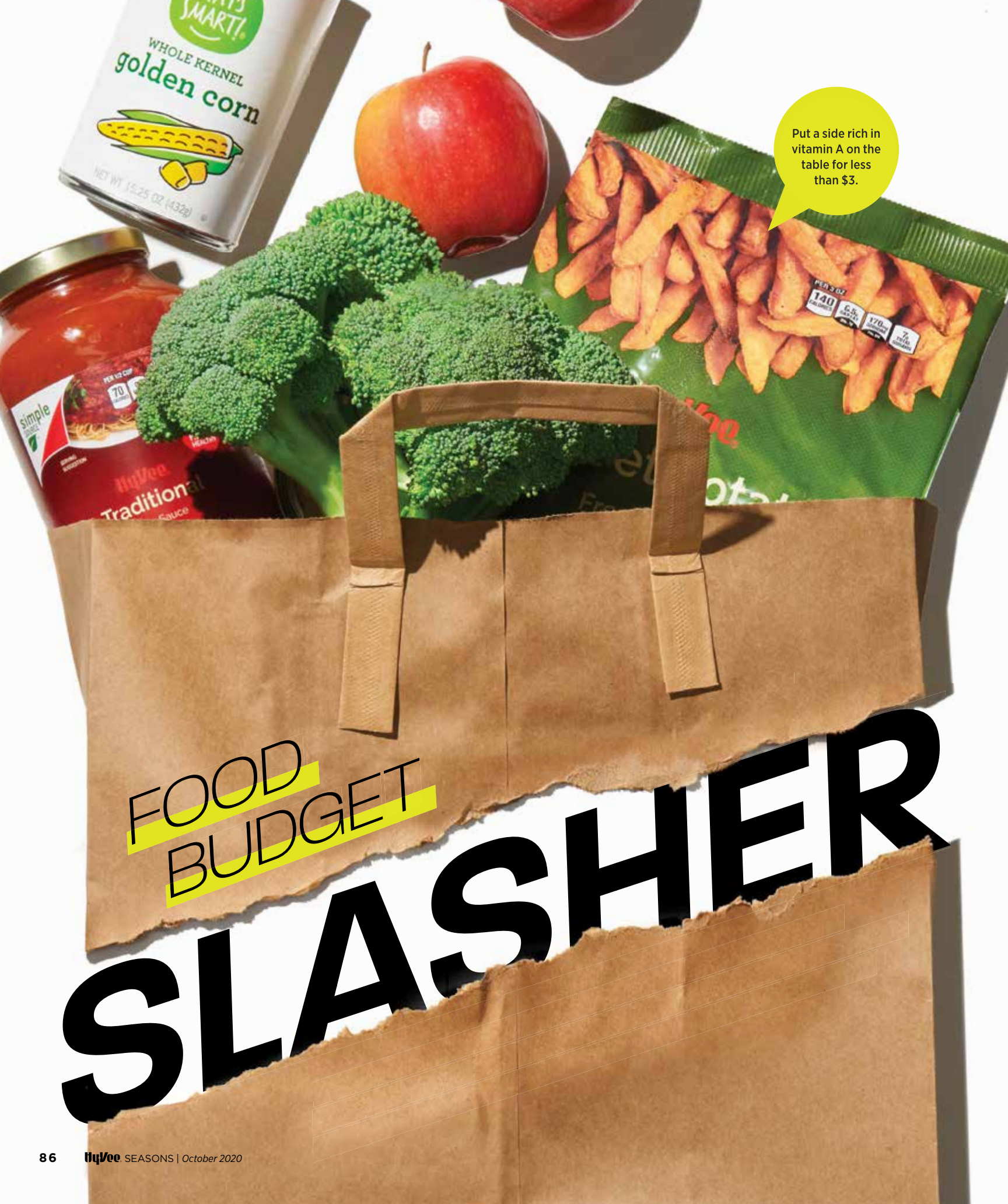
Plan a Family Volunteer Day

Volunteering as a family can strengthen values and foster a sense of compassion in children as they learn to think about others instead of just themselves. A shared day of volunteering brings the family closer together and makes everyone feel good, so find a good cause and get cracking.



Find the latest paperback page-turners, as well as coloring books and activity books, at Hy-Vee.





Put a side rich in vitamin A on the table for less than \$3.

FOOD
BUDGET

SLASHER

MEET Julie Johnson

Hy-Vee shopper Julie Johnson, a stay-at-home mom of three, sets a weekly budget of roughly \$100. Here's how Hy-Vee helps her maintain that goal.



ONLINE DEALS "I enjoy grocery shopping, but trying to do it with three kids, I need to be prepared," Julie says. "It's nice to preview the sales online and to save coupons that I might use before I head into the store."

STORE BRANDS "There are lots of Hy-Vee-brand items that I honestly can't tell the difference from name brands—canned and frozen veggies, eggs, tortillas, bread," Julie says. "I love frozen veggies because they're so quick to prepare. And we go through tons of tortillas for wraps, breakfast burritos, soft tacos and enchiladas."

SEASONAL BUYS "My kids love fruit, so we buy lots of fresh fruit in season. For example, we eat more apples during fall when prices are lower." In season now: berries, grapes, pears, broccoli and cauliflower.

"MY GRANDMA LIKED TO SAY, 'IT FREEZES BEAUTIFULLY!' I PRETTY MUCH LIVE BY THAT PHRASE."

Julie stocks her freezer with sale items bought in volume. She freezes shredded cheese, butter, chocolate chips, pizzas, vegetables, flour and baking mixes. "As a mom, it's nice to have extras in the freezer so I don't have to load up three kids to go to the store for something like a stick of butter," she says.

Meal plans save money

"Mondays I do a pasta dish. Tuesdays are usually Taco Tuesdays. Wednesdays are more home-cooking-type meals like fried chicken and mashed potatoes. Thursdays are leftovers and Fridays we do pizza—frozen or carryout. I also serve rotisserie chicken as a meal with potatoes and a veggie. Then I pull the extra chicken off to use for chicken salad, chicken enchiladas or homemade chicken and noodles."

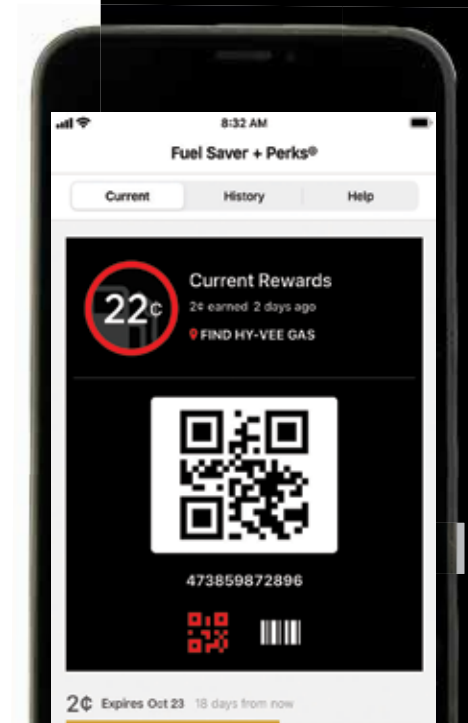
Budget stretcher: filler ingredients

Mix nutritious and inexpensive foods, such as beans or brown rice, with ground beef or shredded chicken to make a larger volume. Julie also relies on onions. "I often stretch meats by dicing an onion and adding it to whatever I'm cooking. It gives the meat more flavor and it's cost-effective for our grocery budget."



Hy-Vee App Saves \$\$

Use your phone to collect coupons and deals in the palm of your hand. Download the Hy-Vee Aisles Online App and view what's on sale this week, coupons for big savings, and items that cut your gas price at the pump when using your Hy-Vee Fuel Saver + Perks card. The app's online shopping features make it easy to shop. View, click and load to your shopping list, then redeem coupons at the cash register. Some of the hottest deals are available only on the app. Check digital coupons and load them to your Fuel Saver + Perks card. Just tap to load them to your card, then scan your app bar code at the register to redeem them.





Besides protein, eggs provide choline for memory plus lutein and zeaxanthin for eye health.

Cereals can be expensive. How can I save?

Buy plain oats and sweeten them yourself. "It's less expensive and better for you," says Hy-Vee Dietitian Jennifer Tveitnes. An 18-oz. container of Hy-Vee Old-Fashioned oats costs less than \$2.

How can I eat healthfully on a budget?

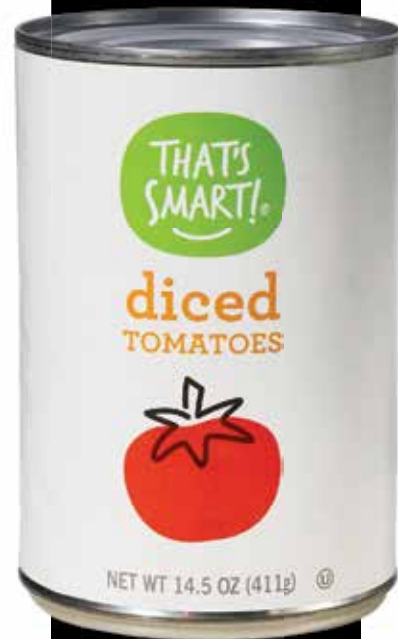
Stock up on whole grain breads, pastas and crackers when they're on sale, Tveitnes says. "Bread freezes well. Just pop it in the toaster for a quick thaw." In addition, "Buy dairy foods—fat-free cottage cheese, fat-free Greek yogurt and low-fat cheeses—as inexpensive sources of protein. If buying canned vegetables, grab no-salt-added, often the same price as regular."

“Eggs and beans are good sources of protein. Add to dishes with meat to stretch them farther. Beans are least expensive when bought dry and in bulk.”

—Jennifer Tveitnes, Hy-Vee Dietitian

Hy-Vee brands: What's the difference?

Stock up on Hy-Vee brands and keep your wallet and pantry full. The brands are as tasty and nutritious as national brands. Look for canned and frozen fruits and veggies, baking essentials, breads, cereals, pasta, eggs, bagged greens, canned tuna, milk, yogurt, sauces and much more.



HOW TO PREPARE DRIED BEANS

Versatile ingredients for countless recipes, dried beans, peas and lentils supply folate, potassium, iron, magnesium and fiber. A good source of protein, they're a healthful substitute

for meat. To prepare, soak dried beans overnight in room-temperature water (10 cups water to 1 lb. beans). Drain and rinse, then cook beans in three times their volume of fresh water.



EAT WELL ON A BUDGET! Get delicious, inexpensive recipes, plus tips on how to spend less on food at [Hy-Vee.com/budget-cooking](https://www.hy-vee.com/budget-cooking)

“POPCORN IS CONSIDERED A WHOLE GRAIN AND CAN BE A HEALTHY SNACK. BUY IN BULK AND POP IT YOURSELF TO SAVE MONEY.”

Hy-Vee Dietitian Jennifer Tveitnes recommends snacks that nourish. “Think of snacks as mini meals,” she says. “Half a turkey sandwich, with lettuce and tomato, or half a PB&J work well as snacks. Or make a quick roll-up with low-fat cheese, deli meat or turkey pepperoni and a few chopped vegetables.”

Any tips for buying canned foods?

Choose no-salt-added canned vegetables, often the same price as regular canned veggies. Buy fruit packed in its own juice, with no added sugar. “Look for Hy-Vee or That's Smart! brands,” Tveitnes says. “You'll rarely taste the difference and will save a significant amount of money.”

Any other meal ideas?

Stir-fries are tasty dishes that take advantage of a variety of inexpensive ingredients, Tveitnes says. “I love making a quick stir-fry with Hy-Vee frozen stir-fry vegetables, edamame or other beans for protein and brown rice or whole grain pasta for a carbohydrate.”

“You can always have a vegetable on the dinner table. Simply throw a steamer bag of frozen vegetables in the microwave.”

—Jennifer Tveitnes, Hy-Vee Dietitian



STOCK UP AND SAVE

Take advantage of volume purchases of staples that have a fairly long shelf life in your kitchen.

- DRIED BEANS, PEAS & LENTILS
- WHOLE GRAINS
- CEREAL
- NUTS
- FLOUR
- STEEL-CUT OATS
- PASTA
- NUT MIXES
- NUT BUTTERS
- DRIED FRUITS
- HERBS
- SPICES
- OILS
- COFFEE
- TEA
- SUGARS

BROWN RICE KEEPS UP TO 6 MONTHS IN A PANTRY, DRIED HERBS UP TO 2 YEARS AND GROUND SPICES UP TO 3 YEARS.

15 great budget buys

That's Smart! and Full Circle Market as well as general Hy-Vee-brand items cover a wide variety of lower-price meal ingredients and staples. These are only a few.

Dried lentils have a long shelf life—about a year—so it makes sense to buy in bulk.

Ground beef or turkey stretches meals (think pizza, spaghetti, tacos or chili).

Inexpensive bananas (especially That's Smart! brand) provide potassium and fiber.

At about \$1.20 a 1-lb. box, Hy-Vee spaghetti anchors a budget-wise meal.

A family goes through milk quickly. At under \$3, That's Smart! 2% Reduced Fat Milk is a bargain.

As a side or in a meal bowl, Hy-Vee Select red quinoa fortifies with B vitamins, fiber, minerals and protein.

Hy-Vee chunk light tuna in water, under \$3 a 12-oz. can, is an inexpensive source of protein.

That's Smart! canned cut green beans are as tasty and nutritious as national brand beans but cost roughly half as much.

Cheaper than other brands, Hy-Vee 33%-less-sodium chicken broth is a pantry must-have.

Hy-Vee-brand quick oats are heart-smart and about \$2 for an 18-oz. container.

Protein-rich, inexpensive That's Smart! cottage cheese is a healthy swap for fattier cheese in lasagna and other casseroles.

While organic foods can be pricey, Full Circle Market frozen organic raspberries are around \$5 for a 10-oz. bag.

That's Smart! ground cinnamon and other spices cost less than other brands.

Hy-Vee-brand cereals are less expensive than nationally known brands.

Hy-Vee-brand peanut butter and jellies are money-savers.

SNACK SMARTS

TRAIL MIX “It’s less expensive per serving to buy the ingredients and mix your own,” dietitian Jennifer Tveitnes says. “Combine Hy-Vee Tasteeos, peanuts and raisins in whatever ratios your kids like.”

DAIRY “Buy cheeses in block form, and slice or shred it yourself. Fat-free cottage cheese and Greek yogurt are good, inexpensive sources of protein.”



pro tip: FROZEN IS FINE

“Frozen fruits and vegetables are just as nutritious as fresh. They have a long shelf life, so you don’t have to worry about wasting money or about them spoiling before you eat them.”

—Jennifer Tveitnes, RD, LD
Hy-Vee Dietitian

SAME COLD RELIEF FOR LESS THAN NATIONAL BRANDS



+TopCare
health™

order

BATHROOM ORGANIZATION TIPS

Stretch the space in your bathroom whatever its size. Organize and stock the space with inexpensive drawers, bins and trays available at Hy-Vee.

The busiest and most useful room in the house is often the most cluttered because of minimal counter space for cosmetics, personal hygiene products, hair tools and other items. The trick to neatening it all: see-through plastic containers in shapes and sizes that allow stacking and strategic placement. These solutions keep items at hand and leave the vanity top and floor uncluttered.



Place tall items and those used most frequently at the top in an uncovered bin.

**GET IT AT
HY-VEE!**
Find these storage
containers and
more at your local
Hy-Vee!

VANITY STORAGE BASICS

Keep items within reach yet out of sight with these storage ideas.

- ▶ Group similar items such as shampoos and conditioners in **Sterilite Storage Trays** and **Shoe Storage Boxes** to contain any wet residues.
- ▶ Remove toilet paper from packaging and place in a stackable **Sterilite Deep Clip Box** to conserve space.
- ▶ Place seldom-used items (first aid kits, cotton balls, rash ointments, rubbing alcohol) in a modular stackable **Sterilite Deep Clip Box**.

Lids clip tight to keep out moisture and allow for easy stacking.

4 easy bathroom storage solutions

CLOSET

1

STERILITE 3-DRAWER ORGANIZER
Stackable multipurpose organizers are available in small, medium and wide sizes. There's also a 5-drawer option.



CABINET

2

STERILITE SHOE STORAGE BOX
Shallow boxes hold short and small items and feature snap-tight lids for efficient stacking.



BASIN AT HY-VEE
Fall Basin offerings include Bergamot bath bomb marbles, Candy Corn bath bomb and Autumn Leaves soap.

DRAWER

3

STERILITE STORAGE TRAYS
Stash cosmetics, brushes, clippers, nail polish and lotions in separate containers.

These storage trays are available in mini, medium and slim sizes.



UNDER SINK

4

HUTZLER SPONGE STATIONS
Attach stations to the insides of cabinet doors to hold combs, sprays and styling tools.



ENJOY DUNKIN' FALL FLAVORS AT HOME



Discover **DUNKIN' Pumpkin Spice Artificially Flavored coffee**, a delightfully fall-friendly medium roast with the flavors of pumpkin and seasonal spices. Or try **DUNKIN' Rich Harvest Roast™ coffee**, a rich, bold, and intensely dark roast.

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Breeze through washing, drying and putting away—and extend the life of your clothes—with this guide and a wide range of products available at Hy-Vee.

MAKE LAUNDRY DAY A CLEAN SWEEP

UNLOADED

Washer basics: Customize your wash

Settings indicate cycle length, speed (agitator force) and water temperature. Regular setting has fast agitation and spin for sheets, towels and socks. Permanent press has fast agitation and slow spin to reduce wrinkles for jeans and synthetics. Delicate has slow agitation and spin for silk, wool and items labeled “gentle wash.” Hot water is for whites, cotton fabrics, sheets and heavily soiled items. Warm water is safe for permanent press fabrics and synthetics. Cold water cleans dark and bright-color items with no fading or shrinking.

SORT IT OUT

Check garment labels for fabric care. Separate by color to prevent dye transfer from dark or bright colors to white or light-color clothes. Then sort by fabric type to prevent shrinking, stretching and fading.



BRIGHTS AND DARKS

Fugitive dyes in bright- or dark-color items might transfer into and stain light or white clothing, especially if washed in warm or hot water. Wash dark and bright colors separately from others.

WHITES AND LIGHT COLORS

Unless they'll shrink, wash whites and lights in hot or warm water on regular cycle (sheets, towels, socks) or permanent press (knits, polyester, synthetics and synthetic blends).



DELICATES

Wash wool, silk, and delicate undergarments in cold water on delicate cycle. Also wash clothing with embellishments, such as sequins, beads, ribbons or embroidery, on the delicate cycle. Place delicates in a zippered net laundry bag before washing them.

HEAVILY SOILED

Dirty items need regular wash cycle with rigorous agitation and spin cycles, and can be washed with hot water to thoroughly clean. Best for towels and socks; fast agitation and spin cycles can stretch lightweight fabrics.

CAPS ON LIQUID DETERGENTS CONTAIN MARKS THAT INDICATE PROPER AMOUNT TO USE FOR LOAD SIZE.



pretreat stains

- **FOR MOST STAINS**, soak fabric in cold water as soon as stains occur, then pretreat and/or launder.
- **IF THE FABRIC LABEL ALLOWS**, use a spray-on enzyme-containing solution such as Shout or Spray 'n Wash stain remover; let set for about 5 minutes, then launder. Or soak the stain in liquid detergent for 30 minutes before washing.
- **BEFORE PUTTING CLOTHES IN DRYER**, stains should be removed completely. Putting stained clothes in the dryer heat-sets the stains.

PREP AND WASH

LIFT STAINS, ELIMINATE ODORS AND GET CLOTHES THEIR CLEANEST, FRESHEST BEST.

PREWASH TREATMENTS



Shout Advanced Action Gel
GOOD FOR: Tackling stubborn set-in stains, including wine, blood and makeup, as well as everyday stains.

Clorox Bleach Pen
GOOD FOR: Precise stain removal. Pen has a fine point for small spots, scrub brush for larger ones.

Tide To Go Stain Remover Pen
GOOD FOR: Conveniently removing stains at work or on the go.

OxiClean Max Force Gel Stick
GOOD FOR: Removing grease, dirt, grass and blood stains; nubs on cap work gel deep into fibers to lift stains.

Simply Done Oxy Stain Remover
GOOD FOR: Adding to laundry to whiten whites and brighten colors. Also use on carpet and hard surfaces.

OxiClean MaxForce Laundry Stain Remover
GOOD FOR: Tackling dried-in stains. Wash clothes up to a week after treating.

DETERGENTS



Tide Free & Gentle Pods
GOOD FOR: Deep-cleaning and protecting colors. Also fight stains. Free of dyes and perfumes, so gentle on skin. Dermatologist-recommended.

Tide Brights + Whites Rescue
GOOD FOR: Whitening whites and brightening colors. Restores up to three shades of white in white garments.

Clorox2 for Colors
GOOD FOR: Adding color-brightening power to wash. Also use to remove tough stains before laundering.

Simply Done 4-in-1 Free & Clear Detergent
GOOD FOR: Whitening, brightening and fighting odors. Free of dyes and perfumes. Value-priced.

common laundry mistakes

• **VIGOROUSLY SCRUBBING A STAIN**, which spreads the stain and wears down fabric. Instead, gently blot at stain with a clean white cloth.

• **LEAVING ZIPPERS OPEN** The metal teeth can grab other garments and snag them. Zip up jeans and other items before washing.

• **NOT UNBUTTONING SHIRTS** Before washing, unbutton clothing to prevent stress on buttonholes and button threads.

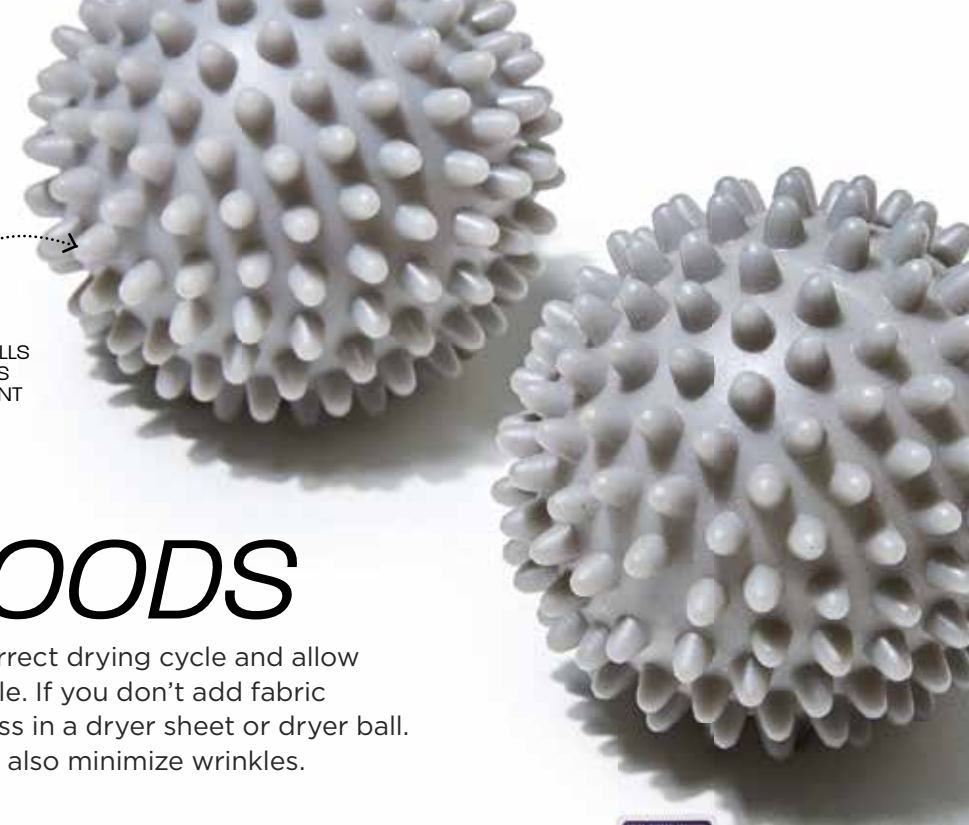
• **USING TOO MUCH DETERGENT** Excess detergent results in incomplete rinsing and can cause skin irritation.

• **LEAVING CLOTHES TOO LONG** in the washer when the cycle is finished, leading to musty odors.

• **OVERLOADING THE DRYER** The motor works hard, drying takes longer, and items twist around each other and stretch.

• **NOT READING FABRIC CARE LABELS** on clothing and instructions on laundry products.

REUSABLE DRYER BALLS WORK ON NUMEROUS LOADS, ARE CONVENIENT AND SAVE ENERGY.



DRY GOODS

Check fabric labels for correct drying cycle and allow space for clothes to tumble. If you don't add fabric softener to the washer, toss in a dryer sheet or dryer ball. Try these products. Some also minimize wrinkles.



Bounce WrinkleGuard
Mega-size dryer sheets reduce wrinkles and static cling.



Simply Done Free & Clear Dryer Sheets
Freshen clothes and reduce wrinkles. Value-priced.



Ultra Downy Liquid Fabric Conditioner
Softens clothes; protects against stretching and fading.



Woolite Dryer Balls
Reduce static cling and separate garments in dryer to shorten drying time.

KNOW HOW TO FOLD 'EM

FILE-FOLD T-SHIRTS TO KEEP THEM SMOOTH AND MAXIMIZE DRAWER SPACE.



STACK FLAT IN DRAWER, OR FLIP STACK AND "FILE" IN DRAWER SIMILAR TO A FILE FOLDER TO EASILY SEE EACH ITEM.

1 Place shirt, front down, on a clean surface. Align side seams, then smooth any wrinkles.

2 From one side, vertically fold over one-third of the shirt, then fold over the sleeve (one fold for short sleeve, two for long sleeve) even with the folded edge of the shirt.

3 Repeat, folding with the opposite side to form a long rectangle. Then fold the rectangle in half. Smooth any wrinkles.

4 Fold the new rectangle in half to resemble a small neat packet that can be filed, standing with final fold up, in a drawer.

FOLD CLOTHES IMMEDIATELY AFTER REMOVING FROM THE DRYER FOR SMOOTH APPEARANCE.

HONEST.
NATURAL.
BETTER
LIFESTYLE
NUTRITION.



Honest & Better Lifestyle Nutrition

EXCLUSIVELY AT **HyVee**.



health

Learn a simple kettlebell workout routine, the oft-forgot basics of oral hygiene and what healthy living really means.

102 CLEAR AS A (KETTLE) BELL

106 BRUSH UP

108 FOODS THAT FIGHT BACTERIAL INFECTION

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120 PRESCRIPTION COVERAGE





CLEAR AS A (KETTLE) BELL

Boost your exercise routine with kettlebells. In a single workout, you'll burn calories, increase strength, build muscle and more.

Kettlebells are popular weight-training tools that have been used for centuries to build muscle, shed fat, improve flexibility and boost cardiovascular health. Because most kettlebell exercises require full-body effort and engage multiple muscle groups at once, the body must burn more calories to keep up. The pace and duration of each move is also a factor. "Kettlebell-specific exercises are designed for higher, faster repetitions, which improve power endurance, or your muscles' ability to repeatedly perform fast, powerful movements over an extended period," says Daira Driftmier, certified personal trainer and director of Hy-Vee KidsFit and Hy-Vee Fitness.

RUSSIAN STRONGMEN DEVELOPED KETTLEBELLS IN THE 1700S TO EFFECTIVELY BUILD GREATER STRENGTH, FLEXIBILITY AND BALANCE.

RING THE BELL KETTLEBELLS, KNOWN FOR BUILDING STRENGTH AND IMPROVING CARDIO, ALSO IMPROVE POSTURE.



STRENGTH
A study in the *Journal of Strength and Conditioning Research* found that a 6-week kettlebell program is sufficient to increase both maximum and explosive strength.



CARDIO
In a study sponsored by the American Council on Exercise (ACE), researchers found that participants in a 20-minute kettlebell workout burned 20 calories per minute, which is equivalent to running a 6-minute mile.



POSTURE
Exercising with kettlebells boosts core strength, which improves posture. Moves, like the kettlebell swing, work muscles in the back and lower body to promote healthy posture.



pro tip: NICE AND EASY

“Start with basic movements and use lighter weights to work on form and build confidence. To maximize your potential, work with a certified personal trainer to help you exercise safely.”

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

CENTER OF BALANCE

AT THE CORE

Exercising with one or two kettlebells activates core muscles to stabilize and balance the uneven distribution of weight. The American Council on Exercise found that those who participated in an 8-week kettlebell workout program increased core strength by 70 percent.

BALANCING ACT

In the same study from the American Council on Exercise, subjects who completed an 8-week kettlebell program experienced significant benefits in dynamic balance, or the ability to balance while moving. Researchers noted the positive affect this might have for athletes, as well as elderly populations prone to falling.

8-MOVE ROUTINE

Perform each move for 3 sets of 30 seconds. Rest for 30 seconds between each set and 1 minute between each move.



1 KETTLEBELL DEAD LIFT
Feet at hip-width and a kettlebell between feet, bend slightly at knees while hinging at the hips to pick up kettlebell handle. With flat back and shoulders over knees, power through heels to stand straight. Slowly lower kettlebell.



2 TWO-HAND SWING
Feet wider than hip-width, grab kettlebell handle in an overhand grip with both hands. Power hips backward, maintaining a slight bend in both knees, then engage glutes and core to drive hips forward while swinging kettlebell upward.



3 HALO
Feet at shoulder-width, hold kettlebell handle with overhand grip, ball upward, kettlebell at chest level. Revolve kettlebell around your head, rotating the bell portion downward as it passes the back of your head.



4 GOBLET SQUAT
Feet at shoulder-width, hold kettlebell close to the chest with an underhand grip around the handle, bell downward. Squat, thighs parallel to the floor, then power back to standing.

WORKOUT VARIABLES
DRIFTMIR SUGGESTS INCREASING REP TIME TO IMPROVE MUSCLE ENDURANCE. TO INCREASE CARDIO ENDURANCE, SHORTEN REST TIME.



PARTICIPANTS IN A STUDY WHO COMPLETED A 20-MINUTE KETTLEBELL WORKOUT BURNED AN AVERAGE OF

272
CALORIES
- American Council on Exercise



5 SINGLE-ARM SWING
Feet wider than hip-width, pick up kettlebell handle with one hand in overhand grip. Slightly bending both knees, power hips back, then power hips forward, simultaneously engaging glutes and core while swinging kettlebell upward. Repeat for 30 seconds. Alternate.



6 WINDMILL
Feet wider than hip-width for stability, hold a kettlebell overhead in one hand. Keep arm straight overhead, while bending and sliding opposite hand downward toward foot. Pause, then return to standing.



7 ONE-ARM OVERHEAD PRESS
Stand with feet shoulder-width apart, holding a kettlebell by the handle with overhand grip at shoulder height, bell downward. Press the kettlebell straight up. Slowly return to starting position. Repeat for 30 seconds. Alternate.



8 SUITCASE CARRY
Stand with feet hip-width apart, holding a kettlebell with underhand grip, bell downward. Walk forward while maintaining an upright posture, shoulder blades retracted. After 30 seconds, switch hands and repeat.



October is National Dental Hygiene Month. Before you dig into Halloween candy, head to Hy-Vee and stock up on the best oral hygiene products.

National Dental Hygiene Month

Celebrate the month-long observance designated by the American Dental Hygienists Association by brushing, flossing and using mouthwash every day. Schedule a dental appointment to ensure teeth and gums are healthy.

GUIDE TO CLEAN TEETH

TOOTHBRUSH



ADULTS:
Brush at least twice a day with a soft-bristle brush. Electric brushes may reduce plaque more than traditional brushes.

KIDS:
Ensure that your child's toothbrush is the right size, fits comfortably in their mouth and is easy to hold.

TOOTHPASTE



ADULTS:
Fluoride in toothpaste helps prevent cavities and protects enamel, the outermost layer of the tooth.

KIDS:
For children younger than 3 and with teeth, use only small amounts of fluoride toothpaste (about the size of a grain of rice). For children 3 to 6, use a pea-size amount.

MOUTHWASH



ADULTS:
Use mouthwash after brushing. Regular use helps remove any remaining bacteria or food particles.

KIDS:
Helps prevent cavities and may be useful to remove food from around braces. Not recommended for children under 6.

FLOSS



ADULTS:
Flossing once a day helps remove hard to reach bacteria between teeth.

KIDS:
Start flossing when a child has two teeth that touch (ages 2 or 3). Older kids may enjoy flavored dental picks.

*** MOST ADULTS HAVE 32 TEETH: 16 EACH IN THE UPPER AND LOWER JAW.**

TIPS FOR BRUSHING TEETH



1. SWITCH BRUSH

Change brushes every 3 to 4 months. Frayed bristles don't clean as well as new ones.



2. STORE PROPERLY

Store toothbrushes upright and in open air.



3. BRUSH EASY

Use a gentle hand. Brushing too hard may damage enamel.



4. TAKE YOUR TIME

Spend at least 2 minutes brushing your teeth.



5. GET THE RIGHT ANGLE

Hold brush at a 45-degree angle and gently move it around teeth in small, circular motions.

PEARLY WHITES

MAKE YOUR TEETH SHIMMER AND SHINE WITH THESE WHITENING PRODUCTS FROM YOUR LOCAL HY-VEE.

Over time, teeth lose luster due to age, tobacco use or regular consumption of coffee, tea or wine. Teeth whitening products contain small, safe amounts of mildly abrasive ingredients, such as hydrogen peroxide, to polish teeth and remove surface stains.



Colgate Optic White Stain Fighter Clean Mint Paste

Listerine Healthy White Restoring Mint Mouthwash

Oral-B 3D White Battery Power Toothbrush

Crest 3D Whitestrips Classic Vivid

FOODS THAT FIGHT BACTERIAL INFECTION

159%
THE DAILY
VALUE OF
VITAMIN C
IN ONE MEDIUM-
SIZE GREEN BELL
PEPPER

SHIELD YOUR BODY FROM HARMFUL BACTERIA AND OTHER PATHOGENS BY EATING FOODS RICH IN ANTIBACTERIAL AND ANTIOXIDANT PROPERTIES.

NUTRIENT DEFENSE The cells and organs that make up the immune system work together to block harmful pathogens, such as bacteria and viruses, from wreaking havoc on the body. To fuel these defenses, the body needs the right nutrients. Antioxidants, such as vitamins A, C and E, oust free radicals from the body and support immune health. Select foods contain bacteria-fighting compounds that help rid the body of pathogens that may cause infection. See which foods you need to bolster your immune system and stay healthy.



GARLIC

What it does:

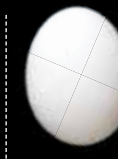
One of the antimicrobial components of garlic is a compound called allicin, which is produced when garlic is crushed or chopped. Allicin helps ward off many pathogens and is effective against some viruses, including influenza B. Limit consumption to no more than two cloves per day.



GINGER

What it does:

Several compounds with antimicrobial properties in ginger have shown to be effective against different bacteria, including some strains that may contribute to infections in the blood or lungs.



VITAMIN A

What it does:

This potent antioxidant helps increase the amount of disease-fighting cells in the body.

Foods: Apricots, broccoli, carrots, cantaloupe, eggs, kale, mangoes, pumpkin, red bell peppers, sweet potatoes, spinach, tomatoes

What you need: 700–900 mcg/day



VITAMIN C

What it does:

Cells with roles in immune health need vitamin C to carry out functions. Deficiency may hinder body's ability to ward off pathogens.

Foods: Broccoli, cantaloupe, cauliflower, grapefruit, green bell peppers, kiwi, oranges, strawberries

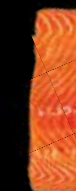
What you need: 70–90 mcg/day



HONEY

What it does:

According to a review of literature in *Iranian Journal of Basic Medical Sciences*, honey may inhibit activity of around 60 types of bacteria, including *Salmonella* and *E. coli*. Honey may also reduce the severity and frequency of some gastrointestinal maladies, such as diarrhea.



VITAMIN

What it does:

Adequate intake may reduce the risk of some infections, including those in the respiratory tract.

Foods: Eggs, fortified cereal, fortified milk, fortified orange juice, fortified soy milk, herring, mackerel, salmon, sardines, tuna

What you need: 50 mcg/day



VITAMIN E

What it does:

This vitamin provides powerful antioxidant properties that help reduce cell damage and support the body's immune response.

Foods: Almonds, asparagus, avocado, collard greens, mangoes, peanuts, peanut butter, pumpkin, red bell peppers, spinach, sunflower seeds

What you need: 15 mg/day



ZINC

What it does:

A trace mineral that bolsters the immune system by boosting white blood cell count.

Foods: Avocados, almonds, beef, cashews, chickpeas, crab, legumes, lobster, pork, oatmeal, oysters

What you need: 8–11 mg/day



TURMERIC

What it does:

Studies on curcumin, a compound found in turmeric, have shown promising results that it may be effective at inhibiting certain strains of gastrointestinal bacteria. It has also exhibited antiviral properties against some viral pathogens.



IRON

What it does:

This mineral helps shuttle oxygen throughout the body and is necessary for a healthy immune system.

Foods: Beef, beans, cashews, cereals, eggs, fortified cereal, kidney beans, lentils, oysters, potatoes, raisins, shrimp, spinach, tomatoes

What you need: 8–18 mg/day



SELENIUM

What it does:

Deficiency in this trace mineral may lead to a weakened immune system.

Foods: Beef, Brazil nuts, brown rice, chicken, crabmeat, halibut, milk, pork, salmon, shrimp

What you need: 55 mcg/day



FOLATE

What it does:

Deficiency in folate may increase susceptibility to infection.

Foods: Asparagus, beans, chicken, corn, lentils, spinach, peas, peanuts, orange juice

What you need: 400 mcg/day

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10
minutes
or less

Pineapple-Turmeric Slushies

Total Time 10 minutes
Serves 4 (8 oz. each)

1½ cups Hy-Vee frozen pineapple chunks
1 cup ice cubes
1 cup Hy-Vee coconut water
½ cup Hy-Vee no-sugar-added pineapple juice
2 Tbsp. Hy-Vee honey
1 (½-in. piece) fresh ginger, peeled (about 1½ tsp. chopped)
½ tsp. ground turmeric
Fresh pineapple wedges and leaves, for garnish

1. COMBINE pineapple chunks, ice cubes, coconut water, pineapple juice, honey, ginger and turmeric in a blender. Cover and blend until slushy. Pour into glasses. Garnish with fresh pineapple wedges and leaves, if desired.

Per serving: 100 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 20 mg sodium, 24 g carbohydrates, 1 g fiber, 16 g sugar (9 g added sugar), 1 g protein.
Daily Values: Vitamin D 0%, Calcium 0%, Iron 0%, Potassium 4%

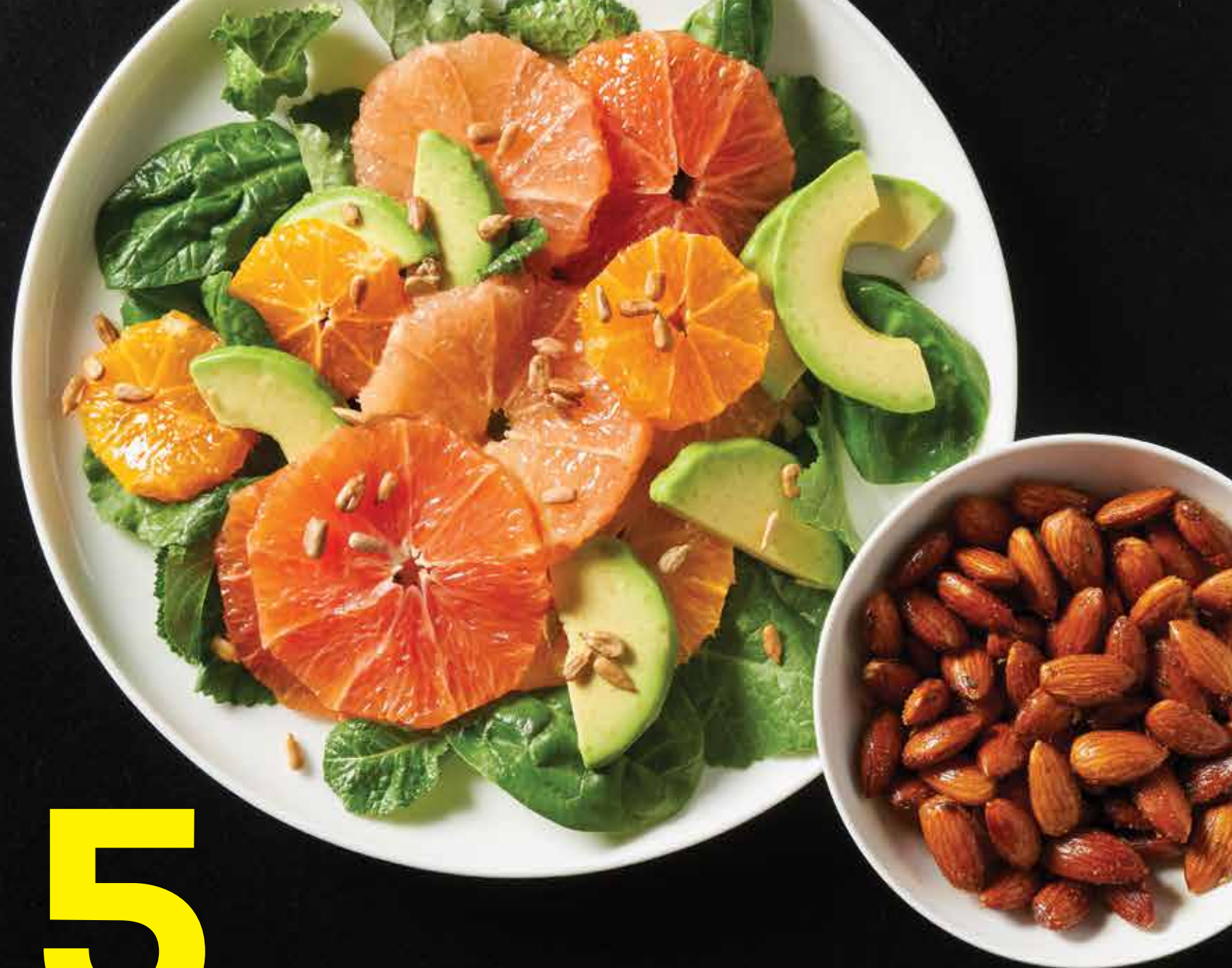


pro tip: BALANCING ACT

“A strong immune system is built over time through a balanced diet. There is no magic food that can instantly boost immunity. A diet that incorporates 50 percent fruits and veggies, 25 percent whole grains, and 25 percent lean protein supports many aspects of health, including immunity.”

—Jennifer Tveitnes, RD, LD
Hy-Vee Registered Dietitian

BROMELAIN, AN ENZYME IN PINEAPPLE, HELPS ELIMINATE ORAL BACTERIA THAT MAY LEAD TO GUM DISEASES OR TOOTH DECAY.



5 EASY FOOD IDEAS

NEED HELP ADDING IMMUNE-BOOSTING NUTRIENTS INTO YOUR DIET? YOU'RE COVERED! WHIP UP THESE QUICK, SIMPLE RECIPES THAT HELP THE BODY STAVE OFF BACTERIA.

1 Citrus-Avocado Salad

Peel and slice 1 grapefruit and 1 each navel, Cara Cara and mandarin orange. Peel, seed and slice 1 avocado. Arrange on a mix of 1 cup spinach and 1 cup kale leaves. Sprinkle with 1 Tbsp. sunflower seeds. Combine 3 Tbsp. Gustare Vita olive oil, 2 Tbsp. fresh orange juice and 1 Tbsp. Hy-Vee apple cider vinegar; drizzle over salad just before serving. Serves 4.

2 Honey-Roasted Carrots

Wash and peel 1 lb. carrots. Halve carrots lengthwise; arrange on foil-lined rimmed baking pan. Whisk together 2 Tbsp. melted Hy-Vee unsalted butter, 2 Tbsp. Hy-Vee honey, 3 minced garlic cloves and Hy-Vee salt and black pepper, to taste. Drizzle half the mixture over carrots. Roast at 400°F for 35 minutes or until tender. Drizzle with remaining butter mixture. Serves 8.

3 Mango-Apricot Snacks

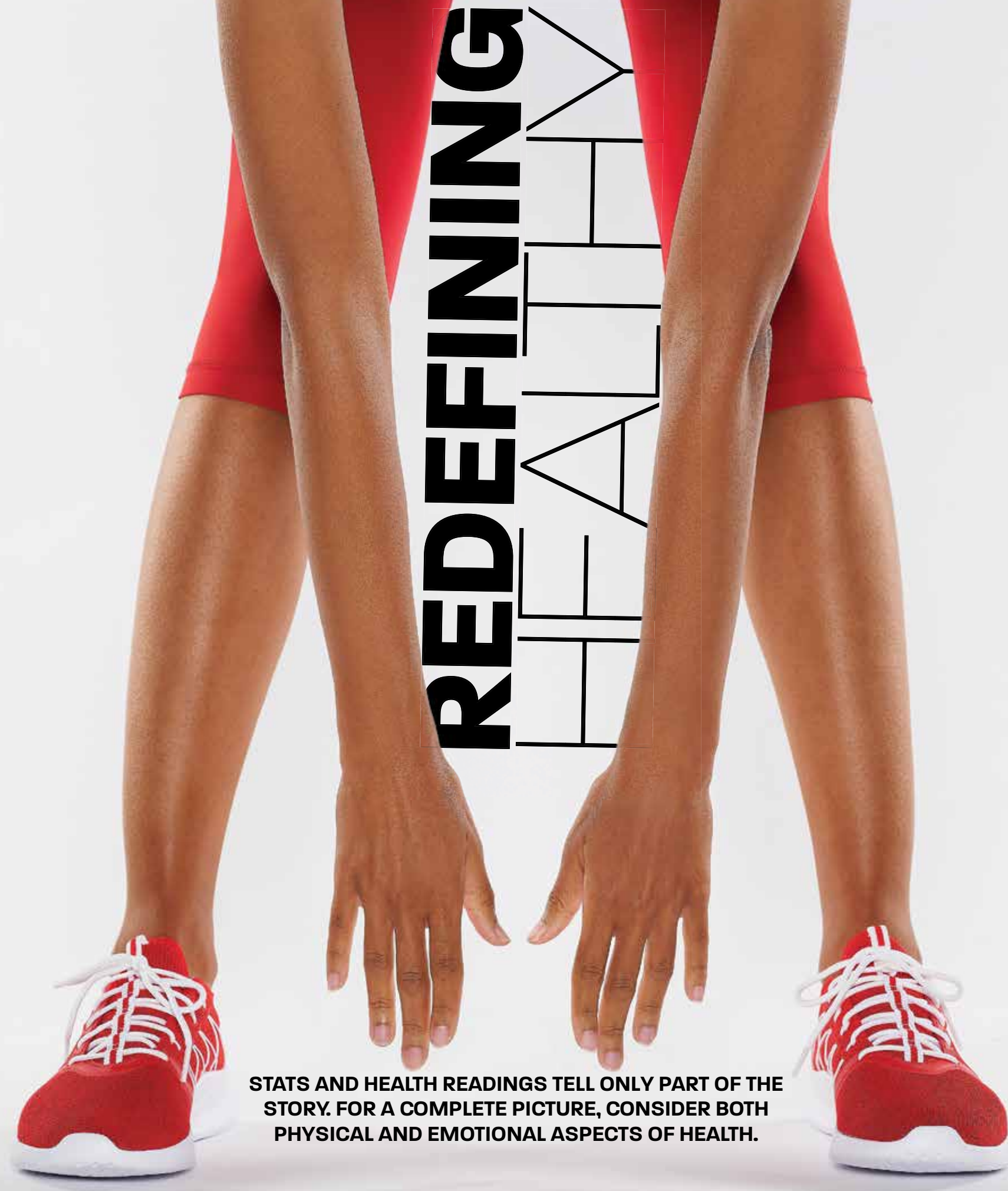
Combine 1 cup chopped Hy-Vee dried mangoes, 1 cup chopped Hy-Vee dried apricots, ½ cup toasted Hy-Vee sweetened flake coconut, 1 cup toasted Hy-Vee chopped pecans and 2 Tbsp. fresh orange juice in a food processor. Form mixture into 18 (1-in.) balls. Chill for 30 minutes or until firm. Serves 18.

4 Roasted Garlic

Cut off top ½ in. of a garlic bulb, leaving bulb whole. Place, cut end up, on double thickness of foil. Drizzle with 1 Tbsp. Gustare Vita olive oil. Bring foil up and around bulb to loosely enclose. Place bulb in a custard cup. Roast at 400°F for 25 minutes or until garlic feels soft. Cool, then squeeze bulb to remove garlic paste. Makes 1 to 1½ Tbsp. garlic paste.

5 Roasted Rosemary Almonds

Combine ¼ cup Gustare Vita olive oil, 1 tsp. Hy-Vee garlic powder, 1 tsp. finely chopped fresh rosemary, 1 tsp. Hy-Vee salt and ½ tsp. smoked paprika. Toss mixture with 1½ cups whole almonds. Spread almonds on a rimmed baking pan. Bake at 375°F for 15 minutes or until lightly toasted. Serves 6 (¼ cup each).



STATS AND HEALTH READINGS TELL ONLY PART OF THE STORY. FOR A COMPLETE PICTURE, CONSIDER BOTH PHYSICAL AND EMOTIONAL ASPECTS OF HEALTH.

THE PICTURE OF HEALTH

Some people define *healthy* simply as “not being sick.” Others might couple that with favorable readings—weight, blood pressure, etc.—from their annual checkups. Being healthy means different things to different people, but it really comes down to a body’s ability to withstand everything from bacteria and viruses to the bumps and bruises of everyday life. Many variables—from winning the genetic lottery to practicing good hygiene—affect health. Exercising and eating well play key roles; so does one’s emotional outlook. Read on to see what can positively influence your health.

“HEALTH IS
A STATE OF
COMPLETE
PHYSICAL,
MENTAL AND
SOCIAL WELL-
BEING AND NOT
MERELY THE
ABSENCE OF
DISEASE OR
INFIRMITY.”

—WORLD HEALTH
ORGANIZATION (WHO)

6 TIPS FOR HEALTHY & MINDFUL EATING

1 STRIKE A BALANCE

Follow a balanced diet of primarily vegetables, fruits, whole grains and protein, plus a source of dietary calcium such as milk or yogurt. Find out more at [choosemyplate.gov](https://www.choosemyplate.gov).

4 CHANGE IT UP

Try healthy techniques such as baking or air-frying to replace frying. Serve a salad with pizza. Swap in lower-calorie or fat-free recipe ingredients, such as beans for beef or yogurt for sour cream.

2 BE MINDFUL

Mindful eating means chewing slowly, without distractions, and paying attention to each bite. Research suggests slow, thoughtful eating can help people turn away from less-healthy foods.

5 FIND COMFORT

Healthy eating doesn’t necessarily mean giving up comfort foods. Instead, try eating them less often—say, once a week instead of once a day—or try a healthier version. Find recipes at [hy-vee.com/recipes](https://www.hy-vee.com/recipes).

3 SHOP SMART

Consider the healthfulness of your food. Hy-Vee has many low-fat, reduced-sodium and sugar-free alternatives, as well as foods to fit special diets, such as gluten-free, vegetarian and vegan.

6 PORTION IT OUT

Restaurant portions have grown over the years, so plan to take half your meal home when eating out. At home, use a 9-in. plate instead of 12-in. to encourage moderate servings.



Sources: [health.harvard.edu/staying-healthy/mindful-eating](https://www.health.harvard.edu/staying-healthy/mindful-eating)
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pro tip: MAKING DAILY CHOICES



“Being healthy means making daily choices to help your body feel its best. Healthy looks different for every person. Overall, measuring personal success for healthy would depend on your goals. A general daily measurement of health is eating five fruits or vegetables,

spending 2 hours or less on recreational screen time, moving for 1 hour, consuming zero sugary sweetened drinks and drinking more water.”

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

“PHYSICAL ACTIVITY CAN REDUCE YOUR RISK OF CHRONIC DISEASE, IMPROVE YOUR BALANCE AND COORDINATION, HELP YOU LOSE WEIGHT AND EVEN BOOST YOUR SELF-ESTEEM. AND YOU CAN REAP THESE BENEFITS REGARDLESS OF YOUR AGE, SEX OR PHYSICAL ABILITY.”

—MAYO CLINIC

4 measures OF PHYSICAL FITNESS

1 AEROBIC FITNESS

This involves several measurements, among them the heart rate at rest, which for most adults should be 60 to 100 beats per minute. Another key measurement is the target heart rate zone—the goal for your heart rate during exertion. It varies by age, but should be 50–70% of your maximum heart rate during moderate intensity and 70–85% for vigorous intensity.

2 MUSCULAR STRENGTH AND ENDURANCE

Push-ups and sit-ups are good markers for muscular strength and endurance. Targets differ by age and gender, but a fit woman should be able to do at least 20 push-ups at the age of 25 or 14 at age 45. Moreover, she should be able to do 39 sit-ups in a minute as a 25-year-old or 25 sit-ups in a minute when she is 45.

3 FLEXIBILITY

Flexibility, taken for granted as a child, can diminish in adults over time. One way to measure the flexibility of legs, hips and lower back is to sit on the floor with a yardstick between your legs, the 0-inch end nearest your body and the 15-inch mark even with the soles of your feet. Reach forward as far as you can three times and note the farthest reach. A good reach is 21½ inches for a woman at age 25 or 20 inches at age 45.

4 BODY COMPOSITION

If your waist circumference is greater than that of your hips, you have a higher risk of heart disease and type 2 diabetes. The Body Mass Index (BMI) measures body fat, which can affect metabolism, blood sugar, movement and more. A reading between 18.5 and 24.9 is considered healthy. Online calculators can help estimate your BMI.

9 markers of emotional wellness

RECOGNIZE THESE AREAS OF LIFE AND THE CONNECTIONS TO SELF-CARE, STRESS AND INNER STRENGTH.

1 RELATIONSHIPS WITH OTHERS

You are able to have deep, meaningful relationships with others and feel a sense of interconnectedness.

2 PERSONAL RESPONSIBILITY

You take personal responsibility for your actions, behaviors, thoughts and feelings. Noticing our own habits and reactions allows us to cause less pain to ourselves and others.

3 CHALLENGES AND CHANGE

You consider challenges and change opportunities for growth. You embrace the goodness in your life and look at your glass as half full, not half empty.

4 SELF-IMAGE

You generally feel good about yourself, who you are and how you look and feel. A positive self-image can contribute to physical, mental and emotional well-being.

5 CONTROL OVER LIFE

You feel you have a considerable amount of control over your life and let go of what you can't control.

6 STRESS AND TENSION

You are able to deal with stress and tension appropriately and find time for leisure activities.

7 SHORTCOMINGS AND MISTAKES

You are aware of, and accept, your shortcomings and view your mistakes as learning opportunities.

8 EXPRESSING FEELINGS

You can recognize and express your feelings, which can positively influence your values, thoughts and feelings about yourself.

9 ENJOYING LIFE

You are able to have fun, laugh and appreciate life.



STUDIES HAVE SHOWN THAT SOCIAL AND EMOTIONAL SUPPORT CAN PROTECT AGAINST PREMATURE MORTALITY, PREVENT ILLNESS AND AID RECOVERY.

—NATIONAL INSTITUTES OF HEALTH (NIH)

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dyes or
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or peanut
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LIKE MEAT**

gardein.
**ULTIMATE
PLANT-BASED
BURGER**
19g
PROTEIN
per serving



NEW

**TRY THE NEW
JUICY, MOUTHWATERING DELICIOUSNESS**

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dietitian Q&A

MACRO- & MICRONUTRIENTS

Learn the difference between the two and why your body needs plenty of both to perform its best.



Elisa Sloss, RD, LD
Vice President,
HealthMarket

Q: What are macronutrients?

A: Carbohydrates, fats and protein are the three macronutrients, called macronutrients because the body needs them in large amounts. They provide energy in the form of calories. Carbohydrates and protein both provide four calories per gram. Fat provides nine calories per gram and should be consumed more sparingly than the other two.

Q: What are micronutrients?

A: Vitamins and minerals are referred to as micronutrients because the body needs them in smaller amounts, which doesn't mean they are less important. Micronutrients are vital for healthy development, organ function, energy production and disease prevention.

Q: How are they measured?

A: Macronutrients are measured in grams and micronutrients are measured in milligrams or micrograms. The recommendations for single nutrients are not one-size-fits-all. Our bodies need more of certain macro- and micronutrients than others.

Q: Do some foods have both macro- and micronutrients?

A: Yes! Almost all foods have both in varying amounts.

Q: Can monitoring macronutrients help me hit my fitness goals?

A: Yes, you can track macronutrient consumption to meet a targeted caloric intake to either build muscle or lose weight. Amounts of macronutrients and calories consumed may vary greatly by person and goal. Meet with a Hy-Vee Dietitian to discuss your goals and get

an accurate calculation of your macronutrients.

Q: How can I ensure that I get all the nutrients I need?

A: The best way to ensure you consume all the nutrients you need is by eating a varied diet rich in colorful fruits and veggies, lean meat and whole grains.

WANT TO
LEARN MORE
ABOUT
THESE
NUTRIENTS
AND WHERE
TO FIND
THEM?
SET UP AN
IN-STORE
NUTRITION
TOUR WITH
A HY-VEE
DIETITIAN!

MACRONUTRIENTS

Carbohydrates, protein and fats are the three macronutrients. Together, they supply the body with necessary energy in the form of calories. Individually, each macronutrient plays a vital role in health.



CARBOHYDRATES

Function: Provide glucose, which converts into energy to support bodily functions and physical activity. Healthy sources of carbs are whole grains, veggies, fruits and beans. Limit or avoid carbs from processed or refined foods, including white bread, soft drinks and desserts.

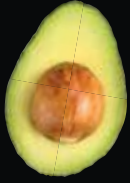
Good Sources Bananas, beans, blueberries, brown rice, butternut squash, lentils, oatmeal, quinoa



PROTEINS

Function: Build and maintain bone, skin and muscle in every part of the body. Protein is integral for repairing damaged cells and creating new ones. Protein is not stored like carbs or fat; it must be replenished daily.

Good Sources Beans, beef, chicken, dairy, eggs, legumes, nuts, pork, seafood, turkey



FATS

Function: Provide energy and help the body absorb vitamins. The body needs fat to function, but too much can negatively affect health. Healthy mono- and polyunsaturated fats may help improve blood cholesterol levels.

Good Sources Almonds, avocados, chia seeds, flaxseeds, hemp seeds, olive oil, peanut butter, pecans, pumpkin seeds, salmon, sesame seeds, walnuts

VERSUS

MICRONUTRIENTS

Vitamins and minerals are called micronutrients because the body requires them in smaller amounts than macronutrients. Small but mighty, these nutrients are essential for healthy growth and development.



VITAMINS

Function: Thirteen vitamins help support functions of the body and overall health. Vitamin C and seven B vitamins dissolve in water and the excess is excreted through urine, so they must be replenished regularly. The remaining vitamins dissolve in fat and are stored in fatty tissue for future use.

Good Sources Asparagus, berries, carrots, citrus fruit, broccoli, bell peppers, leafy greens, lean meat, whole grains



MINERALS

Function: Minerals come from soil and water and are absorbed by plants and animals. Like vitamins, minerals are essential nutrients for healthy growth, development and carrying out bodily processes. Without them, the body would function poorly. The body needs major minerals, such as calcium and magnesium, in greater amounts than trace minerals, such as copper and zinc.

Good Sources Bananas, beans, broccoli, chicken, dairy, eggs, legumes, salmon, spinach, tuna, turkey, walnuts, whole grains

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PRESCRIPTION COVERAGE

Are prescription costs giving you a headache? Sign up for a free Medicare Part D plan comparison at Hy-Vee to learn how you can save money.

Call or stop by the Hy-Vee Pharmacy during the open enrollment period (Oct. 15 to Dec. 7) for a free Medicare Part D plan comparison and medication review. You'll meet with a Hy-Vee pharmacist to review potential plans, costs and coverage to ensure you get the best plan for your situation. All you need to bring is a list of current medications.

Part D offers prescription coverage for those 65 and older and is covered by Medicare. The open enrollment period is the only time to enroll in the program if you missed the initial enrollment period. Current members may also drop or make changes to existing plans.

Need to Know ENROLLMENT

- **Initial enrollment** begins three months before your 65th birthday and ends three months after.
- **After the initial enrollment**, all who are eligible to enroll will be allowed to do so during the annual enrollment period from Oct. 15 to Dec. 7. Existing members may drop or adjust current plans.
- **A late enrollment** penalty will be applied to your monthly premium if you are not signed up 63 days after initial enrollment period ends.

WHO'S ELIGIBLE & WHAT'S COVERED

- **Anyone** on Medicare can qualify for prescription drug coverage.
- **There are no** income requirements or physical exams.
- **No one is denied** coverage for health reasons or for having multiple prescriptions.
- **Part D pays** for outpatient prescription drugs.
- **It does not pay** for over-the-counter medications, vitamins or prescriptions for conditions like hair regrowth or weight loss.



pro tip: DECISION GUIDE

“The plan comparison and medication review gives customers valuable information to guide their coverage decision. Customers receive insight on enrollment, monthly and annual costs, and deductible and drug coverage restrictions. It's a very useful resource for reviewing all options.”

—Carolyn Lewarne
Pharmacy Manager
Hy-Vee, West Des Moines, Iowa

HOW HY-VEE CAN HELP:

- Call or visit your local Hy-Vee Pharmacy to schedule a comparison. You do not have to be a regular customer of the pharmacy to meet for a comparison.

- During the meeting, customers receive a full listing of potential plans for review.

- Plan costs and savings vary by person. The process is easier and stress-free with a Hy-Vee pharmacist by your side to answer questions.

- Plan comparisons are offered during the open enrollment period and year-round as customers become eligible.

45
MILLION PEOPLE
WERE ENROLLED
IN MEDICARE
PART D IN 2019

SOME CUSTOMERS MAY QUALIFY FOR EXTRA HELP, A PROGRAM OFFERED BY MEDICARE THAT AIDS THOSE WITH LIMITED INCOME AND RESOURCES. GO TO [MEDICARE.GOV/DRUG-COVERAGE-PART-D](https://www.medicare.gov/drug-coverage-part-d) FOR MORE INFO.

Don't miss your shot



Earn a 20-cent Fuel Saver by getting your flu shot at the Hy-Vee Pharmacy, available on a walk-in basis—no prescription necessary.*

Drive-up flu shots are also available through Oct. 31 during the following times each week*:

Monday: 7 a.m.-11 a.m.
Thursday: 3 p.m.-7 p.m.
Saturday: 10 a.m.-2 p.m.

Safety protocols added due to COVID-19:

- Hy-Vee pharmacy team members wear face masks at all times.
- Any patient with COVID-19-like symptoms or who has had prolonged exposure should wait the appropriate amount of time prior to receiving their vaccine.
- Patients must wear a face covering.

*See store for details. Restrictions apply. Subject to availability.

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30 MINUTES OR LESS	20 MINUTES OR LESS	10 MINUTES OR LESS	GLUTEN FREE	VEGETARIAN DISH
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Hy-Vee provides:

- Free aids and services to people with disabilities to communicate effectively with us, upon request or when necessary, such as:
 - 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>.

ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 1-866-874-3972.

ATTENTION: Si vous parlez français, des services d'aide linguistique vous sont proposés gratuitement. Appelez le 1-866-874-3972.

DANGEROUSLY CHEESY



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Order at hy-vee.com/mealtime

Takeout | Curbside Pickup | Delivery*

*Where available





HyVee



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