

HyVee[®] FOOD | LIFE | HEALTH seasons[®]



NIGHT OF TREATS!

october
Prices good October 1-31, 2019

More than 150 NEW ways to save

(Now THAT'S SMART!)



OCTOBER 2019 food



3 AISLES

In stores this month: caramel apples, pumpkins, spooky treats.

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DONNA TWEETEN
EXECUTIVE VICE PRESIDENT,
CHIEF MARKETING OFFICER,
CHIEF CUSTOMER OFFICER

Here's to the flavors of fall! They're all in this issue of *Seasons*. Make freaky-fun food combos that put the scream in Halloween, *page 10*, and check out spook-tacular decorating, *page 70*. Find recipes that showcase pumpkin and fall spices, *page 56*. Fashion mums and other blooms into brilliant indoor displays, *page 78*.

Crave a delicious fall meal? Turn to *page 34* for recipes and cooking know-how with Midwest Pork, and to *page 44* for comfort foods with seafood. Midwest Pork is exclusive to Hy-Vee. Throughout this issue find highlighted brands available only at Hy-Vee, and learn how to win cash prizes by purchasing Hy-Vee-branded products, *page 83*.

Have a frightfully fun October!

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ZÖET™

PREMIUM BELGIAN CHOCOLATE



Indulge in sweet.

Add some sweet luxury to your day with Zöet premium Belgian chocolate bars. Deliciously decadent and satisfying, Zöet is made by people who love chocolate just as much as you do. Indulge your sweet tooth with Zöet.

Available exclusively at **HyVee**.

aisles

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



PHOTO Yellowj/Shutterstock (pumpkin)

CARAMEL APPLES

Fall days feel even better when combined with the sensational combination of chewy caramel and a crisp apple. Tart Granny Smith apples ripen in October and work

well with the sweet caramel, making this the perfect month to try your own at home. Find everything you need at Hy-Vee, including apples, caramels and toppings.



now trending

HALLOWEEN

No tricks here! Just tasty seasonal treats to enjoy through October, courtesy of your local Hy-Vee!



OREO HALLOWEEN COOKIES

The classic combination of crunchy and creamy with frightful cookie designs.



PEPPERIDGE FARM SWIRL PUMPKIN SPICE BREAD

Tasty swirls of pumpkin spice on thick-cut slices of bread.



CHOBANI GREEK YOGURT PUMPKIN & SPICE

Sink your spoon into the signature flavor of fall. Grab them while they last.



brand highlight

ZÖET

The chocolatiers at Zöet (also the Belgian word for “sweet”) boast a robust selection of luxurious chocolates that includes milk, dark, extra-dark and white chocolate and much more! Made with high-quality cocoa beans near the Belgian town of Tienen.



Find dark, extra-dark and milk chocolate with toffee and sea salt—exclusively at Hy-Vee!

4 ON THE FLOOR

STOP IN AT HY-VEE TO CHECK OUT THE LATEST AND GREATEST PRODUCTS FROM VARIOUS DEPARTMENTS.

BAKERY
Rainbow Cake



New in October: Bring even more vibrant colors to fall with a rainbow cake from Hy-Vee. Check your local store for availability or to place an order.

DELI
Rogue Creamery Hopyard



New this fall: savory Hopyard cheese from Rogue Creamery, a smooth, buttery cheese combined with floral hops.

MEAT
Hy-Vee True Chicken



True Chicken—exclusively at Hy-Vee—is raised cage-free with no antibiotics or added hormones. Pick from whole chickens, breasts, thighs or drumsticks.

PRODUCE
Hobgoblin Grapes



Available through October: jumbo-size California grapes bursting with sweet, juicy flavor and satisfying crunch.



EVERYTHING HALLOWEEN

BROWSE THE AISLES OF YOUR LOCAL HY-VEE FOR THESE MUST-HAVE HALLOWEEN ITEMS.
1 | UNIQUE plates & napkins 2 | GHOUL ESSENTIALS Halloween straws 3 | GHOUL ESSENTIALS cups 4 | GHOUL ESSENTIALS cookie cutter 5 | WILTON baking cups 6 | CREATIVE TOMCO iron Frankenstein candy bowl 7 | FUN WORLD pumpkin bucket 8 | 10-in. cauldron 9 | 5-ft. inflatable ghost pumpkin 10 | SUPREME GLOW lightstick and lanyard 11 HY-VEE Halloween bag 12 | GHOUL ESSENTIALS bat treat dish 13 | GHOUL ESSENTIALS Halloween cup 14 FUN WORLD spider family 15 | PUMPKIN MASTERS pumpkin carving kit 16 | GHOUL ESSENTIALS pumpkin cup and straw 17 | GHOUL ESSENTIALS pumpkin torch

PANTRY

Trick-or-Treats

Give the kids what they want: candy, candy and more candy! Hy-Vee's candy aisle is overflowing with tasty options to make your house the go-to place on the block!



150-Piece Hershey's Glow in the Dark Miniature Wrappers
Top off trick-or-treat bags with Reese's, Kit Kat or Hershey's.



350-Piece Mars Chocolate Favorites Satisfy everyone with sweet, chewy or crunchy candies.



Chocolate Cake Twinkies
Soft, savory chocolate cake on the outside, smooth creamy filling on the inside.



Chex Mix Muddy Buddies
A crunchy combination of Chex Mix, chocolate, peanut butter and powdered sugar.

BEAUTY

Spooky Face

Add stylish elements to your Halloween costume.



Fright Night Lashes
Make your eyes pop with glamorous fake lashes.



Fright Night Hair Products
For vibrant colors to make your hairdo stand out in a crowd.



Bring the Salon Home Kiss Nail Tattoos and Nail Dress
Prep your nails for a scary night out.

takes
the
cake

SPOOKY
STACK

Highlight special occasions with jaw-dropping custom cakes from Hy-Vee. Have a crazy idea? Hy-Vee's talented cake designers make bringing your vision to life, well, a piece of cake! Just walk in or schedule a time to discuss what you'd like. Whether you want a cake to capture someone's interest or the spirit of the season, like the Spooky Stack Cake (*pictured*) from Hy-Vee cake designer Stephanie Dillon, Hy-Vee has you covered!



A scored support pillar allows cake designers to add levels without the cake toppling over.



The top and bottom are rounded to create a pumpkin shape, followed by extra frosting for texture.



Fondant covers the cake so the designer can add realistic color and jack-o'-lantern face design.



It can take several layers of color to find the right mix. For this pumpkin: golden yellow, golden brown and orange.



Piped-on frosting hides the meeting points between each cake and the cake base, creating a natural look.

Scary Good Cakes

Watch how Hy-Vee cake designer Stephanie Dillon creates this Spooky Stack Cake, and see other masterpieces.



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

BOLD
CRACKERS
FOR BOLD
SPREADS.



CHESAPEAKE
CRACKER COMPANY

Like the sea air wafting in from the Chesapeake Bay, our artisan crackers are crisp and fresh. Whether you're entertaining a crowd or snacking solo, Chesapeake Crackers make a great foundation for your favorite cheeses, spreads and more.



Available exclusively at **HyVee**



Nabisco Multipack
Snacks:
select varieties
12 to 18 ct.
4.98



Nabisco Multipack
Snacks:
select varieties
20 ct.
7.49

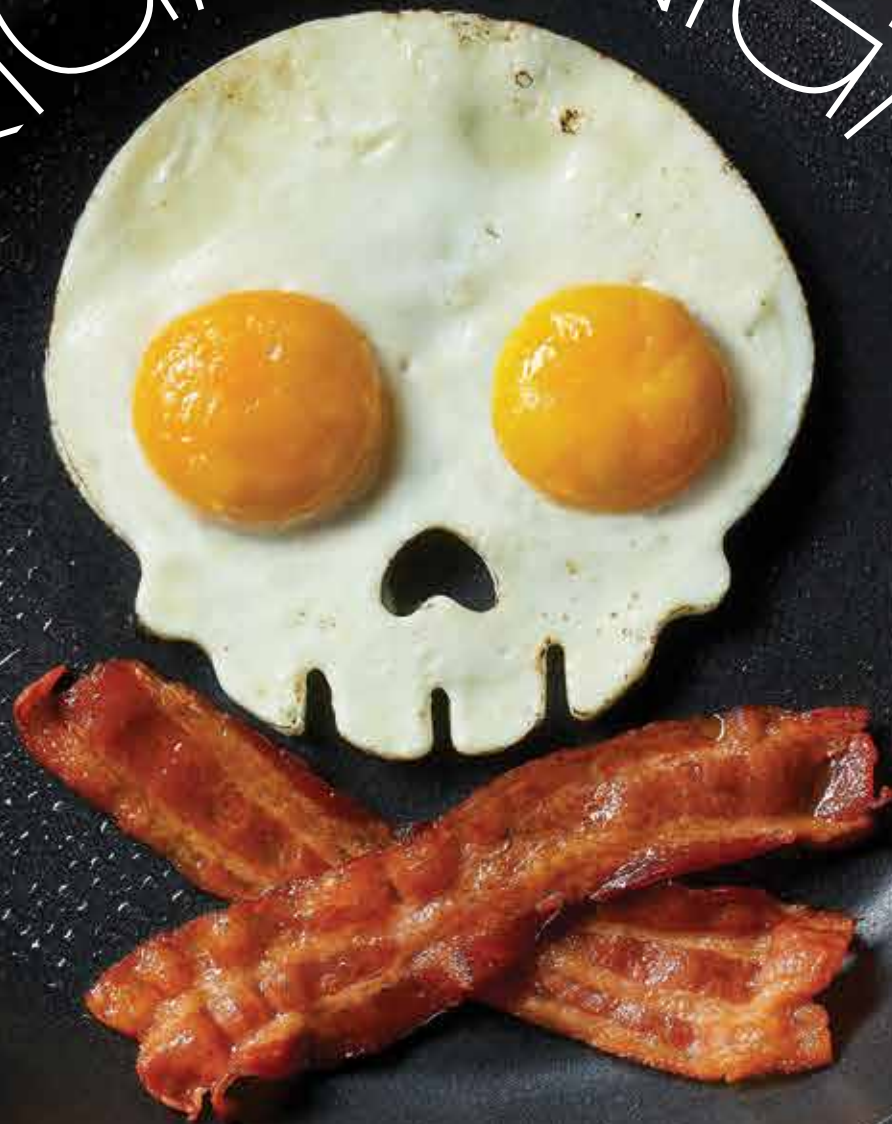
food

**Spooky sweets,
crunchy entrées and
the best pork ever—
all from Hy-Vee!**

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- 22** CRUNCH TIME
- 31** 101: RUSSET POTATOES
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FRIGHT NIGHT



1. EGGS AND BACON

Use a skull-shape cookie cutter or egg mold to fry two egg whites. Cook, then add yolks for eye sockets and sliced bacon for crossbones.

31 WAYS TO SCREAMING GOOD FOOD

Celebrate the spookiest season of the year with these freaky, festive treats. From dinner and dessert to simple snacks, these easy recipes are so good it's scary.



SCARES & SNACKS



2. ghoulish donuts

Combine 1 Tbsp. Hy-Vee light corn syrup, 1 tsp. That's Smart! chocolate-flavored syrup and 6 drops red food coloring in a small bowl. Drizzle over 3 Hy-Vee Bakery raspberry-filled bismarcks with white icing, repeating as necessary. Stack decorated bismarcks and insert knife for serving, if desired.



3. mummy pops

Insert craft sticks into halved bananas. Freeze 3 hours. Dip into melted chocolate; let dry. Drizzle with melted white chocolate. Add mini M&M's for eyes and pipe on melted-chocolate pupils.



4. zöet bar robot

Cut the top two squares of chocolate from a Zöet milk chocolate bar. Separate the two squares and cut one diagonally in half. Adhere triangles to sides of candy bar with melted chocolate for arms and the remaining chocolate square on the top for a head. Let dry. Stick on small candies, gummies or candy eyes with melted dark chocolate.



5. green goblin smoothie bowl

Blend ½ cup Hy-Vee almond milk, ½ cup water, 1 Tbsp. agave nectar, 4 cups baby spinach, 1 cup Hy-Vee peach slices, 1 avocado, 1 Tbsp. fresh mint, 1 cup Hy-Vee frozen pineapple chunks and 1 frozen banana in a blender. Cover and blend until smooth. Divide smoothie between 2 (16-oz.) bowls. Garnish with fruit and seeds for a ghoulish face.



7. witch waffles

Prepare Hy-Vee pancake and waffle mix according to package directions; add green food coloring. Cook waffles as directed. Separate waffles into quarters. Dip the corner of each waffle quarter into melted dark chocolate. Attach a Kit Kat chocolate bar for a witch hat. Add yellow Twizzlers for hair, candy eyes, a candy corn nose and Twizzler mouth.



9. monster mash

Combine 1 cup Hy-Vee dry roasted peanuts, 1 cup Hy-Vee pretzels, 1 cup Bugles and 1 cup Chex cereal on a parchment-lined baking sheet. Drizzle 2 Tbsp. melted dark chocolate and 2 Tbsp. melted Hy-Vee butterscotch baking chips over mixture. Let dry. Place mix in a large bowl; add 1 cup Hy-Vee candy corn, 1 cup Reese's pieces and ¼ cup candy eyes. Toss to combine. Store in an airtight container. Makes 6 cups.



6. little monsters

Preheat oven to 350°F. Whisk together 1 (16.5-oz.) box Hy-Vee extra-moist classic white cake mix, 2 Hy-Vee large eggs and ½ cup That's Smart! vegetable oil. Add desired food coloring. Roll dough into 1-in. balls. Bake 12 minutes. Sandwich Hy-Vee chocolate fudge frosting between 2 cooled cookies. Decorate with candy eyes and white chocolate chips for teeth.



8. creepy hand

Place one piece Jolly Rancher sour bites in each of the fingers of a disposable plastic glove. Fill glove with Hy-Vee caramel cashew honey crunch trail mix, tie wrist of glove with a piece of ribbon to close and garnish with small toy snakes or spiders.



10. frankenstein's toast

Spread mashed avocado on toasted Hy-Vee Bakery whole wheat bread. Top with baby spinach for hair, Persian cucumber slices and Hy-Vee stuffed Manzanilla olives for eyes, Hy-Vee Short Cuts broccoli for bolts, sugar snap peas for a mouth and olive slices for stitches.



11



Hobgoblin grapes are a sneaky snack to serve for any occasion. Leave them in their spooky goblin-inspired packaging or serve them in a festive cauldron-shape bowl. Find Hobgoblin grapes at your local Hy-Vee.

**CAULDRON
AVAILABLE AT
HY-VEE**



pro tip: GO BIG

“When shopping for grapes, check firmness. For the best quality, choose Hobgoblin grapes, and look specifically for large ones.

Those are usually the best tasting and have great crunch."

—Dillon Maple
Produce Manager
Hy-Vee, West Des Moines, Iowa



GHOULS & GRUB



time
saver

Grab a cheese pizza from Hy-Vee and top it with your idea of spookiness.

12

super-quick trick-or-treat pizza

Bake an already-assembled Hy-Vee cheese pizza according to package directions. For cheesy ghosts, cut slices of mozzarella cheese with a ghost-shape cookie cutter to layer on the hot pizza. Add black olive pieces for eyes, noses and spiders.

13. Jack-O'-Lantern Meat Loaf

Hands On 15 minutes
Total Time 1 hour
10 minutes
Serves 8

2 Hy-Vee nonstick cooking spray
1 (1-lb.) pkg. 80%-lean-ground beef
1 (14.5-oz.) can Hy-Vee diced tomatoes, undrained
1 cup Hy-Vee quick-cooking oats
½ cup finely chopped Hy-Vee Short Cuts white onions
½ cup finely chopped orange bell pepper
1 Hy-Vee large egg
1¼ tsp. Hy-Vee salt
¼ tsp. Hy-Vee black pepper
¼ cup Hy-Vee ketchup
2 Tbsp. Hy-Vee yellow mustard

Green bell pepper, for garnish
Fresh spinach leaves, for garnish
Orange bell pepper squares, for garnish

1. PREHEAT oven to 350°F. Spray a 9×9×1½-in. jack-o'-lantern-shape cake pan with nonstick spray.

2. COMBINE beef, tomatoes, oats, onion, finely chopped bell pepper, egg, salt and black pepper. Transfer mixture to prepared pan. Bake for 35 to 40 minutes or until done (165°F). Let rest 10 minutes.

3. MEANWHILE, combine ketchup and mustard in a

bowl. Slide a knife along the edge of pan to loosen meat loaf. Place a serving platter on pan and turn pan over to release meat loaf. Spread ketchup mixture on top. Garnish with a green pepper stem, spinach leaves and orange pepper teeth.

Per serving: 220 calories, 13 g fat, 4.5 g saturated fat, 0.5 g trans fat, 65 mg cholesterol, 610 mg sodium, 13 g carbohydrates, 2 g fiber, 4 g sugar (2 g added sugar), 13 g protein.
Daily Values: Vitamin D 0%, Calcium 2%, Iron 10%, Potassium 8%



14. Crispy Rice Sugar Skull Cake

Spray a 10½×8×1½-in. skull-shape cake pan with nonstick cooking spray. Melt ½ cup Hy-Vee unsalted butter in saucepan over low heat. Add 1 (10.5-oz.) pkg. Hy-Vee miniature marshmallows; stir until melted and smooth. Remove from heat. Quickly stir in 5 cups Hy-Vee crispy rice cereal. Press mixture into prepared pan, using greased hands. Garnish with black icing and desired candies.



try
this

Put a festive spin on any recipe with Halloween-theme pans from Hy-Vee.



FRIGHTS & BITES

Creepy Critters
Watch our video and see how to make hors d'oeuvres that are anything but ordinary!



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



EXCLUSIVE AT HY-VEE
NORI Sushi® is made fresh in stores and comes in a variety of styles and flavors.

15. JALAPEÑO MUMMIES

Preheat oven to 350°F. Combine 3 oz. Hy-Vee cream cheese and 1 oz. shredded smoked Gouda cheese. Spoon into 5 seeded jalapeño pepper halves. Wrap in bacon. Bake 20 to 25 minutes. Add candy eyes.

16. MONSTER APPLE SLICES

Sandwich peanut butter and jelly between 2 Hy-Vee Short Cuts apple slices. Add a strawberry slice for a tongue. Use peanut butter to attach sliced almonds for teeth and Spree candies and candy eyes for eyes.

17. ALIEN EGGS

Carve alien faces into Hy-Vee Short Cuts hard-boiled eggs with a sharp knife. Fill carved spaces with Hy-Vee Select balsamic glaze.

18. SPIDER PIZZA BITES

Preheat oven to 375°F. Top plain mini bagel halves with pizza sauce and slices of fresh mozzarella cheese. Add halved olives for spider bodies and olive slices for legs. Bake for 10 minutes. Garnish with Hy-Vee crushed red pepper.

19. SUSHI SNAKE

Arrange 1 (7-oz.) container Hy-Vee tempura shrimp sushi roll in the shape of a snake. Add Hy-Vee seaweed salad around sushi for grass. Carve a cucumber head and teeth, using fragments of red bell pepper for eyes and tongue. Attach with wasabi.

time saver

Go the easy route and pick up Hy-Vee Short Cuts hard-boiled eggs for these Alien Eggs.



20. pudding graveyard

Top a pudding cup with crushed chocolate sandwich cookies, sprinkles and a sour skull. Pipe melted dark chocolate letters on a Milano cookie for gravestone.



21. spiderweb cookies

Pipe melted white chocolate on Hy-Vee Bakery homestyle brownie cookie in the shape of a spiderweb. Adhere M&M's to melted white chocolate, then pipe melted dark chocolate around M&M's for spider legs.



22. cheese monsters

Using a sharp knife, carve the wax wrapper of Babybel cheese into monsters. Attach candy eyes.



23. scaredy-cat cookies

Use a cat-shape cookie cutter to cut sugar cookie dough. Frost with black royal icing, then pipe white icing in the shape of a skeleton.



24. dinosaur eggs

Tint a small bowl of water with purple food coloring. Gently roll a hard-boiled egg on a hard surface, cracking shell but keeping it intact. Leave cracked eggs in food coloring mix at least 4 hours or overnight.



25. cookie bat

Dip chocolate sandwich cookies in melted dark chocolate. Attach 2 chocolate sandwich cookie halves underneath chocolate-dipped cookie to form wings; add candy eyes. Let dry. Pipe on a mouth with melted white chocolate melting wafers. Add blood drops with Over the Top red write-on gel.



26. spooky fingers

Peel and trim carrots and parsnips. Make slight cuts for knuckles. Cut red bell pepper into fingernail shapes. Spread Hy-Vee original hummus on each red bell pepper piece and stick on as fingernails.



27. clementine pumpkin

Place a Hy-Vee Short Cuts celery stick in a Hy-Vee Short Cuts peeled Mandarin orange; tuck in a fresh basil leaf.



28. eyeball bites

Top Hy-Vee original snack crackers with crumbled blue cheese. Wrap strips of prosciutto around blue cheese and top each with a blueberry.



SPOOKS & SIPS

29. Caramel Apple Monster Shakes

Total Time 20 minutes
Serves 4 (8-oz. each)

2 tsp. Hy-Vee ground cinnamon, divided
1 Hy-Vee Bakery snickerdoodle cookie, crushed
2 tsp. Hy-Vee light corn syrup
¼ cup plus 2 Tbsp. caramel ice cream topping, divided
2½ cups Hy-Vee We All Scream! vanilla ice cream
1½ cups Hy-Vee apple cider
Desired toppers: Caramel apple, Hy-Vee Bakery snickerdoodle cookies, Hy-Vee original whipped topping, Hy-Vee Short Cuts apple slices, Reese's peanut butter cups and/or caramel ice cream topping

1. COMBINE 1 tsp. cinnamon and crushed cookies on a small plate. Using a food-safe brush, coat the rims of 4 (10-oz.) glasses with corn syrup. Dip immediately into cookie mixture, coating well. Drizzle 1 Tbsp. caramel topping along inside of each glass; set aside.

2. COMBINE ice cream, apple cider, remaining 2 Tbsp. caramel topping and remaining 1 tsp. cinnamon in a blender. Cover and blend until smooth. Pour into prepared glasses; add desired toppers.

Per serving (without toppers): 330 calories, 9 g fat, 6 g saturated fat, 0 g trans fat, 35 mg cholesterol, 180 mg sodium, 60 g carbohydrates, 1 g fiber, 49 g sugar (33 g added sugar), 3 g protein. Daily Values: Vitamin D 0%, Calcium 10%, Iron 0%, Potassium 4%

GET ALL THE TOPPERS

- Caramel apple
- Hy-Vee snickerdoodle cookies
- Hy-Vee original whipped topping
- Hy-Vee Short Cuts apple slices
- Reese's peanut butter cups

30. scary black cherry slush

Pour 1 cup activated charcoal water into ice cube trays. Freeze 4 hours or until solidly frozen. Place charcoal ice cubes, 1 cup frozen dark sweet cherries, ½ (0.13-oz.) pkg. unsweetened black cherry drink mix, 2 Tbsp. Hy-Vee granulated sugar and 1 cup activated charcoal water in a blender. Cover and blend until combined and slushy. Pour immediately into 2 (12-oz.) glasses. Garnish with skull-shape charcoal ice cubes, if desired. Serves 2.

EXCLUSIVE AT HY-VEE

Row vodka is a 5-times-distilled alcohol made from 100% American corn.

31 martini at midnight

Combine 3 oz. Row vodka, ½ oz. blue curaçao, ½ oz. grenadine, 1 oz. fresh lime juice and ¼ cup ice cubes in a cocktail shaker. Shake until combined. Strain into a 10-oz. martini glass. Garnish with blackberries threaded on a skewer, if desired. Add dry ice* for an eerie effect. Serves 1.
**A cube of dry ice creates the effect of a bubbling cauldron. Pick up and handle with tongs; avoid contact with skin.*

try
this

To create the drifting fog effect, drop dry ice in tall-stemmed glasses.


BORN TO RUM

Award-winning darker flavored rum aged 5 years, featuring notes of caramel with vanilla and baking spice finish.

Available at

HyVee



Made with

Over 1/2 LB
Wisconsin Cheese



**Lotzza
Motzza**



www.brewpubpizza.com

   @brewpubpizza

CRUNCH TIME

Chips can add bold and creative flavors to a dish—salty, spicy, cheesy, and definitely delicious!



Flamin' Hot Cheetos Mac & Cheese **Burger Casserole**

Total Time 20 minutes
Serves 6

1 (7.25-oz.) pkg. That's Smart!
original macaroni & cheese dinner
1 (1-lb.) pkg. 93%-lean ground beef
¾ cup Hy-Vee 2% reduced-fat milk
¼ cup Hy-Vee salted butter
½ (8-oz.) pkg. Hy-Vee cream
cheese, cubed
6 slices Hy-Vee American cheese,
unwrapped and cubed

2 Tbsp. Sriracha hot sauce
1½ cups Flamin' Hot Crunchy
Cheetos, slightly crushed
Assorted sliced chile peppers,*
such as jalapeños, serranos,
habaneros and/or banana
peppers, for garnish

1. **COOK** macaroni according to
package directions; drain.

2. **MEANWHILE**, cook beef in a
large nonstick skillet over medium-

high heat 8 to 10 minutes or until
cooked through (165°F), breaking
up large pieces; drain.

3. **ADD** macaroni to beef in skillet.
Sprinkle with sauce mix from
macaroni & cheese dinner; add milk,
butter, cream cheese and American
cheese. Cook over medium heat
until cheeses are melted. Stir in
Sriracha. Top with crushed Cheetos
and desired chile peppers.

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

Per serving: 530 calories, 30 g fat,
15 g saturated fat, 1 g trans fat,
100 mg cholesterol, 920 mg sodium,
37 g carbohydrates, 1 g fiber, 8 g sugar
(0 g added sugar), 25 g protein.
Daily Values: Vitamin D 15%,
Calcium 30%, Iron 20%,
Potassium 10%

20
minutes
or less



BBQ Chicken
Ramenritto

20
minutes
or less

- Total Time** 20 minutes
Serves 4
- 2 cups water**
1 (3-oz.) pkg. chicken-flavored ramen noodle soup
10 oz. Hy-Vee picked rotisserie chicken
1 cup bottled barbecue sauce, plus additional for serving
4 Hy-Vee burrito-size flour tortillas
2 cups Lay's kettle-cooked mesquite barbecue potato chips, slightly crushed
1 cup shredded red cabbage
¼ cup shredded carrots
4 Hy-Vee sugar-free bread & butter sweet pickle spears

- 1. BRING** water to boiling in a small saucepan. Add noodles and seasoning mix. Cook, uncovered, for 3 minutes or until tender, stirring occasionally. Drain; cover and keep warm.
- 2. MEANWHILE,** combine chicken and 1 cup barbecue sauce in a medium microwave-safe bowl. Cover bowl with paper towel. Microwave on HIGH for 1 to 2 minutes or until heated through, stirring once halfway through. Heat tortillas in microwave according to package directions to soften.
- 3. TO ASSEMBLE,** place ramen noodles just below the center of each tortilla; layer crushed potato chips, cabbage, carrots, chicken and a pickle spear. Fold up bottom over filling; fold in sides and roll up. Serve with additional barbecue sauce, if desired.
- Per serving:** 680 calories, 25 g fat, 7 g saturated fat, 0 g trans fat, 45 mg cholesterol, 2,160 mg sodium, 93 g carbohydrates, 2 g fiber, 26 g sugar (1 g added sugar), 25 g protein.
Daily Values: Vitamin D 0%, Calcium 10%, Iron 20%, Potassium 15%



EXCLUSIVE AT HY-VEE
Hy-Vee True Chicken is raised cage free with no antibiotics, added hormones or steroids. Only at Hy-Vee!



MICROWAVE
TORTILLAS TO
SOFTEN THEM
FOR ROLLING.

Mexican Breakfast Pizza

- Hands On** 13 minutes
Total Time 29 minutes
Serves 8
- 1 (10-oz.) pkg. ground fresh Mexican pork chorizo**
1 (13.8-oz.) tube Hy-Vee refrigerated pizza dough
6 Hy-Vee large eggs
¼ cup Hy-Vee 2% reduced-fat milk
Hy-Vee nonstick cooking spray
- ¾ cup Tostitos queso blanco dip, plus additional for garnish**
1½ cups Hy-Vee finely shredded Mexican cheese (6 oz.)
½ cup slivered red onion
2 cups Doritos nacho- or taco-flavored tortilla chips, slightly crushed
Chopped fresh cilantro, for garnish
- 1. PREHEAT** oven to 425°F. Cook chorizo in a large nonstick skillet

- over medium-low heat for 10 minutes or until cooked through (165°F), stirring occasionally. Drain and remove from skillet; set aside. Wipe skillet clean.
- 2. MEANWHILE,** unroll pizza dough and pat into a 15×10×1-in. baking pan. Bake for 8 minutes.
- 3. WHISK** together eggs and milk in a medium bowl until well combined. Lightly spray

- same skillet with nonstick spray. Add egg mixture. Cook over medium heat for 3 to 5 minutes or until set but still moist, stirring occasionally. Remove from heat; break eggs into small pieces.
- 4. SPREAD** ¾ cup dip on baked pizza crust. Top with ½ cup of the chorizo, egg mixture and ¾ cup of the cheese. Sprinkle with remaining chorizo, ¾ cup cheese and red onion.
- 5. BAKE** for 8 to 12 minutes or until cheese is melted and dip is slightly bubbly around the edges. Top with crushed chips. Garnish with cilantro and drizzle with additional dip, if desired. Cut into squares to serve.
- Per serving:** 470 calories, 25 g fat, 9 g saturated fat, 0 g trans fat, 195 mg cholesterol, 1,090 mg sodium, 36 g carbohydrates, 0 g fiber, 4 g sugar (4 g added sugar), 22 g protein. **Daily Values:** Vitamin D 6%, Calcium 15%, Iron 10%, Potassium 4%

30
minutes
or less



Chorizo is pork sausage heavily spiced with cumin, garlic and paprika. For less heat, substitute regular sausage and season to your taste.

Dilly Chip Oven-Fried Fish

Hands On 15 minutes
Total Time 30 minutes
Serves 4

Hy-Vee nonstick cooking spray
1 lb. skinless cod or tilapia fillets,
 ½ to ¾ in. thick
½ cup plus ½ cup Hy-Vee mayonnaise,
 divided
¼ cup Hy-Vee 2% reduced-fat milk
1½ tsp. chopped fresh dill, divided; plus
 additional for garnish
1¾ cups finely crushed Lay's dill pickle
 flavored potato chips
2 Tbsp. fresh lemon juice
Dash coarse-ground Hy-Vee black pepper

1. PREHEAT oven to 400°F. Place a wire rack on a large rimmed baking pan; spray with nonstick spray. Set aside. Cut fish into 4 portions; pat dry with paper towels.

2. COMBINE ½ cup mayonnaise, milk and 1 tsp. dill in a shallow bowl. Place crushed potato chips in another shallow bowl. Dip fish, one piece at a time, into mayonnaise mixture. Evenly coat with crushed potato chips. Place on prepared rack; spray with nonstick spray. Bake for 13 to 16 minutes or until fish flakes easily with a fork (145°F).

4. COMBINE remaining ½ cup mayonnaise, lemon juice, ½ tsp. dill and pepper. Serve with fish. Garnish with fresh dill, if desired.

Per serving: 670 calories, 53 g fat, 8 g saturated fat, 0 g trans fat, 75 mg cholesterol, 1,000 mg sodium, 25 g carbohydrates, 2 g fiber, 3 g sugar (0 g added sugar), 21 g protein. **Daily Values:** Vitamin D 6%, Calcium 2%, Iron 6%, Potassium 15%

30
minutes
or less

SERVE DELICATE-TASTING COD WITH A TANGY SAUCE MADE WITH LEMON AND FRESH **DILL SPRIGS**.

30
minutes
or less

Cool Ranch Chicken Fingers

Hands On 15 minutes
Total Time 28 minutes
Serves 4

Hy-Vee nonstick cooking spray
1 lb. Hy-Vee boneless, skinless chicken
 breast tenders
3 cups Doritos Cool Ranch tortilla chips
½ cup Hy-Vee all-purpose flour
¼ tsp. Hy-Vee salt
2 Hy-Vee large eggs,
 beaten
½ cup Culinary Tours
 Sriracha ranch dressing,
 for dipping
Hy-Vee paprika, for garnish

1. PREHEAT oven to 350°F. Place a wire rack in a large rimmed baking pan. Spray rack with nonstick spray; set aside. Pat chicken dry with paper towels.

2. PLACE chips in a food processor. Cover and pulse until finely crushed.

3. COMBINE flour and salt in a shallow bowl. Place eggs in another shallow bowl and crushed Doritos chips in a third shallow bowl.

4. DIP chicken, one piece at a time, into flour, shaking off excess. Dip into eggs, then evenly coat with crumb mixture. Place chicken on prepared rack in pan.

5. BAKE for 10 to 15 minutes or until done (165°F). Place ranch dressing in serving dish; garnish with paprika, if desired. Serve with chicken for dipping.

Per serving: 310 calories, 11 g fat, 1.5 g saturated fat, 0 g trans fat, 110 mg cholesterol, 380 mg sodium, 23 g carbohydrates, 1 g fiber, 1 g sugar (0 g added sugar), 30 g protein. **Daily Values:** Vitamin D 0%, Calcium 4%, Iron 10%, Potassium 2%

30
minutes
or less

Vegetarian Walking Tacos

Total Time 30 minutes
Serves 6

2 cups Hy-Vee Short Cuts fajita vegetables

4 tsp. Hy-Vee vegetable oil, divided

2 ears Hy-Vee Short Cuts sweet corn

4 tsp. fresh lime juice

1 tsp. Hy-Vee ground cumin

¼ tsp. Hy-Vee salt

**3 (15-oz.) cans Hy-Vee fat-free vegetarian
chili with beans**

**6 (1-oz.) bags Fritos original or chili cheese-
flavored corn chips and/or Doritos nacho
cheese-flavored tortilla chips**

Desired toppings: Hy-Vee shredded lettuce,
Hy-Vee taco sauce, halved cherry tomatoes,
chopped avocado, Hy-Vee sour cream,
Hy-Vee finely shredded Cheddar Jack
cheese and/or chopped fresh cilantro

1. HEAT a cast-iron grill pan over medium-high heat. Toss fajita vegetables with 2 tsp. oil. Grill 4 to 5 minutes or until charred, turning occasionally. Remove from pan. Coat corn with remaining 2 tsp. oil. Grill in same pan 7 to 8 minutes or until charred, turning occasionally. Remove from pan. Cut corn off cobs and cut vegetables into bite-size pieces. Toss together with lime juice, cumin and salt.

2. MEANWHILE, heat chili according to package directions. To serve, slightly crush chips in bags. Open bags, fold over tops and spoon chili inside. Top with vegetables and desired toppings.

Per serving: 390 calories, 15 g fat, 2 g saturated fat, 0 g trans fat, 0 mg cholesterol, 950 mg sodium, 54 g carbohydrates, 9 g fiber, 10 g sugar (3 g added sugar), 12 g protein.
Daily Values: Vitamin D 0%, Calcium 6%, Iron 10%, Potassium 30%



EXCLUSIVE AT HY-VEE
Cut back on chopping time. Hy-Vee Short Cuts fruits and veggies are ready-made and found only at Hy-Vee.

**try
this**

Heat the vegetarian chili in a 1½-qt. slow cooker. Once it's hot, keep it warm until serving time.



**EXCLUSIVE
AT HY-VEE**
Named after the Belgian word for "sweet," Zöet chocolates are rich, creamy and found only at Hy-Vee!

Sweet 'n' Salty Brownies

Hands On 15 minutes
Total Time 45 minutes
Serves 16

Hy-Vee nonstick cooking spray
½ cup Hy-Vee unsalted butter
**2 (3.5-oz.) bars Zöet 57% cacao
dark chocolate (16 squares),
divided**

¾ cup Hy-Vee granulated sugar
2 Hy-Vee large eggs

1 tsp. Hy-Vee vanilla extract
¾ cup Hy-Vee all-purpose flour
**¾ cup Ruffles original potato
chips, slightly crushed**
**½ cup Rold Gold tiny pretzel
twists, slightly crushed (about
14 pretzels)**

Hy-Vee Mediterranean sea salt

1. PREHEAT oven to 350°F. Line an 8×8×2-in. baking pan with parchment paper, extending

paper over edges of pan. Lightly spray with nonstick spray; set pan aside.

2. HEAT butter and 1½ bars (12 squares) chocolate in a medium saucepan over low heat until melted. Remove from heat.

3. WHISK sugar into chocolate mixture in saucepan. Add eggs, one at a time, stirring after each addition until combined. Stir

in vanilla. Stir in flour just until combined. Spread in prepared pan. Top with potato chips and pretzels. Chop remaining ½ chocolate bar (4 squares); sprinkle on brownies.

4. BAKE for 25 to 30 minutes or until a wooden toothpick inserted near center comes out clean. Sprinkle with sea salt. Cool in pan on a wire rack.

5. LIFT uncut brownies out of pan using edges of paper. Cut into squares. Cover and store in an airtight container.

Per serving: 240 calories, 14 g fat, 7 g saturated fat, 0 g trans fat, 40 mg cholesterol, 80 mg sodium, 27 g carbohydrates, 2 g fiber, 15 g sugar (14 g added sugar), 3 g protein. **Daily Values:** Vitamin D 0%, Calcium 0%, Iron 10%, Potassium 4%



Frito-Lay Party Size
Chips or Jar Dips:
select varieties
10.5 to 24 oz.
3.99

101

RUSSET POTATOES

Craving ultracreamy mashed potatoes? Or crispy oven fries? Dig into this amazing spud to get superior results.

Russet potatoes are characterized by a brown netted skin and white flesh. Low moisture content leads to dry, fluffy cooked texture for baked or mashed potatoes. At just 110 calories, a medium skin-on russet provides 45 percent of the recommended daily value of vitamin C (based on a 2,000-calorie diet) and contains more potassium than a banana.

BUY clean, smooth, firm potatoes with no cuts or bruises. Avoid potatoes that have sprouted eyes or green-tinged skin—both signs of improper storage.

STORE potatoes in a cool, dark place (not the refrigerator) with good ventilation. Russets keep for several weeks when stored at about 50°F. Perforated bags help extend shelf life by allowing air to circulate around the potatoes.

PREP russets by gently scrubbing with a vegetable brush under cool running water. To peel, use a vegetable peeler or paring knife. Cover cut potatoes in cold water before cooking to prevent discoloration. Potatoes that turn pinkish or brown are safe to eat; the color usually disappears with cooking.

SHOW SOME SKIN—
SKIN-ON POTATOES
CUT PREP TIME AND
ARE MORE HEALTHFUL



WAYS TO USE

bake russets until they have light and fluffy centers surrounded by crispy roasted skin. Rub potatoes with olive oil, sprinkle with salt and pepper and wrap in foil. Bake at 400°F for about 1 hour.

mash russets, which are starchy and easily fall apart during cooking—exactly what you want for easy mashing. Peel, cut and boil potatoes until tender. Then mash or rice, adding butter and/or cream cheese, milk, salt and black pepper; whip until creamy.

roast russets as hearty oven-roasted fries. Simply cut potatoes into wedges, toss with olive oil and seasonings, then arrange on a parchment-lined baking pan. Roast at 375°F for 40 minutes or until browned and fork-tender.

EXCLUSIVE AT HY-VEE

Hy-Vee
ONE STEP



When you buy Hy-Vee One Step potatoes, you help fund community and school gardens. So far, these potatoes have helped plant more than 410 Midwest gardens.



Substitute winter squash for half the potatoes, and thyme and rosemary for the sage.

Easy Cheesy Potatoes

Hands On 20 minutes
Total Time 1 hour 30 minutes
Serves 10

Hy-Vee nonstick cooking spray
 1 (8-oz.) pkg. Culinary Tours Alpine style Cheddar cheese, shredded; divided
 2 Tbsp. Hy-Vee all-purpose flour, divided
 ½ cup shredded Gruyère cheese
 1 Tbsp. Hy-Vee salted butter
 ¼ cup finely chopped white onion
 1 tsp. Hy-Vee salt
 ½ tsp. Hy-Vee black pepper
 2 cups Hy-Vee half-and-half
 2 tsp. finely chopped fresh sage, plus additional sage leaves for garnish
 ½ (5-lb.) bag Hy-Vee One Step russet potatoes, peeled and sliced ¾ in. thick

- 1. PREHEAT** oven to 350°F. Spray a shallow 1½-qt. baking dish and a large sheet of foil with nonstick spray. Set dish and foil aside.
- 2. TOSS** together 1½ cups Cheddar cheese and 1 Tbsp. flour in a medium bowl. Toss together Gruyère cheese and remaining 1 Tbsp. flour in another bowl. Set aside.
- 3. MELT** butter in a heavy 4-qt. saucepan over medium heat. Add onion, salt and pepper. Cook and stir for 1 to 2 minutes or until onions are slightly softened. Stir in half-and-half, Gruyère cheese mixture and finely chopped sage; add potatoes. Bring to a simmer over medium heat. Gently cook for 2 to 3 minutes or until mixture is hot, stirring often.
- 4. SPOON** about one-third of the potato mixture into prepared dish. Top with half the Cheddar cheese mixture. Repeat layers. Top with remaining potato mixture.
- 5. BAKE**, covered with prepared foil, for 50 minutes. Remove foil; sprinkle with remaining ½ cup Cheddar cheese. Bake, uncovered, for 10 to 15 minutes more or until potatoes are tender and top is lightly golden. Garnish with sage leaves, if desired. Let stand for 10 minutes before serving.

Per serving: 300 calories, 17 g fat, 10 g saturated fat, 0 g trans fat, 60 mg cholesterol, 500 mg sodium, 24 g carbohydrates, 2 g fiber, 3 g sugar (0 g added sugar), 13 g protein. Daily Values: Vitamin D 0%, Calcium 25%, Iron 6%, Potassium 10%



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OCTOBER IS
NATIONAL
PORK MONTH

Join Hy-Vee in singing praise to the nation's pork industry. Check out the fresh Midwest Pork cuts available in the Meat Department and find plenty of choices for your next family meal.

Best Pork Dinners

6 EASY WEEKNIGHT-FRIENDLY MEALS

SERVE THESE NO-STRESS-PREP MEALS THAT SHOW THE VERSATILITY OF FRESH MIDWEST PORK CUTS, INCLUDING CHOPS, RIBS AND TENDERLOIN.

Pressure Cooker Rib Carnitas

Hands On 1 hour

Total Time 1 hour 30 minutes

Serves 8 (3 each)

- 1 Tbsp. Hy-Vee canola oil
- ½ cup Hy-Vee Short Cuts chopped red onions, divided
- 2 Tbsp. refrigerated minced garlic
- 4 lb. Midwest Pork boneless pork country-style ribs, cut in half
- 2 Tbsp. purchased chili lime rub
- 1 cup lager beer
- 1 cup Hy-Vee orange juice
- 1 (15-oz.) container Hy-Vee fresh salsa
- 1½ cups Hy-Vee Short Cuts pineapple, cut into ¼-in. cubes
- 2 Tbsp. chopped fresh cilantro
- 1 Tbsp. chopped fresh oregano
- 1 Tbsp. agave nectar
- 1 Tbsp. fresh lime juice
- 24 Hy-Vee street taco flour tortillas, charred

1. HEAT canola oil on sauté setting of an 8-qt. pressure cooker. Add ¼ cup red onions and garlic. Cook and stir for 1 minute or until softened.

2. PAT pork dry. Sprinkle and rub pork with chili lime rub. Add pork in batches to pressure cooker and sear until browned all over, about 2 minutes per side. Deglaze with beer and orange juice, scraping browned bits from bottom of pan. Cover and cook on high pressure for 30 minutes. Once pork has finished cooking, release the valve and allow steam to escape. Carefully remove lid. Transfer pork to a cutting board; cool slightly. Reserve cooking juices.

3. COMBINE salsa, pineapple, remaining ¼ cup red onion, cilantro, oregano, agave nectar and lime juice in a medium bowl; set aside.

4. SHRED pork into bite-size pieces; transfer to a bowl. Drizzle and toss with enough reserved cooking juices to moisten; discard remaining juices. Serve pork on tortillas topped with pineapple salsa.

Per serving: 680 calories, 27 g fat, 9 g saturated fat, 0 g trans fat, 140 mg cholesterol, 980 mg sodium, 55 g carbohydrates, 1 g fiber, 10 g sugar (2 g added sugar), 55 g protein. **Daily Values:** Vitamin D 0%, Calcium 10%, Iron 20%, Potassium 2%

SHREDDING PORK:

USE TWO FORKS, TINES DOWN, TO QUICKLY PULL MEAT APART.



TECHNIQUE: PRESSURE COOKING

Large chunks of pork become soft, tender shreds when sautéed and cooked in a pressure cooker. Total cook time under pressure is 30 minutes, giving the same tender results as 8 hours in a slow cooker.



WHEN YOU BUY MIDWEST PORK AT HY-VEE, YOU SUPPORT LOCAL FAMILY FARMS THROUGHOUT THE MIDWEST. IT'S TOP-QUALITY PORK THAT'S:

RAISED on 450 farms throughout Iowa, Minnesota, South Dakota, Nebraska, Kansas, Missouri, Illinois and Wisconsin.

SELECTED, hand-trimmed and locally packaged. Look for the Midwest Pork label.

SUPERIOR in taste and tenderness. Try the fresh cuts, *right*, in the recipes that follow. For more ideas, see "15 Go-To Recipes for When You Stock Up on Midwest Pork," at Hy-Vee.com/recipes-ideas



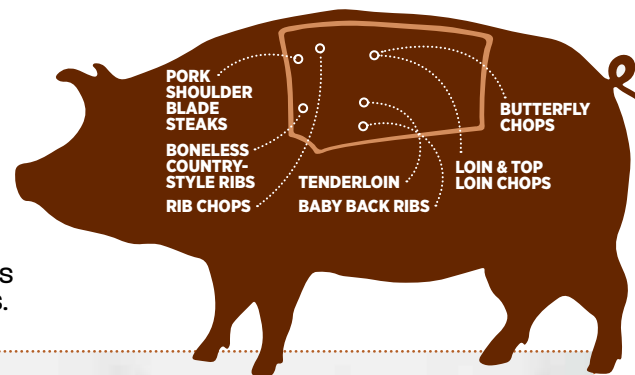
pro tip: CHOPS DONE RIGHT

“You have a good, lean cut of pork, so treat it well. Take pork chops out of the fridge about 15 minutes before cooking—they'll cook more evenly. Most importantly, don't overcook them. Get them to 145°F, then take them off the hot surface and let them rest a few minutes for tender, juicy meat.”

—Justin Tesene
Meat Market Manager
Hy-Vee, West Des Moines, Iowa

PORK CUTS AT HY-VEE

REFER TO THIS COMPLETE GUIDE FOR INFORMATION ABOUT MIDWEST PORK CUTS AS WELL AS RECOMMENDED COOKING METHODS.



LOIN CHOPS & TOP LOIN CHOPS
Loin chops, cut near the center of the loin, have a T-shape bone that divides loin meat from tenderloin muscle. Top loin chops contain the same bone but no tenderloin. Both chops are lean with mild flavor.

BEST METHODS: Grill, broil, oven-roast; brining adds moistness



RIB CHOP
Cut from the rib section of the loin (rib bones attached to these chops are baby back ribs). Rib chops contain more fat than loin chops; as a result, they're more flavorful and less likely to dry out during cooking.

BEST METHODS: Grill, broil, oven-roast



PORK SHOULDER BLADE STEAK
Cut from the shoulder end of the loin, blade steaks contain more fat and tend to be a bit tougher than loin and rib chops. They have good flavor and juiciness.

BEST METHODS: Grill, broil, pan-fry, braise or slow-cook



BONELESS BUTTERFLY CHOP
Cut from the center of the loin, with a small "hinge" in the center to open like a book. The two halves look much like the wings of a butterfly.

BEST METHODS: Pan-fry, oven-roast



BONELESS TOP LOIN CHOP
Top loin or rib chop that has bone removed. Absence of bone makes it less flavorful.

BEST METHODS: Grill, broil, oven-roast or cut into strips for stir-fry



TENDERIZED TOP LOIN CHOP
Boneless chops mechanically tenderized to break up connective tissue and muscle fibers, also known as sandwich chops. Quick to cook.

BEST METHODS: Bread and oven-fry, pan-fry or deep-fry for a sandwich



TENDERLOIN
Lean, boneless roast—one of the most tender cuts of pork. Weighing from ¾ to 1½ pounds, pork tenderloin contains about the same amount of fat as a boneless, skinless chicken breast and cooks quickly.

BEST METHODS: Grill, oven-roast, sauté, skewer or stir-fry



BONELESS COUNTRY-STYLE RIBS
Meaty, tender cut from the upper side of the rib cage, from the fatty blade end of the loin.

BEST METHODS: Braise, slow-cook, pressure-cook



BABY BACK RIBS
Small, curved slabs from the pig's rib cage near the backbone. Baby back ribs are meatier than spare ribs and not as meaty as country-style ribs.

BEST METHODS: Grill, slow-cook, oven-roast



TECHNIQUE: SKILLET COOKING

For a family-size recipe like this, use a 12-in. skillet. Make sure the skillet is hot before adding pork. High temperature causes caramelization, which adds complex, savory flavors.



30
minutes
or less

Pork Chop Skillet Meal

Hands On 5 minutes

Total Time 25 minutes

Serves 6

½ (16-oz.) pkg. Gustare Vita penne pasta
2 tsp. Gustare Vita olive oil, divided
1 lb. Midwest Pork boneless center cut pork chops, ½ in. thick; cubed

1 Tbsp. purchased seasoning blend with salt, such as Nature's Seasons brand
1 shallot, finely chopped
1 Tbsp. refrigerated minced garlic
1 tsp. Hy-Vee crushed red pepper
1 (8-oz.) container sliced button mushrooms
2 cups cherry tomatoes, halved
1 (17.6-oz.) bottle Gustare Vita vodka pasta sauce
2 cups fresh spinach leaves, stemmed
1 Tbsp. fresh oregano leaves
Freshly grated Parmesan cheese, for serving

1. COOK pasta according to package directions; drain, reserving ¼ cup pasta water. Set aside.

2. MEANWHILE, heat 1 tsp. olive oil in a large skillet over medium heat. Toss pork with seasoning blend; add to skillet. Cook for 5 minutes or until browned (145°F), stirring occasionally. Remove pork from skillet; set aside and keep warm.

3. HEAT remaining 1 tsp. olive oil in same skillet. Add shallot, garlic and crushed red pepper. Stir in mushrooms and tomatoes. Cook for 2 minutes, stirring occasionally.

COOKING TEMPERATURE



FOR THE MOST FLAVORFUL, JUICY AND SAFE-TEMPERATURE PORK, THE USDA RECOMMENDS 145°F FOR LOIN ROASTS AND CHOPS AND 165°F FOR GROUND PORK. USE A DIGITAL THERMOMETER TO ENSURE AN ACCURATE FINAL TEMPERATURE.

EXCLUSIVE AT HY-VEE

Bring authentic tastes of Italy to your table with Gustare Vita pastas, sauces, olive oil, balsamic vinegar and other specialty ingredients.



Per serving: 390 calories, 18 g fat, 5 g saturated fat, 1 g trans fat, 40 mg cholesterol, 490 mg sodium, 37 g carbohydrates, 4 g fiber, 7 g sugar (0 g added sugar), 22 g protein.
Daily Values: Vitamin D 6%, Calcium 4%, Iron 15%, Potassium 10%

Brined and Buttered Pork Chops

Hands On 40 minutes
Total Time 40 minutes plus brining time
Serves 4

4 cups water
¼ cup Hy-Vee salt
2 Tbsp. packed Hy-Vee brown sugar
4 (12-oz. each) Midwest Pork bone-in loin chops, 1 in. thick
24 fresh thyme sprigs, divided
2 lemons, sliced
2 Hy-Vee dried bay leaves
1 Tbsp. Hy-Vee whole peppercorns
10 cloves garlic, sliced; divided
4 tsp. Hy-Vee canola oil, divided
2 Tbsp. Hy-Vee salted butter, divided

1. WHISK together water, salt and brown sugar until salt and brown sugar are dissolved.
2. PAT pork chops dry with paper towels. Place in a single layer in 13×9×2-in. dish. Pour brine mixture over chops. Add 12 thyme sprigs, lemon wedges, bay leaves, peppercorns and 4 cloves garlic. Cover and refrigerate for 4 hours.

3. REMOVE chops from brine; pat dry. Heat 2 tsp. oil in a 10- or 12-in. cast-iron skillet over medium heat until shimmering. Add 2 pork chops; cook

14 to 16 minutes or until done (145°F), turning once halfway through. Remove skillet from heat; add 1 Tbsp. butter, 4 thyme sprigs and 3 cloves garlic. When butter has melted, carefully spoon mixture over chops several times.

4. TRANSFER chops and butter mixture from skillet to a serving platter; keep warm. Wipe skillet clean. Repeat with remaining chops. Garnish chops with remaining thyme sprigs, if desired.

Nutrition information not available on brined foods.



TECHNIQUE: BRINING

Lean pork is good for brining. While soaking in a salt-water solution, it draws in moisture, making it tender and juicy when cooked. Add herbs, aromatics and citrus to the brine to infuse more flavor.

HOW TO BRINE PORK CHOPS



1. WHISK together water, salt and brown sugar until salt and brown sugar are dissolved.



2. PLACE chops in a 13×9×2-in. glass dish; pour brine over top. Add lemon slices, garlic, herbs and peppercorns.



3. COVER and refrigerate chops for 4 hours before cooking.

Slow Cooker Sausage-Bean Stew

Hands On 25 minutes
Total Time 5½ hours (HIGH) plus 30 minutes
Serves 6 (2 cups each)

1½ lb. Midwest Pork ground pork sausage
5 cups Hy-Vee vegetable stock

1 cup Hy-Vee Short Cuts chopped white onions
1 (15-oz.) can Hy-Vee no-salt-added dark red kidney beans, drained and rinsed
1 (15-oz.) can Hy-Vee no-salt-added cannellini beans, drained and rinsed
1 (15-oz.) can Hy-Vee pinto beans, drained and rinsed
1 (14.5-oz.) can Hy-Vee no-salt-added diced tomatoes, undrained
1 (6-oz.) can Hy-Vee tomato paste
2 medium carrots, peeled and sliced
2 stalks celery, sliced
3 Hy-Vee dried bay leaves

2 Tbsp. refrigerated minced garlic
1 tsp. Hy-Vee black pepper
½ tsp. Hy-Vee dried oregano leaves
½ tsp. Hy-Vee dried thyme leaves
¼ tsp. Hy-Vee ground sage
2 cups green or rainbow Swiss chard, stalks and ribs removed; leaves chopped
Fresh Italian parsley, for garnish

1. COOK sausage in a large skillet over medium-high heat 8 to 10 minutes or until brown, stirring to break into crumbles; drain. Transfer sausage to a 6-qt. slow cooker. Add vegetable stock, onions, beans, undrained tomatoes,

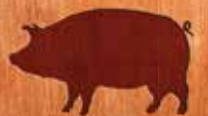
tomato paste, carrots, celery, bay leaves, garlic, pepper, oregano, thyme and sage. Cover and cook on HIGH for 5 hours or on LOW for 10 hours.

2. ADD Swiss chard; cover and cook on HIGH for 30 minutes. Remove and discard bay leaves; ladle soup into bowls. Garnish with parsley, if desired.

Per serving: 560 calories, 26 g fat, 9 g saturated fat, 0 g trans fat, 80 mg cholesterol, 940 mg sodium, 50 g carbohydrates, 8 g fiber, 12 g sugar (1 g added sugar), 32 g protein.
Daily Values: Vitamin D 0%, Calcium 12%, Iron 30%, Potassium 20%

EXCLUSIVE AT HY-VEE

Cut kitchen time with prewashed and presliced Hy-Vee Short Cuts fruits and vegetables.



TECHNIQUE: SLOW COOKING

Browning ground sausage creates a caramelized surface on the meat that lends rich flavor to a hearty stew that cooks for hours. If you stir a little flour into the meat before browning, it will help thicken the stew.

Oven-Roasted Pork Tenderloin with Spice Rub

Hands On 20 minutes
Total Time 32 minutes
Serves 4

Hy-Vee nonstick cooking spray
1 (1¼- to 1½-lb.) Midwest Pork tenderloin
¼ cup Hy-Vee plain Greek yogurt
¼ tsp. Hy-Vee salt
¼ tsp. Hy-Vee black pepper, plus additional for serving
¼ tsp. ground coriander

¼ tsp. Hy-Vee ground cumin
¼ tsp. Hy-Vee ground cinnamon
¼ tsp. ground turmeric
2 cups Hy-Vee Short Cuts zucchini and/or yellow summer squash coins
1 white onion, cut into wedges
3 tsp. Gustare Vita extra-virgin olive oil, divided
½ cup cherry tomatoes
½ cup Hy-Vee Greek Kalamata pitted olives
4 cloves garlic, sliced
1 cup baby spinach
Lemon wedges, fresh mint and/or chopped fresh curly parsley, for garnish
2 cups hot cooked orzo, for serving

1. PREHEAT oven to 425°F. Spray a 15×10×1-in. baking pan with nonstick spray. Pat pork dry. Place in prepared

pan. Combine yogurt, salt, ¼ tsp. pepper, coriander, cumin, cinnamon and turmeric; spread all over pork.

2. TOSS zucchini and summer squash coins and onion with 1 tsp. oil; add to pan. Roast for 10 minutes. Toss tomatoes, olives and garlic with remaining 2 tsp. oil; add to pan. Roast for 10 to 14 minutes more or until pork is done (145°F) and vegetables are tender.

3. TRANSFER pork to a cutting board; cover and let rest 3 minutes. Add spinach to vegetables in pan. To serve, cut pork into slices. Transfer to platter with vegetables. Garnish with lemon, mint, parsley and additional black pepper. Serve with orzo, if desired.

Per serving: 250 calories, 8 g fat, 1.5 g saturated fat, 0 g trans fat, 95 mg cholesterol, 380 mg sodium, 9 g carbohydrates, 2 g fiber, 4 g sugar (0 g added sugar), 33 g protein. **Daily Values:** Vitamin D 0%, Calcium 6%, Iron 15%, Potassium 20%

SPINACH

WILTS AT THE END WHEN TOSSED WITH THE ROASTED VEGETABLES.



TECHNIQUE: OVEN ROASTING

For a simple dinner, rub a spice paste on pork tenderloin, then roast at a high temperature. The high heat creates a delicious crust on the pork, yet keeps the inside moist and slightly pink.

Slow Cooker Baby Back Pork Ribs

Hands On 10 minutes
Total Time 3 hours 50 minutes
Serves 4

1 (2½- to 3-lb.) rack Midwest Pork loin baby back ribs
2 Tbsp. packed Hy-Vee dark brown sugar
1 tsp. Hy-Vee ground mustard
1 tsp. smoked paprika
½ tsp. Hy-Vee garlic salt
½ tsp. Hy-Vee black pepper
¼ tsp. Hy-Vee onion powder
¾ cup Hy-Vee no-sugar-added apple juice
¾ cup Culinary Tours sweet & tangy bourbon BBQ sauce, plus additional for serving

1. REMOVE the membrane from the back of the ribs. Pat the ribs dry with paper towels. Combine brown sugar, ground mustard, smoked paprika, garlic salt, black pepper and onion powder in a small bowl; rub on both sides of ribs.

2. CUT ribs into 1-rib portions. Place rib pieces in a 4- to 6-qt. slow cooker. Pour apple juice over ribs. Cover and cook on HIGH for 3 to 3½ hours or until tender (180°F).

3. DISCARD liquid from slow cooker. Add ¾ cup BBQ sauce; toss until ribs are coated. Cover and cook on HIGH until heated through. Serve with additional BBQ sauce, if desired.

Per serving: 760 calories, 48 g fat, 18 g saturated fat, 0 g trans fat, 165 mg cholesterol, 1,800 mg sodium, 34 g carbohydrates, 2 g fiber, 27 g sugar (12 g added sugar), 48 g protein. **Daily Values:** Vitamin D 0%, Calcium 4%, Iron 15%, Potassium 20%



TECHNIQUE: SLOW COOKING

Give baby back ribs a dry rub to amp up the flavor. After cooking for several hours, finish them off with BBQ sauce in the slow cooker until they're fall-off-the-bone tender.



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AWESOME BURGER*

TOTALLY JUICY, TOTALLY PLANT-BASED

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MARKET GRILLE
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Try it now.

Introducing the most righteous plant-based burger.
Satisfy your cravings for a traditional burger with the
juicy, plant-based goodness of the Awesome Burger.
Find it in the refrigerated case, near the ground beef.

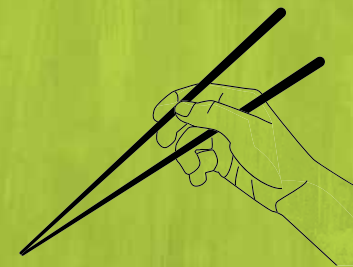


Fig. 1 — Try chopsticks.

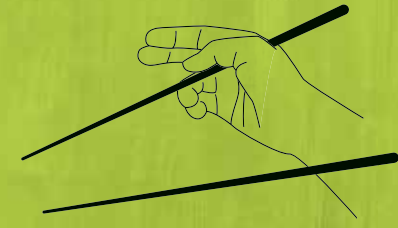


Fig. 2 — Drop chopsticks.



Fig. 3 — Try chopsticks again.

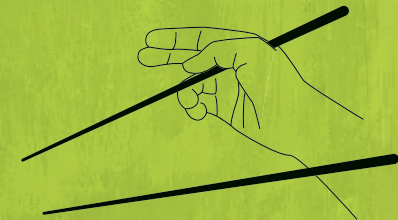


Fig. 4 — Drop chopsticks again.



Fig. 5 — Use hands.

Authentic taste. However you eat it.

NORI
SUSHI

EXCLUSIVELY AT **HyVee** One of the nation's only retailers guaranteeing 100% sustainably-sourced sushi.

COMFORT SEAFOOD

Cozy up to warm and hearty seafood meals packed with flavor and freshness. Our recipes highlight some of the best ways to cook firm white fish and tender, succulent crabmeat.



Sweet and Tangy Tilapia Fish Sandwich

Total Time 50 minutes
Serves 4

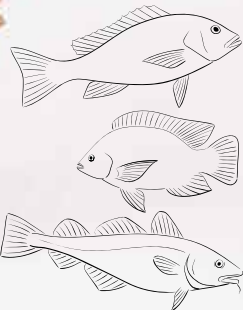
- Hy-Vee canola oil, for frying
- ½ red onion, thinly sliced into rings
- ½ cup Hy-Vee tartar sauce
- 2 Tbsp. coarsely chopped fresh dill
- 1 tsp. Hy-Vee bread and butter pickle juice
- 1 cup Hy-Vee coleslaw mix
- 1 Tbsp. Hy-Vee apple cider vinegar
- 1 tsp. celery salt
- 2 (6-oz. each) tilapia fillets, cut into lengthwise pieces
- 2 tsp. plus ½ cup original fish breading batter mix; divided
- ½ cup Hy-Vee 2% reduced-fat milk
- 2 cups Hy-Vee Kettle Cooked sea salt and malt vinegar chips, crushed
- 4 That's Smart! white hamburger buns
- 4 slices Hy-Vee American cheese
- 12 Hy-Vee bread and butter pickle slices
- 1 medium tomato, thinly sliced

- HEAT** 2 in. canola oil in a heavy 4-qt. saucepan or deep-fat fryer to 350°F.
 - RESERVE** large outer red onion rings for serving. Finely chop small center rings; combine with tartar sauce, dill and pickle juice. Cover and refrigerate. Toss together coleslaw mix, apple cider vinegar and celery salt; massage to combine. Set aside.
 - PAT** fish dry; sprinkle with 2 tsp. breading batter mix. Combine milk and remaining ½ cup breading batter mix in a shallow dish. Add crushed chips to another shallow dish. Dip fish into batter, then coat with chips.
 - FRY** fish, 2 to 3 pieces at a time, in hot oil for 5 minutes or until coating is golden brown and fish flakes easily when tested with a fork (145°F), turning once. Drain fish on paper towels.
 - SPREAD** bun tops and bottoms with tartar sauce. Layer coleslaw mixture, red onion rings, fish, cheese, pickles and tomatoes on bun bottoms. Add bun tops.
- Nutrition information not available on fried foods.*

THE MORE YOU KNOW

WHAT'S THE BEST FISH FOR FISH SANDWICHES?

Sturdy, firm white fish, such as tilapia, cod, halibut, catfish or red snapper, hold up to frying without falling apart and layer well with sandwich ingredients.



EXCLUSIVE AT HY-VEE
Hy-Vee, the largest supplier of seafood in the Midwest, is committed to responsible and environmentally safe practices.



In a pinch, substitute 1 lb. chopped imitation crab for the lump crabmeat in this dish.

Cheesy Crab Rangoon Pasta Casserole

Hands On 20 minutes
Total Time 45 minutes
Serves 8

- 1 (16-oz.) box Hy-Vee large shell macaroni
- 2 Tbsp. Hy-Vee salted butter
- 1 bunch green onions, sliced; divided
- 1 cup Hy-Vee Short Cuts chopped red bell peppers

- 1 Tbsp. refrigerated minced garlic
- 1½ cups Hy-Vee shredded Colby Jack cheese
- 1 (8-oz.) pkg. Hy-Vee cream cheese, softened
- 1 cup Hy-Vee whole milk ricotta cheese
- ¼ cup Hy-Vee sour cream
- 1 Tbsp. Hy-Vee soy sauce
- 2 Tbsp. chopped fresh cilantro
- 1 lb. shelled lump crabmeat
- 3 Tbsp. Hy-Vee Thai sweet chili sauce
- 1 cup wonton chips, broken

1. PREHEAT oven to 350°F. Grease 1 (12-in.) cast-iron skillet or 1 (3-qt.) baking dish; set aside. Cook pasta in a pot according to package directions; drain and set aside.

2. MELT butter in same pot over medium heat. Reserve 2 Tbsp. green onions. Add remaining green onions, peppers and garlic to pot. Cook and stir for 2 minutes. Remove from heat.

3. STIR IN Colby Jack, cream and ricotta cheeses, sour cream, soy sauce and cilantro; combine well. Stir in crabmeat and pasta.

4. TRANSFER mixture to prepared skillet or baking dish. Bake, covered, for 15 to 20 minutes or until heated through. Top with chili sauce, wonton chips and reserved green onions.

Per serving: 570 calories, 26 g fat, 15 g saturated fat, 0 g trans fat, 115 mg cholesterol, 740 mg sodium, 56 g carbohydrates, 3 g fiber, 10 g sugar (0 g added sugar), 30 g protein.
Daily Values: Vitamin D 0%, Calcium 25%, Iron 15%, Potassium 6%

COOKING TIP

Because lump crabmeat is precooked, it only needs to be heated through during baking.

Pistachio-&-Parmesan-Crusted Halibut

Hands On 15 minutes
Total Time 40 minutes
Serves 4

- Hy-Vee nonstick cooking spray
- 4 (5-oz. each) halibut fillets, 1 in. thick
- 2 leeks, trimmed and cleaned
- ¼ cup crushed unsalted pistachios
- ¼ cup Hy-Vee grated Parmesan cheese
- 2 Tbsp. Hy-Vee plain bread crumbs
- 2 Tbsp. mayonnaise
- 1 cup Hy-Vee Short Cuts Brussels sprouts, halved
- 1 red onion, cut into thin wedges
- 2 medium carrots, peeled and bias-sliced
- 2 Tbsp. Gustare Vita olive oil, divided
- 1 tsp. That's Smart! garlic salt
- ½ tsp. Hy-Vee black pepper
- ¼ tsp. Hy-Vee crushed red pepper
- 3 fresh sage sprigs
- 1 lemon, for serving

1. PREHEAT oven to 425°F. Spray a foil-lined 15×10×1-in. sheet pan with nonstick spray. Pat fish dry. Thinly slice leeks and finely chop the tops. Combine pistachios, Parmesan cheese, bread crumbs, mayonnaise and chopped leek tops. Pat mixture on fish; set aside.

2. TOSS Brussels sprouts, red onion, sliced leeks and carrots with 1 Tbsp. olive oil. Spread in prepared pan. Bake 10 minutes. Stir vegetables; push to the side to make room for fish. Spread remaining 1 Tbsp. olive oil on pan and top with fish. Sprinkle fish with garlic salt, black pepper and crushed red pepper; top with sage. Bake 15 minutes more or until fish flakes with a fork (145°F). Serve with lemon.

Per serving: 370 calories, 19 g fat, 3.5 g saturated fat, 0 g trans fat, 75 mg cholesterol, 770 mg sodium, 19 g carbohydrates, 3 g fiber, 6 g sugar (0 g added sugar), 32 g protein.
Daily Values: Vitamin D 35%, Calcium 10%, Iron 10%, Potassium 20%

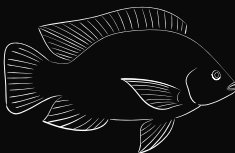


WHITE FISH 101



COD

Firm, flaky, moist and sweet; adapts to most cooking methods. Sauté, bake, grill or fry.



TILAPIA

Mild and sweet-tasting fish with slightly firm, flaky texture. Bake, broil, sauté or fry fillets.



HALIBUT

A sweet-tasting lean fish with thick, meaty flesh; holds up well to baking, broiling and grilling.



CATFISH

Mildly sweet, has moist, dense texture and works to bake, broil, fry or sauté.

COOKING BASICS

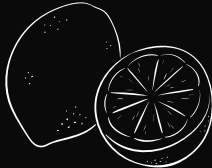
White fish is not a type of fish—it generally means any mild-flavor, quick-cooking fish. Popular white fish, described *left*, are interchangeable in recipes. Choose fish that matches the thickness called for in recipes; thickness determines the length of cooking time.

White fish lends itself well to deep-frying, which creates a crispy crust on the outside and tender, moist fish on the inside. Be sure the fat is at a constant temperature and give the fish a nice, thick coating. The breading protects fish from absorbing too much oil and protects the oil from moisture in the fish.

SEASONING

Here are ways to enhance the delicate natural taste of white fish.

- Fresh herbs: Sage, chives, dill, parsley and/or thyme
- Citrus: Lemon and orange
- Spices: Smoked paprika, garlic powder, cayenne pepper, lemon-pepper seasoning, sea salt, black pepper, Creole seasoning, Cajun seasoning



Lemon Butter Sauce: Heat ¼ cup unsalted butter in a skillet over medium heat until brown. Whisk in 2 Tbsp. fresh lemon juice. Spoon over cooked fish before serving.

COOKING METHODS

Use dry methods (roasting, grilling and baking) for thick white fish for less chance the fish will dry out during cooking. Use wet methods (poaching, steaming, frying or sautéing) for thin or delicate fillets, which will keep fish moist.



► **Bake/Roast:** Easy but takes longer than other cooking methods. Flavorful coatings protect delicate fish from heat.

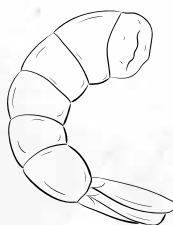


► **Grill:** Cooks fish fast without it drying out. Use medium-high heat and grease the grates. Grill delicate fish in foil packs.



► **Pan-Fry/Sauté:** Cooks fish quickly on stove top. Add a little butter or oil to the skillet and cook the fish over medium heat.

THE MORE YOU KNOW



COOKING SHRIMP

Use onions and veggies to buffer shrimp from direct heat so they cook gently. Smaller shrimp allow flavor to permeate the entire dish.



smart
swap

Marjoram cuts through rich flavors, adding subtle hints of citrus and sweet pine. Substitute with ¼ tsp. dried oregano.

30
minutes
or less

One-Pot Bacon- Shrimp Corn Chowder

Total Time 30 minutes
Serves 10 (1 cup each)

- 1 (1-lb.) pkg. Hy-Vee thick black-peppered slab bacon, chopped
- 1 lb. raw peeled and deveined shrimp, tails removed (26–30 ct.)
- 1 small white onion, chopped
- 1 medium carrot, peeled and chopped
- 1 stalk celery, chopped
- 2 cups frozen Hy-Vee potatoes O'Brien

- 1 (16-oz.) bag frozen Hy-Vee golden corn
- ¼ cup Hy-Vee all-purpose flour
- 4 cups Hy-Vee whole milk
- 2 tsp. Creole seasoning
- 2 tsp. chopped fresh thyme
- 1 tsp. Hy-Vee salt
- 1 tsp. Hy-Vee paprika
- ½ tsp. ground marjoram
- Shredded white Cheddar cheese, for garnish
- Thyme sprigs, for garnish

1. HEAT a large pot over medium heat. Add bacon; cook until crisp. Add shrimp, onion, carrot and celery. Cook and stir until shrimp are opaque. Remove shrimp mixture from pot with a slotted spoon. Cover and keep warm.

2. ADD frozen potatoes and corn to same pot. Cook and stir over medium heat for 5 minutes. Add flour; cook and stir 1 minute more. Slowly add milk and bring to a simmer, stirring occasionally. Cook for 5 minutes or until thickened.

3. RETURN shrimp mixture to pot. Add Creole seasoning, chopped thyme, salt, paprika and marjoram. Cook until heated through. Serve chowder in bowls topped with cheese and, if desired, thyme sprigs.

Per serving: 350 calories, 20 g fat, 7 g saturated fat, 0 g trans fat, 100 mg cholesterol, 1,010 mg sodium, 26 g carbohydrates, 2 g fiber, 9 g sugar (0 g added sugar), 18 g protein. Daily Values: Vitamin D 6%, Calcium 10%, Iron 6%, Potassium 10%

HY-VEE SEAFOOD STANDARDS

Hy-Vee partners with reliable organizations to bring you quality, sustainable seafood.

RESPONSIBLE CHOICE



Hy-Vee is the largest supplier of seafood in the Midwest. The Responsible Choice label identifies seafood that is fished or farmed in ways that minimize environmental impact.



Hy-Vee's Responsible Choice program is supported by FishWise, an organization that promotes the health of ocean ecosystems through environmentally and socially responsible business practices.

FAIR TRADE



Hy-Vee partners with Fair Trade USA, a nonprofit organization and the leading certifier of Fair Trade products in North America, because we believe in the importance of taking care of fishermen and their communities. The Fair Trade Certified label recognizes first-rate seafood companies for their commitment to sourcing ethical seafood.



new



Start out savory.

Why only have appetizers when you're out? With **NEW STOUTER'S® Mac & Cheese Bites**, now you can have crispy breading stuffed with macaroni and creamy cheddar cheese at home.



Finish up sweet.

With **NEW HOT POCKETS® Sweet Treats**, a warm, gooey and easy-to-make snack can always be on the menu.



AUTUMN SMOLDERS

Chase away the chill with the warmth and character of a cocktail meant to be savored slowly—just like the season.



Smoked Whiskey Cocktail

Make Rosemary Syrup: Simmer ½ cup Hy-Vee granulated sugar and ½ cup water in saucepan until sugar dissolves. Stir in 3 fresh rosemary sprigs, coarsely chopped. Remove from heat; cool 30 minutes. Strain mixture; set aside. Place 2 oz. Finagren's Irish whiskey, 1 Tbsp. fig spread or preserves and ¾ oz. Rosemary Syrup in an ice-filled cocktail shaker. Cover; shake well. Break a 3-in. cinnamon stick into small pieces; stack in a pile on a fireproof surface. Using a blowtorch, ignite the cinnamon and immediately place a chilled glass upside down on top. When the smoke dissipates, turn glass upright and strain drink into glass. Serves 1.



FINAGREN'S IRISH WHISKEY

A unique recipe passed down generation to generation and aged in casks for 3 years.



pro tip: SMOKE A COCKTAIL

“Smoke imparts a unique aromatic layer to cocktails. Smoking with oak or hickory wood is a natural, but you can also use other woods like cherry. Or experiment with cinnamon, vanilla beans and herbs like rosemary

and thyme. The smoke element pairs well with earthy and botanical spirits like mezcal, gin and whiskeys.”

—Jeff Naples
“The Beard Behind the Bar”
HSTV.com



10
minutes
or less

Spicy Apple-Ginger Cocktails

Total Time 5 minutes
Serves 2 (8 oz. each)

6 oz. Hy-Vee apple juice
4 oz. Row vodka
1 oz. fresh lime juice
1 Tbsp. grated fresh ginger
1 pinch Hy-Vee cayenne pepper
¼ cup ice cubes, plus additional for serving
4 oz. ginger beer, divided
Gala apple slices, for garnish

1. COMBINE apple juice, vodka, lime juice, ginger, cayenne pepper and ice in a cocktail shaker. Cover and shake until combined. Strain mixture into 2 (10-oz.) ice-filled glasses. Top each cocktail with 2 oz. ginger beer. Garnish with apple slices, if desired.



ROW VODKA
Crafted in the Heartland with 100% American corn, Row is distilled 5 times for a clean, smooth taste.



**CROSS KEYS
BARBADOS
RUM**

A handcrafted rum aged for 5 years in heavy-char white oak casks.



**Chai
Old Fashioned**

Combine 6 oz. spiced chai tea, 4½ oz. Cross Keys rum and 6 dashes aromatic bitters. Add ice to 3 (6-oz.) cocktail glasses. Pour chai mixture into glasses; stir. Garnish each with a rosemary sprig and/or cinnamon stick, if desired. Serves 3 (4 oz. each).



**CASTILLO
SAN SIMÓN
CABERNET
SAUVIGNON**

A wine that reveals ripe flavors of blackberries and currants.

20
minutes
or less

Red Wine Pomegranate Hot Toddy

Total Time 20 minutes
Serves 10 (6 oz. each)

1 (750 ml.) bottle Castillo San Simón
Cabernet Sauvignon wine
2 cups pomegranate liqueur

1¼ cups fresh blood orange juice
½ cup simple syrup
5 star anise, plus additional for garnish
1 Tbsp. whole cloves
5 Hy-Vee cinnamon sticks
Blood orange slices, for garnish

1. COMBINE wine, pomegranate liqueur, orange juice, simple syrup, star anise, cloves and cinnamon sticks in a stockpot. Bring to boiling. Remove from heat and let stand for 5 minutes. Strain mixture. Serve in heat-resistant cocktail glasses. Garnish each with a blood orange slice and star anise, if desired.



**4 WAYS TO
WARM 'EM UP**



SMOKE

Light up dried tea, rosemary, sage or dried wood, then cover with a chilled glass. Pour the drink once smoke dissipates.



FIRE

Spirits over 100 proof can be set on fire; lower-alcohol drinks can be warmed with a torch.



SPICES

Add fresh peppers or roasted peppers such as jalapeño, serrano, habanero or Thai chili peppers.



HEAT

Warm up a spirit in a saucepan. Do not boil. Remember, alcohol has a lower boiling point than water.



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select varieties
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Fall begins *here.*



*Bring home the
coffees you love.*



LIMITED
EDITION

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PUMP'D FOR FALL FLAVORS

Carve out time to sample more than a dozen pumpkin recipes—sweet, savory, even sippable—packed with a medley of warm spices.

PHOTO: MNStudio/Shutterstock

Pumpkin- Pecan Pie Bars

Hands On 25 minutes

Total Time 1 hour 15 minutes plus
chilling time

Serves 16

Hy-Vee nonstick cooking spray

½ cup plus ¼ cup Hy-Vee butter, melted

**¼ cup plus ½ cup Hy-Vee granulated
sugar**

½ tsp. Hy-Vee ground ginger

1¼ cups Hy-Vee graham cracker crumbs

**1 (8-oz.) pkg. Hy-Vee cream cheese,
softened**

1¼ cups Hy-Vee canned pumpkin

½ cup Hy-Vee sour cream

2½ tsp. pumpkin pie spice, divided

2 tsp. Hy-Vee vanilla extract

3 Hy-Vee large eggs

¼ cup Hy-Vee all-purpose flour

1 cup packed Hy-Vee brown sugar

1½ cups Hy-Vee pecan pieces

1. PREHEAT oven to 325°F. Line a
9×9×2-in. baking pan with foil, extending
foil over pan edges. Spray foil with
nonstick spray; set aside.

2. COMBINE ½ cup melted butter, ¼ cup
granulated sugar and ginger in a medium
bowl. Add graham cracker crumbs; toss
to combine. Press crumb mixture onto
bottom of prepared pan. Bake 10 minutes
or until light brown. Cool on a wire rack.
Increase oven temperature to 350°F.

3. BEAT cream cheese with an electric
mixer for 30 seconds. Beat in pumpkin,
remaining ½ cup granulated sugar, sour
cream, 2 tsp. pumpkin pie spice and
vanilla, scraping bowl occasionally. Beat
in eggs, one at a time, until combined.
Spoon filling into crust-lined pan.

4. COMBINE remaining ¼ cup melted
butter, flour and remaining ½ tsp. pumpkin
pie spice. Stir in brown sugar and pecans;
combine well. Sprinkle topping on
pumpkin filling. Bake for 45 to 50 minutes
or until center is set. Cool completely in
pan on a wire rack. Refrigerate overnight.
Use foil to lift uncut bars out of pan; cut
into bars. Store in the refrigerator.

Per serving: 350 calories, 22 g fat,
9 g saturated fat, 0 g trans fat,
70 mg cholesterol, 100 mg sodium,
35 g carbohydrates, 2 g fiber, 27 g sugar
(23 g added sugar), 4 g protein.
Daily Values: Vitamin D 0%, Calcium 4%,
Iron 6%, Potassium 4%





Pumpkin Churros with Chocolate Dipping Sauce

Hands On 30 minutes
Total Time 50 minutes
Serves 6 (4 each)

1 (4-oz.) Zöet premium Belgian 57% cacao dark chocolate bar, chopped
½ cup Hy-Vee heavy whipping cream
½ tsp. Hy-Vee vanilla extract, divided
Hy-Vee vegetable or canola oil for frying
¾ cup water
½ cup Hy-Vee canned pumpkin

½ cup Hy-Vee salted butter
1¼ tsp. pumpkin pie spice, divided
1 cup Hy-Vee all-purpose flour
3 Hy-Vee large eggs
½ cup Hy-Vee granulated sugar

1. PLACE chocolate in a bowl. Heat cream in a small saucepan until bubbles form around edges. Remove from heat. Pour over chocolate; let stand 5 minutes. Whisk until smooth. Add ¼ tsp. vanilla. Set aside.

2. HEAT oil for frying in a 4-qt. heavy saucepan or deep-fat fryer to 350°F.

3. COMBINE water, pumpkin, butter, 1¼ tsp. pumpkin pie spice and remaining ¼ tsp. vanilla in a 2-qt. saucepan. Bring mixture to boiling. Add flour all at once, stirring vigorously with a wooden spoon until dough forms a ball. Remove from heat. Cool mixture for 10 minutes. Add eggs, one at a time, stirring well after each addition.

4. SPOON dough into a pastry bag fitted with a large star tip. Pipe 3-in. lengths of dough, five at a time, into hot oil. Fry for 3 to 5 minutes or until golden, turning once. Remove with a slotted spoon; drain on paper towels. Combine sugar and remaining ½ tsp. pumpkin pie spice. While warm, toss churros in sugar mixture. Serve with chocolate sauce.

Nutrition information not available on fried foods.

Pumpkin Curry Chicken and Rice

Hands On 25 minutes

Total Time 35 minutes plus marinating time

Serves 6

1½ lb. boneless, skinless chicken breasts, cut into bite-size pieces

1 cup Hy-Vee plain Greek yogurt

3 cloves garlic, minced

1½ tsp. paprika

1½ tsp. fresh lemon juice

1 tsp. Hy-Vee salt

1 tsp. Hy-Vee black pepper

1 tsp. Hy-Vee ground cinnamon

1 tsp. grated fresh ginger

1 Tbsp. Hy-Vee canola oil

1 yellow onion, cut into rings

1 (15-oz.) can Hy-Vee pumpkin

1 (13.5-oz.) can Hy-Vee light coconut milk

1 cup Hy-Vee 33%-less-sodium chicken broth

1 (4-oz.) jar red curry paste

½ tsp. garam masala

4 cups hot cooked rice

Fresh cilantro leaves, for garnish

1. PLACE chicken in a large resealable plastic bag. Combine yogurt, garlic, paprika, lemon juice, salt, black pepper, cinnamon and ginger. Add to chicken. Seal bag and marinate in the refrigerator for 1 to 2 hours.

2. HEAT oil in a large pot over medium heat. Add onion; cook for 8 to 10 minutes or until softened, stirring occasionally. Stir in pumpkin, coconut milk, chicken broth, curry paste, garam masala, along with chicken and marinade mixture. Bring to boiling; reduce heat. Simmer, covered, for 10 minutes or until chicken is cooked through (165°F). Serve curry with rice. Garnish with cilantro, if desired.

Per serving: 460 calories, 12 g fat, 6 g saturated fat, 0 g trans fat, 85 mg cholesterol, 1,050 mg sodium, 49 g carbohydrate, 7 g sugar (0 g added sugar), 34 g protein.
Daily Values: Vitamin D 0%, Calcium 8%, Iron 15%, Potassium 15%

**try
this**

Reheat any leftover chicken and sauce and pour it over a baked potato.



10 can-do's with Hy-Vee canned pumpkin



pumpkin grilled cheese

Preheat a panini press. Spread 6 Tbsp. Hy-Vee canned pumpkin on 3 (¾-in.-thick) Hy-Vee Bakery Vienna bread slices. Top with 3 (2-oz. each) slices Brie cheese and 1 Tbsp. fresh sage leaves. Add 3 more (¾-in.-thick) Hy-Vee Bakery Vienna bread slices. Spread both sides of each sandwich with butter. Grill, one at a time, in panini press 5 minutes or until cheese melts and bread is crisp. Serves 3.



pumpkin soup

Heat 2 Tbsp. Gustare Vita olive oil in saucepan over medium-high heat. Cook 1 yellow onion, chopped, in oil 4 to 5 minutes or until softened. Add 2 (15-oz.) cans Hy-Vee pumpkin, 4 cups Hy-Vee vegetable stock, ½ cup Hy-Vee heavy whipping cream, 1 Tbsp. agave nectar, 1 tsp. That's Smart! garlic salt and Hy-Vee black pepper to taste. Simmer 5 minutes. Top with Hy-Vee sour cream, curry powder and Italian parsley. Serves 6.



pumpkin shooters

Fill an ice cube tray with 1 (15-oz.) can Hy-Vee pumpkin. Freeze several hours or overnight. Add pumpkin ice cubes, 2 cups Hy-Vee whole milk, ½ cup Hy-Vee plain Greek yogurt, 3 Tbsp. agave nectar and 2 tsp. pumpkin pie spice to a blender. Cover and blend until combined. Pour into glasses. Top with granola, pumpkin seeds and fresh blueberries. Serves 12.



five-ingredient pumpkin pie

Preheat oven to 400°F. Thaw 1 Hy-Vee frozen deep-dish piecrust. Prick crust with a fork and bake for 5 minutes. Combine 2 Hy-Vee large eggs, 1 (15-oz.) can Hy-Vee pumpkin, 1 (14-oz.) can Hy-Vee sweetened condensed milk and 1½ tsp. pumpkin pie spice. Pour into pie shell. Bake 15 minutes. Reduce heat to 350°F; bake 45 minutes more or until a knife inserted in center comes out clean. Cool completely. Top with whipped cream and additional pumpkin pie spice. Serves 10.



pumpkin waffles

Whisk together 2 cups That's Smart! complete pancake and waffle mix, 1 (15-oz.) can Hy-Vee pumpkin, 1 cup water, 1 Tbsp. Hy-Vee vegetable oil and 2 tsp. pumpkin pie spice. Add batter to preheated waffle maker; bake until golden brown. Serve waffles topped with sautéed apples, Hy-Vee Select 100% pure maple syrup and whipped cream. Sprinkle pumpkin pie spice over top. Makes 10 waffles.

ADD FLAVOR (AND VITAMIN A) TO SOUP, WAFFLES, BAKED GOODS, DRINKS AND MORE.



pumpkin spice bread

Preheat oven to 350°F. Spray a 9×5-in. loaf pan with Hy-Vee nonstick cooking spray. Combine 1 (15-oz.) can Hy-Vee pumpkin and 1 (16.5-oz.) box Hy-Vee extra-moist spice cake mix in a bowl. Spread one-third of batter in prepared pan; sprinkle with ¼ cup cranberries. Repeat layers. Top with remaining batter. Bake for 50 to 55 minutes or until a toothpick comes out clean. Cool completely. Dust with Hy-Vee powdered sugar, if desired. Serves 8.



pumpkin butter

Combine 1 (15-oz.) can Hy-Vee pumpkin, ½ cup Hy-Vee granulated sugar, ½ cup Hy-Vee apple juice, ¼ cup Hy-Vee Select 100% pure maple syrup, 2 tsp. pumpkin pie spice and ¼ tsp. Hy-Vee salt in a saucepan. Bring to boiling; reduce heat. Cook over medium-low heat, uncovered, 30 minutes, stirring frequently. Cool for 30 minutes. Transfer to clean jars. Cover and refrigerate up to 2 weeks or freeze up to 1 month. Serves 12 (2 Tbsp. each).



pumpkin cheesecake bites

Grease 12 (2½-in.) muffin cups. Combine 30 crushed That's Smart! ginger snap cookies, 2 Tbsp. Hy-Vee granulated sugar and 5 Tbsp. melted Hy-Vee unsalted butter; press onto bottoms of muffin cups. Beat together filling from 1 (11.2-oz.) box Hy-Vee no-bake original real cheesecake, ¾ cup Hy-Vee 2% reduced-fat milk, ¾ cup Hy-Vee canned pumpkin and 1 tsp. Hy-Vee ground cinnamon for 3 minutes. Divide among muffin cups. Refrigerate 2 hours or overnight. Remove from pan. Top with whipped cream and additional cinnamon. Serves 12.



pumpkin-maple dressing

Whisk together 1 cup Hy-Vee canned pumpkin, ½ cup Hy-Vee Select white wine vinegar, 2 Tbsp. Hy-Vee Select 100% pure maple syrup, 2 tsp. Hy-Vee Dijon mustard and ½ tsp. Hy-Vee salt in a small bowl. Serve on arugula salad tossed with apple slices, dried cranberries, crumbled goat cheese and cracked black pepper. Refrigerate extra dressing for up to 1 week. Serves 8.



pumpkin latte

Whisk together 1 cup Hy-Vee whole milk, ½ cup brewed Hy-Vee coffee, ¼ cup canned Hy-Vee pumpkin, 1½ tsp. pumpkin pie spice and 2 tsp. Hy-Vee granulated sugar in a saucepan. Bring to a simmer; remove from heat. Pour into 16-oz. mug. Top with thawed Hy-Vee whipped topping and additional pumpkin pie spice. Serves 1.

HERE GOES MUFFIN

Yum! From sunup to sundown, Hy-Vee Bakery Muffins are scrumptious to the last crumb. Bite into one—or use them to make a dessert, like cobbler, bread pudding and more.

EXCLUSIVE AT HY-VEE
Bakery-fresh muffins in 13 flavors plus seasonal varieties. Find these and other delicious flavors:

- Cherry Almond
- Strawberry
- Cinnamon Chip
- Blueberry
- Cranberry Orange
- Chocolate Chip
- Red Velvet
- Butter Rum
- Pistachio
- Banana Nut
- Lemon Poppy Seed
- Apple Spice
- Double Dutch



Chocolate Chip Muffin S'mores

Preheat broiler on HIGH. Cut 1 Hy-Vee Bakery loaded jumbo chocolate chip muffin vertically into 4 slices. Place slices on baking sheet. Broil 6 in. from heat 40 to 60 seconds or until toasted, turning halfway through. Top two muffin slices with 2 Tbsp. Hy-Vee miniature marshmallows. Place 3 milk chocolate candy bar squares on each remaining muffin slice. Broil 5 to 15 seconds or until marshmallows are toasted and chocolate is melted. Assemble s'mores. Serves 2.



Lemon Poppy Seed Muffin Parfaits

Halve 1 Hy-Vee Bakery loaded jumbo lemon poppy seed muffin lengthwise, then crosswise. Break each section into bite-size pieces. Reserve a few pieces for garnish. Add one muffin portion to each of 2 large serving cups. Top each with ¼ cup Hy-Vee lemon yogurt and 3 Tbsp. sliced Hy-Vee Short Cuts strawberries, fresh blueberries and/or fresh blackberries. Repeat layers. Top with crumbled muffin. Serves 2.



DESSERT TRICK
BAKERY-FRESH BLUEBERRY MUFFINS STAND IN FOR STREUSEL TOPPING.

Easy Blueberry Muffin Cobbler

Preheat oven to 350°F. Spray 4 (8-oz.) ramekins with Hy-Vee nonstick cooking spray; set aside. Trim ½ in. off tops of 4 Hy-Vee Bakery loaded jumbo blueberry muffins; set aside. Tear muffin bottoms into bite-size pieces; place in a medium bowl. Add 1 (21-oz.) can Hy-Vee blueberry pie filling; lightly toss together. Divide among ramekins. Break apart muffin tops and place on filling. Bake for 5 to 10 minutes or until bubbly. Cool on a wire rack before serving. Serves 4.



Banana Nut Muffin French Toast

Heat a greased skillet over medium heat. Cut 4 Hy-Vee Bakery loaded jumbo banana nut muffins into ½-in. slices. Combine 3 Hy-Vee large eggs, ¾ cup Hy-Vee 2% reduced-fat milk, and ½ tsp. That's Smart! ground cinnamon in a bowl. Coat muffin slices with egg mixture and cook in a hot skillet 4 to 6 minutes or until golden, turning once. Transfer to a plate; keep warm. Melt 1 Tbsp. Hy-Vee salted butter in skillet. Add 1 Tbsp. Hy-Vee chopped pecans; cook 1 to 2 minutes. Add ½ cup Hy-Vee Select 100% pure maple syrup; heat through. Serve toast topped with banana slices and syrup mixture. Serves 4.



Pistachio Muffin Ice Box Cake

Cut each of 7 Hy-Vee Bakery loaded jumbo pistachio muffins into four ¼-in. slices; reserve trimmings. Beat 1 (8-oz.) pkg. softened Hy-Vee cream cheese 30 seconds. Beat in ½ cup Hy-Vee 2% reduced-fat milk and 1 (3.4-oz.) box Hy-Vee instant lemon pudding mix. Beat in 2 cups more milk. Let stand 5 minutes. Fold in ¾ (16-oz.) container (4 cups) thawed Hy-Vee frozen whipped topping. Alternate muffin slices and pudding in a 13×9×2-in. pan. Top with chopped pistachios. Cover; refrigerate for 2 to 24 hours. Serves 16.

STICK TRICK
TO SECURE CAKE
POPS, DIP STICKS
INTO MELTED
CHOCOLATE
BEFORE INSERTING
THEM INTO
THE CAKE.



Red Velvet Muffin Pops

Line a baking sheet with foil. Crumble 2 Hy-Vee Bakery loaded jumbo red velvet muffins into a bowl. Add ¼ cup Hy-Vee creamy cream cheese frosting; combine well. Use 1½ Tbsp. muffin mixture to form each ball. Place balls on prepared sheet. Refrigerate 2 hours. Melt half (10-oz.) pkg. dark chocolate melting wafers in a 1-cup liquid measuring cup. Dip lollipop sticks into melted chocolate and insert into cakes. Let set for 10 minutes. Dip pops into coating to cover. Add sprinkles, then place upright until chocolate is set. Refrigerate for up to 1 week. Serves 9.



Double Dutch Muffin Chocolate Milk Shakes

Dip rims of 2 (10-oz.) glasses into chocolate fudge sauce; set aside. Crumble 1 Hy-Vee Bakery loaded jumbo double Dutch muffin and place in a blender. Add 2 cups It's Your Churn chocolate ice cream and ⅔ cup Hy-Vee 2% reduced-fat milk. Cover and blend until smooth. Pour into prepared glasses. Top with whipped cream and a candy bar square. Sprinkle with Hy-Vee baking cocoa, if desired. Serves 2.



Cranberry Orange Muffin Ice Cream Pie

Preheat oven to 350°F. Break 3 Hy-Vee Bakery loaded jumbo cranberry orange muffins into pieces; spread on baking sheet. Bake 15 to 20 minutes or until toasted, stirring occasionally. Cool. Process muffins in a food processor until crumbly. Add 3 Tbsp. melted Hy-Vee salted butter; process until combined. Press crumb mixture onto bottom and sides of a 9-in. pie plate. Freeze 10 minutes. Spread 1 (1.5-qt.) softened It's Your Churn black jack cherry ice cream into crust. Cover and freeze 4 hours or until firm. Top as desired. Serves 8.

Chocolate-Coffee Bread Pudding

Hands On 10 minutes
Total Time 40 minutes
Serves 12

Hy-Vee nonstick cooking spray
2 (17-oz. each) pkg. Hy-Vee Bakery loaded jumbo chocolate chip muffins (8)
3 Hy-Vee large eggs, lightly beaten
1½ cups Hy-Vee heavy whipping cream
¾ cup brewed Hy-Vee coffee, chilled
2 Tbsp. Hy-Vee salted butter, melted
1 Tbsp. dry instant espresso
¼ cup Hy-Vee raspberry jam
½ cup Hy-Vee sliced almonds, toasted
1 cup fresh raspberries

1. PREHEAT oven to 350°F. Spray a 13×9×2-in. baking pan with nonstick spray; set aside.

2. UNWRAP muffins. Quarter muffins, cutting lengthwise, then crosswise. Place quarters in prepared pan.

3. COMBINE eggs, cream, coffee, butter and espresso in a medium bowl. Pour over muffin pieces in pan.

4. BAKE, uncovered, 25 to 30 minutes or until puffed and a knife inserted near center comes out clean. Cool slightly. Heat jam in microwave oven just until melted; drizzle over bread pudding. Sprinkle with almonds and raspberries.

Per serving: 540 calories, 33 g fat, 13 g saturated fat, 0 g trans fat, 135 mg cholesterol, 340 mg sodium, 53 g carbohydrates, 1 g fiber, 31 g sugar (0 g added sugar), 7 g protein.
Daily Values: Vitamin D 6%, Calcium 4%, Iron 15%, Potassium 4%



BRAND
new

JUST FOR YOU



BRING IT HOME TODAY!

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Folgers®
NOIR™

DISCOVER DELICIOUSLY
DARK COFFEE

EXPLORE THE FULL RANGE OF RICH, SMOOTH DARK ROAST
VARIETIES FROM NEW **FOLGERS® NOIR™**.



Folgers Coffee, Folgers NOIR
or Café Bustelo Coffee:
select varieties
10 to 11.5 oz.
3.99

©/TM/® The Folger Coffee Company



STOCK UP ON TREATS AND FUEL



on core pack items



on value pack items



on mega pack items



Buy Any Participating Mott's and Betty Crocker™ Fruit Snacks Products and Save On Fuel With Your Hy-Vee Fuel Saver + PERKS® Card!

Offer valid on select varieties for Mott's and Betty Crocker™ items during the month of October 2019. Look for participating items in store.

See store for details. Restrictions apply. No cash back. Fuel savings are limited to 20 gallons of fuel per purchase, per vehicle. Save on Fuel with your Hy-Vee Fuel Saver + PERKS Card. Earn .04¢ off per gallon for each Core Size Fruit item purchased. Earn .08¢ off per gallon for each Value Size Fruit item purchased. Earn .12¢ off per gallon for each Mega Size Fruit item purchased. See full fuel program terms at www.hy-vee.com/perks. © General Mills.

Available at
Hy-Vee

life

Find inspiration for festive decorating while celebrating Fall!

- 70 HOME SPOOKY HOME
- 78 COLOR OF FALL
- 84 IT'S A CHORE THING
- 86 ONE STEP AT A TIME
- 88 SAY "HELLO" TO JOE FRESH



HOME SPOOKY HOME

All the ghouls, ghosts and other spooky decorations your family needs to have a hauntingly good time this Halloween are available at Hy-Vee.

Jack-O'-Lantern Balloons

Pick up orange and white balloons at Hy-Vee. Inflate them, then draw on faces with a black marker. Tie a group together with baker's twine.

Spidery Trees

Gather urns and dead branches (the more spindly, the better). Paint everything black, then nestle branches in urns. Drape branches with Super Stretch Spider Webs as well as Mini Hairy Spiders and Fuzzy Spiders, all available at Hy-Vee.

Front-Door Fantastic

Expecting guests? Time to show them the door! Frame the entryway with web-covered, spider-filled trees in urn planters. Then add Halloween Dino and Halloween Pumpkin Man inflatables from Hy-Vee.





What's a trip down Halloween Boulevard without candy? An Iron Cat Halloween Candy Bowl from Hy-Vee is ready to dish out the goodies.

Spooky Bone Wreath

Round out your Halloween decor—literally—with a wreath. Hot-glue sticks into a circle, then spray-paint the wreath black. Hang it with miniature pumpkins and bone-shaped dog treats painted white (keep them away from Rover).

Painted Pumpkins

Grab pumpkins in assorted sizes and shapes at Hy-Vee so you can create a grouping. Use black or white paint to give your pumpkins faces, stripes or silhouettes.

Spooky Bone Wreath
Looking to make your own Halloween decor? Watch our how-to video to see the simple steps.



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

Haunted Hearth

Drape the fireplace in bone-chilling style. Set a tumble of eerily painted pumpkins at the hearth, string black-and-white lights and line the mantel with wickedly fun candles.

Hallow-Wine Time

Turn empty wine bottles into eerie-looking candleholders. Soak bottles in soapy water, scrape off labels, then paint orange or black. Use an enamel paint marker to add images. Finally, place a drip candle in each bottle and let melted wax drip down the bottles.



Uncarved gourds and pumpkins last 8 to 12 weeks if the stems aren't damaged.



Be on Your Gourd

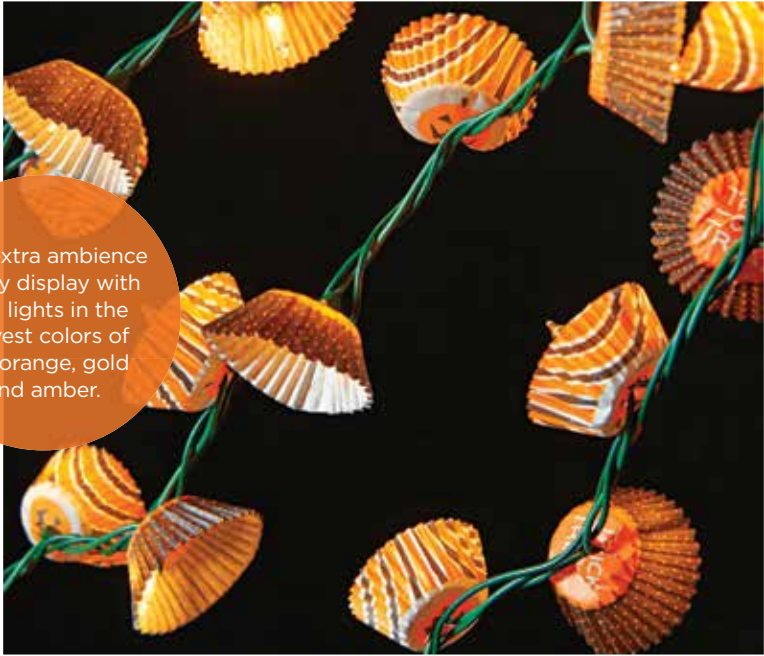
A spider basket from Hy-Vee is a spook-tacular stage for ghoulish gourds. Paint gourds or mini pumpkins white if they're not naturally that color, then use a dimensional paint marker to draw faces. Set the basket on a pedestal for heightened emphasis and fill the basket with the gourds.

Happy Mallow-Ween!

Casper has company! Stack marshmallows on wooden skewers, cover with cellophane and tie with chenille stems. Draw ghostly faces on the cellophane with a dimensional paint marker.

Bewitching Lights

Miniature string lights aren't just for Christmas. Give them a festive fall look with mini Halloween baking cups. Cut a small X in the bottom of each cup and slip it over a lightbulb. String lights and baking cups are available at Hy-Vee.



Add extra ambience to any display with mini lights in the harvest colors of fall: orange, gold and amber.

Haunted Candy Tree

For a different take on a spidery tree, use twist ties or black ribbon to attach candy bars and bags of candy corn and orange and black M&M's from Hy-Vee. Cover the base with foil-wrapped chocolate kisses.



Sweet Farewells

Set up your haunted candy tree near the front entrance of the home. That way it will greet guests as they enter, and tempt them when they leave to take some sinfully sweet treats as party favors.

Kooky or Spooky

Halloween can be a fairyland or a scaryland—it's your choice. Stock up on decorations, paper goods and tableware from Hy-Vee and let your imagination take flight (along with the bats on the cake).

Bat-Wing Cake

Make a flap with a Chocolate Bomb Cake from Hy-Vee. Fashion a small loop at one end of each piece of floral wire. Feed 1¼-in.-wide black satin ribbon through each loop and tie in the middle to create a head. Paint small eyes with white dimensional paint, then cut the ribbon ends to mimic bat wings. Stick wire ends in the cake.

Ghostly Cupcakes

It doesn't get much simpler than this. Top Hy-Vee Bakery Fresh cupcakes with orange pumpkin-shape favors and dollops of white frosting. Add candy eyes to create ghosts. Pumpkin favors and candy eyes are available at Hy-Vee.



GHIRARDELLI DUTCH CHOCOLATE OVERNIGHT OATS

INGREDIENTS :

¾ cup
2 tbs.

Regular rolled oats
Ghirardelli® Dutch-Process
100% Baking Cocoa
Ground cinnamon
Salt
Milk

¼ tsp.
1 dash
1 cup

TOPPING SUGGESTIONS :

Ghirardelli® Semi-Sweet
Chocolate Baking Chips
Honey
Strawberry and banana slices
Nuts and dried fruit

DIRECTIONS :

Prep 10 m / Ready In 8 h 10 m

In a 1-pint canning jar, stir together the oats, cocoa, cinnamon, and salt. Pour milk over mixture. Seal jar and chill overnight. When serving, stir and top with chocolate baking chips and drizzle with honey. Add your favorite toppings. We suggest strawberry and banana slices or nuts and dried fruit.

For more tempting recipes visit www.ghirardelli.com



Color Of Fall

HAVE A BLOOMING GOOD TIME WITH CREATIVE ARRANGEMENTS
THAT DRAW ON AUTUMN HUES.

Posies Pumpkin

(left) The shape is seasonally familiar. Moisten an Oasis floral foam sphere, then cover with mums cut to 1-in. lengths. Set in painted terra-cotta pots; add a pumpkin or squash stem, if desired.

Eye Candy

(right) Autumn Glitter premium bouquet from Hy-Vee features roses, carnations, alstroemeria, mums and hypericum berries. Place the bouquet in a small glass vase filled with water. Place the vase in a larger glass container, then fill the space between with candy corn.

Succulent Haven

(lower right) Carve out a large pumpkin and a few miniature gourds. Paint the pumpkins, if desired, then fill with a soilless potting mix and a variety of succulents. Tuck moss between plants.





Stick to It

(left) Create woodsy ambience with a decorative planter of cinnamon sticks from Hy-Vee. Hot-glue the aromatic sticks around a jar, then fill with moist floral foam and an assortment of blooms and greenery.

Subtle Beauty

(lower left) This humble yet elegant arrangement is a trio of glass jars wrapped in burlap and tied with twine. Fill the jars with water and your choice of flowers, then group on a table or sideboard.



Flowers with Flair

(right) A hollowed pumpkin makes a striking vase. Simply place a slightly shorter watertight vessel inside the pumpkin, then add water and a festive bouquet to the vessel. This arrangement from the Hy-Vee Floral Department features roses, mums, statice, alstroemeria, carnations and safflowers.

KEEP FLOWERS FRESH BY CUTTING STEMS DIAGONALLY BEFORE PLACING IN WATER.



Pumpkin Floral Centerpiece

Take a lesson in arranging your own bouquet. Watch the video at HSTV.com.



Watch and learn at HSTV.com today!



COME ON,
**GET
Happy**

Fetch the products they love
at the prices you dig.

Paws
Happy Life



HyVee
**BRANDS
FOR
GRAND\$**

SHOP. SWIPE.
EARN A CHANCE TO
WIN!



SWIPE YOUR HY-VEE FUEL SAVER + PERKS® CARD AND EACH HY-VEE BRAND PRODUCT YOU BUY GIVES YOU ONE ENTRY FOR A CHANCE TO WIN A HOME VISIT AND UP TO \$2,500!

NO PURCHASE NECESSARY. Ends 10/29/19. For Official Rules and complete details, visit hy-vee.com. Void where prohibited.

KIDS FEEL
NEEDED
WHEN THEY
CONTRIBUTE TO
THE FAMILY BY
DOING CHORES.
**HELPING
AROUND
THE HOUSE—
INDOORS
AND OUT—
BUILDS SELF-
CONFIDENCE
AND SELF-
ESTEEM.**



IT'S A Chore Thing

KIDS LEARN TO COMMUNICATE AND WORK AS A TEAM WHEN THEY DO CHORES. PLUS, THEY GET A LEG UP ON ADULT LIFE SKILLS.

Studies show that kids who routinely take out the trash, wash dishes and perform other chores acquire competence, feelings of self-worth and a sense of working for the common good that follow them throughout their lives. University of Minnesota research found a key predictor of adult-age success with career and relationships was participation in household tasks at ages 3 to 4.

Family-wide plan

Tasks should be clearly explained, demonstrated and age-appropriate (*below*). Consistency is key, because tasks at predictable times become habits. For example, ask your child to empty wastebaskets

on Saturdays or help clear the table after dinner each day. Charts on dry-erase or magnetic boards make clear who does what chore. Preschoolers often enjoy sticker charts, which use pictures of tasks and star stickers to reward them when done.

Allowance or no allowance?

Arguments against an allowance maintain chores are expected, keep the household running and build a work ethic, teamwork and life skills. Those in favor say allowance motivates and teaches money management. Some parents adopt a middle ground, giving no allowance for routine chores and money for additional work.

CHILDREN CAN BE SURPRISINGLY CAPABLE. PRESCHOOLERS EAGERLY COMPLETE SIMPLE ONE- OR TWO-STEP JOBS. OLDER CHILDREN CAN MANAGE MORE.

Ages 2-3

- Help make bed
- Pick up toys and books
- Put laundry in hamper or laundry room
- Dress themselves (with help)
- Help wipe up messes
- Set place mats on table

Ages 4-5

- Make the bed
- Empty wastebaskets
- Bring in mail or newspaper
- Help set and clear the table
- Water flowers and indoor plants
- Unload utensils from dishwasher
- Feed and water pets
- Match laundered socks

Ages 6-7

- Younger-age chores, plus:
- Sort laundry
 - Fold and put away clothes
 - Sweep floors
 - Set and clear the table
 - Help make and pack lunch
 - Weed and rake leaves
 - Keep bedroom tidy

Ages 8-9

- Younger-age chores, plus:
- Load dishwasher
 - Put away groceries
 - Vacuum
 - Help make dinner
 - Make snacks
 - Make own breakfast
 - Cook simple foods
 - Mop floors
 - Walk pet

Age 10+

- Younger-age chores, plus:
- Unload dishwasher
 - Clean bathroom
 - Wash windows
 - Wash car
 - Cook simple meals
 - Iron clothes
 - Do laundry
 - Watch younger siblings (with adult at home)
 - Clean kitchen
 - Change bedsheets

ONE STEP AT A TIME

Purchase Hy-Vee One Step products to make a difference in your community and around the world.

Small steps equal big results. That's the idea behind Hy-Vee One Step. By offering everyday products (page 87) with a portion of proceeds going toward charitable projects, Hy-Vee and its customers have helped benefit many who are in need of support. Projects benefit the four pillars of Hy-Vee One Step: feeding hungry families, growing gardens, planting trees and building wells. To address these major world issues, Hy-Vee partners with communities, farms and groups that are dedicated

to helping organizations that serve people in need—among them Rotary Foundation, Meals from the Heartland and Arbor Day Foundation. **Results:** *Since 2011, Hy-Vee One Step has funded 5,414,291 meals and 750 community garden grants, planted 320,070 trees and built 54 clean water systems.* Donating to these causes is as simple as checking out at your local Hy-Vee. Purchasing a single One Step product can feed hungry people, provide clean water and much more.

BOTTLE SERVICE
One Step water comes in single 1-liter bottles or 16.9 fl. oz. multipacks.

EXCLUSIVE AT HY-VEE
Hy-Vee ONE STEP

RESPONSIBLE SOURCING
One Step products—such as boxes for cereal and paper towels—are made from recycled materials, ensuring that one valuable resource from trees continues its life cycle. Trees are vital to community health and well-being. Hy-Vee aims to package and produce products that make the best use of all resources.

ONE STEP PRODUCTS
Make a difference in neighboring communities and around the world by purchasing these One Step items exclusively at Hy-Vee.

THIS YEAR, HY-VEE REACHED ITS GOAL OF FUNDING **5 MILLION MEALS THROUGH MEALS FROM THE HEARTLAND.**



At home and abroad

One Step customers may not see the results of their donation, but communities thousands of miles away feel the benefits. Through Rotary Foundation, the Tanzanian village of Kigogo received its first water system in 2015, built in part with One Step funds. In addition to building the water system, funds were used to train citizens and local councils to manage the completed systems.

According to a three-year impact assessment, the Kigogo water system is paying dividends. Villagers report that the water system has improved quality of life by reducing domestic conflicts, decreasing waterborne illness, improving personal hygiene and boosting school attendance. It's also created new opportunities for housing and construction jobs and benefitted the environment through the planting of trees.



Each purchase of One Step Russet Potatoes contributes to the construction of community gardens across the Midwest. Community gardens help citizens better understand health and nutrition by providing opportunities to cultivate fruits and vegetables while providing job opportunities and promoting education.



Purchasing a box of Hy-Vee brand cereal or a One Step carton of eggs contributes to feeding one of **800 million hungry people worldwide, including 20 percent of Iowa children.** Globally distributed meals include rice, soy protein, vitamins, mineral supplements and dried vegetables. **In 2018 alone, 1,806,275 One Step-funded meals were distributed to 15 countries across five continents.**



Water-related illness is a leading cause of sickness and suffering throughout the world. An estimated one in six people lack clean drinking water and two in six lack adequate sanitation. Through purchases of One Step 1-liter bottles and multipacks, **Hy-Vee, along with Rotary Foundation, has helped fund clean water systems in 11 countries.**



Trees supply oxygen, food, clean air and shade while lowering energy costs and improve water quality by reducing runoff and erosion. Purchases of One Step Paper Products or Seventh Generation Cleaning Products have helped Hy-Vee and the Arbor Day Foundation, a non-profit conservation organization, plant trees in parks, neighborhoods and areas damaged by flood or fires.



Hy-Vee One Step eggs come from chickens that are pasture-raised and 100 percent cage-free.



SAY "HELLO" TO JOE FRESH

Looking for fresh fashion at a great price? Hy-Vee picked leading clothing retailer Joe Fresh to bring stylish, affordable clothing for the whole family to select Hy-Vee stores.

WHO IS JOE FRESH?

Joe Fresh is one of Canada's leading fashion retailers known for **on-trend essentials and accessories** with thoughtful details—all at **smart prices**.

WHAT CAN YOU FIND?

Find looks for all ages that go from **work to weekend, school day to playtime**. Pick up the building blocks to your personal style.

NOW AVAILABLE AT HY-VEE!

A. Plaid Flannel Shirt \$29



PrimaLoft® Puffers

This fall, add a pop of color to your outerwear with the lightweight PrimaLoft® Puffer Jacket. Available in a variety of colors for men, women and kids.

PrimaLoft® Elevated Technical Features:



Water-Resistant



Breathable



Warmth Without Bulk



A. Puffer Jacket \$69
(in styles shown)



Add “new wardrobe” to your next grocery list. Joe Fresh has launched in select Hy-Vee stores (see list below) and offers essential style and exceptional value for women, men and kids.

FIND JOE FRESH AT HY-VEE STORES IN THESE CITIES.

- Des Moines, IA
- Minneapolis, MN
- Lincoln, NE
- Omaha, NE
- Rochester, MN
- Grand Island, NE
- Kansas City, MO
- West Des Moines, IA
- Urbandale, IA
- Robbinsdale, MN
- Liberty, MO

**ESSENTIAL STYLE,
EXCEPTIONAL VALUE.**

Everyday Essentials For Men

Simple staples are the building blocks to a great wardrobe. Find your next go-to tee, sweater, denim and more at Hy-Vee.



STYLE TIP
White pants after Labor Day? No way. Dark-wash jeans easily handle fall-like temps and can be paired with nearly any color.

A. Striped Tee \$14

A. Plaid
Shirtress \$19

A



B. 4-Pack
Bodysuit \$24

B



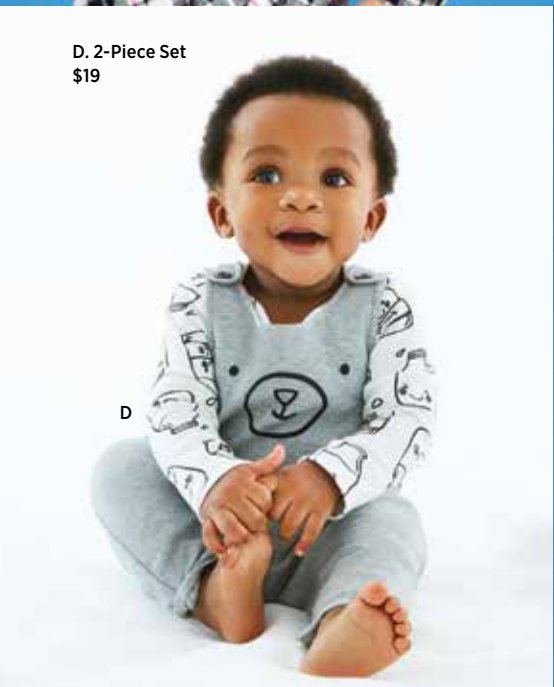
C. 1-piece Snow
Suit \$45

C



D. 2-Piece Set
\$19

D



E. Jacket \$49
F. Snow Pant
\$24

E

F



**GREAT
STYLES
FOR YOUR
LITTLEST
ONES.**

G. Puffer Jacket
\$59
H. Snow Pant
\$29

G

H



I. 4-Pack
Bodysuit \$24

I



J. Graphic Tee
\$10

J



HONEST. NATURAL. BETTER SPORTS NUTRITION.



EXCLUSIVELY AT **HyVee**



health

See what's new on Hy-Vee's Basin line, how to boost collagen and stay flu-free through fall.

- 94 BASIN HOME
- 100 DIETITIAN Q&A: FOOD AND SLEEP
- 104 FOODS THAT PROMOTE COLLAGEN PRODUCTION
- 108 TIME TO GET DYNAMIC
- 114 FLU SEASON-STRONG!
- 116 BRUSH UP ON DENTAL CARE

It's the Basin
B-Witching Hour—
er, make that
Season—with
special bath and
beauty products
inspired either
by Halloween or
Autumn itself.

Basin HOME



BATH BOMBS

Get hold of some Villains and explore some spooky-looking Cauldrons. These Halloween-theme bath bombs will keep you in the *spirit* of the holiday!

SATSUMA HYDRATOR

This lotion awakens the senses with a mix of cocoa and shea butters, rich moisturizing oils, and extracts from sugar maple trees and other plants.

BOMBSHELL SOLID PERFUME

Bombshell features a blend of jasmine, rose, orchid and freesia. It's a solid perfume you apply to your pulse points so you can enjoy all-day fragrance.

WISHES BATH SALT

With its captivating scent of sandalwood, freesia flower and champagne, you'll be wishing for more Wishes bath salt to soak in and soothe sore muscles.

BLUSH CANDLE WAX

Blush features a mix of fragrances that include mandarin, bergamot, peaches, berries and musk.

PUMPKIN BODY BUTTER

What's more Halloween than pumpkins? For a limited time, enjoy Pumpkin Body Butter—made with cocoa and shea butters and rich moisturizing oils.

VEGETABLE GLYCERIN SOAP

Lather up with a unique handmade soap made just for the season. Choose from Pumpkin Spice Latte, Jack or Bats.

this or that?

Basin bath and beauty products not only come in a variety of fragrances but also a variety of functions. Can't tell a balm from a bomb? Here's a quick rundown of what's what.

LIP SCRUB OR LIP BALM

LIP SCRUB

With just four all-natural and edible ingredients, Basin lip scrubs remove chapped, dead skin, leaving smooth lips ready for lipstick or lip balm.

LIP BALM

Basin's natural lip balm contains avocado butter, hemp oil and beeswax to moisturize lips, and SPF 15 for sun protection.



SHOWER BOMB OR BATH BOMB

SHOWER BOMB

Experience aromatherapy as Basin shower bombs release eight different therapeutic aromas that relieve stress and revive the senses.

BATH BOMB

Enjoy a true spa experience with richly scented bath bombs enhanced with natural sea salts for a relaxing, refreshing bath.



MORE THAN TWO DOZEN ESCAPE-WORTHY FRAGRANCES.

HYDRATOR OR BODY BUTTER

HYDRATOR

Basin hydrators nourish and soften skin with essential vitamins and natural ingredients such as jojoba oil.

BODY BUTTER

Basin body butters seal in moisture, allowing skin to build a natural protective layer to prevent water loss.



raising the bar

Take your bathing experience to new heights. Basin shampoo and conditioner bars are a gentle yet effective way to care for hair, while vegetable glycerine soap and natural oil-based soap can keep skin healthy and beautiful.

CONDITIONER BAR

A mix of jojoba oil, cocoa butter and coconut oil makes a perfect conditioner for healthy, well-nourished hair. There are more than a dozen different kinds of Basin conditioner bars.



pro tip: SENSITIVE SKIN

Basin's all-natural bath and beauty products are chemical-free, making them a good option for anyone with sensitive skin. For face and body, try Oatmeal Natural Soap or the Goats Milk Complexion Natural Soap. For hair, any of the shampoo and conditioner bars are amazing, but I especially love the Macaroon or Scalp Soother. If it's a skin-soothing body soak you're looking for, the Butterbomb bath bomb is an excellent choice. Relax while the cocoa butter melts into your bath to soothe dry skin."

—Danielle Griesenbrock
Basin and Beauty Specialist
West Des Moines
HealthMarket

SHAMPOO BAR

Basin shampoo bars clean hair naturally—without wax or alcohol. There are bars for all kinds of hair, including oily, dry and chemically treated.

VEGETABLE GLYCERIN SOAP

Lather up luxuriantly with handmade bath soaps from Basin. With nearly a dozen to choose from, your path to smooth, soft skin can take many fragrant paths.

NATURAL OIL-BASED SOAP

Each has its own use, from removing toxins and oils to soothing dry, itchy skin. There's even a soap for pets!





SAVE \$5 WHEN YOU SPEND \$25
ON YOUR NEXT SHOPPING TRIP WITH PURCHASE OF
HUGGIES®, PULL-UPS® OR GOODNITES®.

Find all your
FALL SAVINGS



SAVE \$5 WHEN YOU SPEND \$25
ON YOUR NEXT SHOPPING TRIP WITH PURCHASE OF
COTTONELLE®, KLEENEX®, SCOTT® OR VIVA®.

HOME
made simple™



FOAMY
CLEAN POWER



**FORMULATED
WITHOUT**
Phosphates, Dyes, Parabens,
Gluten, and Phthalates



MADE WITH
**PLANT
BASED**
INGREDIENTS

85% of ingredients
are plant-derived



dietitian Q&A

FOOD AND SLEEP

What you eat and drink, especially before bed, affects restorative sleep. Keep these things in mind.



Julie McMillin, RD, LD
Assistant Vice President,
Retail Dietetics

Q: How does food affect sleep?

A: When you eat is important. Late meals are digested through the night, keeping you awake. What you eat is also important. Heavy, fatty foods are harder to digest than light fare like salad or fruit. Overall, eat a balanced diet that includes fruits, vegetables and whole grains. Some foods are more sleep-friendly than others.

Q: Which foods promote sleep?

A: Certain nutrients promote sleep hormones, relax muscles and help you stay asleep. Focus on foods with calcium (milk, yogurt, kale), magnesium

(spinach, avocado, quinoa, bananas, beans); vitamin B6 (animal proteins like meat, fish, poultry, eggs and milk plus edamame, nuts and whole grains); and tryptophan (milk, chicken, turkey).

Q: Which foods prevent a good night's sleep?

A: High-sugar foods ratchet up blood glucose levels, which in turn disrupt sleep, and spicy or fatty foods might cause indigestion and disrupt sleep. Alcohol at night at first can make you drowsy, but later it can interfere with rapid-eye-movement (REM) sleep, the restorative slumber that occurs about 90 minutes after you fall asleep. Caffeine also interferes with sleep—its stimulating effect can take hours to wear off.

Q: What's a good bedtime snack or drink?

A: A banana, low-fat or nonfat yogurt, a glass of milk or a small amount of cheese with whole grain crackers are good bets. Try chamomile tea—it relaxes muscles and has a mild sedative effect.

dream on

- BANANA
- HERBAL TEA
- CHEESE
- CHICKEN/TURKEY
- HARD-BOILED EGG
- TART CHERRIES
- MILK
- QUINOA
- WHOLE GRAIN CRACKERS
- YOGURT



“A FUN TRAIL MIX TO HELP YOU SLEEP BETTER IS EASY TO MAKE—JUST MIX TOGETHER UNSALTED ALMONDS, DRIED CHERRIES AND A FEW DARK CHOCOLATE CHIPS.”

—JULIE MCMILLIN
HY-VEE ASSISTANT VICE PRESIDENT RETAIL DIETETICS

drink to sleep

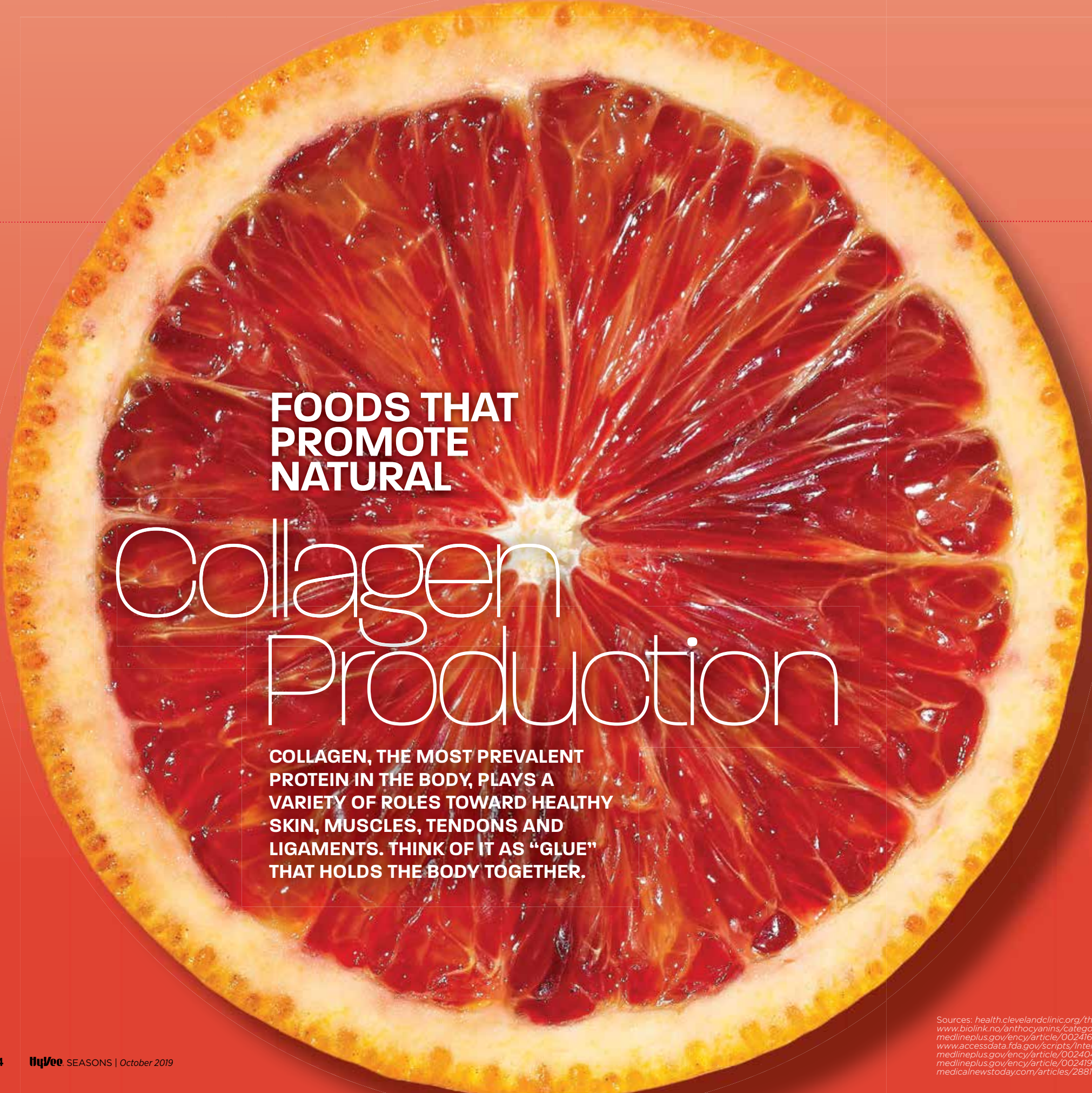
Calming bedtime sips include herbal decaffeinated teas and teas containing ginger and peppermint, says the National Sleep Foundation. Milk has tryptophan, which converts to sleep-inducing melatonin and serotonin in the brain. Tart cherry juice contains melatonin, as do bananas and pineapple—use them in teas and other nighttime beverages.

CHAMOMILE-LAVENDER TEA

1. **MIX** equal amounts chamomile and lavender buds (1 tsp. buds per cup of tea). Place buds in a tea ball or infuser basket.
2. **BOIL** required amount of water in a teakettle or saucepan. Pour hot water into a teapot or cup.
3. **SET** tea ball or infuser in water. Steep 5 to 10 minutes.
4. **IF DESIRED**, add almond milk and/or honey to hot tea.







FOODS THAT PROMOTE NATURAL

Collagen Production

COLLAGEN, THE MOST PREVALENT PROTEIN IN THE BODY, PLAYS A VARIETY OF ROLES TOWARD HEALTHY SKIN, MUSCLES, TENDONS AND LIGAMENTS. THINK OF IT AS “GLUE” THAT HOLDS THE BODY TOGETHER.

CHAIN REACTION

Collagen is the connective tissue that holds organs in place, attaches muscle to bone and knits skin cells into elastic sheets. To make collagen, the body needs adequate amounts of amino acids from protein-rich foods, plus vitamin C, zinc and copper. Collagen decreases naturally with age, so it might be beneficial to shore up collagen-making ingredients in the diet.

collagen heroes

PROTEIN

What it does: Produces lysine, proline and other amino acids that the body uses to make collagen.

FOODS: Beef, chicken, tuna, cod, shrimp, beans, eggs, gelatin, cheese (Parmesan, Romano, Gruyère and Swiss), roasted soybeans, tofu, lentils.

*Daily amount: 50 g/day**

ZINC

What it does: Promotes cell growth, cell division, wound healing and healthy elastic skin.

FOODS: Almonds, beans, beef, turkey, eggs, oysters, salmon, shrimp, quinoa, lentils, spinach, pumpkin seeds.

Daily amount: Men 11 mg/day, women 8 mg/day (women ages 14–18, 9 mg/day)

VITAMIN C

What it does: Anthocyanins fight damage to connective tissue caused by inflammation and free radicals.

FOODS: Oranges, grapefruit, blackberries, blueberries, raspberries, strawberries, cranberries, kiwi, watermelon, bell peppers, tomatoes, broccoli, kale, spinach (cooked), green beans.

Daily amount: Men 90 mg/day, women 75 mg/day

COPPER

What it does: The body requires small amounts of copper to replace damaged connective tissue.

FOODS: Liver, oysters, lobster, beef, shiitake mushrooms, cashews, almonds, sesame seeds, cooked Swiss chard, cooked spinach, pumpkin seeds.

Daily amount: Ages 19 and older, 900 mcg/day; 14–18, 890 mcg/day

BONE BROTH

What it does: A popular drink or food for its collagen content, bone broth is made from chicken, beef or fish bones, slowly simmered in water up to two days. Commercially available bone broth is sold in jars, bottles and boxes. The jury is still out as to whether collagen in the broth goes straight to joints, skin or other areas in the body.

**Based on 2,000 calories a day. May be higher or lower based on your calorie needs.*



pro tip: VARIETY IS KEY

“If you’re eating foods high in collagen specifically to increase collagen production, know that the collagen might go elsewhere in the body. If your body needs protein for wound healing, it will allocate more amino acids to heal that wound than to create collagen. Our bodies are very smart! If you eat a variety of foods within each food group—carbs, protein and fat—your body will have what it needs to create the appropriate amount of collagen.”

—Melissa Orf
Dietitian
Hy-Vee, West Des Moines, Iowa

Sources: health.clevelandclinic.org/the-best-way-you-can-get-more-collagen/
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Kale, Berry & Almond Salad

Total Time 20 minutes
Serves 8

- 1 (10-oz.) pkg. fresh kale
- 2 Tbsp. plus $\frac{1}{2}$ cup Culinary Tours creamy Italian white balsamic dressing or bottled balsamic vinaigrette
- 1 (1-lb.) pkg. Hy-Vee Short Cuts triple berry blend
- $\frac{1}{2}$ cup whole unsalted almonds, toasted
- 2 avocados, seeded, peeled and cut into wedges
- 6 Tbsp. goat cheese crumbles

1. REMOVE stems and tear larger pieces of kale; place in a large bowl. Drizzle with 2 Tbsp. dressing. With clean hands, firmly massage kale to soften. Continue massaging until volume is reduced to half and kale darkens in color.

2. ADD berries, almonds and avocados; gently toss to combine. Divide salad among 8 small serving plates; sprinkle with goat cheese. Serve with remaining $\frac{3}{4}$ cup dressing on the side.

Per serving: 290 calories, 22 g fat, 3 g saturated fat, 0 g trans fat, 5 mg cholesterol, 330 mg sodium, 22 g carbohydrates, 7 g fiber, 9 g sugar (0 g added sugar), 8 g protein. Daily Values: Vitamin D 0%, Calcium 10%, Iron 10%, Potassium 15%

20
minutes
or less

Hy-Vee
Short Cuts

EXCLUSIVE AT HY-VEE
Berries in Hy-Vee Short Cuts triple berry blend are washed and ready to eat or add to recipes.

5

collagen boosters

CUT PREP TIME. PICK UP READY-TO-USE INGREDIENTS PLUS OTHER FOODS EXCLUSIVELY FROM HY-VEE TO MAKE THESE COLLAGEN-CONSCIOUS COMBOS.



EXCLUSIVE AT HY-VEE



1 Roasted Broccoli with Cranberries

Preheat oven to 450°F. Cut 1 (1-lb.) pkg. Hy-Vee Short Cuts broccoli florets into bite-size pieces. Toss broccoli with $\frac{1}{4}$ cup Gustare Vita garlic-flavor olive oil. Place broccoli on large rimmed baking pan. Sprinkle with $\frac{1}{4}$ tsp. Hy-Vee salt. Roast 10 to 15 minutes. Add $\frac{1}{2}$ cup Hy-Vee dried cranberries and 3 Tbsp. grated Parmesan cheese; toss to combine. Season to taste with Hy-Vee coarse-ground black pepper. Roast 5 minutes more or until cheese is slightly melted. Serves 4.

EXCLUSIVE AT HY-VEE



2 Citrus Fruit Cups

Combine 1 Tbsp. Hy-Vee honey and 1 Tbsp. fresh lime juice in a medium bowl. Add 4 Hy-Vee Short Cuts mandarin oranges, separated into sections; 2 cups Hy-Vee Short Cuts strawberries, sliced; and 1 Hy-Vee Short Cuts kiwi, sliced and quartered. Toss to combine. Spoon into bowls and top with $\frac{1}{4}$ cup Hy-Vee vanilla Greek yogurt. Serves 4 (1 cup each).

EXCLUSIVE AT HY-VEE



3 Cashew Chicken Stuffed Peppers

Cut 12 mini sweet peppers lengthwise; remove seeds. Depending on size of pepper halves, spoon $1\frac{1}{2}$ to 3 tsp. Hy-Vee Deli Napa Valley cashew chicken salad into each pepper half. Garnish each with about $\frac{1}{4}$ tsp. chopped Hy-Vee lightly salted cashews. Serves 12 (2 halves each).

EXCLUSIVE AT HY-VEE



4 Herb-&-Garlic-Crusted Beef

Combine 3 crushed cloves garlic, $1\frac{1}{2}$ Tbsp. Hy-Vee Dijon mustard, 1 Tbsp. finely chopped fresh rosemary, 1 Tbsp. finely chopped fresh thyme and $\frac{1}{8}$ tsp. Hy-Vee black pepper. Pat 2 (8-oz. each) Hy-Vee True beef New York strip steaks, $\frac{3}{4}$ in. thick, dry; rub with herb mixture. Let stand at room temperature 15 minutes. Preheat broiler to HIGH. Broil steaks 4 inches from heat 7 to 10 minutes or until medium-rare (130°F), turning once. Let rest 5 minutes before serving. Serves 2.

EXCLUSIVE AT HY-VEE



5 Beefed-Up Spicy Mocktail

Combine $\frac{1}{2}$ cup Full Circle organic beef bone broth and $\frac{1}{2}$ cup spicy Bloody Mary mix in an ice-filled cocktail shaker. Cover and shake until chilled. Strain into ice-filled glass. For garnish, skewer Hy-Vee fully cooked shrimp, beef sticks, mini sweet peppers, cherry tomatoes, Hy-Vee whole sweet gherkins, cucumber slices or spears, celery sticks, lemon slices and/or fresh dill. Serves 1.

TIME TO GET DYNAMIC

Ease your body into exercise by performing dynamic stretches to loosen joints and muscles and improve performance.

MOVES THAT MATTER

Jumping right into exercise without warming up presents a major risk for injury. Dynamic stretches move joints through a full range of motion, stretching and activating muscles. They often mirror movements of the sport or activity to follow, helping familiarize the body with the motions before the intensity increases. Done at a controlled pace, dynamic stretches increase body temperature and improve blood flow to tissue. This helps improve flexibility, agility, power, speed and strength and leads to better overall performance in a workout or activity. Dynamic stretches have proven to be effective warm-ups. A review



pro tip: GET IN THE GROOVE

“Alternating intervals of 30 seconds of movement with 15 to 30 seconds of rest sets a great tempo for a dynamic warm-up. Depending on your fitness level, you may

need the full 30 seconds of rest before transitioning to a new movement.”

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

of literature in the *Journal of Sport and Rehabilitation* found that college athletes who used dynamic stretches to warm up improved vertical and broad jumps and lowered their average completion times for a 600-meter run. For post-workout, reduce muscle tension by performing static stretches—like the sit and reach—which require you to hold a stretch for a prolonged period.

“DYNAMIC WARM-UPS INCREASE HEART RATE WHILE WARMING UP JOINTS TO PREPARE YOUR BODY FOR MORE INTENSE EXERCISE.”

—DAIRA DRIFTMIER, CERTIFIED PERSONAL TRAINER AND DIRECTOR OF HY-VEE KIDSFIT AND HY-VEE FITNESS.

PLAN AHEAD

RESERVE FIVE TO TEN MINUTES TO PERFORM DYNAMIC STRETCHES BEFORE YOUR WORKOUT.



9 DYNAMIC MOVES TO STRETCH IT OUT

PERFORM THESE MOVES AT A MODERATE PACE FOR A FULL-BODY WARM-UP. DO EACH MOVE FOR 30 TO 45 SECONDS WITH 15 TO 30 SECONDS OF REST BETWEEN EACH SET.

1 HIGH KICKS
Swing one leg forward toward outstretched opposite hand, maintaining length throughout before bringing leg down. Take one step forward and repeat with opposite leg and hand.
Muscles: Hamstrings
Stretch for: Soccer, running, jumping



5 LUNGE W/ TWIST
Stand with feet hip-width apart. Take a large step forward with right leg, bend both knees and rotate torso to the right. Repeat on alternate side.
Muscles: Core, legs, hips
Stretch for: Running, lower-body weight training



2 INCHWORM
From a standing position, bend at the waist, place fingertips on floor and slowly walk hands forward until your body reaches a high plank position. Reverse-crawl to standing position.
Muscles: Full body
Stretch for: Running, jumping



6 ARM CIRCLES
Stand with feet slightly wider than hip-width. Raise arms, hands about ear-level. Rotate arms in small circles; gradually increase size. After 20 seconds, reverse circular motion.
Muscles: Shoulders, back, biceps
Stretch for: Tennis, throwing, upper-body weight training



3 BUTT KICKS
Stand with feet hip-width apart. Quickly bring left heel to left glute muscle and back down. Alternate legs in an exaggerated running motion.
Muscles: Quadriceps
Stretch for: Running



7 SIDE SHUFFLE
Stand with feet slightly wider than shoulder-width. Bend at knees, toes forward. Shuffle to your right five steps (do not cross legs). Then shuffle to the left five steps.
Muscles: Hip abductors
Stretch for: Running, tennis, basketball



4 HIP STRETCH W/ TWIST
Begin in high plank position. Bring left foot forward and place it beside right hand. Open hips to the left while raising left arm to the ceiling. Return to starting position. Alternate.
Muscles: Hips, core
Stretch For: Lower-body weight training



8 WALKING QUAD STRETCH
Stand with feet together. Grab left foot with left hand and pull toward left glute while reaching right hand straight up. Lower foot and hand, take three steps forward and alternate.
Muscles: Quadriceps
Stretch for: Running, soccer, tennis



9 WALKING KNEE HUGS

Stand with feet shoulder-width apart. Raise right knee and grab it with both hands, gently pulling it toward chest. Lower right leg. Take one step forward and alternate.

Muscles: Hip abductors
Stretch for: Running

Improved Performance

A Utah State University study found that men and women between 18 and 28 years old increase their agility by performing pre-exercise dynamic stretching. Another study in *The Journal of Strength and Conditioning* shows that those who perform dynamic stretches before exercise display greater power, speed and jumping ability than those who don't stretch.

A STUDY PUBLISHED IN *THE JOURNAL OF SPORTS SCIENCE & MEDICINE* FOUND THAT DYNAMIC STRETCHING INCREASED HAMSTRING FLEXIBILITY, REDUCED STIFFNESS AND IMPROVED RANGE OF MOTION.

DOWN TO THE SPECIFICS

Tailor your dynamic warm-up to your sport or activity. If the bench press is part of your workout, warm up with a few push-ups, then bench-press light weights. Slowly work your way up to the weight you'll use for your first set. Before running, warm up with side shuffles, butt kicks or high knees to loosen up hip and knee joints and prepare large muscles like quadriceps and hamstrings to work at maximum effort.

GETTING WARMER!

A WARM-UP PREPARES THE BODY FOR MORE STRENUOUS MOVEMENT. AS YOU STRETCH, WORK HARD ENOUGH TO PRODUCE A SMALL AMOUNT OF SWEAT WITHOUT FEELING FATIGUED.

LOWDOWN

Sitting at work through the day can tighten hip flexors and other leg muscles. Focus on the lower body to counteract the effects of sitting.

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FLU SEASON-STRONG!

Protect yourself against the highly contagious influenza virus. Get your flu shot at Hy-Vee.

Influenza can do more than just make you sick. It can be deadly. More than 80,000 Americans died from the flu during the winter of 2017-18, one of the worst in decades. Elderly people and those with serious health issues are most at risk.

FLU SYMPTOMS CAN BE MILD OR SEVERE AND INCLUDE FEVER, CHILLS, COUGH, SORE THROAT, RUNNY OR

STUFFY NOSE, BODY ACHE, FATIGUE, AND SOMETIMES NAUSEA, VOMITING OR DIARRHEA (MORE COMMON WITH CHILDREN).

FLU SHOT SAFETY

Getting an annual flu shot is one of the best ways to protect yourself. Flu vaccine does not protect against all strains—only those that research suggests will be the most common in a given flu season.

3 WAYS HY-VEE CAN HELP

1. VACCINATIONS

Flu vaccines are available at Hy-Vee on a walk-in basis without a prescription. The Centers for Disease Control and Prevention (CDC) recommends that everyone 6 months of age and older get an annual flu shot (although some states have different minimum ages).

2. PREVENTIVE MEASURES

Everyday actions can help. Wash your hands often with soap and water, and pick up alcohol-based hand sanitizers at Hy-Vee to keep in the car and at work. Avoid touching your eyes, nose and mouth, because germs spread easily those ways.

3. ANTIVIRAL MEDICATIONS

Antiviral medications treat the flu rather than prevent it. Available by prescription at the Hy-Vee Pharmacy, they can diminish the severity and length of sickness and are recommended by the CDC for anyone at high risk of serious complications from the flu.



pro tip: START SOON

“Antiviral drugs work best when started within 2 days of getting the flu. They can be beneficial even when started later, especially for those at high risk of flu complications due to advanced age or existing health conditions.”

—Angie Nelson
Vice President,
Pharmacy Operations

Sources: [cdc.gov/flu/prevent/preventing.htm](https://www.cdc.gov/flu/prevent/preventing.htm), [cdc.gov/flu/treatment/whatyoushould.htm](https://www.cdc.gov/flu/treatment/whatyoushould.htm), [nytimes.com/2018/10/01/health/flu-deaths-vaccine.html](https://www.nytimes.com/2018/10/01/health/flu-deaths-vaccine.html), [health.harvard.edu/diseases-and-conditions/10-flu-myths](https://www.health.harvard.edu/diseases-and-conditions/10-flu-myths)

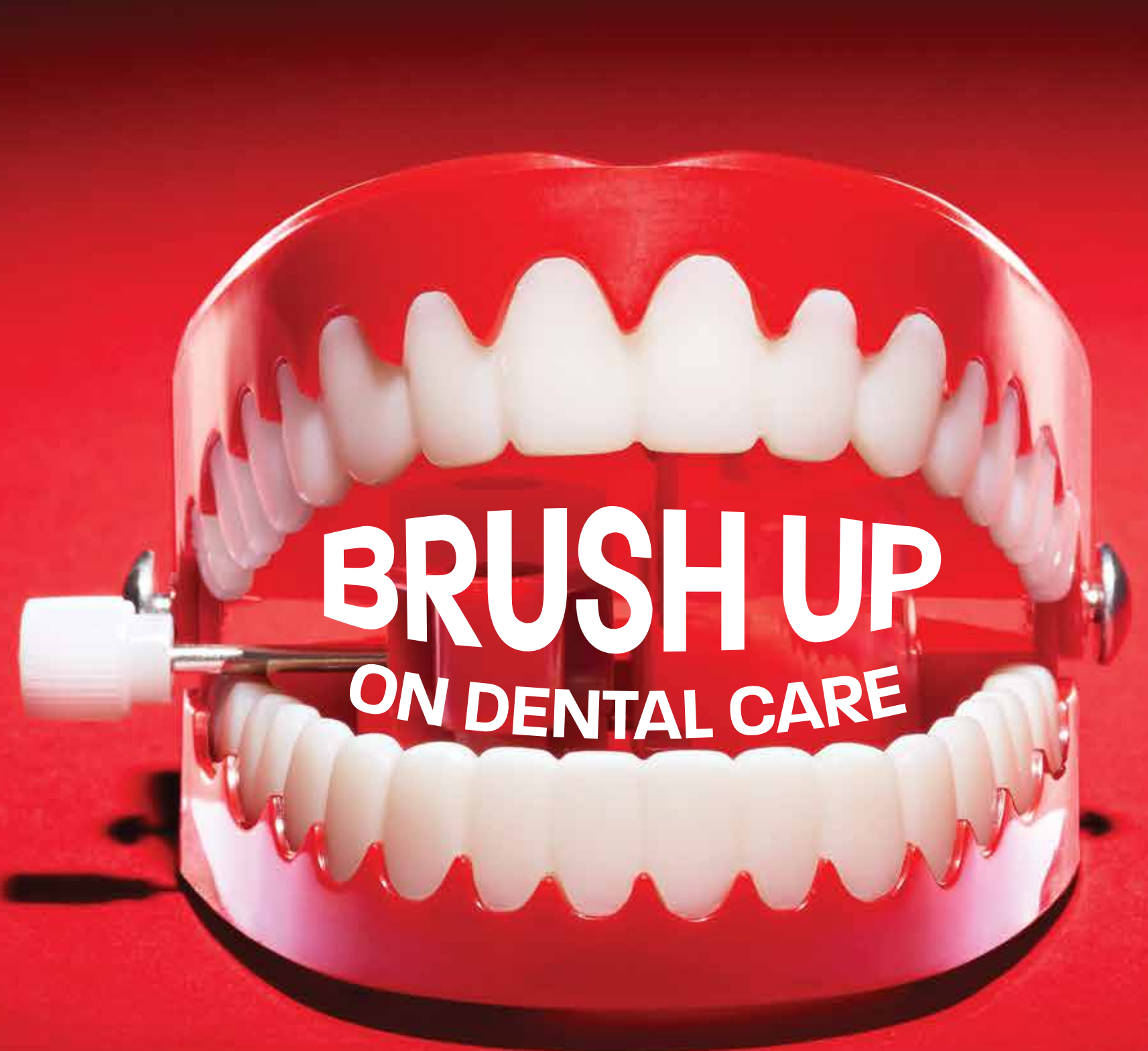


YOUR BEST DEFENSE AGAINST BRAND NAME PRICES.



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1. Bart J. Brunnberg, Jean-Pierre Dubé, Matthew Gentzkow, Jesse M. Shapiro. Do Pharmacists Buy Buyer? Informed Shoppers and the Brand Premium. University of Chicago. January 2015.



Taking good care of your teeth is important. It prevents bad breath, tooth decay and gum disease while contributing to general good health. These are practical reasons to brush and floss!

National Dental Hygiene Month

It's only fitting that the month known for sugary treats is also National Dental Hygiene Month. That's quite a trick! The annual initiative is intended to raise awareness of the importance of good oral health. This year National Dental Hygiene Month focuses on four routines to keep your choppers in good shape (see *below*).

4^{HEALTHY} steps TO A HEALTHY SMILE

1. BRUSH

your teeth for two minutes at least twice a day with a soft-bristle brush and fluoride toothpaste. **Brush outer, inner and chewing surfaces of teeth. Also brush the tongue to remove bacteria.** If you have wide spaces between your teeth, use an interdental brush, which has bristles to clear trapped food.



2. FLOSS

between all your teeth, even the backside of those in the back of your mouth, to **remove food particles and prevent plaque buildup between teeth and under the gum line.** Use a gentle rubbing motion to guide floss between teeth, then curve it into a C shape against each tooth as you move the floss away from the gum line in an up-and-down motion.

3. RINSE

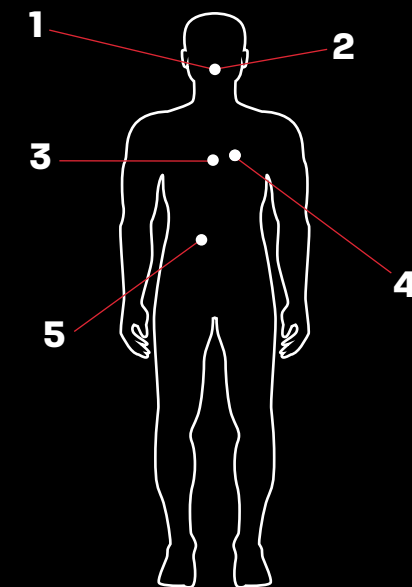
and gargle for 30 seconds with mouthwash before bedtime. **Mouthwash can prevent tooth decay, reduce plaque and tartar buildup, reduce or prevent gingivitis, and freshen breath.** If you have dry mouth—a condition in which salivary glands don't make enough saliva to keep the mouth moist—use a dry mouth spray, rinse or moisturizing gel.



4. CHEWING

sugarless gum for 20 minutes after meals can help prevent tooth decay, according to the American Dental Association. **Chewing increases the flow of saliva, which carries with it extra calcium and phosphate to strengthen tooth enamel.** Saliva also neutralizes decay-causing acids and washes away food and other debris.

EFFECTS OF POOR DENTAL HYGIENE ON YOUR BODY



1. HALITOSIS Bad breath is typically caused by bacteria on the teeth (especially plaque) and debris on the tongue. Although it can be the result of something you eat, poor oral hygiene is often the culprit.

2. GUM DISEASE Gingivitis and periodontal disease (periodontitis) are common forms of gum disease, the leading cause of tooth loss in adults, and have been associated with increased risk of the following conditions.

3. HEART DISEASE Studies show that people with poor oral health have higher rates of cardiovascular problems. One theory is that the bacteria that cause gum disease travel in the body, causing blood vessel inflammation and damage that leads to heart attack or stroke.

4. RESPIRATORY DISEASE Periodontal disease may worsen respiratory diseases such as pneumonia. It's also associated with a higher risk for chronic obstructive pulmonary disease (COPD), according to the National Institutes of Health.

5. DIABETES Gum disease may raise blood sugar levels and put people at greater risk of developing type 2 diabetes, according to the American Dental Association. It can also make diabetes difficult to control.

46% OF U.S. ADULTS AGE 30 OR OLDER SHOW SIGNS OF GUM DISEASE AND 9% HAVE SEVERE GUM DISEASE.

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hy-vee kitchen



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

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- 10 Monster Apple Slices *p. 16*
- 10 Alien Eggs *p. 16*
- 20 Spider Pizza Bites *p. 16*
- 10 Sushi Snake *p. 16*
- 10 Pudding Graveyard *p. 17*
- 10 Spiderweb Cookies *p. 17*
- 10 Cheese Monsters *p. 17*
- Scaredy-Cat Cookies *p. 17*
- Dinosaur Eggs *p. 17*
- 20 Cookie Bat *p. 17*
- 10 Spooky Fingers *p. 17*
- 10 Clementine Pumpkin *p. 17*
- 10 Eyeball Bites *p. 17*
- 20 Caramel Apple Monster Shakes *p. 18*
- Scary Black Cherry Slush *p. 19*
- 10 Martini at Midnight *p. 19*

CRUNCH TIME

- 20 Flamin' Hot Cheetos Mac & Cheese Burger Casserole *p. 23*
- 20 BBQ Chicken Ramenritto *p. 24*

30 minutes or less

30 MINUTES OR LESS

20 minutes or less

20 MINUTES OR LESS

10 minutes or less

10 MINUTES OR LESS

GF option

GLUTEN FREE

V option

VEGETARIAN DISH

- 30 Mexican Breakfast Pizza *p. 25*
- 30 Dilly Chip Oven-Fried Fish *p. 26*
- 30 Cool Ranch Chicken Fingers *p. 27*
- 30 Vegetarian Walking Tacos *p. 28*
- Sweet 'n' Salty Brownies *p. 29*

101: RUSSET POTATOES

- Easy Cheesy Potatoes *p. 32*

BEST PORK DINNERS

- Pressure Cooker Rib Carnitas *p. 35*
- 30 Pork Chop Skillet Meal *p. 37*
- Brined and Buttered Pork Chops *p. 38*
- Slow Cooker Sausage-Bean Stew *p. 39*
- Oven-Roasted Pork Tenderloin with Spice Rub *p. 40*
- Slow Cooker Baby Back Pork Ribs *p. 41*

COMFORT SEAFOOD

- Sweet and Tangy Tilapia Fish Sandwich *p. 45*
- Cheesy Crab Rangoon Pasta Casserole *p. 46*
- Pistachio-&-Parmesan-Crusted Halibut *p. 47*
- 30 One-Pot Bacon-Shrimp Corn Chowder *p. 48*

AUTUMN SMOLDERS

- Smoked Whiskey Cocktail *p. 50*
- 10 Spicy Apple-Ginger Cocktails *p. 51*
- 10 Chai Old Fashioned *p. 52*
- 20 Red Wine Pomegranate Hot Toddy *p. 53*

PUMP'D FOR FALL FLAVORS

- Pumpkin-Pecan Pie Bars *p. 57*
- Pumpkin Churros with Chocolate Dipping Sauce *p. 58*

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- Pumpkin Curry Chicken and Rice *p. 59*
- 30 Pumpkin Grilled Cheese *p. 60*
- Pumpkin Soup *p. 60*
- Pumpkin Spice Bread *p. 60*
- Pumpkin Butter *p. 60*
- Pumpkin Shooters *p. 61*
- Five-Ingredient Pumpkin Pie *p. 61*
- Pumpkin Waffles *p. 61*
- Pumpkin Cheesecake Bites *p. 61*
- Pumpkin-Maple Dressing *p. 61*
- Pumpkin Latte *p. 61*

HERE GOES MUFFIN

- Chocolate Chip Muffin S'mores *p. 63*
- Lemon Poppy Seed Muffin Parfaits *p. 63*
- Easy Blueberry Muffin Cobbler *p. 63*
- Banana Nut Muffin French Toast *p. 63*
- Pistachio Muffin Ice Box Cake *p. 64*
- Double Dutch Muffin Chocolate Milk Shakes *p. 64*
- Red Velvet Muffin Pops *p. 64*
- Cranberry Orange Muffin Ice Cream Pie *p. 64*
- Chocolate-Coffee Bread Pudding *p. 65*

FOODS THAT PROMOTE NATURAL COLLAGEN PRODUCTION

- Kale, Berry & Almond Salad *p. 106*
- 30 Roasted Broccoli with Cranberries *p. 107*
- Citrus Fruit Cups *p. 107*
- Cashew Chicken Stuffed Peppers *p. 107*
- Herb-&-Garlic-Crusted Beef *p. 107*
- Beefed-Up Spicy Mocktail *p. 107*

CHEESY! CHEWY! MEATY!



RISE CRUST PEPPERONI

Ease your taste buds into pizza paradise with true classic taste. A chewy, delicious self-rising crust topped with pepperoni & cheese. It's quick, easy & an amazing slice of absolute delight. It's serious satisfaction.

crav'n

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samples

EXPLORE OUR FLAVORS

Taste your way through Hy-Vee every Friday and Saturday through the month of October

FRIDAY, OCTOBER 4:

4 P.M. TO 7 P.M.

SATURDAY, OCTOBER 5:

11 A.M. TO 2 P.M.

Produce: Holiday Seedless Grapes

Meat: Seasoned Butterfly Chops

Seafood: Fair Trade Sesame Tuna Steaks

Charcuterie: Columbus Pork Roast

Cheese: Vermont Farmhouse Alehouse

Cheddar

Deli: Di Lusso Premium Sliced Turkey &

Di Lusso Sliced Cheese

Hickory House: Tortilla Chips with Buffalo

Chicken Dip

Italian: Medium Single-Topping Pizza

Chinese: Asian Dips and Wonton Chips

Bakery: Pumpkin Muffins

Frozen: Bernatello's Pizza - Brew Pub Pizza

Non-Foods: Procter & Gamble Home Care - Swiffer & Mr. Clean Samples and Coupons

FRIDAY, OCTOBER 11:

4 P.M. TO 7 P.M.

SATURDAY, OCTOBER 12:

11 A.M. TO 2 P.M.

Produce: Green Hobgoblin Grapes

Meat: Hormel Smoked Pork Chops

Seafood: Wild Alaska Cod Steamer Meals

Charcuterie: Columbus Charcuterie Sampler

Cheese: Point Reyes Original Blue Cheese

Deli: Hy-Vee Quality Roast Beef &

Hy-Vee Sliced Cheese

Hickory House: Pumpkin Cheesecake,

Family Size

Italian: Flatbread Pizza

Chinese: Pot Stickers

Bakery: Fresh Hot Apple and Pumpkin

Cake Donuts

Grocery: On the Border Tajin Flavor Chips

FRIDAY, OCTOBER 18:

4 P.M. TO 7 P.M.

SATURDAY, OCTOBER 19:

11 A.M. TO 2 P.M.

Produce: Honeycrisp Apples

Meat: Breaded Pork Loins

Seafood: Shrimp Steamer Meals

Charcuterie: La Quercia Pre-sliced

Charcuterie

Cheese: Montchevré Goat Cheese

Deli: Champignon Cheese

Hickory House: Dietitians Pick - Heat and

Eat Entrées

Italian: Calzones

Chinese: Chinese Rice Bowl

Bakery: Gourmet Cinnamon Rolls

FRIDAY, OCTOBER 25:

4 P.M. TO 7 P.M.

SATURDAY, OCTOBER 26:

11 A.M. TO 2 P.M.

Produce: Green Hobgoblin Grapes

Meat: Our Special Recipe Bratwurst

Seafood: Alaskan Surimi Snow Crab

Legs Cocktail

Charcuterie: Columbus Salame Chubs

Deli: Supreme Triple Crème Brie

Hickory House: Hy-Vee Premium

Soups, 16 oz.

Italian: Medium Tuscano Pizza with Garlic

Cheese Bread

Chinese: Nori Sushi Crispy and Crunchy Rolls

Bakery: Breakfast Bar Coffee Cake



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HyVee.