

# Hy-Vee<sup>®</sup> seasons<sup>®</sup>

FOOD | LIFE | HEALTH

**HY-VEE  
FOR THE  
HOLIDAYS**  
Thanksgiving  
Meals &  
Celebrations

**hello**

Hy-Vee!

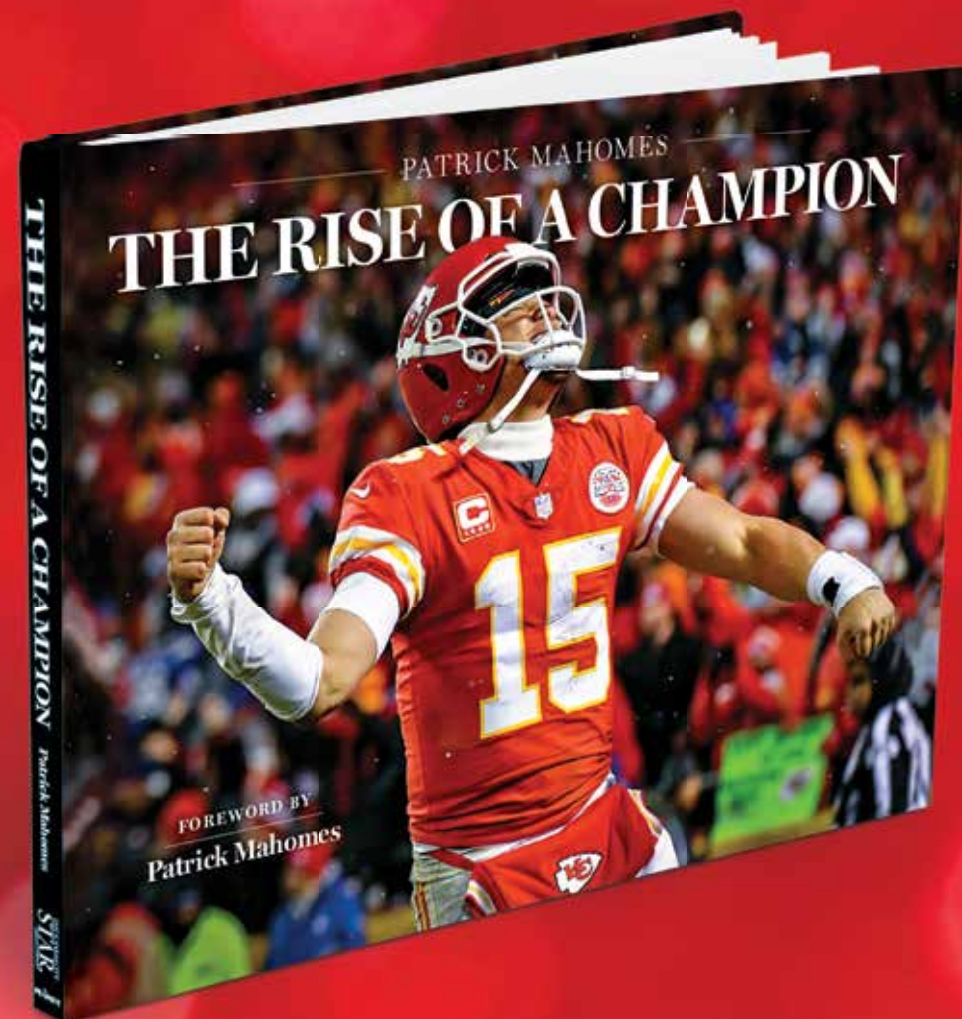
KRISTEN AND DAX  
CHAT ABOUT  
WORKING TOGETHER,  
GIVING BACK AND  
HELLO BELLO

**KRISTEN BELL  
& DAX SHEPARD**

**november**

Prices good November 1-30, 2020





**WHEN IT COMES TO  
GREAT CHRISTMAS GIFTS,  
THIS ONE'S A GAME CHANGER.**

GET THE BOOK  
EXCLUSIVELY AT

**HyVee**

# NOVEMBER 2020

## food



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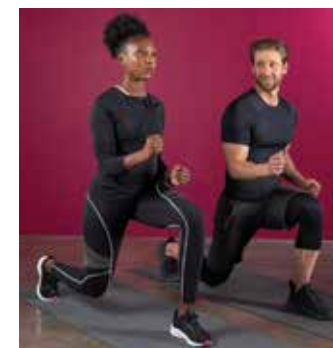
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**DONNA TWEETEN**  
EXECUTIVE VICE PRESIDENT,  
CHIEF OF STAFF,  
CHIEF MARKETING OFFICER

**N**ovember and Thanksgiving go hand in hand. It's true; the last Thursday of the month is an annual reminder to be thankful for what we have.

In this time of COVID-19, gratitude is sometimes missing, even when there's plenty to be thankful for—the pleasure of virtually sharing time with friends, *page 20*, and appreciating holiday foods and traditions, *page 38*.

With December holidays fast approaching, we know days become hectic. That's why we share reasons to spend the holidays at home, *page 78*, serve foods to counter depression, *page 108*, and show how to replace stress with joy, *page 99*.

Together, let's make the rest of the year a time for Thanksgiving!

**FOLLOW US...**

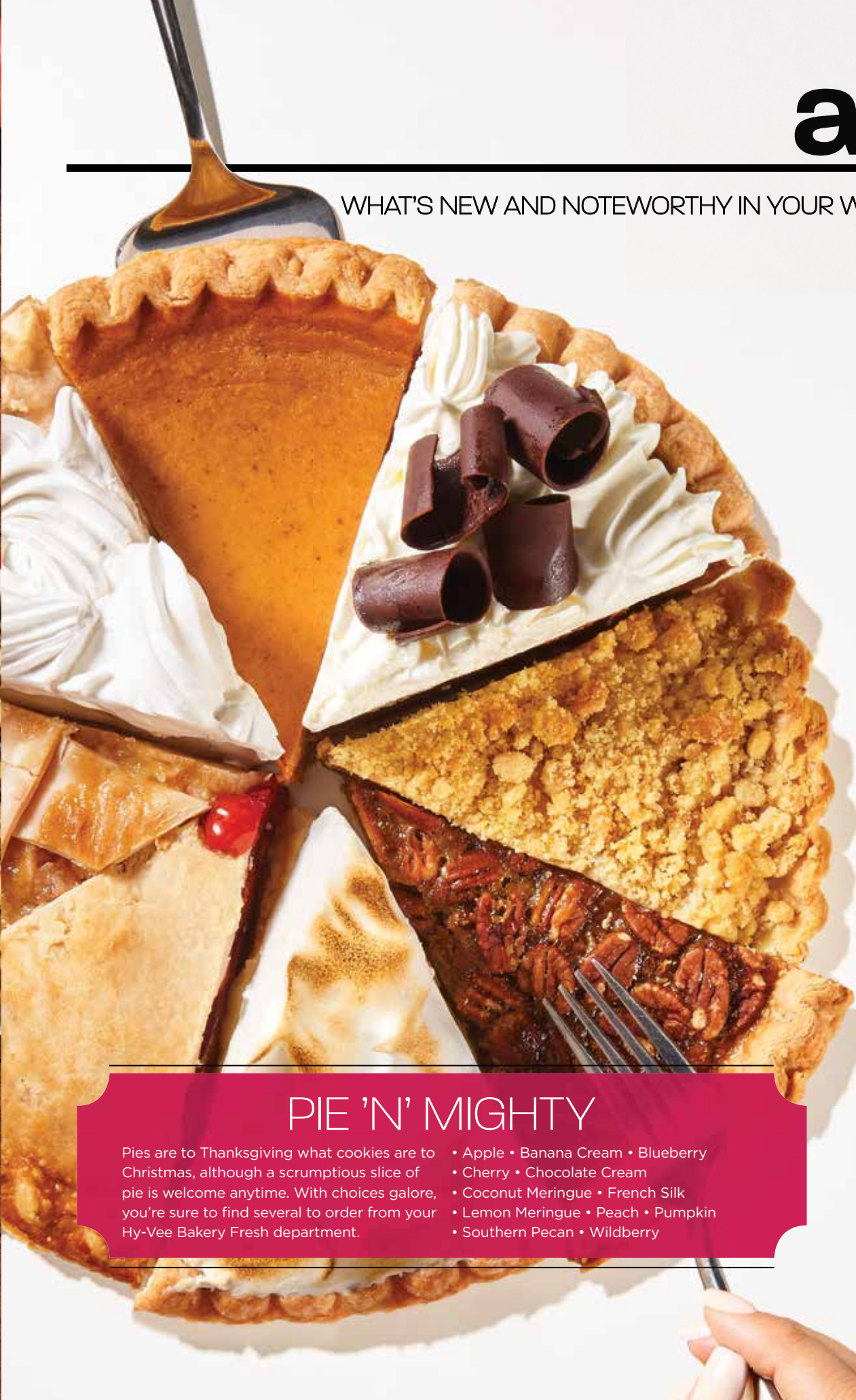


CONNECT WITH **HyVee**  
@Hy-Vee.com



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

HELPING YOU  
FLAVOR THE HOLIDAYS  
FOR OVER 130 YEARS  
IT'S GONNA BE GREAT.™



PIE 'N' MIGHTY

Pies are to Thanksgiving what cookies are to Christmas, although a scrumptious slice of pie is welcome anytime. With choices galore, you're sure to find several to order from your Hy-Vee Bakery Fresh department.

- Apple • Banana Cream • Blueberry
- Cherry • Chocolate Cream
- Coconut Meringue • French Silk
- Lemon Meringue • Peach • Pumpkin
- Southern Pecan • Wildberry

now  
trending

PIES & CAKES  
FROM HY-VEE

Hy-Vee's tempting pies, cakes and cheesecakes please dessert lovers year-round.



GOURMET APPLE PIE

The lattice adds a fancy touch to an American classic.



PUMPKIN PIE

The homestyle recipe brims with pumpkin flavor and spices.



CHEESECAKE FACTORY BAKERY®  
FUDGE CAKE

The Cheesecake Factory Bakery goes full chocolate for this dessert.



CHEESECAKE FACTORY BAKERY®  
CINNABON® LAYER

Discover delightful cinnamon flavor in this rich cheesecake.





## brand highlight

### GUSTARE VITA

“Gustare Vita” means “enjoy life,” which is a distinct possibility when your kitchen is stocked with this line of authentic Italian products—pestos, sauces, olive oils, pastas, capers, gnocchi and more—available only at Hy-Vee.



## donut of the month

### RED VELVET OLD-FASHIONED DONUT

As rich and flavorful as the name suggests, Red Velvet Old-Fashioned Donuts are even more delightful when drizzled with icing.

## NEW AT HY-VEE!

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

### WINE & SPIRITS

#### RumChata Peppermint Bark



Enjoy a smooth mix of Caribbean rum and real dairy cream—perfect to flavor a mug of hot coffee or served by itself over ice as a refreshing drink.

### PANTRY

#### BLK & BOLD Coffee



Made in Honduras and Ethiopia, these specialty coffees feature 100% Arabica beans. Plus, BLK & BOLD donates 5% of profits to support at-risk youth.

### SNACKS

#### Quest Protein Chips



Now available in Ranch or Loaded Taco flavors, Quest Tortilla Style Protein Chips have 19 grams of protein and just 140 calories per serving.

### PRODUCE

#### Dole Just Add Chicken Salad Kit



A fast, nutritious meal is at your fingertips. Just cut up a Hy-Vee rotisserie chicken and serve it over this Dole salad mix for a hearty and delicious meal.

now trending

## HOLIDAY ENTERTAINING

PULL OUT ALL THE STOPS—AND THE GEAR—TO PREPARE A HOLIDAY FEAST.



### CHEFMAN ELECTRIC WINE OPENER

Go ahead, pop the cork! It's easier with this electric wine opener.



### CAMPTON MINI CASSEROLE

Cast-iron pot has a wooden base to protect surfaces.



### CAMPTON MINI FRYING PAN

Measuring just over 5 inches across, this pan is perfect for cooking personal-size dishes.

### LIPPER BAMBOO TOOL HOLDER

Environmentally friendly bamboo holder and four durable utensils are included.



### GRACIOUS DINING 2-PIECE PIE DISH

Oven- and microwave-safe stoneware dish sits on a metal stand.



### Shop the Collection

Scan and shop at [hy-vee.com](https://hy-vee.com) today!

### GRACIOUS DINING CHIP AND DIP SET

Stoneware serving set also includes a metal stand.



### COLE & MASON BUTTON SHAKERS

The compact size is perfect for picnics and al fresco dining.



### BAMBOO BOARDS WITH QUOTES

Durable and water-resistant cutting board with a message.



### THE ROCK 7-PIECE SET

This set features extra-thick forged aluminium base and nonstick finish, plus a spatula and spoon.

### BOSKA CHEESE SET

These three cutting tools are designed to handle every kind of cheese.


### simply BLESSED

### simply BLESSED





**Coffee Mug and Cinnamon Roll Cake**  
Watch our Hy-Vee cake designer build this masterpiece start to finish.



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

takes  
the  
cake

# CAKE FOR BREAKFAST

Brew up a seriously sweet cake with the help of the Hy-Vee Bakery. Just visit your local Hy-Vee or call ahead to schedule an appointment with a cake designer to go over the details. This cake—guaranteed to steal the show at Thanksgiving

or a Sunday brunch—is just one of the many examples of what our talented and imaginative cake designers are capable of creating. Working with the Bakery is a piece of cake, and the end results taste as good as they look.



The cinnamon roll was made with stacked sheet cakes and covered with a layer of fondant.



The designer coats the top of the cinnamon roll with drizzles of tubed frosting.



The coffee mug is made of cake rounds and covered in yellow and brown fondant. The mug was then etched with a special tool.



Both the coffee mug and cinnamon roll are airbrushed to add deep color and shadows.



Melted almond bark is piped on to a sheet pan. When it dries, the designer places the pieces upright in the mug to give it a steamy effect.



## Make the Holidays Irresistible with



### IRRESISTIBLE PEANUT BUTTER COOKIES

**Prep Time:** 15 minutes      **Cook Time:** 15 minutes      **Yield:** 36

**DIRECTIONS:**

1. HEAT oven to 375°F.
2. BEAT brown sugar, peanut butter, shortening, egg, milk and vanilla in large bowl with mixer on high speed until smooth.
3. STIR flour, baking soda and salt in small bowl until blended. Gradually add to creamed mixture, beating just until blended.
4. ROLL into 36 (1 ½-inch) balls. Place 2 inches apart on baking sheet. Flatten slightly with fork in a criss-cross pattern.
5. BAKE 7 to 8 minutes or until set and lightly browned. Cool 2 minutes on baking sheet. Remove to wire rack to cool completely.

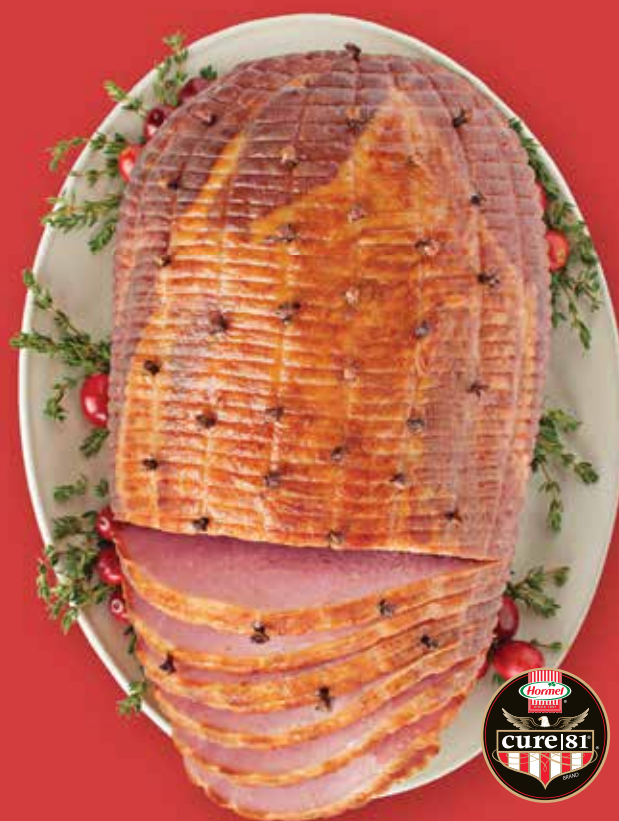
**INGREDIENTS:**

- 1 ¼ cups firmly packed brown sugar
- ¾ cup **Jif**® Creamy Peanut Butter
- ½ cup **Crisco**® All-Vegetable Shortening
- 1 large egg
- 3 tablespoons milk
- 1 teaspoon vanilla extract
- 1 ¾ cups all-purpose flour
- ¾ teaspoon baking soda
- ½ teaspoon salt

BAKE  
A BATCH  
TODAY!







**Buy this.**



**Get this FREE.**

Buy a Hormel Cure 81 whole boneless ham,  
get a FREE 10 to 14 lb. frozen HoneySuckle turkey.

Offer expires 11/30/2020

**HyVee**®

# food

**Helpful holiday  
meal solutions  
from Hy-Vee,  
along with  
advice for  
serving a crowd.**

- 10** HY-VEE'S HOLIDAY DINNER SOLUTIONS
- 20** VIRTUAL THANKSGIVING
- 26** BEST PIES WITH HOLIDAY SPIRIT
- 35** 101: PEARS
- 38** COMFORTS OF HOME
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- 50** WHISKEY AND WINE
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- 60** DREAM CHEESE
- 64** WIDE AWAKE COFFEE
- 68** THE SWEET SPOT

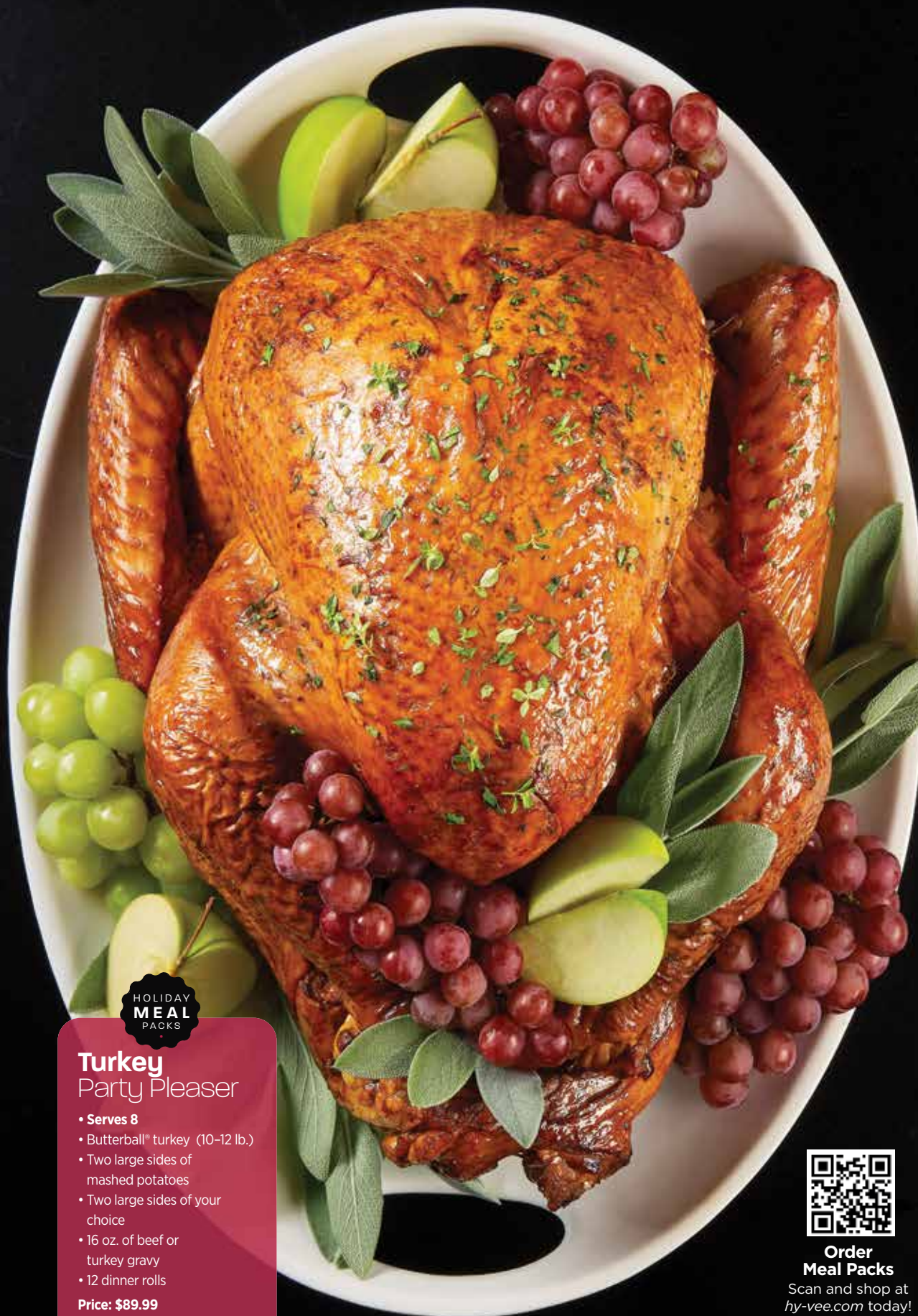






# HY-VEE'S HOLIDAY DINNER SOLUTIONS GOTTIT!

Let Hy-Vee cook for you this holiday. Order a delicious reheat & eat meal pack with your choice of sides and dessert. Then follow our recipes for custom touches—sauces, butters, rubs and other simple fix-ups.



## Turkey Party Pleaser

- Serves 8
- Butterball® turkey (10-12 lb.)
- Two large sides of mashed potatoes
- Two large sides of your choice
- 16 oz. of beef or turkey gravy
- 12 dinner rolls

**Price: \$89.99**  
(only \$11.25 per person)

## TURKEY FIX-UPS



### APPLE-WHISKEY GLAZE

Bring 1 cup Hy-Vee apple cider, ¾ cup Hy-Vee apple jelly and 1 Tbsp. Hy-Vee apple cider vinegar to boiling; reduce heat. Gently boil, uncovered, 25 minutes. Remove from heat; stir in 2 Tbsp. Tennessee whiskey and whisk in 2 Tbsp. Hy-Vee salted butter. Brush glaze on turkey during last 20 minutes of reheating. Makes ¾ cup.



### ORANGE-SAGE BUTTER

Stir together ¼ cup softened Hy-Vee salted butter, 1 Tbsp. chopped fresh sage, 2 tsp. orange zest, 1 tsp. finely chopped fresh thyme and ¼ tsp. refrigerated garlic paste. Brush butter on turkey after reheating for 1 hour. Makes ½ cup.



### GARLIC & HERB WET RUB

Stir together 3 Tbsp. plus 1 tsp. Hy-Vee canola oil, 2 Tbsp. salt-free garlic & herb seasoning, 2 tsp. finely chopped fresh rosemary and 1½ tsp. lemon zest. Rub mixture evenly on turkey before reheating. Makes ½ cup.



**Order  
Meal Packs**  
Scan and shop at  
[hy-vee.com](https://hy-vee.com) today!



FLOWERS  
MAKE  
THE TABLE

Order these brilliant autumn centerpieces from Hy-Vee Floral. To order online, go to [Hy-Vee.com/Shop](https://www.hy-vee.com/Shop)



**DAYBREAK**  
Sunflowers, mums, eucalyptus, goldenrod and grasses

**AUTUMN GLOW**  
Candle surrounded by mums, eucalyptus, grasses, and fishbone orchid cactus.

**SIMPLE THANKS**  
Mums, lotus seed heads, goldenrod and fern foliage

**BREAD PLATE**  
Above and slightly to the left of charger.

**NAPKIN**  
Folded and placed on charger or dinner plate.

**DESSERT FORK**  
Directly above charger, tines to the right.

**WATER GLASS**  
Above and slightly left of dinner knife.

**PLATES**  
Salad plate on top of dinner plate.

**FORKS**  
Place to the left of dishes, placing first-used farthest left.

**KNIFE, SOUP SPOON**  
Knife blade toward plate; soup spoon to right.

**CENTERPIECE**  
In the center of the table, at a height that allows guests to freely visit across the table.

**WINEGLASS**  
To the right and slightly below the water glass.

**HOW TO SET THE HOLIDAY TABLE**  
Simple yet elegant BIA Cordon Bleu dishes, Libbey glassware and Hampton Forge flatware make the meal special. Available at Hy-Vee.

PRIME RIB FIX-UPS



**CHIMICHURRI**  
Process 1½ cups Italian parsley, ½ cup plus 1 Tbsp. Gustare Vita olive oil, 1½ Tbsp. Gustare Vita red wine vinegar, 1 Tbsp. each fresh oregano and thyme, 2 tsp. fresh rosemary, 4 garlic cloves, ½ tsp. kosher salt and ¼ tsp. Hy-Vee crushed red pepper in a food processor. Makes ½ cup.



**RED WINE REDUCTION**  
Cook ½ cup chopped shallots in butter in skillet. Off heat, add 2 cups Zinfandel wine, 4 sprigs thyme and 1 sprig rosemary. Simmer; reduce to 1½ cups. Strain; return to skillet. Add 1½ cups Hy-Vee 33%-less-sodium chicken broth. Gently boil; reduce to 1½ cups. Stir in 1½ Tbsp. butter. Makes 1½ cups.



**HORSERADISH CREAM**  
Beat ½ cup Hy-Vee heavy whipping cream with an electric mixer on medium until soft peaks form. Fold in 2 Tbsp. Hy-Vee sour cream, 2 Tbsp. extra-hot prepared horseradish and 2 Tbsp. chopped fresh chives. Season to taste with Hy-Vee salt. Makes 1¼ cups.

Prime Rib Party Pick

- Serves 8
- Hormel® USDA Select prime rib (5–6 lb.)
- Two large sides of mashed potatoes
- Two large sides of your choice
- 16 oz. of beef or turkey gravy
- 12 dinner rolls
- Price: \$149.99** (only \$18.75 per person)

HOLIDAY  
MEAL  
PACKS



DINNER  
MADE EASY

Meal packs include instructions for reheating and come in oven-ready containers for easy

transport. Meals are cooked, then refrigerated until you're ready to pick up. To estimate the amount of meat to serve, keep in mind these ranges: 4 to 5 ounces per person

for boneless meat, 5 to 8 ounces per person for bone-in meats and 1 pound per person for turkey—enough for ample portions plus leftovers.

**NONTRADITIONAL MEAL PACKS**  
Hy-Vee also offers nontraditional meal-pack options, with reheating instructions:

- Three-Cheese Meat Lasagna
- Marinara Vegetarian Lasagna
- Alfredo Vegetarian Lasagna
- Fettuccine Chicken Alfredo Dinner





HOLIDAY  
MEAL  
PACKS

## Crowd's Choice Gourmet Ham & Turkey

- Serves 12
- Butterball® turkey (10–12 lb.)
- Hy-Vee honey-glazed spiral ham (18–20 lb.)
- Three large sides of mashed potatoes
- Four large sides of your choice
- 32 oz. of beef or turkey gravy
- 24 dinner rolls
- One Cheesecake Factory Bakery® dessert
- One gourmet pie

**Price: \$269.99**  
(only \$22.50 per person)



HOLIDAY  
MEAL  
PACKS

## Brown Sugar Spiral Ham Meal

- Serves 8
- Savory brown sugar spiral ham (8–10 lb.)
- Two large sides of mashed potatoes
- Two large sides of your choice
- 16 oz. of beef or turkey gravy
- 12 dinner rolls

**Price: \$89.99**  
(only \$11.25 per person)



HOLIDAY  
MEAL  
PACKS

## Applewood Pit Ham Meal

- Serves 8
- CarveMaster® Applewood pit ham (4–6 lb.)
- Two large sides of mashed potatoes
- Two large sides of your choice
- 16 oz. of beef or turkey gravy
- 12 dinner rolls

**Price: \$89.99**  
(only \$11.25 per person)



## YOU CHOOSE WHICH SIDES TO TAKE HOME IN YOUR HOLIDAY MEAL PACK.



Au Gratin Potatoes



Brussels Sprouts  
with Spicy Honey Butter



Buttered Sweet Corn



Green Bean Casserole



Sage Bread Dressing



Pumpkin Pie



Mashed Potatoes



Caesar Salad



Holiday Potatoes  
with Cheddar



Sweet Potato  
Casserole



Honey Citrus  
Waldorf Salad



French Silk Pie



## MASHED POTATO FIX-UPS



### VEGGIE SOUR CREAM

Stir ½ cup Hy-Vee vegetable party sour cream dip into 1 (36-oz.) container Hy-Vee Kitchen mashed potatoes. Heat in microwave on HIGH until hot, stirring once every minute. Garnish with thinly sliced green onion, if desired. Serves 8 (about ½ cup each).



### TRUFFLE OIL

Stir 1 Tbsp. black truffle-infused extra-virgin olive oil into 1 (36-oz.) container Hy-Vee Kitchen mashed potatoes. Heat in microwave on HIGH until hot, stirring once every minute. Garnish with fresh chives, if desired. Serves 8 (about ½ cup each).



### PARMESAN-ROSEMARY FIX-UP

Stir 1 cup Hy-Vee shredded Parmesan cheese and ½ tsp. finely chopped fresh rosemary into 1 (36-oz.) container Hy-Vee Kitchen mashed potatoes. Microwave on HIGH until hot, stirring once every minute. Serves 8 (about ½ cup each).



BAKED HAM  
FIX-UPS



CRANBERRY-MANGO  
CHUTNEY

Boil 1½ cups cranberries, 1½ cups cubed mango, ½ cup Hy-Vee granulated sugar, ¼ cup water, 2 Tbsp. Hy-Vee cider vinegar and ½ tsp. ginger paste. Simmer, uncovered, 8 minutes. Add 1 cup cubed mango. Cook, uncovered, 4 minutes. Cool. Makes 2 cups.



HONEY-MUSTARD SAUCE

Boil ¾ cup dry white wine and ⅓ cup chopped shallots in skillet until wine reduces to 2 Tbsp. Stir in 2 cups Hy-Vee heavy whipping cream. Simmer, uncovered, until reduced to about 1½ cups. Transfer to a blender; add 3 Tbsp. Hy-Vee stone-ground Dijon mustard and 2 Tbsp. Hy-Vee honey. Blend until smooth. Makes 1½ cups.



SPICED PEACH GLAZE

Simmer ¾ cup Hy-Vee peach preserves, 3 Tbsp. Hy-Vee Select 100% pure maple syrup, 1 Tbsp. Hy-Vee apple cider vinegar and ¼ tsp. ground cloves for 3 minutes. Mash peaches with a fork. Brush ham with glaze according to meal pack instructions. Makes 1 cup.



Order  
Meal Packs  
Scan and shop at  
hy-vee.com today!

Honey-Glazed  
Spiral Ham  
Feast

- Serves 12
- Hy-Vee honey-glazed spiral ham (18–20 lb.)
- Three large sides of mashed potatoes
- Four large sides of your choice
- 32 oz. of beef or turkey gravy
- 24 dinner rolls

Price: \$169.99 (only \$14.17 per person)



Mixed Berry  
Holiday Trifle

Total Time 2 hours 30 minutes  
Serves 24

- 1½ (18-oz.) Hy-Vee Bakery chocolate cake rolls
- 4½ (3.5-oz.) bars Zöet white chocolate, chopped
- 1½ (8-oz.) containers mascarpone cheese
- 3 Tbsp. orange zest
- 2 tsp. Hy-Vee vanilla extract
- 5½ cups Hy-Vee heavy whipping cream
- 3 Tbsp. Hy-Vee raspberry preserves
- 2 Tbsp. Chambord liqueur
- ½ (16-oz.) container fresh strawberries, halved, plus additional for garnish
- 1 (6-oz.) container fresh raspberries, plus additional for garnish

1 cup fresh blackberries, plus additional for garnish  
Shaved dark chocolate, for garnish

1. FREEZE cake rolls. Microwave white chocolate and mascarpone in a large microwave-safe bowl on HIGH just until melted, stirring every 30 seconds. Stir in orange zest and vanilla. Cool.

2. BEAT cream in a large bowl until soft peaks form. For filling, fold 9 cups whipped cream,

a few cups at a time, into white chocolate mixture. Refrigerate filling and remaining whipped cream until assembly.

3. MELT preserves in microwave. Stir in Chambord liqueur and berries; toss gently to coat.

4. CUT cake rolls into ½-in. slices. Stand 5½ slices around side of 4-qt. trifle dish; lay 3 slices on bottom. Add 6 cups filling, then berry mixture. Stand 6½ cake slices around side of dish and lay 3 slices on berries. Add remaining filling. Beat reserved whipped cream to stiff peaks; spoon on top. Garnish with chocolate shavings and additional berries, if desired.

Per serving: 490 calories, 37 g fat, 22 g saturated fat, 0.5 g trans fat, 100 mg cholesterol, 135 mg sodium, 35 g carbohydrates, 1 g fiber, 29 g sugar (9 g added sugar), 5 g protein. Daily Values: Vitamin D 6%, Calcium 8%, Iron 0%, Potassium 2%

SERVE UP  
THE  
SWEETS

Pick up these scrumptious desserts at Hy-Vee.



THE CHEESECAKE  
FACTORY BAKERY®  
PUMPKIN CHEESECAKE

Creamy filling, whipped cream, graham cracker crust



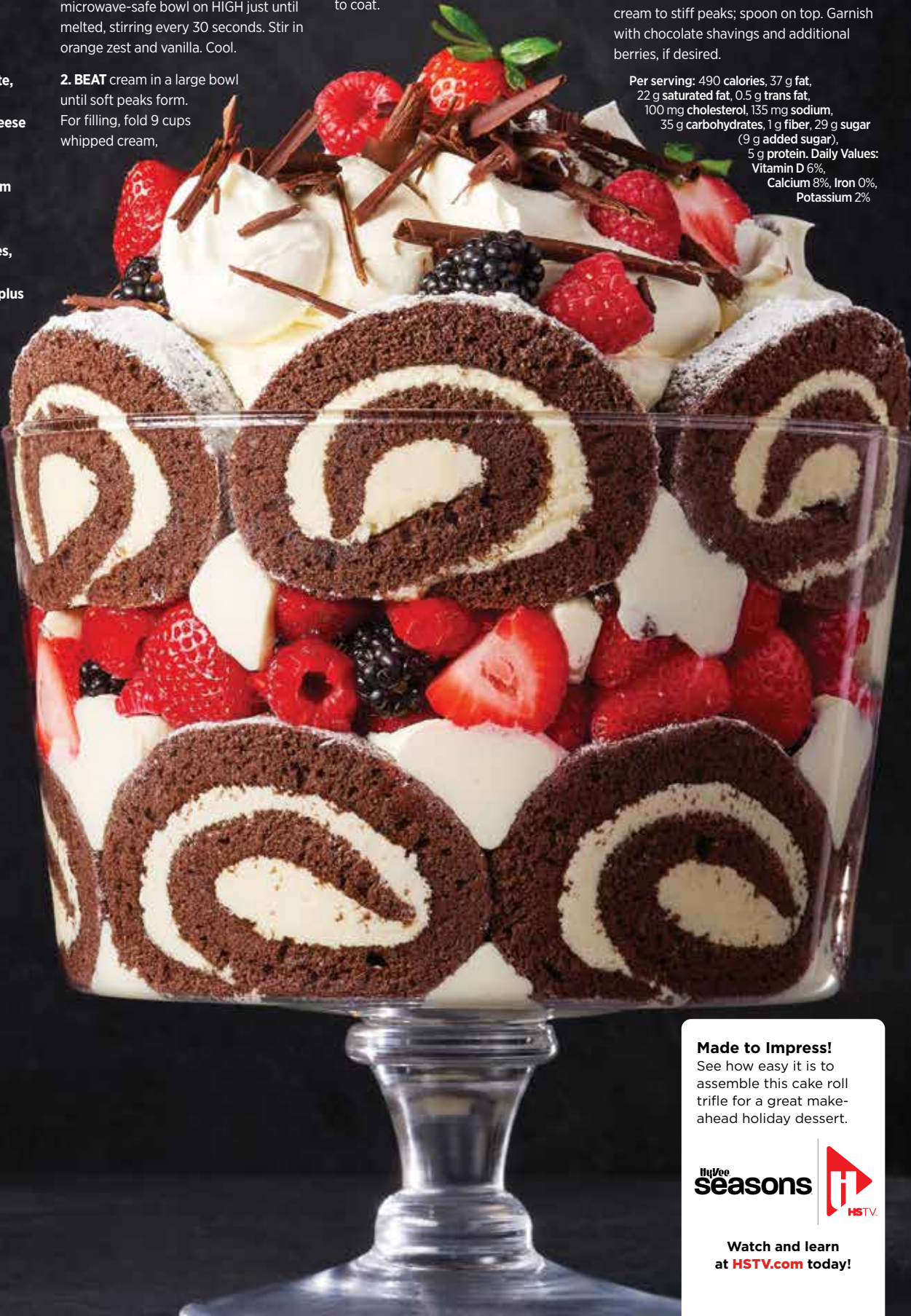
PEPPERMINT CAKE

Dark chocolate with peppermint buttercream



CHOCOLATE CREAM PIE

Creamy cocoa-rich filling with dairy whipped topping



Made to Impress!  
See how easy it is to assemble this cake roll trifle for a great make-ahead holiday dessert.

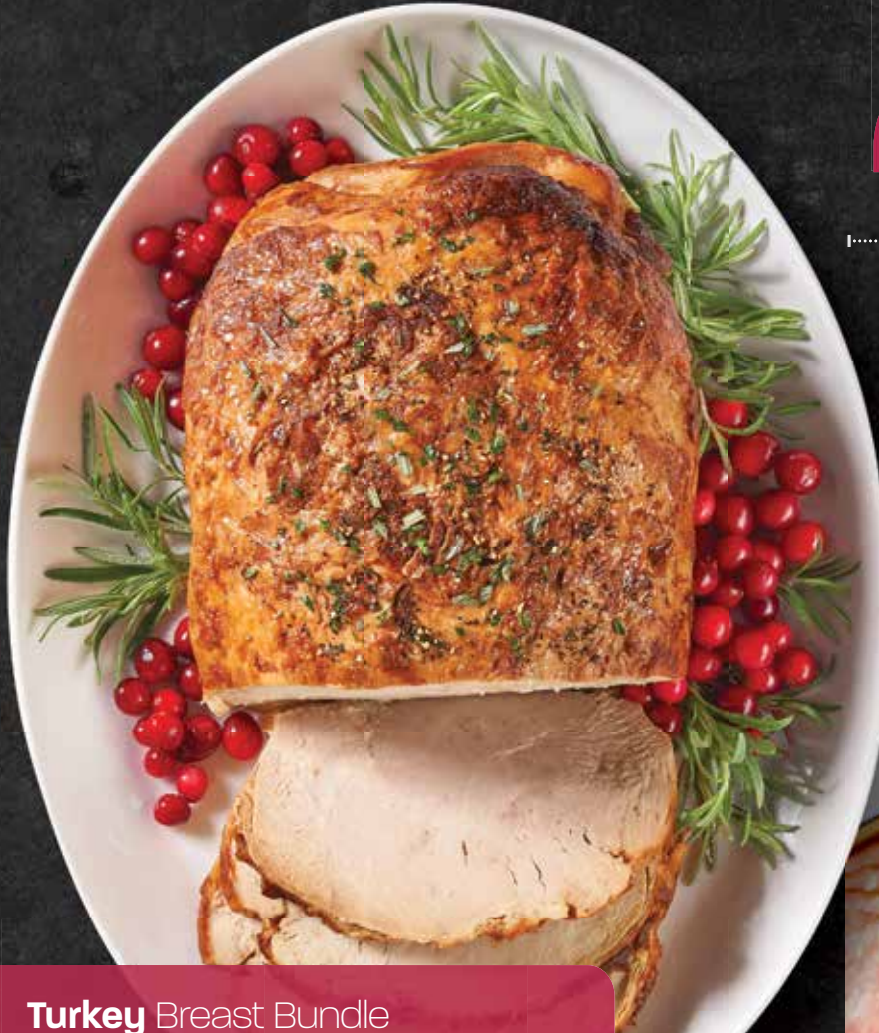


Watch and learn  
at HSTV.com today!



# THANKSGIVING MEALS FOR 2 OR FOUR

If you're not having guests this holiday season, remember that Hy-Vee Meal Packs are available in smaller sizes, too!



## Turkey Breast Bundle

- Serves 6
- Jennie-O® boneless turkey breast (3-4 lb.)
- Two large sides of mashed potatoes
- Two large sides of your choice
- 16 oz. of beef or turkey gravy
- 12 dinner rolls

**Price: \$79.99**  
(only \$13.33 per person)

HOLIDAY MEAL PACKS

HOLIDAY MEAL PACKS

## Ham Dinner

- Serves 2
- Sliced Pit Ham (1.35-1.5 lb.)
- 1 small side of mashed potatoes or au gratin potatoes
- Two small sides of your choice
- 16 oz. of beef or turkey gravy
- 2 dinner rolls

**Price: \$29.99**  
(only \$15.00 per person)

HOLIDAY MEAL PACKS

## Ham Dinner

- Serves 4
- Sliced Pit Ham (2.5-2.75 lb.)
- 1 large side of mashed potatoes or au gratin potatoes
- Two large sides of your choice
- 16 oz. of beef or turkey gravy
- 4 dinner rolls

**Price: \$49.99**  
(only \$12.50 per person)



HOLIDAY MEAL PACKS

## Brunch

Includes orange juice plus your choice of five breakfast selections: Quiche, egg casserole, biscuits and gravy, hash brown casserole, sausage, bacon, freshly cut fruit, yogurt and gourmet cinnamon rolls or muffins.

**Serves 2 Price: \$21.99**  
**Serves 4 Price: \$39.99**  
**Serves 6 Price: \$54.99**



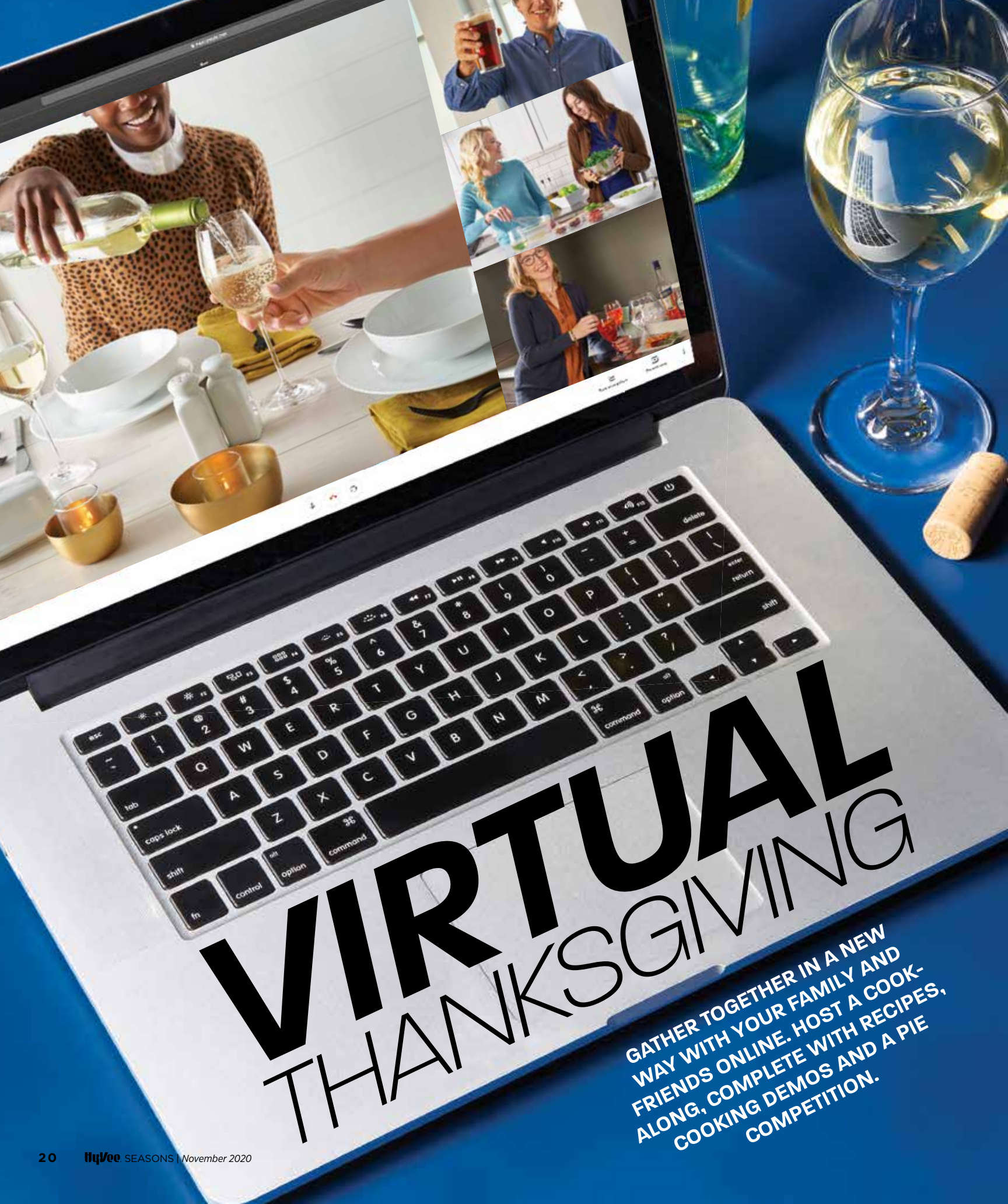
# Take 'em home. Made.

Pre-order your bakery fresh holiday pies today!

**HyVee®**







# VIRTUAL THANKSGIVING

GATHER TOGETHER IN A NEW  
WAY WITH YOUR FAMILY AND  
FRIENDS ONLINE. HOST A COOK-  
ALONG, COMPLETE WITH RECIPES,  
COOKING DEMOS AND A PIE  
COMPETITION.

## Stuffed Turkey Tenderloin

**Hands On** 24 minutes

**Total Time** 1 hour 30 minutes  
plus standing time

**Serves** 4

**Hy-Vee nonstick cooking spray**

**2 Tbsp. Gustare Vita olive oil,  
divided**

**¼ cup finely chopped shallots**

**2 cloves garlic, minced**

**½ Granny Smith apple, cored  
and chopped**

**1 (6-oz.) pkg. Hy-Vee spinach,  
stems removed**

**1 Tbsp. finely chopped fresh  
thyme, plus sprigs for  
garnish**

**½ tsp. lemon zest**

**2 oz. chèvre goat cheese,  
softened**

**1 (1-lb.) turkey breast  
tenderloin**

**5 slices Hy-Vee thick-cut sweet-  
smoked bacon**

**⅓ cup Hy-Vee apple jelly**

**1 tsp. Hy-Vee apple cider  
vinegar**

**½ tsp. Hy-Vee stone-ground  
Dijon mustard**

**Apple slices, for garnish**

**1. PREHEAT** oven to 375°F. Line  
rimmed baking pan with foil.  
Place wire rack in pan; spray  
with nonstick spray. For filling,  
heat 1 Tbsp. oil in a skillet over  
medium heat. Add shallots and  
garlic; cook 1 to 2 minutes or  
until softened. Add apple; cook  
3 to 4 minutes or until softened.  
Add remaining 1 Tbsp. oil and  
spinach in batches; cook and

stir until wilted. Remove from  
heat. Stir in chopped thyme and  
lemon zest; cool slightly. Stir in  
goat cheese. Set aside.

**2. PLACE** turkey on cutting  
board; pat dry. Cut breast  
horizontally from one side to  
within ½ in. of opposite side.  
Open meat so it lies flat. Cover  
with plastic wrap. Use flat side  
of a meat mallet to pound  
turkey into ⅝-in.-thick rectangle.  
Spread filling on turkey to within  
1 in. of edges. Starting at a long  
edge, roll turkey into a log. Wrap  
bacon around log and place on  
rack in pan. Secure bacon with  
wooden toothpicks, if desired.

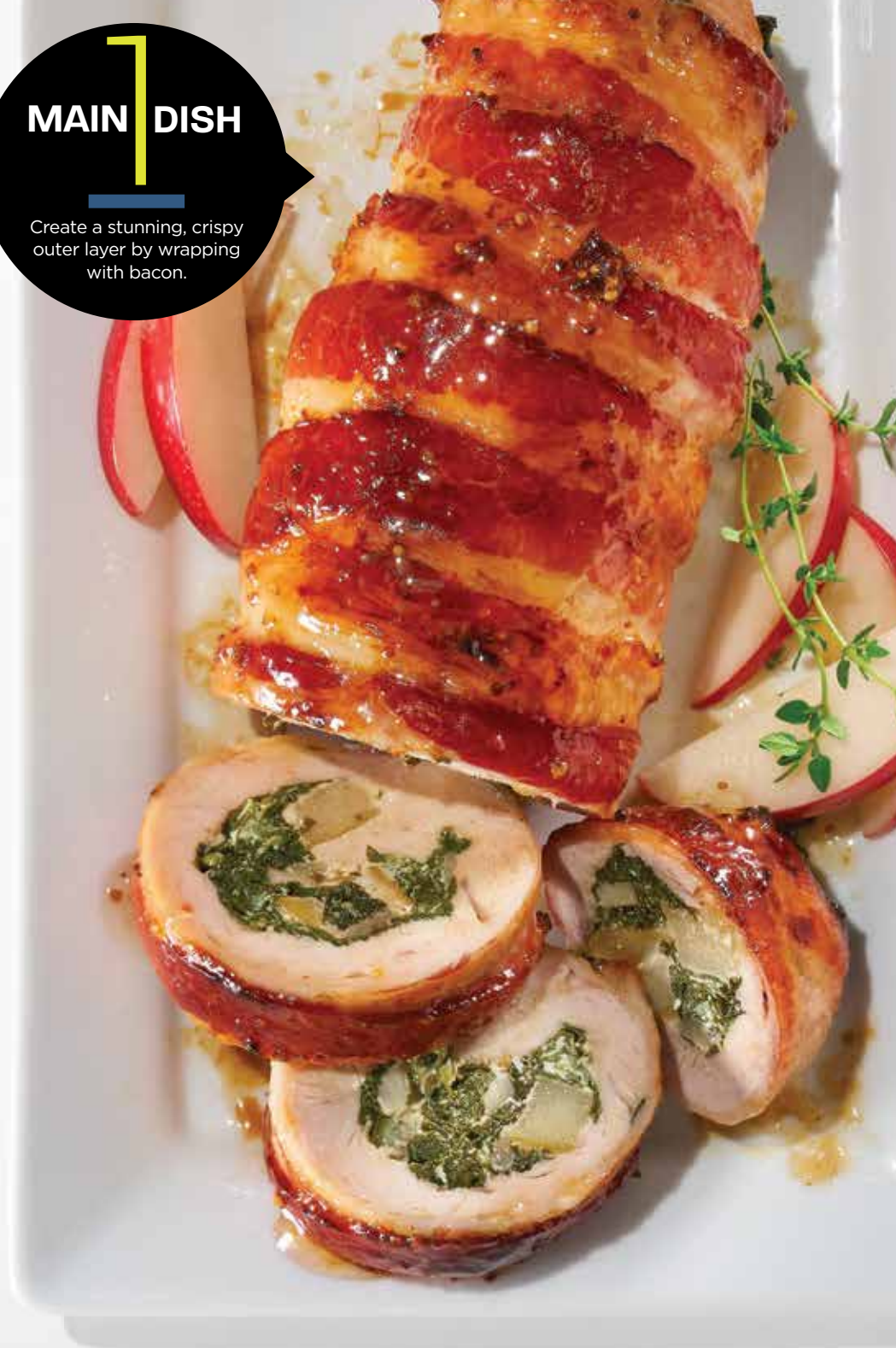
**3. MICROWAVE** apple jelly on  
HIGH for 30 seconds. Stir in  
vinegar and mustard. Set aside  
half of mixture.

**4. ROAST** turkey, uncovered, for  
15 minutes; brush with half of  
the glaze. Roast for 40 to  
50 minutes more or until  
internal temperature reaches  
165°F. Transfer to cutting board;  
loosely cover with foil and let  
rest for 10 minutes. Brush with  
reserved apple glaze. Cut turkey  
roll into slices and transfer to  
platter. Garnish with apple slices  
and thyme sprigs, if desired.

**Per serving:** 370 calories, 16 g fat,  
5 g saturated fat, 0 g trans fat,  
65 mg cholesterol, 310 mg sodium,  
24 g carbohydrates, 2 g fiber,  
19 g sugar (0 g added sugar),  
35 g protein. **Daily Values:**  
Vitamin D 0%, Calcium 8%, Iron 15%,  
Potassium 2%

## MAIN DISH

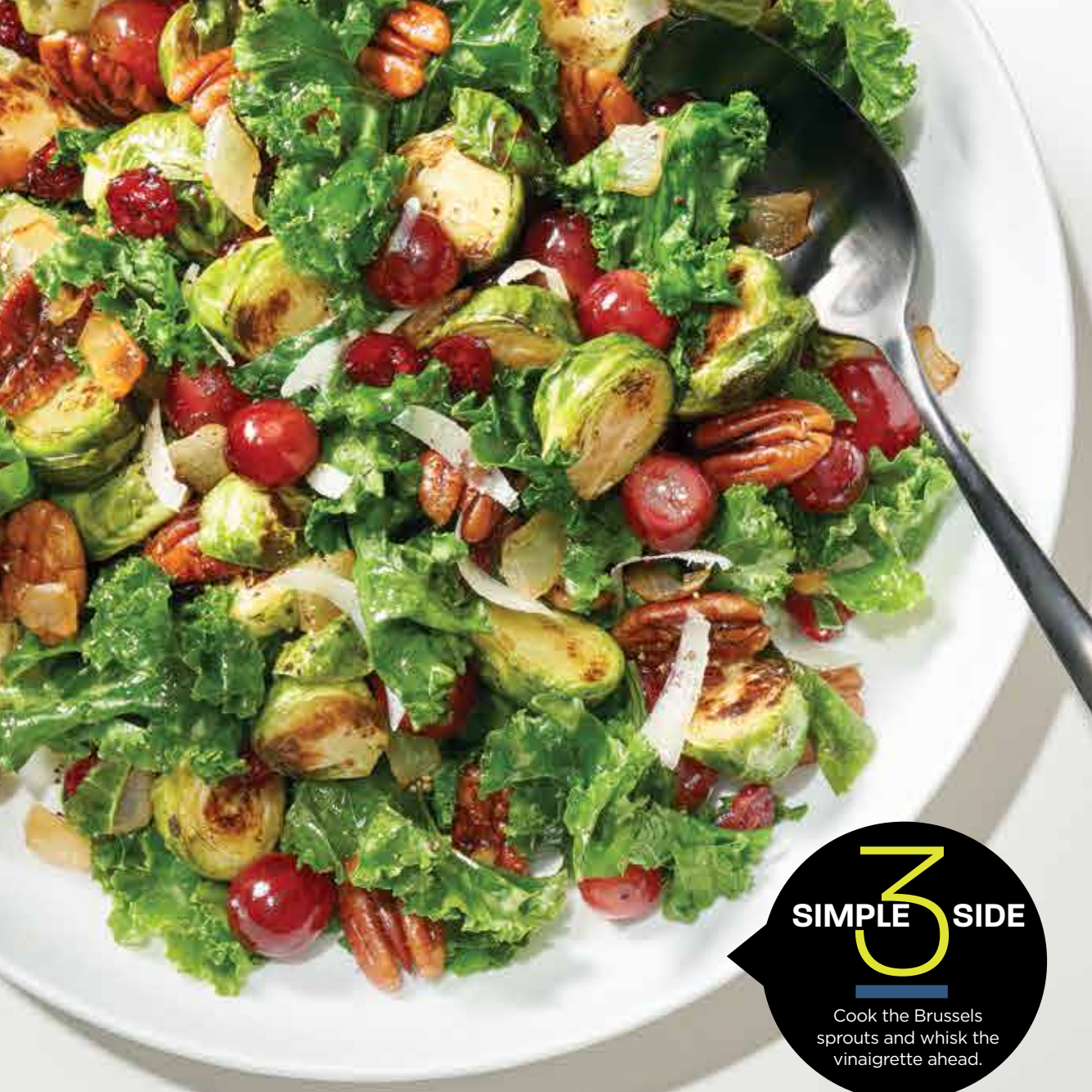
Create a stunning, crispy  
outer layer by wrapping  
with bacon.



## 2 COCKTAIL SIGN-ON

To make a **Cranberry Kombucha Spritzer**, add 3 oz. Aperol  
apéritif and 1½ oz. cranberry kombucha to a wineglass.  
Top with 4 oz. chilled Prosecco. Garnish with orange slices,  
cranberries and a rosemary sprig, if desired. Serves 1.





## SIMPLE 3 SIDE

Cook the Brussels sprouts and whisk the vinaigrette ahead.

# Sautéed Brussels Sprouts Salad

**Total Time** 25 minutes  
**Serves** 4 to 6

1 Tbsp. Hy-Vee honey  
1 Tbsp. white balsamic vinegar  
3 Tbsp. Gustare Vita extra-virgin olive oil, divided  
12 oz. Hy-Vee Short Cuts Brussels sprouts  
½ cup chopped yellow onion  
10 cups lightly packed kale leaves, stems removed  
2 to 3 Tbsp. water  
1 cup small red seedless grapes  
½ cup toasted Hy-Vee pecan halves

⅓ cup Hy-Vee dried cranberries  
Hy-Vee salt and black pepper, to taste  
Shaved Parmigiano-Reggiano cheese, for garnish

**1. FOR VINAIGRETTE**, whisk together honey and balsamic vinegar. Slowly whisk in 2 Tbsp. olive oil. Set aside.

**2. HEAT** remaining 1 Tbsp. oil in a large skillet over medium heat. Add Brussels sprouts and onion. Cook for 5 minutes or until Brussels sprouts begin to caramelize, stirring occasionally.

**3. ADD** kale in batches, stirring constantly. Add just enough water to wilt the kale. Cook and stir for 3 to 5 minutes or until Brussels sprouts are tender. Stir in grapes, pecans, dried cranberries and vinaigrette. Cook and stir for 1 minute more. Season to taste with salt and pepper. Garnish with cheese, if desired. Serve warm.

Per serving: 280 calories, 18 g fat, 2 g saturated fat, 0 g trans fat, 0 mg cholesterol, 40 mg sodium, 37 g carbohydrates, 7 g fiber, 24 g sugar (10 g added sugar), 6 g protein.  
Daily Values: Vitamin D 0%, Calcium 8%, Iron 10%, Potassium 15%

## party plan

Follow these tips for a virtual dinner party that's memorable.

### DETERMINE SCOPE

Decide what's involved. Will the virtual get-together involve just the dinner phase? Or will it include cocktails beforehand and games afterwards? Adventurous cooks might even share tips during prep time.

### PICK A THEME

Make the virtual dinner more memorable by picking a theme. It can be something simple, like a color, or nostalgic, like the decade guests attended high school.

### MAKE IT SPECIAL

Dress up for the dinner and set the table for company. Use a tablecloth and placemats, as well as china and barware. A festive centerpiece makes a nice touch as well.

### SAY CHEESE!

Save a spot at the table for your device, setting it in a cradle or atop books for hands-free communication. Keep the camera at eye level and the room well lit for flattering appearance.

# VIRTUAL HY-VEE

WHETHER IT'S A THANKSGIVING FEAST WITH DISTANT RELATIVES OR JUST A GOOD EXCUSE TO RECONNECT WITH FRIENDS, HY-VEE HAS EVERYTHING NEEDED TO TURN A VIRTUAL DINNER PARTY INTO A REAL FUN TIME. ORDER WHAT YOU NEED IN ADVANCE AND HAVE IT DELIVERED OR READY FOR PICKUP. AND, IF THANKSGIVING DOESN'T WORK FOR SCHEDULES, REMEMBER YOU CAN HOST A VIRTUAL PARTY, WELL, VIRTUALLY ANYTIME!



### GREETING CARDS

Shop Hallmark cards at Hy-Vee and mail them, along with a personal note, in advance to make your virtual guests feel special.



### COOKING ESSENTIALS

The housewares section at Hy-Vee offers all the pots, pans and kitchen accessories you might need to produce a dinner to remember.



### FLORAL

Your Hy-Vee Floral Department has a range of readymade autumnal centerpieces that inspire beauty and set the tone for a special occasion.



### WINE & SPIRITS

Stock up on adult beverages in the Hy-Vee Wine & Spirits Department, where you'll find the most popular offerings for your pre-dinner cocktail hour. Non-alcoholic alternatives too!



### PARTY SUPPLIES

There's no need to go out and buy fancy linens and china. Hy-Vee has a great selection of party supplies to add that colorful, festive touch to your virtual get-together.

### SMALL MEAL PACKS OPTIONS.

Setting the table for fewer people this Thanksgiving? Try one of Hy-Vee's small meal packs to serve 2, 4 or 6.



### MEAL PACKS

Hy-Vee has a range of meal packs to take the guesswork out of dinner. You'll have more time for conversation and games if you leave the cooking to Hy-Vee.

### READY, SET CELEBRATE!

Get even more ideas for your virtual Thanksgiving. Watch and learn how on [HSTV.com](https://www.hstv.com)



### CHEESECAKE

Hy-Vee is your convenient place to find Cheesecake Factory Bakery® cheesecakes in a range of decadent flavors.



### CHARCUTERIE BOARDS & TRAYS

Need some appetizers? Hy-Vee offers a wide range of charcuterie boards and trays to get your virtual party rolling.



### GIFT CARDS

Mail gift cards to thank virtual guests for attending your party. Find a variety of top retail brands to meet nearly any interest.





4

## A PUMPKIN PIE SHOWDOWN

HOLD A CONTEST TO SEE WHO CAN COME UP WITH THE MOST CREATIVE DECKED-OUT PUMPKIN PIE FOR THE DESSERT TABLE. POST THE RULES AHEAD AND ASK EACH PERSON TO UPLOAD A PHOTO SO EVERYONE CAN VOTE.

### S'MORE PUMPKIN PIE

Preheat oven to 450°F. Place 1 (10-in.) Hy-Vee Bakery pumpkin pie on a baking sheet. Mound top of pie with Hy-Vee marshmallows of desired sizes. Bake 5 to 7 minutes or just until marshmallows are toasted but still hold their shape. Top with pieces of Zöet milk chocolate bars and Hy-Vee honey grahams. Drizzle with That's Smart! chocolate sauce. Serves 12.

#### Try to Top This!

See how you can make a Hy-Vee pumpkin pie extra special with one of our 10 topper ideas.



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

### PUMPKIN PARFAIT

Cut 1 slice Hy-Vee Bakery pumpkin pie into cubes. In a 12-oz. glass, layer desired amount of Hy-Vee vanilla low-fat yogurt, pie cubes and raspberries. Top with a spoonful of yogurt and granola. Serves 1.



### PUMPKIN PIE POPS

Cut 1 (10-in.) Hy-Vee Bakery pumpkin pie into 10 wedges. Insert a wooden pop stick into crust end of each wedge; place on a baking sheet. Freeze 4 to 6 hours or until firm. Drizzle pops with 2 oz. melted dark chocolate melting wafers and 2 oz. melted white chocolate melting wafers. Return to freezer until set. Serve immediately or store pops in an airtight container in the freezer. Serves 10.



### PUMPKIN PIE CAKE STACKS

Cut 1 (12-in.) Hy-Vee Bakery pumpkin pie into 8 (3-in.) rounds using a cookie cutter. Cut 8 (3-in.) rounds of Hy-Vee Bakery unfrosted chocolate cake. Spread 1 tsp. caramel sauce on each cake round; set a pumpkin pie round on top. Top with thawed frozen Hy-Vee whipped topping. Garnish with chopped toasted Hy-Vee pecans and chocolate curls and sprinkle with Hy-Vee baking cocoa, if desired. Serves 8.

## DIGITAL CONNECTION

Decide which video conferencing platform works for everyone: Zoom, Skype, Facetime, Google Meet/Hangouts, Facebook Chat.



#### INVITE GUESTS

Mail or email a party invitation a week or more in advance to give guests time to clear their calendar and do their shopping. Include a timeline of planned activities along with start and end times.



#### CREATE AN EVENT

Determine the platform that works best for everyone, then create a meeting and share a link to the event and access code, if needed. Guests will use this to join the virtual get-together by smartphone, tablet or computer.



#### DO A DRY RUN

A day or more before the virtual party, conduct a test to make sure everyone is able to connect through the chosen platform. Encourage guests to prop up their device on the table for a hands-free experience.

## virtual cooking

Cooking and companionship both share center stage when you implement some of these ideas at your virtual dinner party.

### The Entree: Two Takes on Turkey

Turkey is a natural for Thanksgiving, but that doesn't mean you can't put a unique spin on this holiday classic.

- Follow the recipes in this story so everyone cooks the same meal. You can share opinions during the meal—and maybe some tips during the prep phase.
- Find recipes at [hy-vee.com/recipes](https://www.hy-vee.com/recipes) and have everyone put their own stamp on an old favorite. Just click on the filter bars to search for recipes that are heart healthy, gluten-free, vegetarian, vegan, etc.



### The Sides: Aisles Online Can Deliver!

Make it fun and collaborative! Quiz guests to find out what their "can't do without" Thanksgiving side dishes are. *Hint:* there's probably a green bean or sweet potato casserole in there somewhere!

- Order the ingredients on Aisles Online, then have them delivered to guests ahead of time, along with a recipe card. It's not only a nice gesture, it leaves more time for fun stuff the day of your dinner.

### Drinks and Desserts

Before-dinner drinks and after-dinner dessert are optimal times to break the ice.

- Host a cocktail hour before dinner featuring unique drink recipes supplied in real time to allow each bartender to mix and taste simultaneously. Or hold a virtual wine tasting session instead.
- Settle down with coffee and dessert while playing a game such as Charades, Pictionary or Trivial Pursuit. Or go round robin with each party guest sharing three things about themselves—two truthful, one not—and having people guess which one is the tall tale.



# BEST PIES

## WITH HOLIDAY SPIRIT

Serve beautiful homemade pies of seasonal fruits, sweet custards and rich chocolate. Golden flaky crusts will be easy when you follow the steps on *page 28*.



### TOP CRUST TIP

Use a round or festively shaped cutter to cut a pattern of decorative steam vents, which allow steam to escape and the top crust to settle while the pie bakes. Cut out the vents before you lay the top crust on the filling.

### Cranberry-Apple Pie

**Hands On** 50 minutes

**Total Time** 1 hour

40 minutes plus chilling and cooling time

**Serves** 8

**¾ cup Hy-Vee granulated sugar**

**2 Tbsp. Hy-Vee cornstarch**

**2 tsp. orange zest**

**1 tsp. Hy-Vee ground cinnamon**

**½ tsp. Hy-Vee ground ginger**

**⅓ tsp. Hy-Vee ground cloves**

**3 medium Braeburn or other baking apples, peeled, cored and sliced**

**1 cup frozen cranberries, thawed**

**1 recipe Double-Crust Pie Pastry, page 28**

**1 Hy-Vee large egg, beaten**

**Coarse sugar, for garnish**

**1. PLACE** oven rack in bottom third of oven. Preheat oven to 375°F.

**2. COMBINE** granulated sugar, cornstarch, orange

zest, cinnamon, ginger and cloves in a large bowl. Toss together with apple slices and cranberries; set aside.

**3. PREPARE** Double-Crust Pie Pastry. Roll out one pastry ball into a 12-in. circle on a lightly floured surface. Fold pastry circle into fourths; transfer to a 9-in. pie plate. Unfold and ease pastry into pie plate without stretching.

**4. TRANSFER** the fruit mixture to the pastry-lined pie plate. Using kitchen shears or a sharp knife, trim bottom pastry to edge of pie plate.

**5. ROLL** out remaining pastry ball. Use a 1-in. cutter to cut vents in the pastry. Gently fold the pastry in half and carefully place on half the filling. Unfold the pastry to completely cover filling.

**6. TRIM** the top pastry ½ in. beyond the edge of the plate. Fold the top pastry under the

bottom pastry edge. To crimp edge, place an index finger against the inside edge of the pastry. Using the thumb and index finger of opposite hand, press the pastry from the outside onto your finger.

**7. BRUSH** top pastry with beaten egg and sprinkle with coarse sugar.

**8. PLACE** pie on a foil-lined baking sheet and place on the lowest oven rack. Bake 50 to 60 minutes or until fruit is tender and filling is bubbly in the center of the pie. If necessary, cover pie with aluminum foil to prevent overbrowning. Cool on a wire rack.

**Per serving:** 390 calories, 17 g fat, 4 g saturated fat, 0 g trans fat, 5 mg cholesterol, 220 mg sodium, 57 g carbohydrates, 3 g fiber, 29 g sugar (21 g added sugar), 4 g protein. Daily Values: Vitamin D 0%, Calcium 2%, Iron 10%, Potassium 2%





*Cuisinart  
13-cup Food  
Processor  
Handy for  
whipping up  
homemade  
pie dough in  
minutes.*

## Double-Crust Pie Pastry

**2 cups Hy-Vee  
all-purpose flour**  
**4 tsp. Hy-Vee granulated  
sugar**  
**¾ tsp. Hy-Vee salt**  
**½ cup Hy-Vee vegetable  
shortening**  
**4 to 5 Tbsp. ice water**

**1. COMBINE** flour, sugar and salt in a food processor. Add shortening. Cover and pulse with on/off turns until mixture resembles cornmeal with pea-size pieces of fat.

**2. SPRINKLE** 1 Tbsp. ice water over part of the flour mixture. Cover and process with on/off turns. Repeat with additional water, 1 Tbsp. at a time, until flour mixture is moistened.

**3. GATHER** dough into a ball, kneading gently, until it holds together. Divide pastry in half and shape each portion into a ball.

**NOTE:** Chill dough in the refrigerator at least 30 minutes before rolling to prevent sticking to the rolling pin.

## Crust Basics 101

Shortcut your way to homemade pastry by using a food processor. It works quickly for consistent results. Follow these steps and proceed fearlessly into your pie-making adventure.



**STEP 1: ADD INGREDIENTS** Combine the flour, sugar and salt, then place the shortening on top.



**STEP 2: CUT IN FAT** Cover and pulse with on/off turns until mixture resembles cornmeal with pea-size pieces of fat.



**STEP 3: ADD WATER** Sprinkle ice water, 1 Tbsp. at a time over flour mixture. Cover and pulse with on/off turns.



**STEP 4: FORM THE DOUGH** Continue adding water and pulsing until the flour mixture is moistened and holds together.



**STEP 5: ROLL PASTRY** from center to edges on a lightly floured surface, using a lightly floured rolling pin.



**STEP 6: TRANSFER PASTRY** to pie plate by rolling it onto the rolling pin or folding it into fourths and easing it into the dish without stretching.

## Fruit Pie Thickeners

When thickening a pie filling there are several options. Flour, cornstarch and tapioca are the most common choices. The amount needed will depend on the liquid from the fruit.

**ALL-PURPOSE FLOUR** is a thickener you probably have in your pantry. Flour gives filling a matte, opaque appearance. Use 2 tablespoons flour for every 1 tablespoon of cornstarch in a recipe.

**CORNSTARCH** forms a smooth, clear filling and thickens filling as it bubbles up through the crust. Let filling bubble a minute before taking the pie out of the oven.

**QUICK-COOKING TAPIOCA** makes a bright, clear filling. Use the same amount as cornstarch; mix it with fruit filling and let stand 15 minutes to absorb juices before baking.

## Easy as Pie

**SKIP THE BAKING** and pick up luscious pies from your Hy-Vee Bakery. Choose from a varied assortment of fruit and specialty pies, including scrumptious French Silk, Peanut Butter Silk, Coconut Meringue, Chocolate Cream and Banana Cream.

**EACH PIE** is 10 in. across; select varieties are also available in 12-in. diameter. Order your pies several days ahead of time.

## Lemon-Coconut Pudding Pie

Whisk together 3 cups Hy-Vee 2% reduced-fat milk and 2 (3.4-oz.) pkg. Hy-Vee instant lemon pudding and pie filling in a large bowl until combined. Let stand 5 minutes or until slightly thickened. Stir in 1½ cups toasted Hy-Vee sweetened flake coconut. Spoon into 1 (9-oz.) Hy-Vee graham cracker pie crust. Refrigerate 1 hour or until set.\* Top with 1 (8-oz.) container frozen Hy-Vee whipped topping, thawed; chopped Hy-Vee macadamia nuts and toasted coconut chips. Serves 10.

**\*Note:** To transfer pie to another pie plate, freeze for 4 hours or overnight. Then remove it from the tin, place in other pie plate and top as directed.



Hy-Vee premade graham cracker crust, instant pudding mix and frozen whipped topping make this pie super easy.



# Chocolate Walnut-Whiskey Pie

**Hands On** 45 minutes  
**Total Time** 1 hour 30 minutes plus chilling and cooling time  
**Serves** 10

**1 recipe Double-Crust Pie Pastry, page 28**  
**1½ cups Hy-Vee chopped walnuts, toasted**  
**¾ cup Hy-Vee semisweet chocolate chips**  
**3 Hy-Vee large eggs**  
**¾ cup packed Hy-Vee light brown sugar**  
**¾ cup Hy-Vee dark corn syrup**  
**2 Tbsp. Finagren's Irish whiskey**  
**1 tsp. Hy-Vee vanilla extract**  
**Sweetened whipped cream, for serving**  
**Wide chocolate curls, for garnish\***

**1. PREHEAT** oven to 375°F. Roll one pastry ball into a 12-in. circle on a lightly floured surface. Fold pastry circle into fourths; transfer to a 9-in. pie plate. Unfold and ease pastry into pie plate without stretching. Trim pastry to edge of pie plate. Prick bottom and side of pastry with a fork.

**2. ROLL** remaining pastry ball into an ⅛-in.-thick rectangle; cut into 1½-in. strips. Ruffle each pastry strip. Brush edge of bottom crust with water and adhere ruffled strips along edge. Bake 15 minutes or until golden. Cool on a wire rack.

**3. SPRINKLE** walnuts and chocolate chips on bottom of baked pastry; set aside.

**4. WHISK** together eggs, brown sugar, corn syrup, whiskey and vanilla in a medium bowl. Pour mixture over walnuts and chocolate chips in pie plate. Bake for 45 to 50 minutes or until a wooden toothpick inserted in center of the pie comes out clean. Cool on a wire rack. Serve pie topped with whipped cream. Garnish with chocolate curls, if desired.

**\*NOTE:** To create wide chocolate curls, melt a 60%-cacao dark chocolate bar according to package directions and spread on a baking sheet. Let stand until firm, then use a metal spatula to scrape chocolate into curls.

**Per serving:** 540 calories, 30 g fat, 7 g saturated fat, 0 g trans fat, 55 mg cholesterol, 290 mg sodium, 64 g carbohydrates, 3 g fiber, 42 g sugar (41 g added sugar), 8 g protein.  
**Daily Values:** Vitamin D 0%, Calcium 4%, Iron 15%, Potassium 4%

**smart swap**

For toffee-pecan pie, substitute toffee candy for chocolate chips and pecans in place of walnuts.



Another time, top this pie with scoops of It's Your Churn premium salted caramel ice cream and caramel sauce.



**Shop Now!**  
 Scan and shop at [hy-vee.com](https://hy-vee.com) today!

## Pie-Baking Essentials

The right tools and bakeware ensure impressive results. Find these and other handy kitchen tools at your local Hy-Vee.

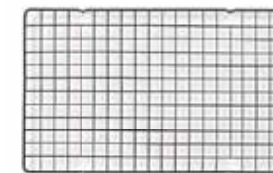


**BIA KALAHARI  
 PIE DISH**

This 9.75-in. scratch-resistant white porcelain pie plate retains heat. It's easy to clean and dishwasher-safe.

**WILTON  
 COOLING RACK**

Heavy-duty, stainless-steel 16×10-in. rack with strong wire grids allows air to circulate around baked pies while they cool.



**GOOD COOK NATURAL  
 PASTRY BRUSH**

Use this soft-bristle tool to brush an egg wash on piecrust before baking to make the finished pie glossy and attractive.

**ROLLING PIN**

A sturdy, well-balanced pin with easy-grip handles smoothly rolls out piecrusts, cookie dough and puff pastry.



**GOOD COOK  
 PIE SERVER**

A comfort-grip plastic handle offers stability to keep pie slices intact when serving. Dishwasher-safe.

**GOOD COOK  
 STAINLESS-STEEL  
 MEASURING CUP SET**

Measure flour, sugar and other dry ingredients that require leveling.







PIE FOR A CROWD

Change up traditional round pie with this Key Lime Slab Pie, made in a sheet pan. Slab pie is an easier, less formal way of making pie but uses the same crust and filling as a traditional pie. Instead of wedges, it cuts neatly into slabs or squares for serving. Slab pies are ideal for large holiday gatherings. Plan well ahead of serving to chill this pie thoroughly.

## Key Lime Slab Pie

**Hands On** 35 minutes  
**Total Time** 1 hour 5 minutes plus chilling time  
**Serves** 24

**1 recipe Double-Crust Pie Pastry,**  
**page 28**  
**8 egg yolks, beaten**  
**2 (14-oz.) cans Hy-Vee**  
**sweetened condensed milk**  
**¾ cup key lime juice**  
**2 Tbsp. lime zest**  
**1½ cups Hy-Vee heavy**  
**whipping cream**

**½ cup Hy-Vee powdered sugar**  
**1 tsp. finely chopped fresh**  
**thyme, plus additional sprigs**  
**for garnish**  
**Fresh strawberry slices and/or**  
**lime slices, for garnish**

**1. PREHEAT** oven to 425°F. Prepare Double-Crust Pie Pastry as directed, except form all of dough into one ball. Roll pastry on a lightly floured surface into a 19×14-in. rectangle. Fold pastry rectangle into fourths; transfer to a 15×10×1-in. baking pan. Unfold

pastry and ease into baking pan without stretching. Trim pastry at edges of pan. Prick bottom and sides with a fork. Bake 10 to 15 minutes or until edges are light brown. Cool in pan on a wire rack.

**2. REDUCE** oven temperature to 325°F. Whisk together egg yolks, sweetened condensed milk, lime zest and key lime juice in a bowl. Spoon filling into crust. Bake for 20 minutes or until set. Cool, then refrigerate at least 3 hours before serving.

**3. JUST BEFORE SERVING,** place whipping cream and powdered sugar in a mixing bowl. Beat with an electric mixer until soft peaks form. Fold in 1 tsp. thyme. Spoon mixture on pie. Garnish with strawberry and/or lime slices and thyme sprigs, if desired.

**Per serving:** 280 calories, 15 g fat, 7 g saturated fat, 0 g trans fat, 85 mg cholesterol, 110 mg sodium, 31 g carbohydrates, 0 g fiber, 22 g sugar (18 g added sugar), 5 g protein. **Daily Values:** Vitamin D 6%, Calcium 8%, Iron 6%, Potassium 4%

## Black Bottom Peanut Butter Pie

**Hands On** 40 minutes  
**Total Time** 45 minutes plus chilling time  
**Serves** 12

**1½ cups coarsely crushed Hy-Vee**  
**pretzels sticks, plus additional for**  
**garnish**  
**2 Tbsp. Hy-Vee granulated sugar**  
**½ cup Hy-Vee salted butter, melted**  
**1 cup Hy-Vee semisweet chocolate**  
**chips**

**2 cups Hy-Vee heavy whipping cream,**  
**divided**  
**1 (8-oz.) pkg. Hy-Vee cream cheese,**  
**softened**  
**1¼ cups Hy-Vee creamy peanut butter**  
**¾ cup Hy-Vee powdered sugar**  
**½ tsp. Hy-Vee salt**  
**Dark chocolate sauce and Hy-Vee salted**  
**party peanuts, for garnish**

**1. PREHEAT** oven to 350°F. Combine crushed pretzels and granulated sugar in a medium bowl. Stir in butter. Spread crust mixture into a 9-in. pie plate; press evenly onto bottom and sides. Bake 10 minutes or until edges are light brown. Cool completely on a wire rack.

**2. COMBINE** chocolate chips and ½ cup whipping cream in a medium microwave-safe bowl. Microwave on HIGH until chocolate is melted, stirring every 30 seconds. Pour chocolate

mixture evenly over baked crust. Refrigerate for 30 minutes or until set.

**3. MEANWHILE,** combine cream cheese, peanut butter, powdered sugar and salt in a mixing bowl. Beat with an electric mixer on medium until light and fluffy.  
**4. PLACE** remaining 1½ cups whipping cream in a mixing bowl. Beat with an electric mixer on medium until soft peaks form. Fold whipped cream into cream cheese mixture and spread over chocolate layer in crust. Cover and freeze at least 2 hours or up to 1 month. Serve slices topped with chocolate sauce, peanuts and additional pretzels, if desired.

**Per serving:** 640 calories, 47 g fat, 23 g saturated fat, 1 g trans fat, 85 mg cholesterol, 690 mg sodium, 49 g carbohydrates, 2 g fiber, 22 g sugar (18 g added sugar), 12 g protein. **Daily Values:** Vitamin D 6%, Calcium 6%, Iron 10%, Potassium 6%



**Shop Now!**  
Scan to add these ingredients to your cart.



We get it! The holidays are busy. If you're looking to save time in the kitchen, try this freezer-friendly Black Bottom Peanut Butter Pie. Wrap the pie tightly in several layers of plastic wrap and add an outer layer of foil to keep out moisture and prevent ice crystals from forming. Label the pie; include date and instructions for serving.



# Smashed hit of the season.

## KEMPS TWICE SMASHED SWEET POTATOES

### Ingredients

4 medium sweet potatoes, scrubbed  
4 tablespoons brown sugar  
4 tablespoons butter, room temperature  
3/4 cup Kemps Sour Cream  
1/2 teaspoon ground cinnamon  
1/4 teaspoon ground nutmeg  
1/4 teaspoon ground ginger  
Salt and freshly ground black pepper to taste  
Fresh rosemary and pomegranate seeds for garnish

### Preparation

Preheat oven to 375 degrees.

Place sweet potatoes on baking sheet and bake for 1 hour. Let cool until you can handle.

Split potatoes and remove the inside to a medium size bowl, keep skins.

In another bowl, add brown sugar, butter, sour cream and spices. Mash together.

Combine sweet potato insides and butter and sour cream mixture.

Add filling into skins and place on baking sheet.

Bake for 15 minutes.

Remove and sprinkle with fresh rosemary and pomegranate seeds before serving.

Find this and other holiday recipes at [www.kemps.com](http://www.kemps.com).

## 101 PEARS

The sweetest, juiciest varieties are found at Hy-Vee—there's no com-pear-ison!

**P**ears complement sweet or savory dishes and are a tasty seasonal fruit for holiday gift baskets. Eaten raw, pears at peak ripeness are soft, sweet and satisfying. At Hy-Vee, you'll find several varieties:

**Bartlett:** Aromatic and bell-shape, juicy Bartletts are ideal for snacking.

**Anjou and Red Anjou:** Egg-shape and creamy with a slight citrus taste.

**Bosc:** A good choice for cooking. Boscs are somewhat dense, with grainier flesh than other pears.

**BUY** Gently press the top of a pear with a finger. A slight give indicates ripeness. Pears ripen from the inside out, so soft flesh throughout may indicate overripeness.

**STORE** A pear that is hard or firm may need to stand at room temperature a few days. Seal the fruit inside a paper bag to quicken the process.

**PREP** Wash pears with cold water before eating. Cut lengthwise using a knife, then gently scoop out the core with a melon baller.

## WAYS TO ENJOY

### Raw

Pears are a delicious and nutritious snack on their own, with plenty of fiber, vitamin C and potassium. Add more flavor and protein by dipping pear slices into Greek yogurt.

### Breakfast Toast

For a morning meal packed with satiating fiber, spread almond butter on toast. Top with 3 or 4 thin pear slices and sprinkle with chia seeds.

### Poached

Peel 3 to 4 pears. Combine 4 cups of water along with preferred spices—like cinnamon, cloves or nutmeg—and bring to a boil. Place pears in the liquid and simmer for 15 to 25 minutes or until tender.



Put more yum on your holiday table.





# Spiced Pears in Puff Pastry

**Hands On** 30 minutes  
**Total Time** 50 minutes  
**Serves** 8

**Hy-Vee nonstick cooking spray**  
**½ (17.3-oz.) pkg. frozen puff pastry, thawed (1 sheet)**

**4 medium pears, peeled, cored and halved; stems intact**

**1 Tbsp. plus ½ cup packed Hy-Vee brown sugar, divided**

**1 tsp. Hy-Vee ground cinnamon**

**½ tsp. Hy-Vee ground nutmeg**

**1 Hy-Vee large egg, beaten**

**¼ cup Hy-Vee salted butter, cut up**

**¼ cup Hy-Vee heavy whipping cream**

**2 Tbsp. Hy-Vee Select 100% pure maple syrup**

**¼ tsp. Hy-Vee salt**

**3 Tbsp. Hy-Vee chopped pecans, toasted**

**Hy-Vee We All Scream! vanilla ice cream, for serving**

**1. PREHEAT** oven to 400°F. Line a rimmed baking pan with parchment paper. Spray parchment with nonstick spray; set aside.

**2. UNROLL** puff pastry on a lightly floured surface. Using a rolling pin, roll pastry to a 16×9-in. rectangle. Cut pastry into 8 pieces; set aside.

**3. PLACE** pear halves, flat sides down, on work surface. Combine 1 Tbsp. brown sugar, cinnamon and nutmeg; rub on pears. Cover each with a pastry piece, trimming excess pastry. Transfer pears to prepared pan. Cut leaves from pastry trimmings; attach to pears. Cut slits in pastry with a sharp knife and brush with egg.

**4. BAKE** for 20 to 25 minutes or until golden. Let stand 10 minutes in pan. For sauce, combine remaining ½ cup brown sugar, butter, cream, syrup and salt in a heavy 1-qt. saucepan. Bring to boil, stirring until sugar is dissolved. Reduce heat. Gently boil 3 minutes (do not stir). Remove from heat. Stir in pecans. Cool slightly.

**5. SERVE** pears, topped with ice cream and maple-pecan sauce.

Per serving: 330 calories, 18 g fat, 9 g saturated fat, 0 g trans fat, 35 mg cholesterol, 230 mg sodium, 45 g carbohydrates, 4 g fiber, 25 g sugar (12 g added sugar), 3 g protein.  
Daily Values: Vitamin D 0%, Calcium 2%, Iron 6%, Potassium 4%



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Seriously potent. Ridiculously  
flavorful. Watch out—this  
bark bites back.



comforts of



ME

Flavored with fond memories, family recipes are keepers. Six Hy-Vee employees share favorite dishes—and the warmth and stories behind them.

Faded recipe cards in a box, typewritten papers in a binder and dog-eared pages in a beloved cookbook tell stories of food, tradition, love and family. Employees at Hy-Vee share some of their longtime favorite recipes—and describe how the tasty dishes came about and how they spark fond memories year after year.



Edi Cucurullo  
HY-VEE CHEF  
MANKATO, MINNESOTA

“When I was a child in Italy, I used to make this Alfredo with my grandmother. She taught me how to cook and bake, and this recipe reminds me of home. This is a meal that kids will enjoy. Adults will like it as well, especially with a glass of red wine. I recommend Barbera.”



## Edi's Italian Alfredo

**Total Time** 40 minutes  
**Serves** 8

- ½ (16-oz.) pkg. Hy-Vee linguine
- 1 Tbsp. Gustare Vita olive oil
- 1 Tbsp. Hy-Vee salted butter
- 1 lb. fresh mild Italian pork sausage
- 1 cup chopped green onions

- 1 cup dry white wine, such as Sauvignon Blanc
- 1 (16-oz.) pkg. white mushrooms, sliced
- 1 (12.5-oz.) jar Gustare Vita Alfredo sauce
- 1 cup Hy-Vee heavy whipping cream
- ¾ cup grated Parmigiano-Reggiano cheese
- 3 Tbsp. chopped Italian parsley, plus additional for garnish
- 1 tsp. Hy-Vee crushed red pepper
- Crumbled fresh ricotta salata, for garnish
- Cherry tomatoes, quartered; for garnish

**1. COOK** pasta according to pkg. directions; drain and keep warm. Heat oil and butter in large nonstick

skillet over medium-high heat. Add pork sausage and green onions; cook 6 minutes or until pork is cooked through (165°F). Remove skillet from heat; add wine. Return skillet to heat; bring to a simmer. Add mushrooms. Cook, uncovered, 10 minutes. Stir in Alfredo sauce, cream, cheese, 3 Tbsp. parsley and crushed red pepper; heat through.

**2. ADD** pasta to skillet; toss to coat. Garnish with ricotta salata, cherry tomatoes and additional parsley, if desired.

**Per serving:** 620 calories, 40 g fat, 16 g saturated fat, 0.5 g trans fat, 85 mg cholesterol, 780 mg sodium, 32 g carbohydrates, 2 g fiber, 8 g sugar (0 g added sugar), 22 g protein. Daily Values: Vitamin D 6%, Calcium 15%, Iron 10%, Potassium 10%





**Talyna DeCarlo**  
AISLES ONLINE  
MANAGER  
OLATHE, KANSAS

“This recipe was created by my grandma, from Damascus, Arkansas. It was handed down to my mother, then me, and now it’s going to my daughter (and 6-year-old granddaughter) to carry on the family tradition. We always serve our dressing at Thanksgiving. In fact, it’s the first thing that people ask for!”

## Corn Bread Dressing

**Hands On** 20 minutes  
**Total Time** 1 hour 5 minutes  
**Serves** 8

**½ cup Hy-Vee margarine**  
**1 large yellow onion, chopped**  
**2 tsp. finely chopped fresh sage**  
**4 cups coarsely crumbled Hy-Vee Bakery corn bread**  
**6 slices dry Hy-Vee Bakery Italian bread, cubed**  
**2 Hy-Vee large eggs, beaten**  
**½ to 1 cup Hy-Vee 33%-less-sodium chicken broth**  
**Sage leaves, for serving**

**1. PREHEAT** oven to 350°F. Lightly grease a 2-qt. casserole; set aside. Melt margarine over medium heat in a large skillet. Add onion; cook until softened. Remove from heat. Stir in sage.

**2. PLACE** corn bread and bread cubes in a large bowl. Add eggs and onion mixture. Drizzle with enough chicken broth to moisten, tossing lightly to combine.

**3. TRANSFER** corn bread mixture to prepared casserole. Bake, covered, for 35 minutes. Uncover and bake 10 minutes more or until heated through (165°F). Garnish with sage leaves, if desired.

**Per serving:** 500 calories, 28 g fat, 4.5 g saturated fat, 0 g trans fat, 85 mg cholesterol, 630 mg sodium, 54 g carbohydrates, 1 g fiber, 13 g sugar (0 g added sugar), 9 g protein.  
**Daily Values:** Vitamin D 0%, Calcium 6%, Iron 15%, Potassium 2%

## Tortellini Chili

**Hands On** 25 minutes  
**Total Time** 40 minutes  
**Serves** 10

**2 (12-oz.) pkg. dry three-cheese tortellini**  
**2 Tbsp. Gustare Vita olive oil**  
**½ cup finely chopped white onion**  
**2 cloves garlic, minced**  
**1 lb. 90%-lean ground beef**  
**1 (32-oz.) container Hy-Vee 33%-less-sodium chicken broth**  
**2 (15.5-oz.) cans Hy-Vee chili-style beans in chili gravy**  
**1 (15-oz.) can Hy-Vee tomato sauce**  
**1 (14.5-oz.) can Hy-Vee petite-cut diced tomatoes**  
**2 Tbsp. Hy-Vee chili powder**  
**1 Tbsp. Hy-Vee ground cumin**  
**2 tsp. finely chopped fresh cilantro, plus additional for garnish**

**½ tsp. Hy-Vee garlic powder**  
**1 (8-oz.) pkg. Hy-Vee finely shredded mozzarella cheese**

**1. COOK** tortellini in a large pot according to package directions until al dente. Drain and set aside.

**2. HEAT** oil in an extra-large Dutch oven over medium-high heat. Add onion and garlic; cook for 3 to 5 minutes or until softened. Add ground beef. Cook until beef is browned. Drain, if necessary.

**3. STIR IN** broth, chili-style beans, tomato sauce, diced tomatoes, chili powder, cumin, 2 tsp. cilantro and garlic powder. Add tortellini. Bring to boiling; reduce heat. Simmer, covered, 10 minutes or until heated through. Serve topped with mozzarella cheese. Garnish with additional cilantro, if desired.

**Per serving:** 530 calories, 19 g fat, 9 g saturated fat, 0 g trans fat, 85 mg cholesterol, 1,850 mg sodium, 62 g carbohydrates, 10 g fiber, 7 g sugar (1 g added sugar), 35 g protein.  
**Daily Values:** Vitamin D 0%, Calcium 20%, Iron 20%, Potassium 15%



**Alison Kanealy**  
HY-VEE CUSTOMER CARE  
WEST DES MOINES, IOWA

“This dish is quick and easy to throw together and hearty enough to keep you full. When I serve this to my family I use these little soup crocks with handles on the side and a little lid on top. I add the cheese on top, then put the lids on so the cheese gets ooey-goey. It’s warm and hearty—just like my family!”

“THIS RECIPE HAS BEEN A beloved standard IN OUR FAMILY FOR YEARS.”

—KATHERINE KLINE BERKOWITZ, HY-VEE CHEESE SPECIALIST



## Extra-Creamy Five-Cheese Mac & Cheese

**Hands On** 40 minutes  
**Total Time** 1 hour 10 minutes plus standing time  
**Serves** 12

**Hy-Vee nonstick cooking spray**  
**1 (16-oz.) pkg. Hy-Vee rigatoni pasta**  
**2 cups Hy-Vee whole milk**  
**5 Tbsp. Hy-Vee unsalted butter, divided**  
**3 Tbsp. Hy-Vee all-purpose flour**  
**4 oz. Fontina cheese, shredded (1 cup)**  
**¾ oz. Gruyère cheese, shredded (1 cup)**

**3½ oz. Hy-Vee yellow Cheddar cheese, shredded (1 cup)**  
**¾ oz. Pecorino Romano cheese, finely shredded (¼ cup)**  
**½ tsp. hot Hungarian paprika or Hy-Vee paprika, plus additional for garnish**  
**¼ tsp. kosher salt**  
**Dash grated nutmeg**  
**½ cup Hy-Vee plain panko bread crumbs**  
**2 oz. Soirée shredded Parmesan cheese (½ cup)**  
**Basil leaves, for garnish**

**1. PREHEAT** oven to 375°F. Spray a 3-qt. baking dish with nonstick spray; set aside. Cook pasta according to package directions; drain and return to pot.

**2. FOR SAUCE,** heat milk in a small saucepan just until boiling. Melt 3 Tbsp. butter in a heavy medium saucepan over medium-low

heat; whisk in flour. Cook and stir 1 minute or until fragrant. Slowly whisk in hot milk. Cook and stir for 5 minutes or until sauce coats the back of a spoon. Stir in Fontina, Gruyère, Cheddar and Pecorino Romano cheeses until melted. Stir in ½ tsp. paprika, salt and nutmeg. Add cheese sauce to cooked pasta; stir gently to coat.

**3. TRANSFER** pasta mixture to prepared dish. Melt remaining 2 Tbsp. butter. Stir in panko and Parmesan; sprinkle on pasta. Bake 30 minutes or until bubbly. Let stand 10 minutes. Sprinkle additional paprika on top and, if desired, garnish with basil.

**Per serving:** 350 calories, 17 g fat, 10 g saturated fat, 0 g trans fat, 55 mg cholesterol, 370 mg sodium, 36 g carbohydrates, 2 g fiber, 4 g sugar (0 g added sugar), 16 g protein.  
**Daily Values:** Vitamin D 6%, Calcium 25%, Iron 6%, Potassium 4%



**Katherine Kline Berkowitz**  
HY-VEE CHEESE SPECIALIST  
TOPEKA, KANSAS

“When David and I got married 40 years ago, his mom told me his favorite meal was her macaroni and cheese. Behind her, David made a face and shook his head. Well, game on. I tried new recipes and evolved the process until the recipe you see here. This recipe goes to potlucks and is a staple of Sunday night meatless suppers.”





Kim  
Burrow  
HY-VEE CORPORATE  
EXECUTIVE CHEF

“This is my mother-in-law’s recipe. She’s 91 now, and she got it back when she was living in an apartment at Drake University in Des Moines. Norma was the lady who lived in the apartment below, and she passed that recipe on. Three or four generations have enjoyed it—every birthday, every anniversary.”

## Norma’s Chocolate Cake

**Hands On** 40 minutes  
**Total Time** 1 hour 40 minutes plus cooling time  
**Serves** 24

**2½ cups Hy-Vee all-purpose flour**  
**½ cup Hershey’s Special Dark Cocoa**  
**2 tsp. Hy-Vee baking soda**  
**¾ cup Hy-Vee salted butter, softened**  
**2 cups Hy-Vee granulated sugar**

**1 tsp. Hy-Vee vanilla extract**  
**2 Hy-Vee large eggs**  
**1 cup buttermilk**  
**1 cup boiling water**  
**1 recipe Butter Frosting, right**

**1. PREHEAT** oven to 300°F. Grease bottom and sides of a 9×13×2-in. glass baking dish; set aside. Stir together flour, cocoa and baking soda in a bowl; set aside.

**2. BEAT** butter with an electric mixer on medium for 30 seconds. Add sugar and vanilla; beat on medium for 3 to 5 minutes or until light and fluffy. Add eggs, one at a time, beating well after each addition. Add flour mixture and buttermilk alternately, beating on low after each addition until just combined. Slowly add boiling water and beat until combined. Spread batter in prepared dish.

**3. BAKE** for 60 to 70 minutes or until a wooden toothpick inserted near center comes out clean. Cool cake in dish for 2 hours on a wire rack. Frost with Butter Frosting. Store, covered, in the refrigerator.

**BUTTER FROSTING:** Beat ½ cup softened Hy-Vee salted butter with an electric mixer on medium until smooth. Gradually add 2 cups Hy-Vee powdered sugar, beating well. Slowly beat in ¼ cup Hy-Vee 2% reduced-fat milk and 1 tsp. Hy-Vee vanilla extract. Gradually beat 2 cups more Hy-Vee powdered sugar and, if necessary, additional milk to reach spreading consistency.

**Per serving:** 290 calories, 11 g fat, 6 g saturated fat, 0 g trans fat, 40 mg cholesterol, 200 mg sodium, 48 g carbohydrates, 1 g fiber, 37 g sugar (36 g added sugar), 3 g protein.  
**Daily Values:** Vitamin D 0%, Calcium 2%, Iron 6%, Potassium 2%

## Holiday Kringla

**Hands On** 45 minutes  
**Total Time** 2 hours 45 minutes plus refrigerating time  
**Makes** 50 cookies

**4½ cups Hy-Vee all-purpose flour,**  
**plus additional for shaping**  
**2 tsp. Hy-Vee baking soda**  
**¼ tsp. Hy-Vee salt**  
**2½ cups Hy-Vee sour cream**  
**1½ cups Hy-Vee granulated sugar**  
**1 Hy-Vee large egg**  
**Hy-Vee powdered sugar, for garnish**

**1. STIR** together flour, baking soda and salt in a medium bowl; set aside.

**2. PLACE** sour cream, sugar and egg in a large mixing bowl. Beat with an electric mixer until light and fluffy. Beat in flour mixture. Divide dough in half and place in separate bowls. Cover and refrigerate at least 2 hours.

**3. PREHEAT** oven to 425°F. Working with one portion of dough at a time, form a rounded teaspoon of dough into a ball; roll it in flour until lightly coated, then roll into a 10-in. rope. Twist rope into a letter B shape and place on baking sheet. Repeat with remaining dough.

**4. BAKE** for 6 to 8 minutes; do not overbake. Cool cookies on a wire rack. Sift powdered sugar over cookies before serving, if desired.

**Per cookie:** 90 calories, 2.5 g fat, 1.5 g saturated fat, 0 g trans fat, 10 mg cholesterol, 70 mg sodium, 15 g carbohydrates, 0 g fiber, 7 g sugar (6 g added sugar), 2 g protein.  
**Daily Values:** Vitamin D 0%, Calcium 2%, Iron 6%, Potassium 0%

“**KRINGLA ARE THE HOLIDAYS TO ME, THE wonder, the love, the miracles OF LIFE KNOTTED TOGETHER WITH FAMILY AND FRIENDS.**”

—MINDY FEAR, HY-VEE  
ADMINISTRATIVE SUPPORT



Mindy  
Fear  
ADMINISTRATIVE  
SUPPORT  
WEST DES MOINES, IOWA

“Every year at the holidays we would visit my Grandma Boo—actually my great-grandmother Beulah Knutson, and she is as Norwegian as they come. My Grandpa Charlie... would take two kringla off a platter... slather the back of them with butter and we would grin in anticipation.”





**CRISPY &  
DELICIOUS**  
OUR YUMMIEST RECIPE YET



## basics

# HOW TO MAKE A WHITE SAUCE

Follow these simple steps to make a luxurious white sauce, also known as béchamel (bay-shah-MEHL), to use as the creamy base for mac & cheese, lasagna, scalloped potatoes and more.

**THREE  
INGREDIENTS—  
THAT'S ALL  
IT TAKES!  
FLOUR, BUTTER  
AND MILK ARE  
THE ONLY  
INGREDIENTS  
NEEDED FOR  
THIS QUICK  
AND EASY  
RECIPE BASE.**



**STEP 1: MELT BUTTER**  
Melt 6 Tbsp. Hy-Vee unsalted butter in a large, heavy saucepan over medium-low heat.



**STEP 2: MAKE A ROUX**  
Add 6 Tbsp. Hy-Vee all-purpose flour to melted butter to make a roux. Slowly cook and stir the roux so it thickens properly when milk is added.



**STEP 3: WHISK IN MILK**  
Microwave 4 cups milk to almost boiling. Slowly add 1 cup hot milk to the roux, whisking continuously until sauce becomes smooth. Add remaining milk more quickly.



**STEP 4: COOK AND STIR**  
Continue cooking sauce over medium-low heat, whisking often, until bubbles appear around edges of pan.

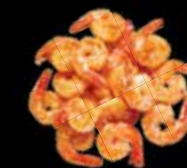


**STEP 5: ADD SEASONING**  
When sauce coats the back of a spoon, remove pan from heat and stir in desired seasonings such as kosher salt, pepper, paprika or grated nutmeg.



### SMOOTH AND SAUCY

Use this sauce to add creamy, rich texture to these flavorful dishes.



#### CHOWDER

Form a creamy base for seafood chowders or vegetable soups.



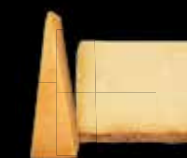
#### PASTA SAUCE

Boost flavor by adding fresh herbs, garlic or grated Parmesan cheese.



#### GRATIN & CASSEROLE

Upgrade a green bean casserole or veggie gratin, using this sauce instead of canned soup.



#### MAC & CHEESE

Toss in some cheese to make a magical Mornay (mohr-NAY) sauce. See a similar recipe, [page 41](#).



# COOKING MYTHS

# 10

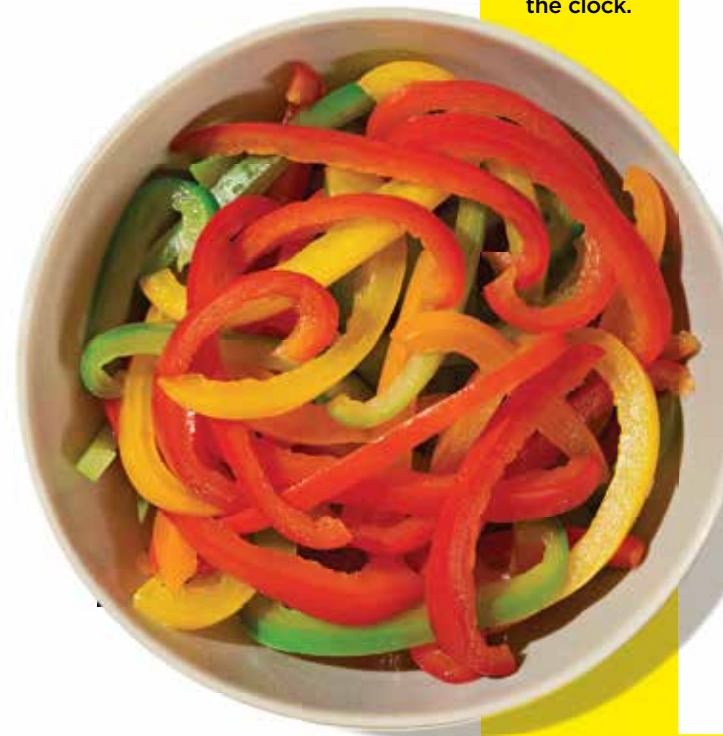
SOME OF THE MOST COMMON COOKING CLAIMS THAT YOU MAY HAVE RUN ACROSS SIMPLY ARE NOT TRUE. LEARN THE FACTS AND YOU'LL BECOME A BETTER COOK.

## DEBUNKED

## one

### MYTH: COOKING VEGETABLES REMOVES NUTRIENTS.

Truth: Only with boiling. The trick to retaining most nutrients, especially vitamin C and the B vitamins, is to use as little water as possible and cook for a minimal amount of time. Steaming and microwaving, as well as dry-heat methods like grilling, roasting and stir-frying work best to retain the most nutrients.



## 2

### Myth: Salting pasta or potato water makes it boil faster.

Truth: Adding salt makes the water hotter, but it's not going to boil any faster. The reason to add salt is to season the food, not speed up the clock.



## three

### MYTH: RINSE MEAT BEFORE COOKING.

Truth: Recent USDA research has found that rinsing raw meat or poultry increases the risk of spreading bacteria to your sink, hands and cooking equipment, which can cause foodborne illness.

## 4

### Myth: Using high heat cooks grains faster.

Truth: High heat won't actually speed the cooking of rice and quinoa. The water needs to simmer so it can permeate the grains. High heat causes water to quickly evaporate, which results in an undercooked grain that may burn.

## 5



### Myth: Fresh eggs peel more easily when hard-boiled.

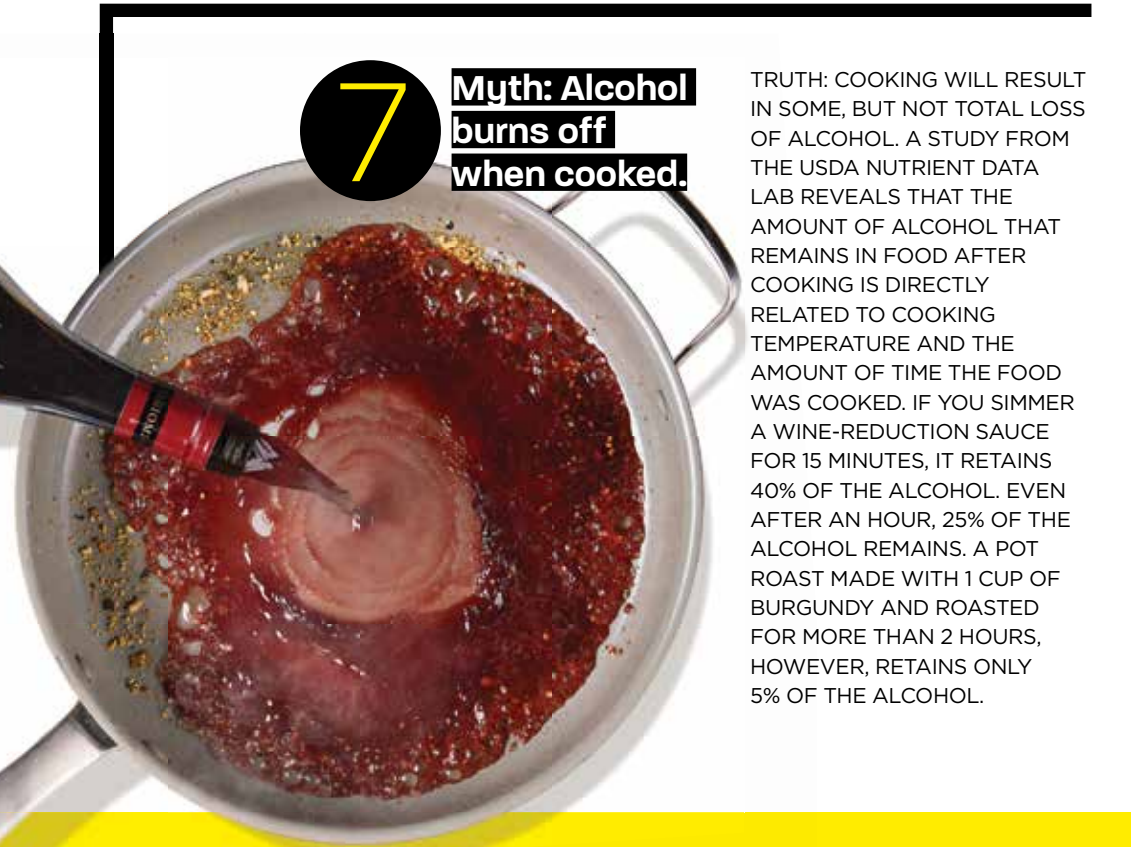
TRUTH: TO ENSURE EASY-TO-PEEL HARD-BOILED EGGS, THE AMERICAN EGG BOARD SUGGESTS YOU BUY AND REFRIGERATE EGGS A WEEK TO 10 DAYS BEFORE COOKING. THIS TIME ALLOWS THE EGGS TO TAKE IN AIR, ALLOWING FOR MEMBRANES TO SEPARATE FROM SHELLS.



# six

## MYTH: CHICKEN IS SAFE TO EAT WHEN IT'S NO LONGER PINK.

Truth: It's only safe when cooked to an internal temperature of 165°F as recommended by the USDA for food safety. Whether you cook a whole bird or chicken parts, color can change from pink to white at a lower temperature, so it's best to test with a food thermometer.



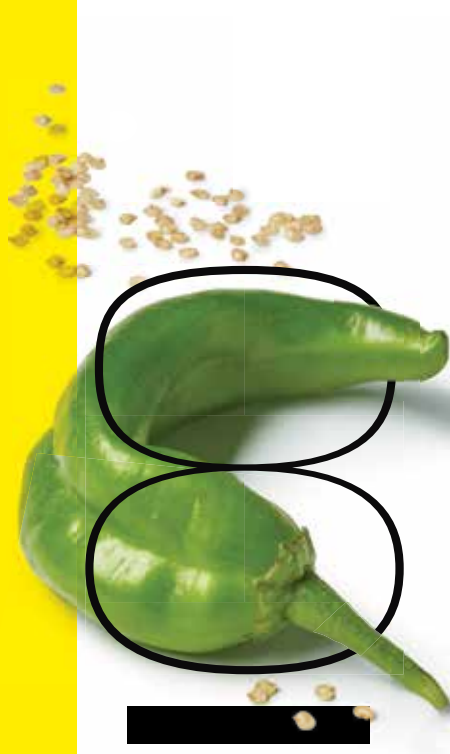
7

### Myth: Alcohol burns off when cooked.

TRUTH: COOKING WILL RESULT IN SOME, BUT NOT TOTAL LOSS OF ALCOHOL. A STUDY FROM THE USDA NUTRIENT DATA LAB REVEALS THAT THE AMOUNT OF ALCOHOL THAT REMAINS IN FOOD AFTER COOKING IS DIRECTLY RELATED TO COOKING TEMPERATURE AND THE AMOUNT OF TIME THE FOOD WAS COOKED. IF YOU SIMMER A WINE-REDUCTION SAUCE FOR 15 MINUTES, IT RETAINS 40% OF THE ALCOHOL. EVEN AFTER AN HOUR, 25% OF THE ALCOHOL REMAINS. A POT ROAST MADE WITH 1 CUP OF BURGUNDY AND ROASTED FOR MORE THAN 2 HOURS, HOWEVER, RETAINS ONLY 5% OF THE ALCOHOL.

Hungry for more cooking tips, easy recipe ideas and simple kitchen hacks?

Hy-Vee has you covered with helpful—and entertaining—videos. Watch now at [HSTV.com](https://www.hy-vee.com/HSTV.com)



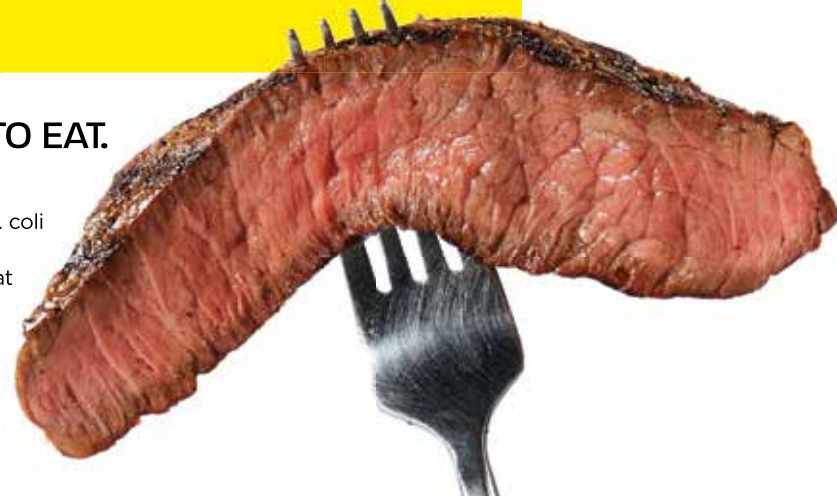
### Myth: Chile pepper seeds contain the heat.

Truth: A chile pepper's spicy heat comes from the white membranes—also referred to as the pith or ribs—not the seeds. The seeds contain little to no capsaicin, which gives peppers their intensity. When a membrane is cut, the capsaicin escapes and adheres to the outside of seeds, making them seem spicy.

## MYTH: WELL-DONE MEAT IS SAFER TO EAT.

9

Truth: Eating steak that's pink is safe if it's cooked to medium rare (130°F). Because E. coli bacteria primarily live on the surface of meat, they are easy to destroy by cooking. When meat is ground or mechanically tenderized, E. coli can be transferred to the inside of the meat, in which case it must be cooked to 165°F (well-done).



10

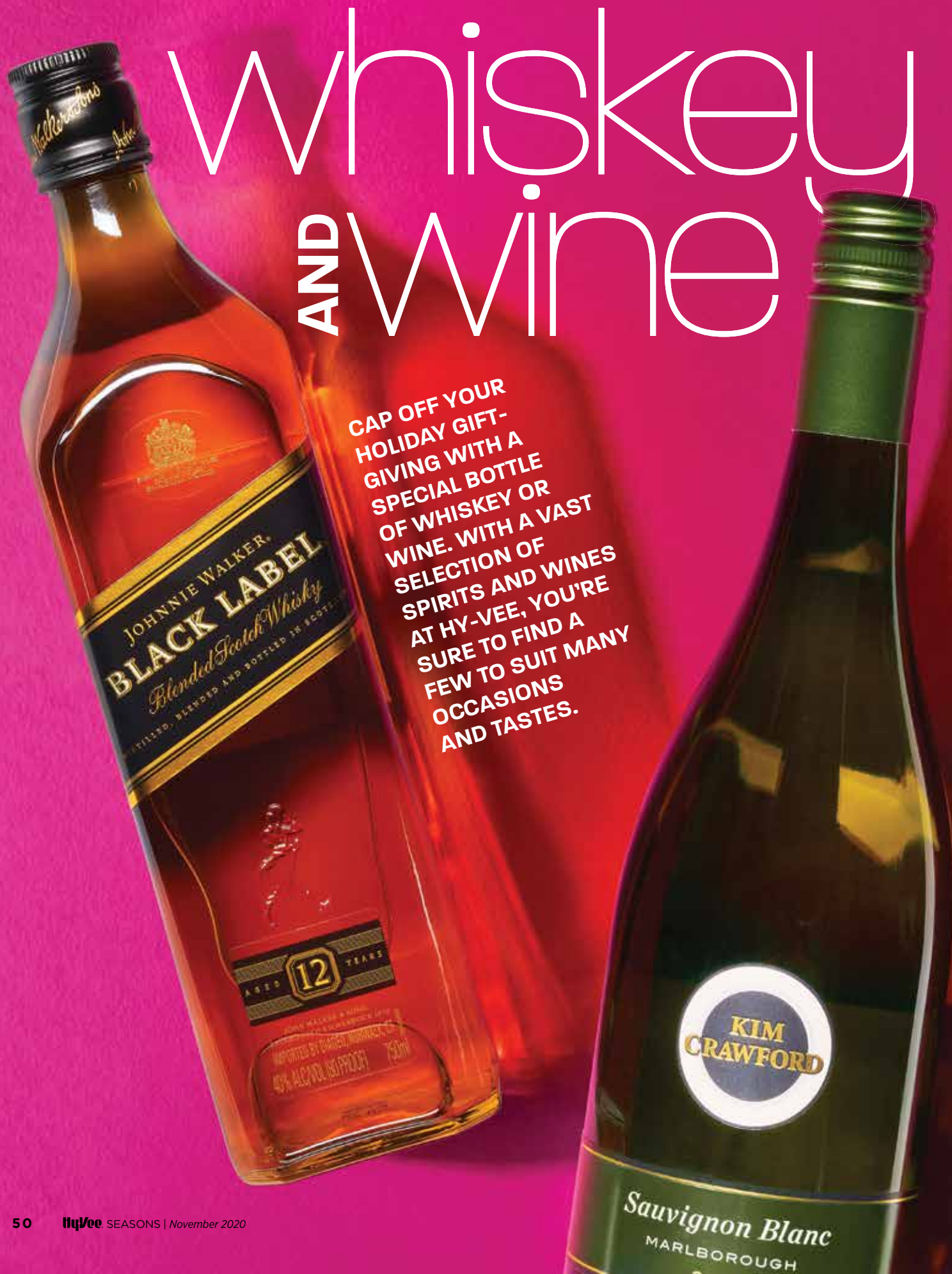
## MYTH: IT'S ALWAYS BEST TO ADD OIL TO PASTA WATER.

TRUTH: SOME OF THE BEST ITALIAN CHEFS DON'T ADVISE IT. ALTHOUGH OIL HELPS KEEP THE WATER FROM BOILING OVER, IT PREVENTS SAUCE FROM STICKING TO THE NOODLES.



Sources: [nvl.usda.gov/sites/default/files/fnic\\_upload/AlcoholRetention.pdf](https://nvl.usda.gov/sites/default/files/fnic_upload/AlcoholRetention.pdf)





# whiskey AND wine

CAP OFF YOUR HOLIDAY GIFT-GIVING WITH A SPECIAL BOTTLE OF WHISKEY OR WINE. WITH A VAST SELECTION OF SPIRITS AND WINES AT HY-VEE, YOU'RE SURE TO FIND A FEW TO SUIT MANY OCCASIONS AND TASTES.

## WHISKEY BASICS

An umbrella term for distilled alcoholic drinks made from fermented grain mash, whiskey dates back 500 years or more. Variations are based on the types of grain used, length of aging, the casks employed in that process and the location of the distillery.



Hy-Vee offers drink-specific glassware sized for large ice.



### Nice and Neat

There are many ways to enjoy whiskey in a glass. To enjoy its full flavor, pour it "neat," with just the glass to keep the whiskey company. Serve it "on the rocks" for a cooling effect or "with just a splash" for a flavor twist. And, of course, whiskey makes a great mixed drink, too!

### whiskey by price

Whiskey prices range from under \$10 to well over \$100 for a 750-ml bottle. Smaller size bottles are also available at Hy-Vee.

### Scotch

Made in Scotland from malted barley, sometimes also wheat or rye. Aged in oak barrels at least 3 years.



**JOHNNIE WALKER  
BLACK LABEL**

A blend of whiskeys aged a minimum of 12 years for smooth, deep character.

**MONKEY  
SHOULDER**

A smooth and rich blend of different single malts.



### Bourbon

Made in the U.S., usually Kentucky, from at least 51% corn and aged in new charred-oak barrels.

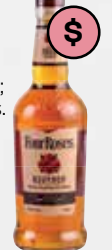


**ANGEL'S ENVY**

Hand-blended in batches of 8 to 12 barrels at a time; finished in ruby port casks.

**FOUR ROSES  
BOURBON**

A carefully mingled mix of mash ingredients and proprietary yeast strains.



### Tennessee

Made in Tennessee from at least 51% corn, filtered through charcoal before barreling and aged in new charred-oak barrels.



**UNCLE NEAREST 1856  
PREMIUM WHISKEY**

Distilled in small batches and named World's Best in 2019 and 2020.

**JACK DANIEL'S  
OLD NO. 7**

Charcoal-mellowed and matured in handcrafted barrels for a balance of sweet and oaky flavor.



### Rye

Made in the U.S. and Canada from at least 51% rye and aged in new charred-oak barrels.



**WHISTLEPIG RYE**

A blend of straight rye whiskeys, aged 10 years, for the most awarded rye whiskey in the world.

**TEMPLETON RYE**

Smooth, spicy and bold rye whiskey with a balanced finish.





# THE Wine GIFT GUIDE

A BOTTLE OF WINE JUST MIGHT BE THE BEST GIFT. IN A RANGE OF PRICES AND FLAVOR PROFILES, WINE IS A FRIENDLY INVITATION TO RELAX AND SHARE TIME TOGETHER.

**Glassware Guide**  
Learn the appropriate glassware to pair with different types of wine. See the video at [hstv.com](http://hstv.com).



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



**CABERNET SAUVIGNON**  
**Steve & Steel Cabernet**

**Sauvignon** is a full-bodied wine with bold fruit flavors and complexity from aging in bourbon-drenched oak barrels.



**MERLOT**

Aged for 12 months in oak barrels, **Bogle Merlot** is a full-bodied California dry wine. Bogle was named 2019 American winery of the year by *Wine Enthusiast* magazine.



**ZINFANDEL**

**The Seven Deadly Zins Zinfandel** The grapes are grown in the sustainable grape-growing region of Lodi AVA in the Central Valley of California. The wine is rich and smooth with mild tannins.



**PINOT NOIR**

From the best grapes of Sonoma, Monterey and Santa Barbara counties, **Melomi Pinot Noir** is characterized by rich garnet color, fruit aromas and complex flavors.



**SANGIOVESE**  
**Santa Margherita Chianti Classico Reserva**

is a complex red wine made primarily with Sangiovese grapes from the Tuscany region of Italy.



**MOSCATO**

**Cupcake Moscato** is made from flavorful grapes grown in Italy's renowned Tre Venezie region, resulting in delicate aromas that complement a sweet, fruit-forward wine.



**PINOT GRIGIO**

**Mènage à Trois** is an all-purpose, fruit-forward California white wine made primarily from Pinot Grigio grapes augmented by three varietals.



**CHARDONNAY**

**Kendall Jackson Vintner's Reserve**, the top-selling chardonnay in America, is made from grapes in California's coastal growing region for a complex, fruit-forward taste.



**SAUVIGNON BLANC**

Made in the Marlborough wine-making region of New Zealand, **Kim Crawford Sauvignon Blanc** is a fresh, fruity wine with natural complexity.



**RIESLING**  
**Chateau Ste. Michelle**

is made from a blend of Riesling grapes grown throughout Washington's Columbia Valley and is noted for crisp apple aromas.



*Experience wine the way the winthner intended. Hy-Vee has glasses for every variety of wine.*



## pro tip: HOW TO GIFT THE RIGHT BOTTLE

“Really, the thing to remember is, get what you think the recipient will enjoy. You don't have to spend a lot. If their favorite bottle of wine is \$6, then get that. And at our Hy-Vee Wine & Spirits, we have employees who love to make recommendations. With as little information as ‘They like dry red wines’ or ‘They like this wine, so what’s a different bottle they would

also like?’ we can help recommend some bottles they will love.

Don't forget how you're gifting it! Grab a wine bag and some tissue paper, or wrap the neck in ribbons to dress it up.”

—**Eric Dodge**

Certified Wine Specialist and Wine & Spirits Manager at Hy-Vee, Waterloo, Iowa



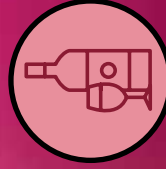
### SPECIAL SIGNIFICANCE

Look for a vintage with significance, such as the year someone got married, bought a house, received a promotion or had a baby.



### THE PRICE IS RIGHT

A good general price range is \$15-\$25.



### MAKE IT UNIQUE

Distinctive is always remembered. Consider choosing a wine with an unusual bottle shape, color or label.



### WITH YOUR COMPLIMENTS

Is there a special wine you think is particularly good? Share it with a note explaining why you chose it.



# guide

## BUILD A SIMPLE CHEESE BOARD

Hy-Vee Certified Cheese Professional Lee Anderson comes to the rescue! He's picked eight stellar cheeses that offer unique flavors and textures to get your feast off to an amazing start. He also shares tips on charcuterie and other delicious offerings that your guests will love to explore.



### 1 COWGIRL CREAMERY MT TAM

**Flavor/Texture:** Soft, buttery, triple-cream cheese encased in a white bloomy rind; has hints of mushrooms, grass and hay.  
**Pairings:** fruit jams and crackers



### 2 CAVES OF FARIBAULT JEFFS' SELECT GOUDA

**Flavor/Texture:** Full-bodied cheese with a distinct nutty flavor, smooth caramel notes and a creamy finish.  
**Pairings:** figs and other fruit, crackers, spicy nuts and mustard



### 3 FROMAGER D'AFFINOIS BRIE

**Flavor/Texture:** Smooth, rich cheese with lovely taste of fresh butter and earthy mushrooms.  
**Pairings:** apples, grapes, walnuts and toasted baguette slices



### 4 CYPRESS GROVE HUMBOLDT FOG GOAT CHEESE

**Flavor/Texture:** Creamy with distinct ribbon of vegetable ash; has herb and floral notes and clean citrus finish.  
**Pairings:** apples, grapes, walnuts and toasted baguette slices



### 5 SOMERDALE RED DRAGON CHEDDAR

**Flavor/Texture:** Smooth, firm and spicy with plenty of bite; flavored with whole grain mustard seeds and Welsh brown ale.  
**Pairings:** salami, pickles, olives, apple slices and soft pretzels



### 6 POINT REYES BAY BLUE

**Flavor/Texture:** Has a natural rind and fudgelike texture; mellow flavor and sweet, salted caramel finish.  
**Pairings:** berries, whole grain crackers and pancetta



### 7 WESTMINSTER RUSTIC RED CHEDDAR

**Flavor/Texture:** Slightly crumbly texture yet incredibly creamy on the tongue; has sweet, nutty, caramelized notes.  
**Pairings:** grapes, cashews, pears, cherries and crackers



### 8 SARTORI ESPRESSO BELLAVITANO®

**Flavor/Texture:** Creamy-textured, sweet cheese hand-rubbed with freshly roasted espresso.  
**Pairings:** hazelnuts, wafer crackers and berries



**LEE ANDERSON**  
Certified Cheese Professional, Omaha Hy-Vee

## "LET A HY-VEE CHEESE PRO SHOW YOU THE WAY!"

This holiday season, get ready to travel to amazing places just by visiting your Hy-Vee Cheese Department. Here, you can experience cheeses from at least 15 countries and 12 states. We get to know many award-winning cheese makers so we can offer their cheeses. If you're in charge of the cheese, we'll make you the hero by suggesting how much to get, what kinds and good pairings. I also tell my customers to serve their cheese at room temp. You'll be surprised at how the flavor pops as opposed to serving it right out of the fridge."

## CUT LIKE A PRO

### BRICK OR BLOCK

Cut the block in half; slice each half into 1/8-in.-thick rectangular pieces. Then cut each piece diagonally to form two triangles.  
**Cheese:** Cheddar, Pepper Jack

### LOG

Cut even-size coin-shape pieces by slicing across the log.  
**Cheese:** Goat, Soft Mozzarella

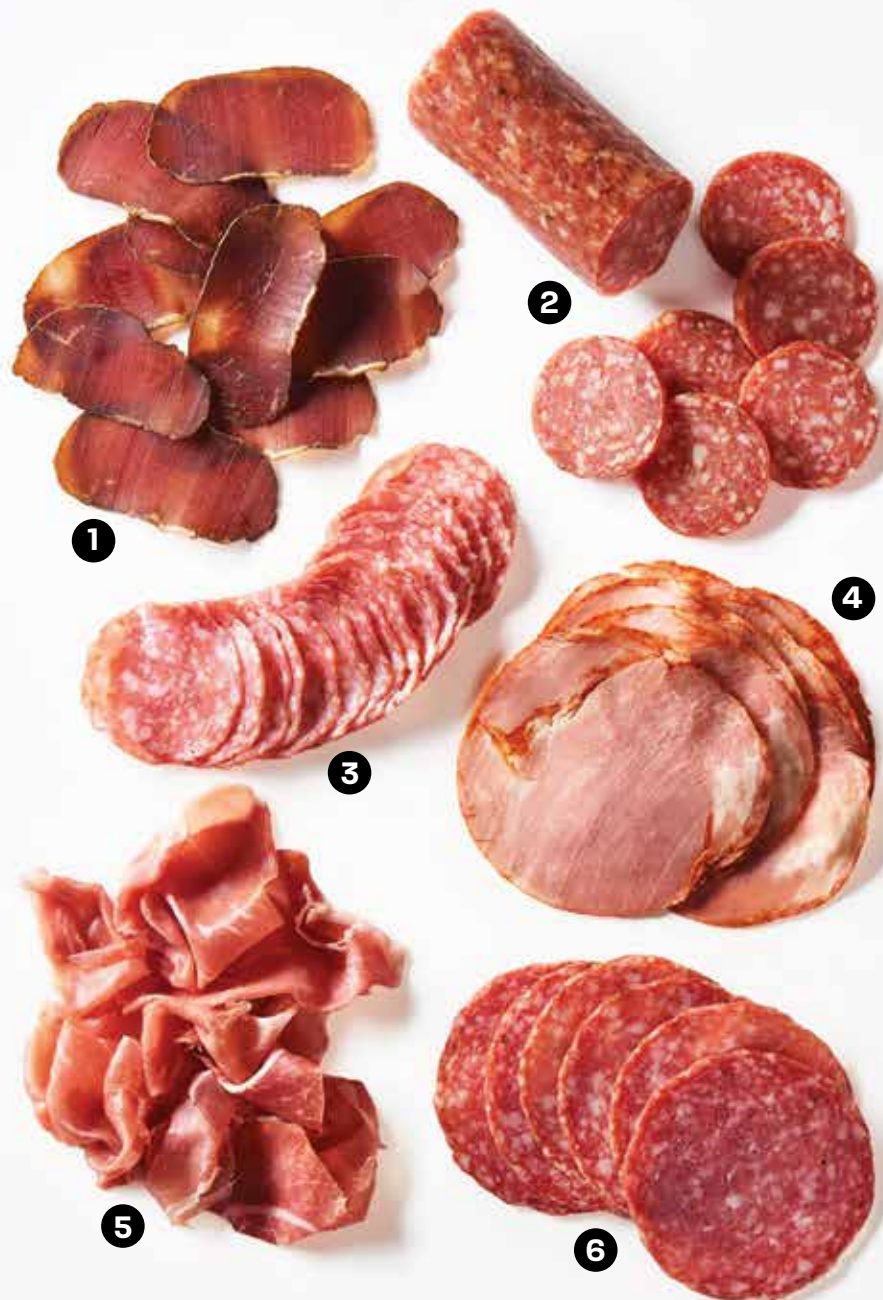
### TRIANGULAR WEDGE

Lay wedge on its side and cut triangular serving-size wedges. Use cheese harp for soft cheeses.  
**Cheese:** Roquefort, Stilton

### SOFT WHEELS

Cut small triangular wedges as if you were cutting a cake, leaving the rind intact.  
**Cheese:** Brie, Goat, Camembert





## 6 MEATS FOR YOUR BOARD

### 1. BRESAOLA

Air-dried peppered roast beef, aged 2 to 3 months until it becomes hard and turns a deep, dark red.

### 2. SOPRESSATA

Coarsely ground, slow-aged, marbled salami; comes mild with fennel and garlic flavor or spicy from chile, paprika and sherry wine.

### 3. FINOCCHIONA

Dried salami with distinct, sweet flavor of fennel; made from pork trimmings and stuffed in natural casings.

### 4. CAPOCOLLO

Natural boneless pork shoulder roast that's rubbed with herbs and spices and dry-cured.

### 5. PROSCIUTTO

Subtle, creamy paper-thin slices of dry-cured smoked ham aged for several years.

### 6. SALAMI

Sharp and tangy dry-aged ground meat sausage in casing. Flavored with anything from paprika to garlic.



**LEE ANDERSON**  
Certified Cheese Professional,  
Omaha Hy-Vee

## "CHARCUTERIE AND CHEESE ARE BEST BUDDIES!"

To coin a phrase from my buddy, Forrest, they go together like peas and carrots. We offer a wide range of charcuterie, or cured cold meats, from first-rate producers.

La Quercia from Norwalk, Iowa, makes some of the best prosciutto in the world.

Columbus, out of San Francisco, makes exceptional salamis.

Ask to have it cut thin to really pull out the rich flavors. Figure on serving 1½ oz. per person."

## 5 TASTY CHEESE COMBOS

TO LEARN MORE ABOUT CHEESE AND PAIRINGS, VISIT OUR CHEESE GUIDE AT [HY-VEE.COM/CHEESE-GUIDE](https://www.hy-vee.com/cheese-guide)



Crackers



Lemon Curd

### SOFT CHEESES

Brie, Camembert



Toasted Baguette Slices



Apricot Jam

### SEMIFIRM CHEESES

Cheddar, Comté, Gouda, Gruyère



Almonds



Dark Chocolate

### HARD CHEESES

Espresso BellaVitano, Parmigiano-Reggiano



Prosciutto



Tart Apple

### FRESH CHEESES

Chèvre, Fresh Mozzarella, Mascarpone



Crackers



Honey

### BLUE CHEESES

Gorgonzola, Roquefort, Stilton

# MASTER THE MEAT & CHEESE BOARD

## STEP 1

### CHOOSE SERVEWARE

Select a cheese or cutting board, tray, platter or pizza stone to plate foods on and small bowls and cheese knives from Hy-Vee. Opt for a foundation sized to accommodate the foods it will hold. If needed, line it with parchment paper for food safety or to protect the tray.



## STEP 2

### SELECT CHEESES

Choose cheeses for diversity of flavor and texture. A good mix is three to five cheeses, at least one from each of the following categories: hard (Manchego, Parmigiano-Reggiano); soft (Brie, Chèvre), Blue (Gorgonzola, Roquefort) and Aged (Cheddar, Gouda).



## STEP 3

### ADD CHARCUTERIE

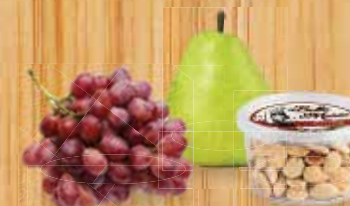
Cured and other meat products add additional savory choices. Meats may include smoked ham, prosciutto, salami and spreads. Offer at least two options, such as sharp and tangy salami with aged cheese and subtle and creamy prosciutto with mild cheese.



## STEP 4

### ACCENT WITH FRUITS, NUTS & OLIVES

Master the art of designing a winning cheese board by including the extras. Sweet additions include fruit salsas, dried or fresh fruit, candied nuts and chocolate. Savory choices are olives, pickles, salty nuts, roasted peppers, tapenade and hummus.



## STEP 5

### OFFER CRACKERS, TOASTS & SPREADS

Bases, such as crackers, breads and toasts, provide surfaces for guests to build a small appetizer on, and spreads, the yummy glue to hold it all together! Provide at least two bases or bread options. Bases may include: plain or toasted baguette slices, breadsticks, little biscuits, crackers and gluten-free options. Spread choices at Hy-Vee include several types of honey, jellies, jams and mustards,



## STEP 6

### FINISH WITH GARNISHES

Transform a great cheese board into a work of art with little details that bring color and flair. One easy way—place a few sprigs of fresh herbs with a handful of colorful berries in the corner of the tray.





## HY-VEE CHEESE & CHARCUTERIE BOARDS

Your Hy-Vee Deli offers premade trays with a variety of flavors that complement several types of charcuterie. From sweet and salty to nutty and tangy, there's something to please everyone.

For stress-free entertaining, visit [hy-vee.com/shop](http://hy-vee.com/shop)



TOSCANO SALAMI, SPECK PROSCIUTTO & FINOCCHIONA BOARD



TRIPLE CRÈME BRIE, MONTAMORE & REYPERNAER CHEESE BOARD



LA QUERCIA BORSELLINO SALAMI, PROSCIUTTO & SALAMI AMERICANO BOARD



BUTTERMILK BLUE, MANCHEGO & GRUYÈRE CHEESE BOARD



COLUMBUS CHARCUTERIE BOARD

# 8 EASY PARTY BITES MADE WITH CHEESE

## 1 MANCHEGO-MANGO CRACKERS

**Manchego**, a Spanish cheese with a mild nutty flavor and distinct creamy bite, stands up well to sweet jams with heat.

**To make:** Spread habanero-mango jam on whole grain crackers and top with thinly sliced Soirée Manchego cheese and chopped toasted Hy-Vee slivered almonds. Garnish with Italian parsley, if desired.

## 2 STRAWBERRY-BRIE STACK

**Brie**, a renowned French cheese with an edible fluffy white rind and soft, creamy interior, has an intense flavor that goes well with fruit.

**To make:** Skewer a whole strawberry and fresh basil leaf to a bite-size wedge of Brie. Drizzle with Hy-Vee Select balsamic glaze, if desired.

## 3 TOMATO-BURRATA ENDIVE

**Burrata** is a fresh Italian cheese that boasts an interior that consists of fluffy milk curds mixed with fresh cream. Soft and creamy, it lends richness to fresh produce.

**To make:** Fill an endive leaf with a strip of salami, a spoonful of burrata cheese, cut-up cherry tomatoes and toasted pine nuts. Garnish with fresh oregano and drizzle with Gustare Vita extra-virgin olive oil.

## 4 GOAT CHEESE-PLUM TOASTS

**Fresh goat cheese** has a soft, spreadable texture and tart, earthy flavor. It plays well with fruit.

**To make:** Toast Hy-Vee Bakery walnut-raisin bread at 350°F for 10 minutes. Spread Soirée Artisan Original Goat Cheese on toasted bread. Top with fresh plum slices and drizzle with Hy-Vee honey. Garnish with fresh thyme, if desired.

## 5 BLACKBERRY-CHEDDAR PANCETTA CRISPS

**Aged Cheddar** is a rich, full-bodied cheese with a long, lingering flavor. Its complexity teams well with smoky pancetta, while the sweetness of jam puts everything in harmony.

**To make:** Spread seedless blackberry preserves on rosemary-flavored crackers. Top with thin ribbons of aged white Cheddar cheese and crisp-cooked pancetta. Garnish with chives, if desired.

## 6 TRIPLE-CHEESE PIMIENTO TARTS

**Sharp Cheddar** has tang and complex flavors. **Colby** adds creaminess and mildness.

**Parmigiano-Reggiano** delivers a buttery, sweet and nutty flavor. Together, the cheeses marry well to sweet, smoky and spicy flavors.

**To make:** Combine ½ cup each shredded sharp Cheddar cheese and shredded Colby cheese, 1 Tbsp. grated Parmigiano-Reggiano cheese, 1 (2-oz.) jar diced pimientos, ½ cup Hy-Vee mayonnaise, 1 Tbsp. finely chopped green onion, ½ tsp. smoked paprika and ½ tsp. Sriracha. Spoon mixture into 15 frozen mini baked phyllo shells. Bake at 350°F for 8 to 10 minutes or until set. Garnish with sliced green onion, if desired.

## 7 BLUE CHEESE PEAR WEDGES

**Blue cheese**, with its sharp, salty flavor and crumbly texture, intensifies the sweetness and subtle hints of fall spices in pears.

**To make:** Spread creamy blue cheese on pear slices. Sprinkle with pomegranate seeds and candied walnuts.

## 8 DILL HAVARTI-GRAPE SKEWERS

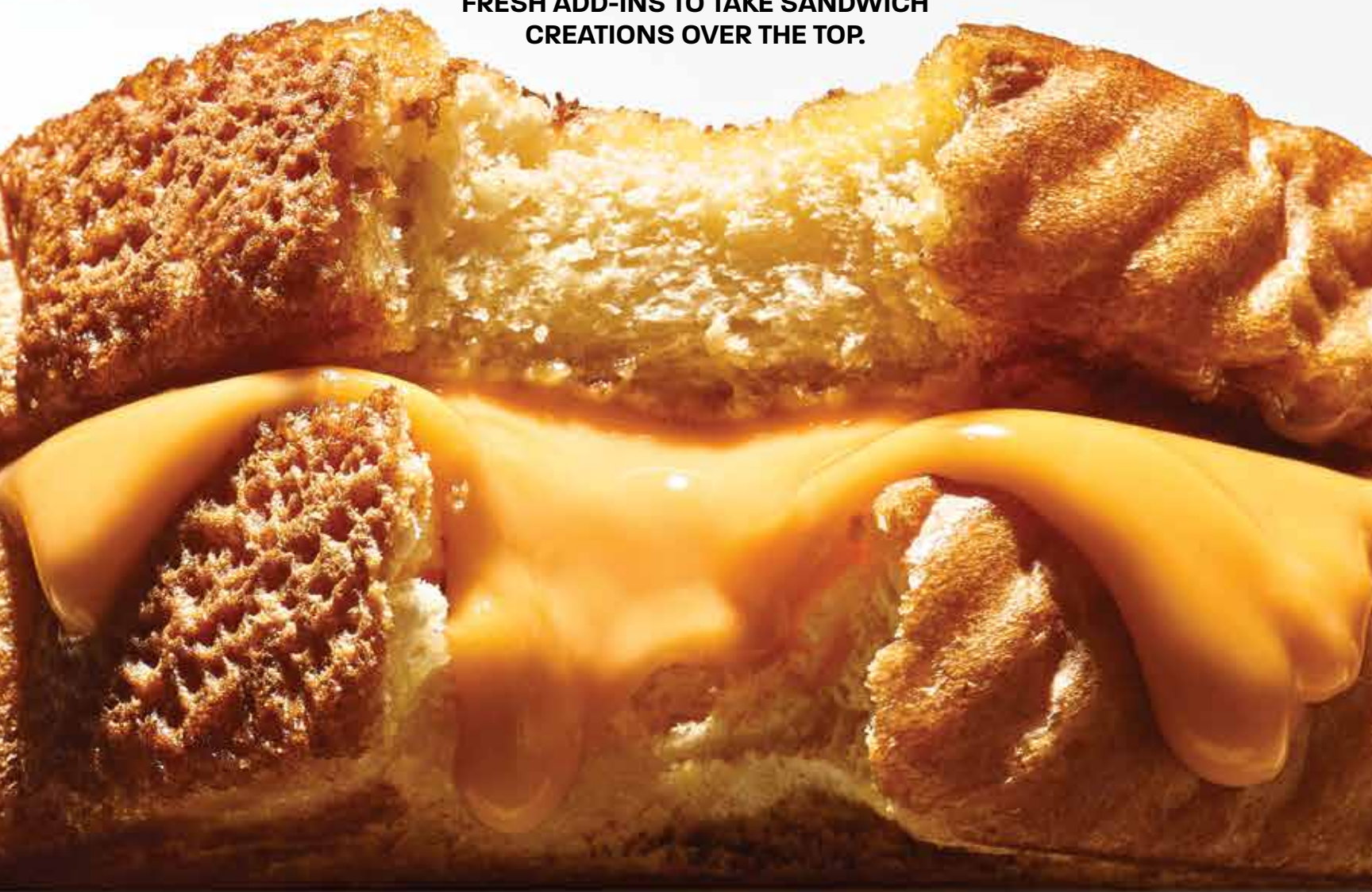
**Dill Havarti** is a rich, buttery cheese with mild dill flavor. Give it a try with delicate-textured prosciutto and sweet grapes to hit several flavor notes—cheesy, salty and sweet—in one bite.

**To make:** Wrap a ribbon of prosciutto around a cube of dill Havarti and red and/or green grapes and skewer with a party pick. Garnish with fresh dill sprigs, if desired.



# DREAM CHEESE

WARM, MELTY CHEESE, OOZING FROM BETWEEN TOASTY SLICES OF BREAD—MMM, THE ULTIMATE COMFORT FOOD! HY-VEE HAS THE FINEST BAKERY BREAD, AN EXPANSIVE CHEESE COUNTER AND FRESH ADD-INS TO TAKE SANDWICH CREATIONS OVER THE TOP.



## TOP 10 CHEESES FOR GRILLED CHEESE



**American:** Mild and melty for classic grilled cheese.



**Blue:** A hint of tangy blue pairs deliciously with mild melty Jack or Cheddar.



**Cheddar:** Mild Cheddars melt best; aged Cheddars add sharp tanginess.



**Fontina:** This mild, semisoft cheese goes well with pesto and prosciutto.



**Goat:** Adds creaminess and bold, tangy flavor; sweeten with a drizzle of honey.



**Gruyère:** The nutty flavor; stands up to sweet or salty.



**Mozzarella:** Mild, rich and melty; mellows a strong Blue or Parmesan.



**Muenster:** Neutral, semisoft cheese; good with smoky meats.



**Provolone:** Rich, buttery and nutty; brings out other flavors.



**Smoked Gouda:** Rich, intense smoky flavor; pair with a good melting cheese such as Muenster.

**HOT TIPS**  
GRIDDLE UP A CHEESY, MELTY, GOLDEN BROWN GRILLED CHEESE. START WITH SOFT BUTTER, WHICH SPREADS EASILY AND BROWNS THE BREAD EVENLY.



### Advice

Have cheese at room temperature for best melting. Layer both sliced and shredded cheeses between bread. Shredded melts quickly and evenly.



### Cover Up

Hard, aged cheeses take longer to melt than soft cheeses. To speed melting, place a saucepan lid over sandwich to capture heat, or grill in a panini pan.

### LOW AND SLOW IS THE WAY TO GO!

USE A HEAVY, EVEN-HEATING SURFACE—CAST-IRON OR NONSTICK SKILLET, ELECTRIC GRIDDLE OR FLAT PLATES OF A WAFFLE IRON. HEAT THEM TO MEDIUM-LOW. SLOW HEATING WILL TOAST THE BREAD GENTLY AND EVENLY WHILE MELTING CHEESES.



### Chefman Electric Griddle

Its nonstick surface and adjustable temperature make it ideal for family-size batches of grilled cheese. Find it at your Hy-Vee.

Don't be shy. Pile on the cheese. Expand your horizons and use several types—sliced and shredded.

FIND IT AT HY-VEE



# The Ultimate Grilled Cheese

**Hands On** 50 minutes  
**Total Time** 60 minutes  
**Serves** 4 (½ sandwich each)

- ¼ cup Pickled Red Onion, below
- 2 Tbsp. Hy-Vee mayonnaise
- 1½ tsp. Gustare Vita pesto
- 3 Tbsp. Hy-Vee unsalted butter, softened
- 4 (¾-in.-thick) slices Hy-Vee Bakery garlic sourdough bread (2½ oz. each)
- 2 Tbsp. Hy-Vee finely shredded Parmesan cheese
- ⅔ cup Hy-Vee shredded sharp Cheddar cheese, divided
- 4 (1-oz.) slices Gouda cheese, divided
- 6 slices hot sopressata salame (½ oz.), divided
- 4 tomato slices, divided
- ½ cup arugula, divided

**1. PREPARE** Pickled Red Onion. Combine mayonnaise and pesto; set aside. Spread butter on bread. Sprinkle Parmesan cheese on butter; gently press into bread.

**2. LAYER** 3 Tbsp. Cheddar cheese, 1 slice Gouda, half of pesto mixture, 3 slices salame, 2 tomato slices, ¼ cup arugula, 2 Tbsp. Pickled Red Onion, 2½ Tbsp. Cheddar and 1 slice Gouda between 2 bread slices with buttered sides on outside.

**3. PREHEAT** a nonstick skillet over medium-low heat. Place sandwich in skillet; weight it down with a heavy lid. Grill 3 to 4 minutes on each side or until toasted and cheese is melted. Repeat for another sandwich.

**PICKLED RED ONION:** Combine 1 thinly sliced red onion, 2 Tbsp. Gustare Vita olive oil, 1 Tbsp. Gustare Vita red wine vinegar and ¼ tsp. Hy-Vee dried oregano leaves. Season with Hy-Vee salt and black pepper. Cover and let stand for 2 hours. Drain. Refrigerate up to 1 week. Makes 1 cup.

Per serving: 500 calories, 36 g fat, 17 g saturated fat, 0.5 g trans fat, 95 mg cholesterol, 1,090 mg sodium, 25 g carbohydrates, 0 g fiber, 1 g sugar (0 g added sugar), 21 g protein. Daily Values: Vitamin D 0%, Calcium 30%, Iron 6%, Potassium 2%



Gouda and sharp Cheddar are gooey in the center while Parmesan is crispy and flavorful on the outside.

OVER THE TOP  
This gourmet grilled sandwich is loaded with gooey, melted cheeses, spicy salame and layers of freshness. You'll love every bite!

## BEST OF THE MIDWEST GRILLED CHEESE



### Corn & Bacon Grilled Cheese

Sauté ½ cup corn in 1 tsp. Hy-Vee unsalted butter until tender. Stir in 1 chopped green onion, 1 Tbsp. finely chopped cilantro and ¼ tsp. kosher salt. Spread 1 Tbsp. softened Hy-Vee unsalted butter on 2 (¾-in.-thick) slices Hy-Vee Bakery jalapeño Cheddar bread. Turn slices over; spread with 2 Tbsp. Hy-Vee Select garlic mayo sandwich spread. Layer 1 oz. sliced provolone cheese, 2 slices crisp-cooked bacon, corn mixture and ½ cup shredded Hy-Vee Colby Jack cheese between bread slices. Grill sandwich in a nonstick skillet over medium-low heat 3 to 4 minutes per side or until toasted and cheese is melted. Serves 1.



### KC BBQ Pork Grilled Cheese

Combine ⅓ cup Hy-Vee Hickory House smoked pulled pork and 2 Tbsp. KC barbecue sauce. Combine 1 cup Hy-Vee coleslaw mix, 1 Tbsp. Hy-Vee apple cider vinegar, 1½ tsp. Hy-Vee Select 100% pure maple syrup and dash Hy-Vee ground mustard. Spread 1 Tbsp. softened Hy-Vee unsalted butter on 2 (¾-in.-thick) slices Hy-Vee Bakery Pane Toscano bread. Layer 1 oz. sliced Hy-Vee Monterey Jack cheese, ½ cup shredded Hy-Vee sharp Cheddar cheese, pork mixture, coleslaw, ½ cup more sharp Cheddar cheese and 1 oz. more Monterey Jack cheese between bread slices. Grill in a nonstick skillet over medium-low heat 3 to 4 minutes per side or until toasted and cheese is melted. Serves 1.



### Honey Crisp Grilled Cheese

Spread 1 Tbsp. Hy-Vee unsalted butter on 2 slices Hy-Vee Bakery 10-grain bread. Layer 1 oz. Metz's cheese curds; ½ oz. Caves of Faribault blue cheese; ½ Honey Crisp apple, cored and sliced; fresh thyme; drizzle of Hy-Vee honey and 1 oz. additional cheese curds between bread slices. Grill in a nonstick skillet over medium-low heat 3 to 4 minutes per side or until toasted and cheese is melted. Serves 1.



### Deluxe Pizza Grilled Cheese

Preheat broiler. Spread 1 Tbsp. Hy-Vee unsalted butter on 2 (¾-in.-thick) slices Hy-Vee Bakery Italian bread. Turn slices over; spread 1 Tbsp. Hy-Vee pizza sauce on top. Layer ⅓ cup shredded Hy-Vee mozzarella cheese, 5 slices Hy-Vee pepperoni, ¼ cup cooked Italian sausage, 1 Tbsp. shredded basil, several dashes Hy-Vee dried oregano, 2 tsp. finely shredded Parmesan and ⅓ cup more mozzarella between bread slices. Grill in a cast-iron skillet over medium-low heat 3 to 4 minutes per side or until toasted and cheese is melted. Spread 1 Tbsp. pizza sauce on sandwich, sprinkle with ¼ cup mozzarella and add 3 pepperoni slices. Broil 2 to 3 minutes or until cheese is melted. Sprinkle with Hy-Vee crushed red pepper and chopped basil. Serves 1.



### Reuben Grilled Cheese

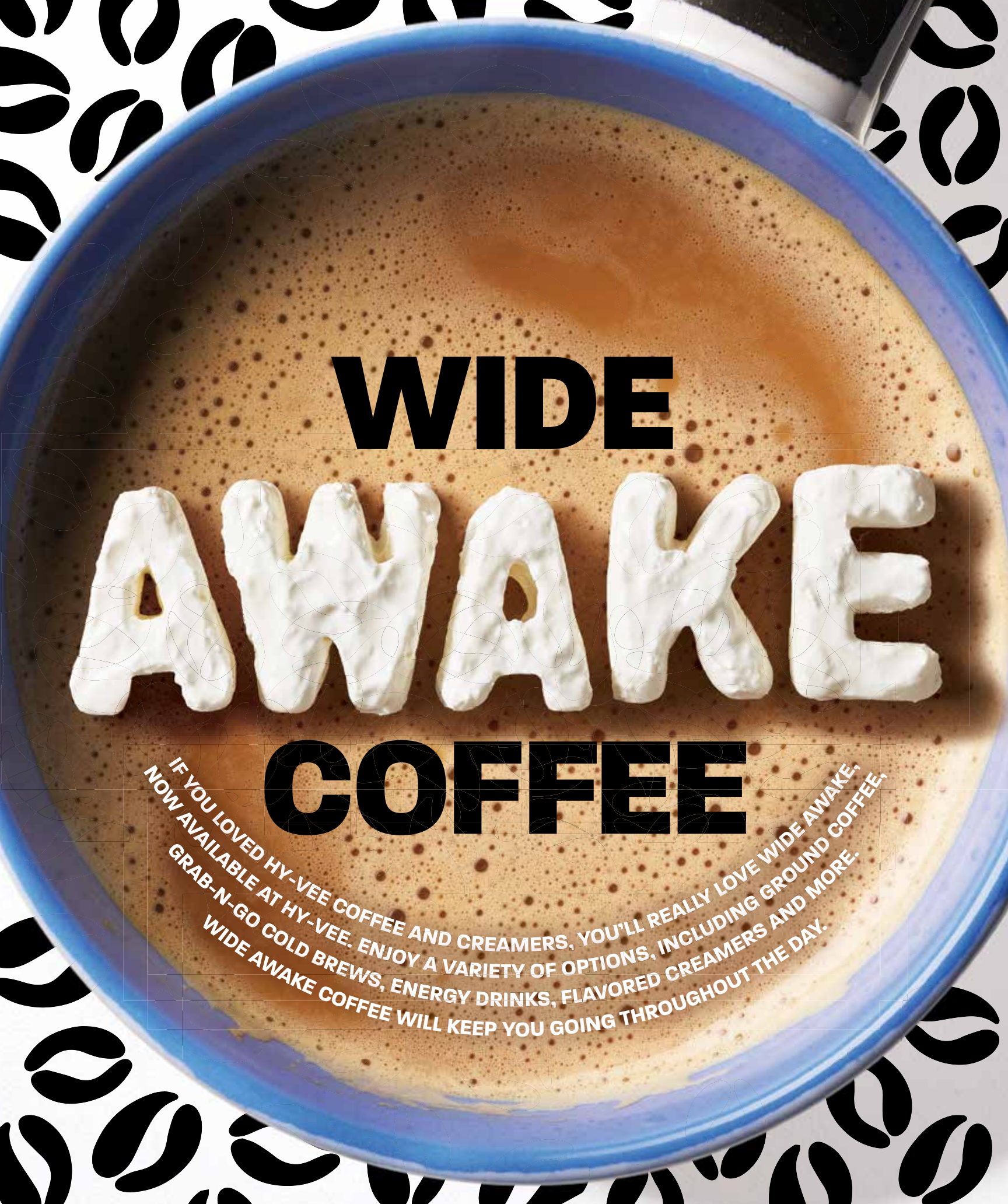
Spread 2 Tbsp. Hy-Vee unsalted butter on 2 (¾-in.-thick) slices Hy-Vee Bakery pumpernickel bread. Turn slices over; spread with 3 Tbsp. Hy-Vee Thousand Island dressing. Layer 2 oz. thinly sliced corned beef, ⅓ cup shredded Swiss cheese, 3 Hy-Vee kosher dill sandwich pickles and ⅓ cup additional Swiss cheese. Grill in nonstick skillet over medium-low heat 3 to 4 minutes per side or until toasted. Serves 1.



### Beer Bratwurst Grilled Cheese

Sauté ⅓ cup Hy-Vee Short Cuts fajita vegetables in 1 tsp. Hy-Vee canola oil until tender. Combine 1 Hy-Vee large egg, ½ cup Potosi amber ale beer and 1 Tbsp. Hy-Vee all-purpose flour. Coat 2 (¾-in.-thick) slices Hy-Vee Bakery marbled rye bread with batter. Layer 1 oz. sliced Di Lusso Muenster cheese, 1 cooked and sliced Hy-Vee beer brat, vegetables, 1 tsp. Hy-Vee spicy brown mustard and 1 oz. more sliced Muenster between bread slices. Melt 1 Tbsp. Hy-Vee unsalted butter in nonstick skillet over medium-low heat. Grill sandwich 4 to 5 minutes per side or until toasted and cheese is melted. Serves 1.





# WIDE AWAKE COFFEE

IF YOU LOVED HY-VEE COFFEE AND CREAMERS, YOU'LL REALLY LOVE WIDE AWAKE. NOW AVAILABLE AT HY-VEE. ENJOY A VARIETY OF OPTIONS, INCLUDING GROUND COFFEE, GRAB-N-GO COLD BREWS, ENERGY DRINKS, FLAVORED CREAMERS AND MORE. WIDE AWAKE COFFEE WILL KEEP YOU GOING THROUGHOUT THE DAY.



**Latte Art**  
Get inspired to create your own latte art. See some easy, achievable designs at [hstv.com](http://hstv.com).

**Hy-Vee seasons** 

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



**WIDE AWAKE COFFEE CO. PRODUCTS**

Choose from fresh ground, flavored, whole bean, single-serve cups, cold brew and coffee creamers.

## Spiced Vanilla Iced Coffee

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

2 cups Wide Awake Coffee Co. unsweetened black cold brew  
2 Tbsp. vanilla syrup  
Ice cubes  
2 tsp. Hy-Vee heavy whipping cream, divided  
Hy-Vee ground cinnamon, for serving

**1. COMBINE** cold brew and vanilla syrup in a 4-cup measuring cup.

**2. FILL** 2 (12-oz.) glasses with ice. Divide cold brew mixture between glasses. Carefully pour 1 tsp. Hy-Vee heavy whipping cream into each glass and sprinkle with cinnamon.

Per serving: 60 calories, 2 g fat, 1 g saturated fat, 0 g trans fat, 5 mg cholesterol, 10 mg sodium, 9 g carbohydrates, 0 g fiber, 9 g sugar (0 g added sugar), 0 g protein. Daily Values: Vitamin D 0%, Calcium 0%, Iron 0%, Potassium 0%

**10** minutes or less



## Chocolate-Hazelnut Mocha

Spoon 2 Tbsp. Hy-Vee hazelnut creamy spread with skim milk & cocoa into a 10-oz. mug. Add ½ cup strongly brewed hot Wide Awake Coffee Co. hazelnut coffee to mug; stir until combined. Simmer and stir ¾ cup Hy-Vee 2% reduced-fat milk in a small saucepan over medium heat. Remove from heat. Add milk to a blender; cover and blend on medium until frothy. Immediately top hazelnut coffee with froth. Swirl chocolate sauce in a spiral on top of froth. Drag a toothpick through the froth several times, starting at the center of the mug and pulling towards the rim. Serves 1.

## Salted Caramel Latte

Combine ¾ cup Hy-Vee 2% reduced-fat milk, 2 Tbsp. Hy-Vee vanilla baking chips and dash Hy-Vee salt in a saucepan. Cook and stir over medium heat until chips are melted. Do not boil. Pour mixture into a blender; cover and blend on medium until frothy. Drizzle caramel sauce into a 10-oz. mug. Add ½ cup strongly brewed hot Wide Awake Coffee Co. Colombian coffee; top with froth. Garnish with Hy-Vee whipped topping and additional caramel sauce. Serves 1.

### TORANI FLAVORING SYRUPS

Choose from caramel, chocolate, dark chocolate, white chocolate, vanilla, raspberry, strawberry or Irish cream.

## Get your fill

**ZAK! INSULATED MUG**  
25-oz. insulated stainless-steel mug.



**CONTIGO COUTURE MUG**  
14-oz. insulated stainless-steel mug.



**MR. COFFEE TRAVEL MUG**  
15-oz. ceramic and stainless-steel mug.



**VIENNA SLAY BLU MUG**  
22-oz. porcelain mug.



**GIBSON ELITE SOHO CAFE MUG**  
21-oz. stoneware mug.



## 3 must-haves for a home coffee bar

Try these coffee makers and Wide Awake Coffee Co. products.

### 1 coffee makers



**KEURIG K-MINI SINGLE-SERVE COFFEE MAKER**  
Sleek design and slim size fits anywhere.



**CUISINART PERFECTEMP COFFEE MAKER**  
Programmable; 14-cup capacity.

### 2 ground coffee

**MILD** Breakfast Blend, Kona Blend, Wide Awake Blend; **ROBUST** Seattle-Style Dark, House Blend, Jamaican Blend; **FLAVORED** Hazelnut, French Vanilla

### 3 single-serve cups

- Breakfast Blend
- Seattle-Style Dark Coffee
- Donut Shop Blend and more!

**10**  
minutes  
or less

## Toasted Coconut Mocha Frappés

**Total Time** 10 minutes  
**Serves** 4 (6 oz. each)

**2 cups crushed ice**  
**1 cup Wide Awake Coffee Co. mocha cold brew**  
**½ cup Hy-Vee sweetened coconut flakes, toasted; plus additional for garnish**  
**½ cup canned coconut milk**  
**¼ cup That's Smart! chocolate syrup, plus additional for serving**  
**⅓ tsp. xanthan gum, optional**

**Frozen coconut whipped topping, thawed**  
**Chocolate curls, for serving**  
**1. COMBINE** ice, cold brew, ½ cup coconut flakes, coconut milk, ¼ cup chocolate syrup and xanthan gum in a blender. Cover and blend until smooth.  
**2. DRIZZLE** additional chocolate sauce into 4 (8-oz.)

glasses. Divide coffee mixture among glasses. Top with whipped topping, additional coconut flakes and chocolate curls, if desired.

**Per serving:** 170 calories, 5 g fat, 8 g saturated fat, 0 g trans fat, 0 mg cholesterol, 60 mg sodium, 24 g carbohydrates, 1 g fiber, 16 g sugar (15 g added sugar), 1 g protein. Daily Values: Vitamin D 0%, Calcium 2%, Iron 6%, Potassium 4%

### A STABLE INFLUENCE

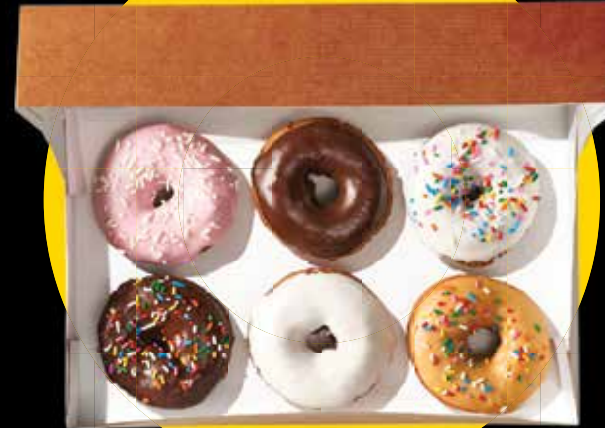
Xanthan gum stabilizes frozen drinks to stop ice and liquid from separating.



the

# SWEET SPOT

Hy-Vee Bakery has the coffee-shop treats to go with your home Wide Awake coffee station. Make mornings easier and happier without waiting in line.



**H**Y-VEE MAKES IT EASY TO ENJOY FRESH-BAKED GOODS ANYTIME—FOR BUSY MORNINGS OR AN AFTERNOON COFFEE BREAK. SHOP THE BAKERY DEPARTMENT IN STORE OR ORDER ONLINE AND PICK UP AT YOUR CONVENIENCE. THERE'S A WIDE ASSORTMENT OF COOKIES, BROWNIES, MINI CUPCAKES OR SWEET ROLLS! SOME BAKERY ITEMS CAN EVEN BE FROZEN IN INDIVIDUAL SERVINGS FOR GRAB-AND-GO SNACKS.

#### CAKES & CUPCAKES

Choose from sheet cakes, layer cakes, birthday cakes, character and theme cakes—as well as a variety of flavors and frostings.

#### CHEESECAKES

Discover Cheesecake Factory Bakery® favorites such as Classic, White Chocolate Raspberry, All-American, Vanilla Bean, Cinnabon®, Triple Chocolate and Pumpkin.

#### PASTRIES, DONUTS & SWEET BREADS

Sample a selection that ranges from pecan Danish to maple long Johns.

#### PIES

Select from apple, banana cream, blueberry, cherry, chocolate cream, coconut or lemon meringue, French silk, peach, pumpkin, Southern pecan and wildberry.

## see what's baking

Enjoy these goodies for breakfast, dessert ...or anytime!



#### **MUFFINS**

Choose jumbo or a variety pack of mini muffins; enjoy 9 great flavors.



#### **COOKIES**

Order by the dozen; available in 10 delicious flavors.



#### **CROISSANTS**

Enjoy these pastries by themselves or use them to transform a dish.



#### **PUMPKIN BREAD**

Seasonal favorite with a hearty, sweet taste to savor.

## FREEZER storage time

**2-3 MONTHS:** brownies, cake, cheesecake, cookies

**2-4 MONTHS:** coffee cake, muffins, fruit and nut pies

**6-8 MONTHS:** bread, rolls

## HOW TO freeze

Freeze baked goods at 0°F or below. Cover items individually in plastic wrap, then place in an airtight freezer bag or wrap with aluminum foil. To prevent frosted items from sticking to plastic, make sure they are dry and freeze individually on a single layer for 1 hour before placing into freezer bags.



## HOW TO thaw

Thaw, wrapped, in refrigerator: cheesecake and pie. Thaw, wrapped, on counter: bread, brownies, cake, coffee cake, cookies, cupcakes, muffins, rolls.





# life

**Holidays at home, plus how to store leftovers, look good and find happiness.**

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# DAX SHEPARD & KRISTEN BELL

## MORE THAN LAUGHS



**FANS KNOW KRISTEN BELL AS THE VOICE OF ANNA FROM *FROZEN*, AS THE WISECRACKING TEEN DETECTIVE ON *VERONICA MARS* AND THE NARRATOR OF *GOSSIP GIRL*. HER HUSBAND, DAX SHEPARD, PULLED PRANKS ON MTV'S *PUNK'D*, STARS IN ABC'S *BLESS THIS MESS* AND HOSTS AN AWARD-WINNING PODCAST WITH MILLIONS OF LISTENERS. BUT, FIRST AND FOREMOST, KRISTEN AND DAX ARE PARENTS ON A MISSION. FIND THEIR NEW LINE OF AFFORDABLE PREMIUM BABY AND KIDS PRODUCTS, HELLO BELLO, NOW AT HY-VEE.**

Kristen Bell and Dax Shepard are Michigan natives turned Hollywood sweethearts known for their memorable roles, fun-loving banter and candid storytelling. Behind the scenes they have a history of playing practical jokes on each other, such as one of them showing up in an unexpected place to try and shock the other or Dax surprising Kristen with a visit from a sloth, her favorite animal, on her birthday.

Kristen's roles in movies and shows span the gamut of genres, and her agile singing voice has been heard in Broadway productions and silver screen hits. Dax hosts the podcast *Armchair Expert*, one of the most-listened-to podcasts in the world; has starred in movies, such as *Employee of the Month* and *Without a Paddle*; and has had lead roles in hit TV shows *Parenthood*, *Bless This Mess* and *The Ranch*.

Although they are both Detroit natives, Bell and Shepard didn't meet

until 2007, when both were well into their careers. Married in 2013, the do-it-all couple share an obvious affinity for the arts, but they are also passionate about using their platform to help others and enact positive change. The pair cofounded Hello Bello to offer affordable and premium, plant-based baby products.

Kristen and Dax say although they could afford the best products for their kids, they felt compelled to make safe and affordable products available to everyone. "We were in a unique position to start a company that could make products incredibly affordable but with all great ingredients," Dax says. Kristen says the company is more than just about providing products. "We're trying to create a community that laughs at parenting and gets you through the hard times ... parenting is a messy business and we're here for you," Kristen says.





## ON THE red CARPET

Kristen Bell's entry into acting was at age 11 in a community theater presentation when she played a tree and a banana. Since then, she's performed in Broadway productions and won awards for her performances in TV shows, *The Good Place* and *House of Lies*. She's also been the voice of Anna in the movie *Frozen*, the teen detective in the TV show *Veronica Mars* and the narrator of *Gossip Girl* on The CW Network. In 2019, her place in show business became forever enshrined when she received a star on the Hollywood Walk of Fame next to a star for her *Frozen* co-star Idina Menzel.



# laugh TRACK

KRISTEN BELL AND DAX SHEPARD HAVE IMPRESSIVE TV AND FILM RÉSUMÉS. CHECK OUT THESE HIGHLIGHTS OF THEIR NEARLY TWO-DECADE-LONG CAREERS.

## HOLLYWOOD history

### KRISTEN

**2001** Starred in the Broadway production of *The Adventures of Tom Sawyer*

**2004** Landed the lead role in the TV show *Veronica Mars*

**2007** Narrated The CW show *Gossip Girl*

**2008** Played a main character in the movie *Forgetting Sarah Marshall*

**2012** Starred in Showtime's *House of Lies*

**2013** Starred as the voice of Anna in *Frozen*

**2016** Starred in NBC's *The Good Place*

**2019** Reprised her role as Anna in *Frozen 2*

### DAX

**2003** Pranked unsuspecting celebrities on Ashton Kutcher's *Punk'd*

**2004** Starred in the comedy movie *Without a Paddle*

**2006** Had main roles in movies *Employee of the Month* and *Idiocracy*

**2010** Played a main role in NBC's *Parenthood*

**2018** Reconnected with Kutcher for a main role in Netflix's *The Ranch*

**2019** Executive-produced and had lead role in ABC's *Bless This Mess*



PHOTO: AXELLE/BAUER-GRiffin/Getty Images (Shepard and Bell), Jay L. Clendenin/Getty Images (Shepard)

“HELLO BELLO WAS DRIVEN FROM A TRUE DESIRE TO BRING WHAT WE HAD TO EVERYONE ELSE FOR HALF THE PRICE.”

**Q. Between family life and busy careers, how do you find balance?**

**D.S.** That question would have meant one thing months ago, and it clearly is a different question currently. The pendulum has swung to family time all the time, which is fantastic and has required us to learn and communicate differently and find pockets of solidarity.

**K.B.** I think needs change depending on mood, the weather, the people around you, what you've eaten and so many different things. I think consciousness is what's important ... . Balance is you just check in with yourself. Your scale is going to tip one way or the other at all times. So, balance is realizing 'I'm more this way; now I need this. Now I need this.' Really just checking in with yourself.

**Q. What is Hello Bello? Who is it for?**

**D.S.** We had our first child about 7½ years ago. We had access to the best products. They were organic, plant-based, super cute and boutique-like, and they were wonderful. [It seemed] unfair that our family in Michigan didn't have access to

the same stuff or it didn't fit their budgets.

**K.B.** We are trying to create products that we need and use, make them better and more affordable, and put them in places where people can access them.

**Q. You help different causes and a lot of them are based around children. With this company, what's impacting you to focus on these areas?**

**K.B.** I've been involved in a lot of different charities in the last 20 years, and I will say as a businesswoman, I recognize the point of fatigue that can come when you ask for money over and over again. So, I personally believe the future of the world has to be for-profit, for-good, responsible businesses. So we work on a lot of different initiatives, like No Kid Hungry and Good+Foundation, which provide essentials for kids living on or below the poverty line.

**D.S.** Hello Bello was driven from a true desire to bring what we had to everyone else for half the price.

**Q. What's the biggest takeaway or lesson you've learned from Hello Bello?**

**K.B.** [One is] listening to consumers and not just creating things that we think are fancy or we might want ... . We just created an Everywhere Balm, which was something people were requesting for their kids with eczema.

**D.S.** We have blind spots as anyone would. Our kids have some issues and they don't have others, so we tend to not focus on ones we're not dealing with. That's where having a Hello Bello community that speaks up has been really helpful.

**Q. Kristen, you wrote a book, *The World Needs More Purple People*. What's its message and who is it for?**

**K.B.** [A friend] and I were at a dinner party two years ago and noticed how much divisiveness kids absorb from conversation, because we were probably talking politics ... . It's red versus blue, and you pick a side. Then it's us versus them, which is a dangerous thing to instill in a child. We called our book *The World Needs More Purple People* to create a label that includes everyone, because we like to say purple people come in every color.



## armchair expert

Dax Shepard's affable personality and keen curiosity made his award-winning podcast, *Armchair Expert*, the most downloaded new podcast on iTunes in 2018. The show's guests—actors, athletes, musicians, doctors, professors and authors—are as wide-ranging as the topics discussed. Shepard and cohost and producer Monica Padman embark on freewheeling and introspective discussions with guests that explore “the messiness of being human.” Download *Armchair Expert* for free on iTunes or Spotify.



# no jokes!

## KIDS COME FIRST

HELLO BELLO CONTINUOUSLY MAKES GOOD ON ITS PROMISE TO HELP PARENTS, ESPECIALLY DURING THE HARDEST TIMES. DURING THE COVID-19 CRISIS LAST SPRING, HELLO BELLO MADE AN EMERGENCY DONATION OF DIAPERS AND WIPES TO ORGANIZATIONS IN NEW YORK CITY AND LOS ANGELES TO HELP FAMILIES WHO LOST THEIR JOBS DUE TO THE PANDEMIC.



WE LIKE TO SAY **IT'S YOUR MOM'S INGREDIENTS AT YOUR DAD'S PRICES.**

### BEHIND THE BRAND

WHAT MAKES HELLO BELLO BETTER?



All Hello Bello products are plant-based and contain ingredients meticulously researched and tested to ensure safety and efficacy. "I'm a Midwest dad, so for me the product has to work," Dax Shepard says.

**DIAPERS** Hypoallergenic and free of lotions, fragrances or latex that may irritate skin, Hello Bello diapers have cores made from sustainably harvested fluff pulp that quickly absorbs and traps liquid.

**BABY WIPES** These sturdy plant-based cloths are fit for any mess. They contain 99% water and small amounts of aloe and chamomile extract to gently clean soft skin.

**HAND SANITIZER** Made with FDA-approved ethyl alcohol derived from corn, the sanitizer also contains hydrogen peroxide, purified water and glycerin to help skin retain moisture.

#### MINERAL SUNSCREEN

This sunscreen uses non-nano zinc oxide, the only FDA-

approved ingredient that protects against all types of UV rays.

The lotion also contains all-natural moisturizers like chamomile and organic cocoa seed butter.

**BABY LOTION** Dermatologist-tested and nongreasy, this lotion is made with natural moisturizers like jojoba seed oil and shea butter.



## coming to Hy-Vee

In addition to producing premium products at affordable prices, Kristen Bell and Dax Shepard want to ensure Hello Bello products are accessible to everyone. Kristen and Dax are excited to partner with Hy-Vee, which shares their passions for sustainability and charitable giving, to bring Hello Bello products to more parents in the Midwest. "We want to get Hello Bello into places where people are shopping, so nobody has to choose between their baby or their budget," Kristen says.





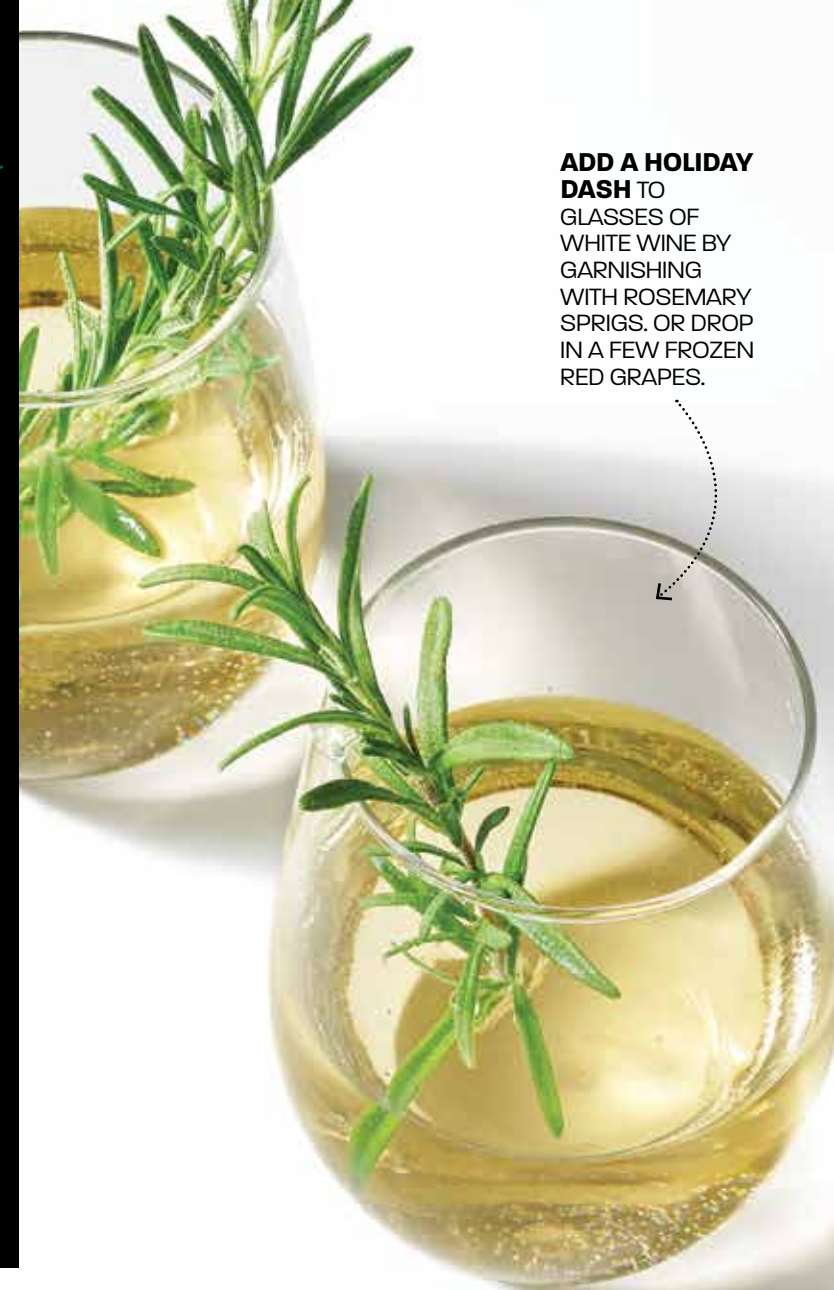
# Hy-Vee<sup>®</sup>

## FOR THE HOLIDAYS

Need festive goodies for impromptu gatherings or to give to your loved ones? Hy-Vee has you covered.



Relax and enjoy the holidays! Shop Hy-Vee to keep the house stocked for casual get-togethers, cozy family evenings or for gifting—cookie trays for neighbors or bouquets or food platters for health care workers. Get inspired with these ideas and suggestions from Hy-Vee food, floral and beauty experts, and let the merrymaking begin.



**ADD A HOLIDAY DASH** TO GLASSES OF WHITE WINE BY GARNISHING WITH ROSEMARY SPRIGS. OR DROP IN A FEW FROZEN RED GRAPES.

## MAKE SIMPLE SPECIAL

SPARK UP FOOD & DRINK BASICS FOR INFORMAL GATHERINGS.



### Shrimp and Surimi Crab Platter

Includes Alaskan Snow imitation crab legs, premium shrimp, cocktail sauce and lemon wedges.



### Meat & Cheese Board

The Toscano Salami, Speck Prosciutto & Finocchiona board, *shown*, is just one of many options.



### Red & White Wine

The Seven Deadly Zins Zinfandel and Kendall-Jackson Vintner's Reserve Chardonnay.



### Short Cuts Fruit Tray

Featuring red grapes, apple slices and chunks of watermelon, cantaloupe and pineapple.



### Butter Spritz & Thumbprint Cookie Tray

Festively decorated butter spritz and thumbprint cookies.

# taste

PICK UP FOOD AND DRINK BASICS FOR ENTERTAINING OR JUST ENJOYING WHENEVER: WINE AND SPIRITS, READY-MADE VEGGIE TRAYS, CHARCUTERIE OR CHEESE-BOARD INGREDIENTS AND SWEET GOODIES.



**gruyère, please**

**SARAH BUSCHKAMP**

DELICATESSEN SUPERVISOR, EASTERN  
CERTIFIED CHEESE SPECIALIST



I always keep a chunk of Gruyère handy during the holidays. This amazing cheese is great for melting into hot dishes, but it's also a wonderful addition to a last-minute cheese board. Pair this nutty cheese with dried fruit, smoked almonds and fresh apples for a quick, tasty cheese board for any gathering whether it's friends or family."



# decorate

HY-VEE FLORAL BRIMS WITH WREATHS, GREENERY, FLOWERS, PLANTS AND MINI TREES READY TO DECK YOUR ROOMS. ADORNMENTS FOR A PLAIN WREATH: BERRIES, PINECONES, EUCALYPTUS AND RIBBON.



**keen  
for greens**  
**RANAE  
BOHM**  
FLORAL MANAGER

“At the holidays, I like to purchase a few mixed green bouquets. I put some in a bowl with bright red ornaments and miniature lights for a pretty centerpiece. I also use the greens in small vases or with pinecones to put at each place setting as an extra touch. The evergreens smell great.”



## TABLETOP DECOR

A Cypress Gift Tree in a Bag includes an evergreen and LED light set. Or pair a poinsettia plant with frosted pinecones.

## SPRUCE IT UP

PRETTY UP KITCHEN AND LIVING AREAS WITH THESE PICKUPS AT HY-VEE. THEY MAKE FESTIVE LAST-MINUTE GIFTS AS WELL.



**1. PAPER PRODUCTS**  
Take your pick of holiday paper plates and napkins to set in kitchen, dining and snacking areas.



**2. PILLOWS/  
BLANKETS**  
Add holiday cheer (and comfort!) with a festive pillow and blanket.



**3. WINEGLASSES**  
Pull out Riedel Overture Double Magnum glasses once the wine's uncorked. Or give a box as a gift.



**4. CANDLES**  
Spicy and woody fragrances of scented candles say “The holidays are here!”



## QUICK IDEAS

Miss someone on your gift list? Buy that just-right present at Hy-Vee:



Hy-Vee gift cards from \$5 to \$100 and more from popular retailers.



Marvel Mega Mighties and Trolls Fashion Dolls



KitchenAid Stand Mixer, Red



Hy-Vee Bon Appetit Gift Basket



## GIFT BOX GLEE

SEND YULETIDE JOY TO SOMEONE SPECIAL WITH A GIFT BOX SELECTED JUST FOR THEM.

1 OLIVINA BOURBON CEDAR SOAP 2 DUKE CANNON NEWS ANCHOR FIBER POMADE 3 DUKE CANNON STANDARD ISSUE COAL MINER OIL-CONTROL CLEANSER 4 DUKE CANNON THICK HIGH-VISCOSITY BODY WASH 5 HARRY'S MEN'S 5-BLADE RAZOR 6 BEARD GUYS BEARD BALM 7 DUKE CANNON STANDARD ISSUE FACE LOTION 8 BASIN GIFT BOX



# give

FIND GIFT POSSIBILITIES THROUGHOUT THE STORE—ESPECIALLY IN BATH & BEAUTY AISLES. MANY STORES HAVE HIGH-END FRAGRANCES IN BEAUTIFUL BOTTLES. CHECK THEM OUT!



**personalize it**  
**LAUREN  
OLLMAN**  
MANAGER OF HEALTH,  
WELLNESS & HOME

“When I think about the holidays and gift giving and how stressful it can be, I think about how I can personalize a gift. Hy-Vee has a great selection of calming bath bombs, soothing bath salts for women as well as great gift sets for men. We can help you find the perfect gift for that special someone on your list—a gift that is tailored to them and won't gather dust on the shelf.”



# behind the scenes

Feed the hungry. Plant trees. Supply clean water. These efforts and more go on every day, worldwide, supported by the Hy-Vee One Step program and sales of select cereals, bottled water, potatoes and paper products. To show the remarkable and true story of how customers and employees help people in need, Hy-Vee sent cinematographer Toby Phillips to South Africa to capture the story of how a Hy-Vee One Step well impacts a community.

WATCH THE COMMERCIAL AT  
[hy-vee.com/corporate/our-company/one-step/](http://hy-vee.com/corporate/our-company/one-step/)

## good works through the lens

Toby Phillips has spent decades directing and filming movies, music videos and television commercials. His work shines in the films *Edward Scissorhands*, *The War of the Roses* and *The Doors*; music videos for Michael Jackson, David Bowie and the Rolling Stones; and ad campaigns for Hilton Hotels, Ford, Merrill Lynch and Disney.

When Hy-Vee decided to film a commercial about its work drilling a water well near impoverished Sekgakgapeng in northern South Africa, it turned to the freelance Australian cinematographer known for his storytelling skills.

"Cinematography is part of the storytelling," says Phillips. "Working with Hy-Vee, where we collaborate creatively, we're telling the story together. I thrive on being able to tell the story no matter what." Showing the hardships some people endure just to get water is key to telling the story. "What you see in the commercial is absolutely real. The people had no electricity; they had no running water," Phillips says.

"I found it quite amazing that Johannesburg was an advanced-looking city ... but how quickly things changed when I got out of the city. An hour north of Johannesburg, people were in really squalid conditions," he says. "Somehow their livelihoods were self-sustaining in very old-fashioned ways, where they're trading and not dealing with money. They're all growing some kind of food in their backyards. The huts that they lived in were often just some simple frame with bits of metal tacked up to it, with literally no furniture inside. No electricity. No water. No toilet."

Phillips has filmed in other impoverished areas, including those in Zimbabwe, Ethiopia and Nigeria, but says the One Step commercial was "the hardest job of my life, because of all the

challenges," which included hours and hours of driving, the lack of interpreters who knew English and the scarcity of general amenities. But it was illuminating as well. "The country is beautiful. It reminds me a lot of Australia," Phillips says. "The fact that they now have water wells makes for a big difference. Water is the key to life."

When he first arrived in South Africa, Phillips connected with Blessman International Inc., a nonprofit founded by Iowans Dr. Jim Blessman and his wife, Beth Blessman, based in Limpopo Province. Blessman International builds and runs schools and provides meals to South Africans in need. It uses One Step money donations from Hy-Vee to drill water wells.

The Hy-Vee One Step commercial depicts the long treks taken by so many in Limpopo Province to collect water, often from contaminated creeks. The opening of the commercial shows a young girl and her aunt leaving their hut at 5 a.m., jugs in hand, to walk to a creek to collect water. The second vignette shows kids from an adjacent school, gathered around the spigot of a newly drilled well, eagerly filling containers with sparkling clean water. Nearby stands a large green water tank and a handwashing station.

"The aunt actually cooks the meals for the kids at the school," Phillips says. "The kids who go to that school, some of them ride the bus for two hours to get there and two hours to go back home." Each gets a cooked meal, supplied by Blessman International, then after school they fill the containers they brought with them with water from the spigot. Other people come to collect water as well. "They put (the containers) on their heads ... It's a lot of work," Phillips says. Some lug the water home in donkey carts or trucks.

WHAT YOU SEE IN THE COMMERCIAL IS ABSOLUTELY REAL.

3.4  
MILLION

people, mostly children, die each year from water-related diseases due to contaminated drinking water and poor sanitation.

- WORLD HEALTH ORGANIZATION



TOP: Toby Phillips, cinematographer, chats with local school children in Limpopo Province. ABOVE: A film crew films local women. BELOW: A new water tank, provided by Hy-Vee One Step, Blessman International and Rotary International, stands on a scaffold near a school in Limpopo Province.







Toby Phillips, director and cinematographer for a Hy-Vee One Step commercial about providing water wells in South Africa, films as clean water pours from a spigot attached to a new water well.

## FILMING CONNECTIONS

While directing the video, cinematographer Toby Phillips learned about daily lives in northern South Africa. “A lot of the kids had

never seen [filming] before. At the school, [almost] no one spoke English, so everything had to be done through an interpreter. There

was one boy who spoke some English, and he was having the time of his life because he got to practice a little with us.”



A boy fills his cup with drinking water from a new well near his school. The well and large green tank were built with donations from the Hy-Vee One Step program.



ABOVE: Local residents wash their hands at a new handwashing station. BELOW: Dustin Blessman, right, president of Blessman International in South Africa, with a local worker.



# blessman international: help for south africa

When Dr. Jim Blessman, a family physician in Urbandale, Iowa, began donating time and expertise on mission work during the 1990s, he developed close relationships with people in Limpopo Province in South Africa. In 2001, desiring to make a long-lasting difference to the poor in the area, he set up a home base there to provide meals, agricultural support, education, computer training, clean water and sanitation.

Blessman International, a nonprofit with administrative offices in Iowa, works with

African organizations to assess the greatest needs, then makes donation requests to partners, including Hy-Vee. The requests are reviewed by the Hy-Vee Board of Directors.

For water wells, Blessman International works up geology reports to locate successful drill sites; gathers quotes from local drillers; hires the driller and oversees the project. The goal for every site is to set up a complete water system—tanks, pumps and handwashing stations. The water is tested to ensure it's safe for consumption.

“We’re so thankful and have a lot of gratitude for the partnership that we have with Hy-Vee and their One Step program over the years. We’ve seen how it’s created such an incredible impact on all the communities, not just in South Africa but all over the world,” says Dr. Blessman.

Blessman International has drilled water wells at 15 schools in Limpopo Province. “What we’ve found is that 99 percent of the time there’s a fence around the school, so there’s that security aspect,” says Dustin Blessman, Dr. Blessman’s son and the organization’s

president in South Africa. “Also, a large number of children will benefit from the [well].”

More than 4,600 students use One Step wells, Dr. Blessman says. He has witnessed the excitement when clean water spouts from a new well and spigot. “You hear some incredible thank-yous when you’re out there getting the job done,” he says. “It really is one of the most amazing things—just the absolute gratitude.”

Blessman International worked with Hy-Vee to organize the One Step commercial and oversaw drilling of the wells shown.

PHOTOS: Courtesy of Blessman International (this page)





# Q&A: all about the Hy-Vee One Step water program

**Q: How did the Hy-Vee One Step program for safe drinking water get its start?**

**A:** Lack of fresh water is a global crisis, and Hy-Vee wants to help. It is estimated that one in six people worldwide lacks access to safe drinking water. In 2012, Hy-Vee partnered with Rotary International and Blessman International to drill water wells where they are needed.

**Q: How many One Step wells have been drilled, and where?**

**A:** Proceeds from sales of One Step bottled water have helped fund more than 80 clean-water projects: in Haiti, South Sudan, Kenya, Tanzania, Nigeria, Lebanon, Chad and South Africa.

**Q: What is the process for drilling a One Step well?**

**A:** The Hy-Vee Board of Directors reviews detailed requests from other entities in the countries, such as Blessman International and Rotary International, after those groups receive the requests and geographical data from local officials. Hy-Vee grants go toward the use of local drilling rigs and hiring workers for the job, as well as testing the water once it's tapped.

**Q: What was the water situation in Limpopo Province, South Africa—where the Hy-Vee One Step commercial was filmed—before the well was drilled?**

**A:** Families spent hours fetching water from sometimes-contaminated creeks

or rivers. They would need to boil any water they brought home for drinking or cooking.

**Q: How much money has the Hy-Vee One Step water program raised for clean-water wells around the world?**

**A:** Sales of One Step bottled water raised \$976,528 as of 2020.

**Q: What does Hy-Vee hope to achieve with the One Step water program?**

**A:** The One Step program has set a goal of building 10 new community wells in water-stressed areas worldwide each year to improve the health, sanitation and agriculture of people without access to clean water.

# you can make a difference

Be part of the effort! Buy these One Step products at Hy-Vee. Proceeds from sales help finance important projects in the Midwest and around the globe.



Purchasing a box of Hy-Vee One Step cereal or a One Step carton of eggs contributes to feeding one of **800 million hungry people worldwide**. Globally distributed meals include rice, soy protein, vitamins, mineral supplements and dried vegetables. **The One Step program has distributed 9 million meals to those in need across five continents.**



Water-related illness is a leading cause of sickness and suffering throughout the world. An estimated one in six people lacks clean drinking water and two in six lack adequate sanitation. Through purchases of One Step 1-liter bottles and multipacks, **Hy-Vee, along with the Rotary Foundation, has helped fund 87 clean-water projects in 11 countries.**



Trees supply oxygen, food, clean air and shade while lowering energy costs and they 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 **plant more than 420,000 trees** in parks, neighborhoods and areas damaged by floods or fires.



## RESPONSIBLE SOURCING

**One Step products and packaging—such as paper towels and the boxes for cereal—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 customers may not see the results of their donation, but communities thousands of miles away feel the benefits. Through the 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 benefited the environment through the planting of trees.





# THE PRETTY Poinsettia



ENLIVEN YOUR HOME FOR  
THE HOLIDAYS WITH FESTIVE  
POINSETTIAS FROM HY-VEE.



FIND THESE HANDSOME  
**GALVANIZED CONTAINERS**  
IN THE FLORAL DEPARTMENT  
AT HY-VEE.

## REPEAT FOR IMPACT

Place several 4-inch pots of poinsettias spaced evenly apart on a mantle or sideboard for an impactful design statement. Tuck in evergreen and eucalyptus branches around the pots. Decorate an unused hearth with a bounty of evergreens in a bucket of water and poinsettias in galvanized and kraft-paper-covered containers. (Warning: Remove live and flammable items from the hearth when a fire is burning in the fireplace.)

## POINSETTIA TREE

Shape a sparkling poinsettia tree centerpiece to brighten a holiday dinner or a kitchen bar. Cut bract stems at an angle and insert into florist vials filled with water. Press the vials into a grapevine-covered wire cone to form the tree. Use wire cutters to create larger openings for the tubes. *TIP:* Poinsettia bracts are short lived as cut flowers. To make them last longer, fill vials with water mixed with flower food.

## BLOOMS OR BRACTS?

Poinsettia flowers are actually tiny, inconspicuous clusters. It's the eye-catching bracts surrounding the diminutive blooms that are showy. These modified leaves offer splashes of red, pink, white or variegated color. Some are dyed and glittered.



Hy-Vee carries poinsettias in many colors.





#### A FINE DISPLAY

Fresh-cut poinsettias are great for single-use arrangements or décor, as they do not last long. Here, a red poinsettia is backed by winterberries and spruce. The other arrangement features white poinsettia, ranunculus, hypericum berries and two kinds of eucalyptus. Alternating layers of red and white bulk candies fill the gap between two glass cylinders—one slightly larger than the other.



#### CARING FOR POINSETTIAS

Place poinsettias in bright, indirect light with indoor temperatures between 65°F and 70°F. Keep plants away from heating ducts as well as drafty windows and doors. When soil surface is dry to the touch, water your poinsettias thoroughly, draining any excess moisture that accumulates between the pot and the foil wrapping.

Mix cut poinsettias with other flowers for a fresh look.

#### STRIKING STAIRWAY

This stunning poinsettia display steps up from soft cream to variegated pastels to intensely bright red in an ombré effect. Gold foil on all pots holds attention on the blooms.



#### pro tip: SAVE FOR SUMMER

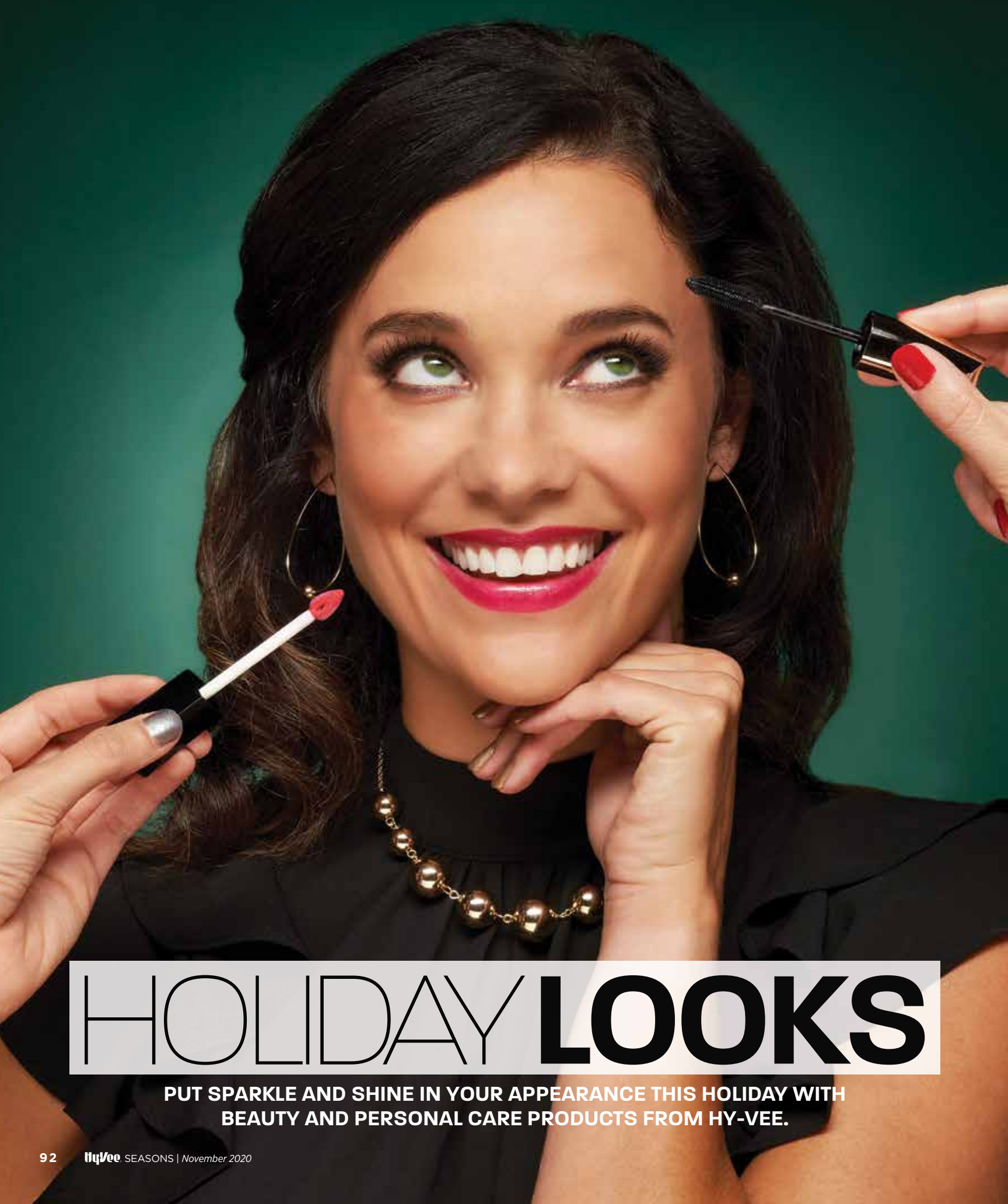
“No need to toss your plants after the holidays. Poinsettias make interesting deck or patio plants in their tropical green summer foliage. Continue to provide bright light once plants begin to fade, cutting down on watering during this rest period. In spring, cut the plant back by about half and repot in a slightly larger container or in a patio-size pot with other flowers. Once growth resumes, feed monthly with a houseplant fertilizer. Poinsettias can go outdoors once temperatures stay above 50°F. Morning sunlight and afternoon shade work well.”

—Shannon Ahlman  
Floral Manager, Hy-Vee,  
Grand Island, Nebraska

ARRANGE  
POINSETTIAS TO  
**GRADUALLY  
BLEND HUES**  
FOR AN OMBRÉ  
EFFECT.







# HOLIDAY LOOKS

PUT SPARKLE AND SHINE IN YOUR APPEARANCE THIS HOLIDAY WITH BEAUTY AND PERSONAL CARE PRODUCTS FROM HY-VEE.

**go with the glow**

- 1 Gentle scrubs, cleansers, toners and moisturizers prepare skin for makeup.
- 2 Primer smoothes application of foundation and hides pores. On eyelids, it keeps eye shadow from creasing.
- 3 Highlighter puts focus on cheekbones, brow bones and bridge of the nose. On trend: shimmery pink, gold, rose-gold and champagne. Blushes add color and dimension.
- 4 Shimmery color on lids sets a fun vibe. Try gold-pink, taupe, midnight blue and teal green.
- 5 White or creamy color under brows and/or along rims of bottom eyelid makes eyes look wide and sparkly.
- 6 Lipstick in red, berry or wine looks classic and glam. Reds with blue undertones make teeth look whiter. Matte lipsticks have staying power; those with shine give luster.

**POUT PERFECTION**

Exfoliate lips and smooth them for lip color with Basin Raspberry Lip Scrub, made with natural oils and avocado butter, and infused with the fresh flavor of raspberries.

## AFTER-5 CAT EYE

LIQUID LINER WORKS BEST. FIRST APPLY NEUTRAL-COLOR SHADOW TO UPPER LID.



Draw a line from end of lower lid toward outer end of eyebrow.



Draw a line from uppermost point to middle of upper lash line.



Extend upper line to inner corner of upper lid.



With eyeliner, fill in over neutral-shadow areas as needed.



Finish with mascara.



## BAT THOSE LASHES

Get the drama of false lashes without the hassle of adhesives. **Ardell Magnetic Lashes** attach via a gel eyeliner and magnetic eyelash bands. Just press and place for luxurious lashes in minutes.



## EVERY HAIR IN PLACE

IMAGINE, A VOLUMIZING HAIRSPRAY THAT STANDS UP TO HUMIDITY FOR 72 HOURS WHILE DELIVERING INTENSE HOLD AND HIGH SHINE. THAT'S BIG SEXYHAIR SPRAY & STAY. FOR VOLUMIZING WITH MEDIUM HOLD, TRY SPRAY & PLAY.

## KEEP YOUR COOL



**DOVE COOL ESSENTIALS ANTIPERSPIRANT DRY SPRAY** CONTAINS MOISTURIZERS AND PROTECTS UP TO 48 HOURS.



**DUKE CANNON TRENCH WARFARE ANTIPERSPIRANT + DEODORANT** WITH BERGAMOT AND BLACK PEPPER PROVIDES PROTECTION FROM WETNESS AND ODOR.



## take it off

**TopCare Oil-Free Cleansing Wipes** remove dirt and oil, leaving skin clean and free of residue—without rinsing. Made with a natural pink grapefruit extract, wipes are safe around the eyes and suitable for skin prone to blemishes.

## POLISHED!

BRUSH ON THE COLORS OF THE SEASON—SPARKLY METALLICS, DEEP WINES AND REDS, FROSTY WHITES. HY-VEE HAS A WIDE SELECTION OF COLORFUL, LONG-LASTING NAIL POLISHES FROM WELL-KNOWN NAMES LIKE OPI, SALLY HANSEN AND ESSIE.



# TAKE YOUR LOOK FROM DAY TO NIGHT

## her

If you won't have time to prep at home before heading out, bring a cosmetic bag of essentials to work. To quickly refresh and spark up your look for the evening:

**step 1:** Swipe a little translucent powder on the face to reduce shine, then hit cheekbones, chin and other high points of the face with highlighter for a fresh glow and to emphasize contours.

**step 2:** Draw eyeliner across the top lid. Use a darker shade than daytime liner, or a shimmery or metallic liner. For a smoky eye, extend the line a little higher on the eyelid and smudge upward.

**step 3:** Apply a bold or bright lip color—classic red instantly brightens the face. Try a matte liquid lip color, which has staying power through the night. Finally, mist face with setting spray to keep the look fresh.

## him

Stock a grooming kit for the office, if needed, and take these steps to quickly present a fresh look for the evening.

**step 1:** Cleanse with face wash. If a shave is in order, apply shave cream or gel with aloe and natural oils to soothe, moisturize and prevent redness, or apply a post-shave balm.

**step 2:** Work a small amount of styling product into hair. Comb and style. Wash hands, clip nails and use a nailbrush to clean under nails and around cuticles. Apply moisturizer to hands.

**step 3:** Apply a fragrance, if desired. Start with a light spray or fingertip amount on neck, chest and/or inner elbows, and reapply as needed. Cologne lasts around 2 hours, eau de parfum about 6 hours and parfum up to 24 hours.

# ESSENTIALS FOR MEN



**Harry's Face Wash with Peppermint** gently exfoliates with volcanic rock and moisturizes with eucalyptus and mint oils. **Duke Cannon Quick Buff Siberian Mint Face Scrub** deep cleans and smoothes skin.



**Duke Cannon Thick High-Viscosity Body Wash** produces thick lather for thorough cleansing and hydrates skin with aloe vera. Peppermint, pine and eucalyptus fragrances refresh and invigorate.



**Dove Men + Care Thick and Strong Fortifying Shampoo and Conditioner** Formulated with caffeine and calcium, this 2-in-1 shampoo and conditioner is designed to provide visibly thicker and stronger hair.



**Duke Cannon News Anchor Fiber Pomade** thickens hair for a fuller look and contains beeswax for a natural matte finish. **American Crew Grooming Spray** holds damp or dry hair in place and leaves no sticky residue.



**Every Man Jack Hydrating Beard Oil** conditions and softens beards while soothing skin with essential oils. **Basin Shave Cream in Black Oak** softens skin with aloe vera to prevent razor burns.



order

# STORAGE TIPS FOR HOLIDAY MEALS

Before you carve the turkey, carve out space in the fridge. Safely store meal ingredients as well as leftovers in containers from Hy-Vee.

**P**repare your refrigerator for the Thanksgiving bounty of turkey, prepped produce and leftovers. Toss expired products and foods not likely to be eaten soon. Readjust fridge shelves to allow space for the big bird and stacked containers. Then follow these tips.

## 1. THAW WRAPPED FROZEN TURKEY IN A DISPOSABLE ROASTING PAN.

This separates it from other foods, and the pan catches drippings. Whether thawed in the fridge or in cool water in the sink, allow 1 hour thawing time for each pound of turkey.

## 2. MAKE CASSEROLES A DAY AHEAD.

Store in a covered rectangular or square glass container to pull out and cook on meal day.

## 3. MOVE LEFTOVERS INTO THE FRIDGE AS SOON AS POSSIBLE.

Waiting until foods reach room temperature before refrigerating might allow growth of harmful bacteria.

## 4. PREP WHAT YOU CAN, THEN STORE.

Cut vegetables for salads, platters or side dishes a day before the meal, then place them in resealable plastic bags or containers with snap-on lids to keep the foods fresh.

## 5. REPACK PRODUCE IN RESEALABLE BAGS.

As soon as you get home from the grocery store, remove fresh produce from its bags or packaging, wash it, pat dry and place in resealable plastic bags to keep it fresh and ready to use when cooking the meal.

**RUBBERMAID PREMIER**  
plastic containers are super clear and stain-resistant. Use for serving as well as storing.

**SIMPLY DONE 3-CUP DIVIDED CONTAINERS**  
hold leftover turkey & dressing on one side, veggies on the other. Send home with guests.

**SIMPLY DONE SNAP & LOCK CONTAINERS**  
hold small-volume ingredients.

**SAZON SNAP & CLOSE 8-PIECE STORAGE SET**  
includes different-size containers with tight-fitting lids for airtight storage.

**ANCHOR HOCKING GLASS CONTAINERS**  
let you bake and store sides in the same dish.

**RUBBERMAID TAKE ALONGS**  
offer airtight storage for turkey after bones are removed.

**ECO-FOIL HANDI-FOIL OVAL ROASTER PAN**  
holds a turkey while thawing.

**SIMPLY DONE AND ZIPLOC FREEZER BAGS**  
keep washed and cut produce fresh. Quart- and gallon-size.

**SIMPLY DONE TWIST-TOP**  
containers stack neatly in the freezer. Store gravy, sauces and soups.

**ZIPLOC FREEZER BAGS**  
lay flat, which may save freezer space and allow for more efficient storage.



## 6. FREEZE GRAVY IN SMALL CONTAINERS.

Use small amounts in soups or pan sauces. Frozen gravy keeps up to 2 months.

## 7. LEAVE SPACE WHEN FREEZING LIQUIDS.

Leave at least 2 inches of air space at the top of the container to allow for expansion of soups or other liquids. If freezing in a freezer bag, fill it about three-fourths full to allow for expansion.

## 8. USE FREEZER BAGS FOR FREEZING.

Extra weight or heft prevents freezer burn. Force out as much air as possible before placing bag in the freezer.

## 9. DIVIDE LEFTOVER TURKEY AND STUFFING; STORE IN MULTIPLE SHALLOW CONTAINERS.

This allows the food to cool quickly. Avoid refrigerating leftovers in half-empty serving dishes, which wastes valuable space.

## 10. REFRIGERATE MOST LEFTOVERS 3-4 DAYS.

Most frozen foods last 2-3 months before quality deteriorates; some last up to 6 months.

## pro tip: SAVE FOR STEW



“After the meal, I put the turkey carcass in the slow cooker with onion, celery, carrots, stock and herbs to make a stew. I freeze the stew and save it for the coldest days of winter. Warms the soul right up!”

—Kris Anderzohn  
Hy-Vee Chef, Lincoln, Nebraska

Sources: [foodsafety.gov/blog/thanksgiving-leftovers-safe-keeping-weekend-grazing](https://foodsafety.gov/blog/thanksgiving-leftovers-safe-keeping-weekend-grazing)





CELEBRATE  
WITH  
m&m's

## life chart

# 12 STEPS TO HOLIDAY HAPPINESS

Make this holiday season truly joyful by minimizing stress and maximizing healthful habits.



- 1 BE REALISTIC**  
Celebrate the holidays according to your style and traditions. Decide what's most important to you and your family and let the rest go.
- 2 STICK TO A BUDGET**  
Review recent income and expenses, credit purchases and bank statements; then make wise choices for holiday spending.
- 3 PLAN AHEAD**  
Maintain a calendar and block off hours or days for specific activities and events. Build in extra time for shopping, baking, decorating and socializing.
- 4 PRIORITIZE**  
If your to-do list gets to be too much, take the pressure off. Ask yourself whether completing a particular task will matter in a year...or a month. Prioritize accordingly.
- 5 PRACTICE KINDNESS**  
Performing random acts of kindness releases dopamine, a chemical messenger that leads to a euphoric feeling known as "helper's high."
- 6 VOLUNTEER**  
Volunteering decreases the risk of depression. In addition, volunteering provides a sense of meaning and appreciation—given and received—which can reduce stress levels.
- 7 TAKE A BREAK**  
Cut out the noise and distractions and go somewhere quiet for 15 or 30 minutes. Focus on the present moment and let pains of the past or worries about the future dissipate.
- 8 EXPRESS GRATITUDE**  
Giving thanks can actually make us feel happier. Acknowledging the good in our lives leads to more positive emotions and helps us deal with adversity.
- 9 EXERCISE**  
Substituting an hour of brisk walking for an hour of sitting decreases the odds of becoming depressed by 26 percent, according to one study.
- 10 LIGHTEN UP**  
Light therapy can treat symptoms of depression and seasonal affective disorder, so turn on a light box, open the shades or go outside in daylight.
- 11 EAT GREENS**  
Leafy greens such as spinach and kale are a good source of folate, which contributes to dopamine production and reduces symptoms of depression.
- 12 SING**  
Singing releases feel-good hormones such as endorphins (linked with feelings of pleasure) and oxytocin (shown to alleviate anxiety and stress).

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# health

**Tips for maintaining health and fitness throughout the holiday season.**

**102** BUILD MUSCLE AT ANY AGE

**108** FOODS THAT FIGHT DEPRESSION

**112** PASS (ON) THE SALT

**116** HEALTHY OUTLOOK: HY-VEE KIDSFIT

**119** DIETITIAN Q&A: SMART HOLIDAY EATING

**122** CABINET CLEAN-OUT





# BUILD MUSCLE AT ANY AGE

Age-related muscle loss may lead to health hazards. Delay the effects with consistent resistance training to lower risks for injury.



SARCOPENIA, THE PROGRESSIVE LOSS OF MUSCLE MASS DUE TO NATURAL AGING AND HORMONAL CHANGES, CAN BEGIN IN THE LATE 30S OR EARLY 40S. ACCORDING TO A REVIEW OF LITERATURE IN *CURRENT OPINION IN RHEUMATOLOGY*, SARCOPENIA COULD RESULT IN A 50 PERCENT LOSS OF MUSCLE MASS BY AGE 80.

## MOVE A MUSCLE

Loss of muscle leads to loss of strength, which reduces mobility and balance. Individuals may become more susceptible to falls, struggle to perform routine movements and gain weight. Plus, the more muscle you have, the more calories you burn, which can benefit maintaining weight or losing weight. With more weight and less strength, undue stress is placed on bones and joints. The best protective factor against sarcopenia is physical activity and

resistance training is especially effective. Resistance training breaks down muscle fibers, which then build up bigger and stronger, and has been shown to be effective even in older populations. Resistance is achieved with free weights, body weight or resistance bands. Mix in aerobic exercise with resistance training to improve cardiovascular function while increasing muscle. “Build or maintain muscle by walking hills, riding a bike or swimming,” says Daira Driftmier,

certified personal trainer and director of Hy-Vee KidsFit and Hy-Vee Fitness. “These exercises take your body through full ranges of motion that apply to everyday life.” To get the most health benefits, perform 150 minutes of moderate-intensity aerobic exercise each week, along with muscle-strengthening activities on two or more days a week. The low-impact resistance routine on [page 104](#) is a good place to start.

## Keys to muscle growth

Exercise is just one part of the routine. Eat plenty of protein, get adequate sleep and use supplements to your advantage.



**Protein:** Helps muscles recover from resistance training. Ryan Weiler, Hy-Vee Dietitian and Board-Certified Specialist in Sports Dietetics, recommends at least 20 grams of protein with each meal and at least 20 grams within an hour of training to help build new muscle. Protein-rich foods contain the branch chain amino acids (BCAAs) leucine, isoleucine and valine—essential nutrients for maintaining and building muscle. “Leucine is a trigger for the muscle-building process at a molecular level. Foods highest in BCAAs and leucine include milk, lean poultry, beef, fish, eggs, soy and rice protein,” Weiler says.



**Sleep:** Poor sleep habits may hinder muscle recovery, growth and performance. In older populations, it may worsen sarcopenia. A 2019 review of literature in *The Journal of Clinical Medicine* found that poor sleep among older adults is associated with a greater prevalence of sarcopenia. Sleep patterns change with age and it may be harder to fall and stay asleep. To help you sleep, try to go to bed at the same time every night and avoid screens. A light protein-rich snack, like plain Greek yogurt, may aid sleep and promote muscle recovery.



**Supplements:** Alongside exercise and a protein-rich diet, supplements like whey protein and creatine may help add or maintain muscle. A powdered whey protein shake helps boost intake of the nutrient if you struggle to get enough through food alone. Creatine is an amino acid that supplies the muscles with energy. It is found naturally in the body and obtained in small amounts through diet. Supplementation in the form of creatine monohydrate helps increase intake and enhances the body’s capacity for exercise, Weiler says. “It also allows you to train more often and harder in the same time span, thus allowing for greater adaptation in muscle mass.” Those with a history of kidney issues should consult their doctor before taking creatine.

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# 9

## EXERCISES TO BUILD MUSCLE AT ANY AGE

PERFORM EACH MOVE FOR 2 SETS OF 30 SECONDS, RESTING 1 MINUTE BETWEEN SETS AND MOVES.



### 1 BODY WEIGHT SQUAT

Stand with arms crossed and feet wider than hip-width apart. Bend both knees until thighs are parallel to the floor. Push off with heels and return to starting position.



### 2 LATERAL BANDED WALK

Wrap a looped band above ankles. Feet hip-width apart, bend slightly at knees. Step left foot to the left, slightly wider than shoulder-width, then step right foot toward the left, returning to hip-width apart. Repeat to step to the right.



### 3 BANDED SHOULDER PRESS

Stand with one foot on the center of a band, a handle in each hand. Bring handles toward shoulders, rotating hands so palms face forward. Press arms straight up. Return to starting position.



### 4 BANDED PULL APARTS

Hold the ends of a band with both hands. Raise the band to chest level and extend arms straight out in front. Pull the band tight by moving arms laterally until the band touches your chest. Return to starting position.



### 5 LUNGE W/ KNEE RAISE

Stand with feet hip-width apart. Step left foot forward, bending at both knees until left thigh is parallel to floor. Push off from left foot to standing and simultaneously lift right knee into the air. Lower right foot. Alternate legs.



### 6 BANDED MONSTER WALK

With a loop band around ankles, place feet at hip width, then lower to a half squat. Step left foot forward and diagonally to the left. Step right foot toward left and immediately forward and diagonally to the right. Repeat.



### 7 SIDE PLANK

Lie on your left side, left forearm propping body, forming a line from shoulders to ankles. Hold for 10 seconds. Alternate sides.



### 8 BANDED ROW

Stand on the center of a band, feet shoulder-width apart, a handle in each hand. Bend forward at hips, a slight bend in the knees. Pull handles toward sides of midsection while retracting shoulder blades. Slowly lower handles.



### 9 BIRD DOG

From hands and knees, engage core and maintain a flat back. Simultaneously extend right leg and left arm until both are parallel to the floor. Hold 5 seconds. Return to starting position in a controlled motion. Alternate leg and arm.





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# FOODS THAT FIGHT Depression

FOOD AFFECTS HOW WE FEEL. FILL UP ON ANTIOXIDANTS AND MINERALS FROM FRUITS AND VEGGIES, AS WELL AS LEAN PROTEIN AND HEALTHY FATS, TO MAINTAIN A SUNNY DISPOSITION.



**A DIET RICH IN** fruits, vegetables, healthy fats, whole grains and lean proteins is associated with a decreased risk of depression, according to a 2017 analysis of studies published in *Psychiatry Research*. Conversely, diets high in sweets, high-fat dairy, red or processed meat and refined grains were associated with an increased risk for depression. Add the following to your diet to support mood and mental health.



## PROBIOTICS

**What they do:** The exact link between friendly gut bacteria and mood is still being studied, but preliminary evidence indicates a positive association. A study in *Frontiers in Psychology* showed that those who took probiotics for six weeks exhibited significant improvements in mood.

**FOODS:** Kefir, kimchi, kombucha, miso, pickles, sauerkraut, tempeh, yogurt



## ANTIOXIDANTS

**What they do:** A 2012 study found those with depression had lower levels of antioxidant vitamins A, C and E. Researchers noted a significant reduction in symptoms after six weeks of supplementation with the three nutrients.

**FOODS:** Almonds, berries, bell peppers, carrots, grapefruit, leafy greens, oranges



## TRYPTOPHAN

**What it does:** This amino acid converts to serotonin, a brain chemical associated with improved mood and calmness.

**FOODS:** Broccoli, chicken, eggs, leafy greens, mushrooms, pumpkin seeds, soybeans, turkey



## MAGNESIUM

**What it does:** A study published in *The Journal of the American Board of Family Medicine* linked low magnesium intake and depression, especially among younger adults.

**FOODS:** Almonds, black beans, brown rice, cashews, dark chocolate, edamame, pumpkin seeds, spinach, soy milk



## OMEGA-3s

**What they do:** A University of Pittsburgh School of Medicine study found those with higher blood levels of omega-3s felt more agreeable than those with lower levels, who displayed more depressive symptoms.

**FOODS:** Chia seeds, flaxseeds, fortified foods, herring, salmon, sardines, tuna, walnuts



## FOLATE

**What it does:** Several studies have found that those with depression have lower levels of folate; however, researchers are still studying the exact link between folate deficiency and depression.

**FOODS:** Asparagus, avocado, black-eyed peas, broccoli, Brussels sprouts, romaine lettuce, spinach, sunflower seeds



## SELENIUM

**What it does:** According to a review of literature in *Nutritional Neuroscience*, lower intake of this trace mineral is associated with poor mood status.

**FOODS:** Brazil nuts, baked beans, brown rice, chicken, cottage cheese, eggs, halibut, lentils, oatmeal, shrimp, tuna



## PROTEIN

**What it does:** Protein is made of amino acids that have crucial roles in brain function and mental health. Dopamine, the feel-good chemical in the brain, is made from the amino acid tyrosine.

**FOODS:** Beans, bone broth, chickpeas, eggs, Greek yogurt, legumes, nuts, poultry, seafood, seeds, whole grains

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## Food and Drink to Limit

### SUGAR

A study published by *Scientific Reports* found that high intake of sugar from sweetened foods and beverages has adverse effects on long-term psychological health. Men should consume no more than 9 teaspoons sugar per day, women no more than 6 teaspoons.

### ALCOHOL

Beer, wine or spirits may offer initial happiness or euphoria, but overconsumption may affect mental health. Alcohol disrupts the brain's normal function by cutting off communication pathways, which changes mood and behavior. Over time, excessive alcohol may lead to the development of depression. Men should consume no more than 2 drinks a day, women no more than 1.



## pro tip: FOOD FOR MOOD

“Comfort foods like sweets may feel immediately satisfying, but there's a good chance they lead to a sugar crash and cause irritability. Choose good mood foods that have a lasting effect on overall mental and physical health.”

—Ashton Ibarra  
Hy-Vee Registered Dietitian





SWEET POTATOES ARE **PACKED WITH ANTIOXIDANT-RICH VITAMIN A**, WHILE THE YOGURT-LIME SAUCE CONTAINS PROBIOTICS.

## Air-Fried Sweet Potatoes with Yogurt Sauce

**Hands On** 20 minutes  
**Total Time** 45 minutes  
**Serves** 6

**1 recipe** Yogurt-Lime Sauce, *below*  
**1½ lb.** sweet potatoes, peeled (3 large)  
**3 Tbsp.** Gustare Vita olive oil  
**½ tsp.** ground chipotle chili powder  
**½ tsp.** Hy-Vee paprika  
**½ tsp.** Hy-Vee salt

**1. PREHEAT** air-fryer to 400°F. Prepare Yogurt-Lime Sauce; cover and refrigerate until serving time.

**2. CUT** sweet potatoes into sticks, ¼ to ½ in. wide and 3 in. long. Combine oil, chipotle chili powder, paprika and salt in a large bowl. Add potato sticks and toss to coat.

**3. AIR-FRY** potato sticks in small batches for 4 to 6 minutes or until tender, turning halfway through.\* Serve with Yogurt-Lime Sauce.

**YOGURT-LIME SAUCE:** Combine ½ cup Hy-Vee plain Greek yogurt, ¼ tsp. lime zest, 1 tsp. fresh lime juice, ¼ tsp. kosher salt and ¼ tsp. Hy-Vee ground cumin. Stir in 1 Tbsp. finely chopped cilantro. Garnish with additional cilantro, if desired.

**\*NOTE:** Keep air-fried potatoes warm in a 200°F oven on a rimmed baking pan lined with a wire rack until serving time.

**Per serving:** 170 calories, 7 g fat, 1 g saturated fat, 0 g trans fat, 0 mg cholesterol, 320 mg sodium, 24 g carbohydrates, 10 g fiber, 8 g sugar (0 g added sugar), 4 g protein.  
**Daily Values:** Vitamin D 0%, Calcium 6%, Iron 6%, Potassium 10%

# 5 EASY RECIPE IDEAS

THESE SIMPLE-TO-MAKE DISHES ARE LOADED WITH HEALTHFUL NUTRIENTS THAT BENEFIT BODY, MIND AND MOOD.

## 1 Dark Chocolate, Nut & Seed Bark

Line a baking sheet with parchment paper. Finely chop and melt 2 (4-oz.) pkg. bittersweet chocolate with 60% cacao. Stir ¼ cup toasted coarsely chopped cashews into melted chocolate; spread onto prepared baking sheet ½ in. thick. Sprinkle another ¼ cup cashews, 1 Tbsp. each roasted and salted pepitas and sunflower nuts and 1 tsp. whole flaxseeds on top. Let stand 30 minutes. Remove parchment; break bark into pieces. Serves 12.

## 2 Oven-Baked Cod

Preheat oven to 400°F. Pat 4 (1-in.-thick) cod fillets dry. Season with Hy-Vee salt and black pepper. Place cod in a 9×13-in. baking dish. Top with 1 cup halved red and/or yellow grape tomatoes. Drizzle with 1 Tbsp. Gustare Vita extra-virgin olive oil and sprinkle with 1 tsp. finely chopped fresh thyme. Arrange lemon slices around cod. Bake 15 to 20 minutes or until fish flakes easily with a fork (145°F). Serves 4.

## 3 Open-Face Egg Sandwich

Toast a slice of Hy-Vee Bakery whole wheat bread. Combine 1 beaten Hy-Vee large egg, 2 Tbsp. chopped baby spinach and 1 Tbsp. Hy-Vee 2% reduced-fat milk. Melt 1 tsp. Hy-Vee salted butter in nonstick skillet over medium heat; add egg mixture and cook until egg is just set. Season with Hy-Vee salt and pepper, then top with 1 Tbsp. Hy-Vee shredded Cheddar cheese. Place ½ peeled, seeded and sliced avocado on toast. Add egg and quartered cherry tomatoes. Serves 1.

## 4 Sautéed Greens and Beans

Heat 1 Tbsp. Gustare Vita olive oil and 1 Tbsp. Gustare Vita garlic-flavored olive oil in large skillet over medium heat. Cook ½ cup chopped red onion in oil until softened. Add 6 cups baby kale leaves and 1 bunch Swiss chard leaves, chopped. Cook 5 minutes or until greens are tender. Stir in 1 (15.5-oz.) can drained and rinsed Hy-Vee cannellini beans, 1 Tbsp. finely chopped mint, ¼ tsp. lemon zest, 1 Tbsp. lemon juice and ¼ tsp. Hy-Vee crushed red pepper. Serves 6.

## 5 Seven-Grain Turkey-Veggie Soup

Cook 1 cup each chopped white onions, carrots and celery in 1 Tbsp. Gustare Vita olive oil in a large pot over medium-high heat until softened. Add 2 (32-oz.) containers Hy-Vee 33%-less-sodium chicken broth, 4 cups chopped cooked turkey, 1 (8-oz.) pkg. Hy-Vee Select Ruby Wild Blend and 2 tsp. poultry seasoning. Bring to boiling; reduce heat. Simmer, covered, 30 minutes or until rice is tender. Serves 8.







# PASS ON THE SALT

Go easy with the salt shaker. Sprinkle on extra flavor with spices and herbs, and do your health a favor by reducing risks for high blood pressure, heart disease and stroke.

## A FAIR SHAKE OF SALT

The body requires a certain amount of sodium—the mineral in table salt—to function. However, Americans on average consume way too much of it, chiefly from packaged foods. Health officials recommend less than 1,500 mg, or about  $\frac{1}{2}$  tsp., per day of sodium in the diet. Yet it's estimated that Americans consume twice that amount. The American Heart Association estimates that about 15 percent of the sodium we consume occurs naturally in foods, 11 percent is added via salt shaker and more than 70 percent comes from packaged, prepared and restaurant foods.

## WHY WE NEED SALT

- BALANCES THE LEVEL OF FLUIDS (BLOOD, LYMPH, FLUIDS AROUND CELLS) IN THE BODY
- HELPS CONDUCT NERVE IMPULSES
- CONTRACTS AND RELAXES MUSCLES

**25%** The percentage of sodium reduction, compared with the regular version, for a food to be labeled “reduced-sodium.”

—U.S. FOOD & DRUG ADMINISTRATION

## HEALTH EFFECTS OF TOO MUCH SALT

### HIGH BLOOD PRESSURE

As sodium increases in the blood, the body retains water to dilute it. The heart pumps harder to circulate the large volume, exerting more pressure in blood vessels. Eventually the vessels stiffen, possibly leading to heart disease or stroke.

### STROKE

When high blood pressure stretches blood vessels, small tears occur. Scar tissue forms, trapping injury-mending substances and plaque. Blood clots then occur, interrupting blood supply to the brain and causing stroke.

### HEART DISEASE

Sodium overload raises pressure in arteries, forcing the heart to overwork to pump blood throughout the body. In addition, too-high sodium can damage the aorta, leading to heart failure.

### KIDNEY DISEASE

Eating too much salt can damage the kidneys' ability to flush toxins and excess fluid from the body. The result: increased blood pressure and retention of fluids. Excess salt may also damage kidney tissue, says the *Journal of Nephrology*.

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## 10 TIPS TO CUT DOWN ON SALT

**1. EAT MORE FRESH FOODS** such as fruits and vegetables, which are low in sodium. Also, fresh meat has less sodium than processed meat.

**2. TASTE BEFORE SALTING** instead of automatically reaching for the salt shaker.

**3. RINSE CANNED FOODS**, such as beans, vegetables and tuna, before eating them.

**4. LIMIT SALTY CONDIMENTS**, such as soy sauce, salad dressings and ketchup.

**5. TRY HERBS & SPICES** to brighten foods. Basil, parsley, cumin, curry, black pepper, rosemary, mint and thyme are good examples.

**6. READ LABELS** to check sodium levels along with sodium compounds, such as sodium citrate, sodium nitrite and MSG.

**7. USE SALT SUBSTITUTES** such as no-sodium salts, which contain potassium chloride. Extra potassium can be a problem for people with certain health conditions or those taking some medications, so check with your doctor first.

**8. LIMIT BREADS**, even those that don't taste salty. A 4-in. oat bran bagel has about 600 mg sodium; a slice of whole wheat bread has about 150 mg.

**9. BUY LOW- OR REDUCED-SODIUM VERSIONS** of canned veggies and soups.

**10. CHOOSE FROZEN VEGETABLES** that don't contain added seasoning or sauces.



# 9 SALT SWAPS

Bypass the salt shaker and reach instead for these spices, herbs and other enhancers to brighten or deepen the flavor of foods.



## 1. BLACK PEPPER

**TASTE** Sharp, woody, piney; tastes best as freshly ground peppercorns. **USES** Sparks flavor in nearly any savory dish; gives sharpness to dry rubs, spice blends and salad dressings.



## 2. CUMIN

**TASTE** Sharp, earthy and warm, with slight citrus overtone; key ingredient in curry powder and chili powder. **USES** Indian, Thai, Mexican and Middle Eastern dishes. Good with lentils, rice and vegetables.



## 3. GARLIC POWDER

**TASTE** Made from dehydrated garlic, it's a bit sweeter than fresh garlic. **USES** Dry rubs for meats; use on vegetables and in soups, stews, marinades and salad dressings.



## 4. CAYENNE

**TASTE** Very hot and peppery; even small amounts put bite in a dish. **USES** Add to seasoning blends, such as jerk and chili powder blends, and to Caribbean, Cajun, Mexican and Thai recipes.



## 5. ONION POWDER

**TASTE** Dehydrated ground onions with no salt added (as opposed to onion salt). **USES** All-purpose powder for any dish enhanced by onions. Sprinkle on meats before cooking; add to sauces, soups and stews.



## 6. PAPRIKA

**TASTE** Made from a variety of sweet red peppers. Usually mildly sweet; otherwise can be smoky or hot. **USES** Soups, stews, roasted potatoes, deviled eggs, barbecue, chili and in Middle Eastern dishes.



## 7. LEMON PEPPER

**TASTE** Both sharp and citrusy. Made from granulated lemon zest and cracked peppercorns. Some manufacturers add salt to the blend. **USES** Seafood, chicken, pasta, green beans.



## 8. CHILI POWDER

**TASTE** A blend, usually of cayenne pepper, cumin, paprika and sometimes salt, with smoky flavor and mild to moderate heat. **USES** Chili, tacos, beef stew and other hearty stews.



## 9. THYME

**TASTE** Slightly sweet and aromatic, with tea-like or minty notes. **USES** Tasty on poultry, potatoes and other root vegetables and in soups. Often paired with oregano in Mediterranean dishes.



mix and mingle your  
smart holiday hydration.

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GLACÉAU  
**smartwater**  
that's pretty smart



Together  
Tastes Better  
*Coca-Cola*



## HEALTHY OUTLOOK:

# HyVee KIDSFIT

Kid-friendly workouts are just the start. Hy-Vee KidsFit is a complete health and wellness program for kids, teens and families—touching on everything from exercise to healthy eating to emotional wellbeing. See how this multifaceted program benefits an Iowa schoolteacher and her family.

**As the mother of three, Kacie Whipps knows the value of keeping kids active and engaged. She found an ally in Hy-Vee KidsFit.**

“Especially during quarantine, we were looking for different things that would keep the kids busy but also for things that they’re passionate about,” says the Adel, Iowa, schoolteacher.

Kacie appreciates the wide scope of KidsFit, which includes exercise videos, nutritional education, and even financial, environmental and emotional wellness.

“It wasn’t just exercise. It wasn’t just cooking. It also included planting tomato plants, and we tried a strawberry patch this year. We probably wouldn’t have done that otherwise if not for KidsFit,” she says. “It gets you out of your comfort zone without being too overwhelming for the parents.”

“I just feel as though my kids have found a goal or a passion area...and can work towards that goal and just see how well it turns out.”

**ONLY 1 OUT OF 3 CHILDREN IS PHYSICALLY ACTIVE EVERY DAY AND JUST 1 OUT OF 3 ADULTS RECEIVES THE RECOMMENDED AMOUNT OF PHYSICAL ACTIVITY EACH WEEK.**

## 5 WAYS TO TAKE PART

Gather the family together for a range of KidsFit activities to improve fitness and wellness.

### KidsFit Keeps the Whipps Family Fit!

FUN AND FITNESS GO HAND IN HAND AT THE HOME OF KACIE AND BART WHIPPS AND THEIR 3 KIDS.



**Workin’ it.** Workbooks help the Whipps kids work through different dimensions of wellness.



**Hail to the chef.** Braylon, 10, likes to experiment with nutritious KidsFit recipes.



**Family affair.** Braylon, Kylie, 9, and Lake, 6, follow along with a KidsFit fitness video.

### KIDSFIT APP

Download the app for interactive games, trivia and videos that invite youths to explore fitness and nutrition.

### Q&A with Daira Driftmier

#### WHAT IS THE MOST POPULAR ACTIVITY?

“Our monthly KidsFit Club Challenges help families build healthy habits and include physical, emotional, intellectual and social wellness challenges. Our most popular challenges are creating your own restaurant at home, building an obstacle course and working out with our fitness videos.”

#### WHY PARTICIPATE AS A FAMILY?

“It creates memories, builds deeper relationships and allows everyone to explore skills and interests. Not everyone in the family will have the same interests, so this helps build a more well-rounded child. Otherwise, we can remain hyper-focused on ourselves and what we are good at instead of trying to be open to getting better or learning about something new.”

#### HOW CAN PARENTS GET KIDS INTERESTED?

“Children are learning from their parents and will pick up on their attitudes towards food and exercise. This will be their main foundation of habits. My tips for parents would be to start young, never call it exercise, stop while it’s fun and stay curious with the kids.”

**Visit [hy-vee kidsfit.com](https://hy-vee-kidsfit.com) for more details.**

**“HEALTHY DOESN’T MEAN YOU’RE PERFECT. WE MAKE TRYING SOMETHING NEW AND BUILDING HEALTHY HABITS EASY, FUN AND REWARDING FOR THE WHOLE FAMILY.”**

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

**1 Fitness** Free online videos feature workouts designed for children and teens by youth fitness specialist Daira Driftmier.

**2 Nutrition** Family-friendly, nutritious recipes from Hy-Vee dietitians, along with step-by-step videos for the kids.

**3 Wellness** Activities, projects and videos geared toward physical, emotional, financial, social and intellectual wellness.

**4 5-Week Challenge** An online program—done at home without equipment—featuring one activity a day for 5 weeks.

**5 KidsFit Club** Newsletter with new activities every month—plus rewards, prizes and sweepstakes.



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2 REAL  
EGG  
Frittatas



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TURKEY SAUSAGE  
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## dietitian Q&A

### SMART HOLIDAY EATING

Navigate the hectic holiday season while enjoying the food and people you love.



Elisa Sloss, RD, LD  
Vice President,  
HealthMarket

representations of responsible portions, flip to page 120.

**Q: What does a  
healthful plate  
look like?**

**A:** Think colorful vegetables and fruits, whole grains and lean meats. Ideally, your plate is half vegetables, like a sweet potato or broccoli, and one-quarter whole grains. Protein, like turkey, makes up the last quarter.

**Q: Will I  
save calories  
by skipping  
breakfast  
the day of a  
big meal?**

**A:** This may seem like a good plan, but it's likely to backfire, causing increased hunger and overeating later in the day. Instead, opt for a nutritious breakfast, such as oatmeal topped with blueberries. You'll get a healthy dose of vitamins from the berries and plenty of satiating fiber from the oats.

**Q: What about drinks?**

**A:** The smartest choices are water, plain or carbonated, or unsweetened ice tea. If drinking alcohol, have a glass of water in between drinks. Or just stick to one drink for the day. Extra calories from alcoholic beverages add up quickly and drinking too much may increase appetite.

**Q: Any tips for  
healthful holiday  
eating?**

**A:** Thanksgiving is one day, but there may be get-togethers with friends and coworkers leading up to it. Not to mention a month filled with holiday parties right around the corner. The key is to pace yourself. Pick your favorite foods and eat small portions. At the table, eat slowly, drink water and enjoy the company around you. Eat healthfully throughout the week when you're not at parties and exercise regularly to burn extra calories.

**Q: Should I avoid  
the dessert table?**

**A:** It's perfectly okay to indulge a little bit. The holidays are a time to make lasting memories with those you love, and it's no fun when you're the only person without a piece of Grandma's famous pie. It all comes back to portion control. Enjoy your favorite desserts responsibly. For accurate

50

PERCENT OF  
YOUR HOLIDAY  
PLATE SHOULD  
HAVE FRUITS OR  
VEGETABLES.

For more encouraging ideas  
or to meet with a dietitian,  
visit [Hy-Vee.com/Pharmacy](http://Hy-Vee.com/Pharmacy)





# PORTION PERFECT

USE THESE VISUAL PORTION COMPARISONS TO PLACE AN APPROPRIATE AMOUNT OF FOOD ON YOUR HOLIDAY PLATE.



APPETIZERS

=

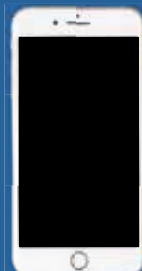


4 DICE



MEAT

=



CELL PHONE



VEGETABLES

=



BASEBALL



MASHED POTATOES

=



COMPUTER MOUSE



SALAD DRESSING

=



SHOT GLASS



PUMPKIN PIE

=



LIGHT BULB

# 45%

THE INCREASE IN THE AMOUNT OF FOOD EATEN BY RESTAURANT DINERS WITH LARGE PLATES COMPARED TO DINERS WITH SMALL PLATES, ACCORDING TO A 2013 STUDY.

With the New Year approaching, now is the time to check out Hy-Vee Begin™, a healthy lifestyle program that emphasizes good health, weight loss and physical activity to promote lifelong health and wellness. A Hy-Vee dietitian leads sessions on portion size,

controlling hunger and exercise. The program starts and ends with screenings to measure improvements in blood pressure, cholesterol, blood sugar and more. To sign up, call your local Hy-Vee dietitian and begin living a healthy life today!

Sources: [pubmed.ncbi.nlm.nih.gov/24341317/](https://pubmed.ncbi.nlm.nih.gov/24341317/)

## top picks

These Thanksgiving favorites are recognized for good taste and nutrition.



### SALADS

Choose salads with leafy greens like kale and spinach—good sources of vitamins A, C, E, K and fiber.



### SWEET POTATO

Served plain, sweet potatoes are tremendous sources of eye- and skin-healthy vitamin A, and satiating fiber.



### TURKEY

Four ounces of roasted turkey breast packs 32 grams of protein with only 2 grams of total fat.



### PUMPKIN PIE

A healthier alternative to fat- and sugar-laden pecan pie, a small slice of pumpkin pie made with canned pumpkin is a good source of vitamin A.

# Sugardale®

# FOR YOUR HOLIDAY AND EVERY DAY.

[f](#) [@SUGARDALEFOODS](#)

## Sugardale®

## Apple Cider Ham Glaze

### instructions

1. Let ham come to room temperature for 2 hours. Preheat oven to 325° F.
2. In a medium sauce pan, whisk together all liquids and spices. Bring to a boil and then reduce to simmer for 15-20 minutes. Stir in butter until melted.
3. Pour 2 cups water into bottom of roasting pan. Place roasting rack inside pan. Roll out enough foil to wrap the ham. Place the ham on the foil and brush with the glaze mixture, including in between the slices. Wrap ham in the foil and place onto the roasting rack.
4. Bake ham until the center is 100-110° F. 12 minutes per pound.
5. Unfold the foil to expose the ham and brush with glaze. Leave ham exposed and bake for 30-45 minutes. Let the glaze get golden brown and caramelized.
6. Remove ham from oven and brush with more glaze. Spoon any juices from the bottom of the pan onto the ham. Let rest for 15 minutes. Serve with any remaining glaze.

### ingredients

- 1 Sugardale Spiral Sliced Ham
- 2 tbsp. butter, cubed
- 1½ cups apple cider
- ½ cup maple syrup
- 2 tbsp. apple cider vinegar
- 3 tbsp. Dijon mustard
- 2 tbsp. yellow mustard
- 2 tsp. cornstarch
- ½ tsp. cinnamon
- ¼ tsp. nutmeg
- ¼ tsp. cloves
- ¼ tsp. thyme
- ¼ tsp. pepper
- ¼ tsp. chili powder





## HyVee® pharmacy

UTILIZE YOUR HY-VEE PHARMACY TO KEEP YOUR MEDICINE CABINET ORGANIZED, SAFE AND STOCKED.

### Save Space and Stay Safe

Old prescriptions and medications not only take up valuable storage space, but they can be ineffective or possibly unsafe. It's important to take inventory of your medications, check expiration dates and get rid of old or unwanted medicine. This simple routine can also help prevent accidents and drug abuse. To make safe drug disposal accessible, Hy-Vee offers take back receptacles at all of their pharmacies.



### DISPOSAL AT HY-VEE

- Bring medications in original packaging
- Wrap liquid medications (4-oz. or less) in a paper towel and place in a leak-proof bag
- Double check the top of the receptacle for restricted items
- Ask a pharmacist if you have any questions

### Essential Items

After clearing the clutter, restock your medicine cabinet at Hy-Vee.

- Over-the-counter pain relievers
- Allergy medicine
- Cold and flu medicine
- Antacids
- First aid supplies
- Thermometer



### pro tip: SEASONAL PREP

“Recheck your medicine cabinet when the seasons change to look for expired items and make sure you are prepared for the season ahead.”

—Kyle Anderson  
Pharmacy Manager  
Eastside Hy-Vee, Iowa City



# GET A FLU SHOT GET



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SEE PHARMACY OR HY-VEE.COM FOR DETAILS. CERTAIN STATE, AGE,  
HEALTH-RELATED AND OTHER RESTRICTIONS MAY APPLY.

HyVee®





Try this Chocolate Walnut-Whiskey Pie, p. 30

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30  
minutes  
or less

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or less

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30 MINUTES  
OR LESS

20 MINUTES  
OR LESS

10 MINUTES  
OR LESS

GLUTEN  
FREE

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