

HyVee[®] seasons

FOOD | LIFE | HEALTH

GAME ON!



september



GET A
FLU
SHOT
GET

20¢
OFF
PER GALLON

NO APPOINTMENT NECESSARY.
COMPLETE YOUR VACCINE CONSENT FORM IN ADVANCE AT [HY-VEE.COM/MY-PHARMACY](https://hy-vee.com/my-pharmacy)

FUEL SAVER OFFER AVAILABLE TO ALL FLU SHOT RECIPIENTS.
SEE PHARMACY OR [HY-VEE.COM](https://hy-vee.com) FOR DETAILS. CERTAIN STATE, AGE,
HEALTH-RELATED AND OTHER RESTRICTIONS MAY APPLY.



Hy-Vee PLUSTM
**EXCLUSIVE
SEPTEMBER OFFERS**
for **Hy-Vee** PlusTM Premium Members
**ENJOY BIG FALL SAVINGS
WITH THESE OFFERS!**



BUY ONE, GET ONE
FREE
Jack-o'-lantern Pumpkin*
each, large

FREE
**60-minute Nutrition
Visit with a
Hy-Vee Dietitian***
\$125 value
Meet virtually with a Hy-Vee dietitian to
discuss your nutrition goals. Restrictions
apply. Dietitian visit participation limited
to one person per membership. Medicare
and Medicaid beneficiaries are not eligible
to participate.



15% OFF
6 Bottles of Wine or Spirits*
750 mL
Excludes Minnesota and Kansas.

BUY ONE, GET ONE
FREE
**Hy-Vee Bakery
Fresh Hamburger or
Hot Dog Buns***
white or wheat, 8 ct.



Don't have a membership? Sign up today. hy-vee.com/plus
See reverse side for MORE exclusive offers.

*Offer available only to Hy-Vee Plus Premium members with a Fuel Saver + Perks card. This offer is preloaded to eligible members' Fuel Saver + Perks cards. Swipe or scan your Fuel Saver + Perks card to redeem. Limit 1 use per member. Offer expires September 30, 2021. Void where prohibited. Not available in all states.

Hy-Vee
Fast & Fresh



BUY ONE, GET ONE
FREE
Pizza Slice*

Available at Hy-Vee Fast & Fresh only.



FREE
Hy-Vee Bakery Fresh
Gourmet Cinnamon Roll*
with breakfast purchase of \$8 or more at
Hy-Vee Market Grille.

Limit one per Hy-Vee Plus Member. Show your digital
Fuel Saver card to your server to redeem.



FREE
Hy-Vee Potato Chips
9.5 or 10 oz. with purchase of
Hy-Vee Dip 8 oz.



with a purchase of Crav'n
brand products equal to
\$5.00 or more.*



SEPTEMBER 2021

food



10 TAILGATE ALL DAY

Eat, drink and enjoy the day from kickoff to the final score.

26 LOW-STRESS FAMILY MEALS

Gather around the dinner table for quality time and meals.

36 WEEKNIGHT SEAFOOD PASTA

Get dinner done fast with fresh Hy-Vee seafood and pasta.

41 101: SWEET POTATOES

Your guide to buying, preparing and cooking this sweet starch.

44 BOURBON BAR

Pair America's spirit with savory food options from Hy-Vee.

50 UNDER PRESSURE

Discover the many ways to impress with a pressure cooker.

54 EAT IT UP: EASY OFFICE LUNCHES FROM HY-VEE

Quick workplace lunch ideas and the personality traits that match.

60 WE HEART CEREAL

Try these Instagram-worthy ways to enjoy your favorite cereal.

life



68 NAILED IT

Keep nails healthy, hydrated and perfectly polished at Hy-Vee.

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Dress up your doorway with cozy fall style to welcome guests.

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Discover the amazing benefits of a Hy-Vee Plus membership.

78 BABY CARE MADE EASY

See some of the ways Hy-Vee can help new moms.

82 LAUNDRY SOLVED

Find Hy-Vee solutions to your biggest laundry woes.

88 BIRTHDAY BASH

Celebrate life's milestone birthdays with help from Hy-Vee.

health



96 SCIENCE OF SLEEP

Learn how to reap the rewards of a good night's sleep.

100 20 WAYS TO EAT HEALTHY ON A BUDGET

Enjoy nutritious meals without breaking the bank.

106 FOODS THAT FUEL LONG-LASTING ENERGY

Snacking on the right foods could give you a boost.

110 10-MINUTE WORKOUT...ANYWHERE

Lunge, squat and crunch your way through this quick routine.

115 DIETITIAN Q&A: HOW DIET AFFECTS CHILD GROWTH

The important role food plays in early development.

118 RESPIRATORY WELLNESS

Breathe a sigh of relief when your lungs are cared for properly.

121 PHARMACY: STOP THE FLU—GET VACCINATED AT HY-VEE

Flu shots are available in the Pharmacy without an appointment.



DONNA TWEETEN
EXECUTIVE VICE PRESIDENT,
CHIEF OF STAFF,
PRESIDENT HY-VEE MARKETING
AND MEDIA

Are you ready for some football? The season is in full swing and along with football comes tailgating. Turn to *page 10* for tips on how to create a fun tailgating experience that keeps team spirit up all day. Continue the party theme with inspiration for birthday bashes for all ages on *page 88*. September also is Family Meals Month, a movement Hy-Vee has been dedicated to celebrating for years. This year is especially important as we are coming out of pandemic-related restrictions and have to focus again on making family time a priority. Try some new recipes and learn the benefits of engaging the family at mealtime on *page 26*.

Fall is beautiful in the Midwest. Enjoy the colors with family and friends!

HY-VEE SEASONS GOES DIGITAL!

Look for the **NEW Hy-Vee Seasons Digital Edition**, a free online platform for you to enjoy an enhanced, highly interactive version of *Hy-Vee Seasons Magazine*. See it for yourself at **Seasons.Hy-Vee.com**—we look forward to connecting with you!

DANICA

Rosé



AN ELEGANT ROSÉ BORN IN THE SOUTH OF FRANCE. CREATED BY AN AMERICAN ICON WITH A PASSION FOR LIFE.

A delicious discovery. An accessible luxury.
Danica Rosé.

Luscious, vibrant notes of crisp white peach, fresh-cut melon, tart strawberry, hibiscus, and lime blossom, complemented by perfect minerality, balanced acidity, and a refreshing finish.



  @DanicaRoseWine
DANICAROSEWINE.COM

aisles

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

now trending

SEASONAL OKTOBERFEST BEER

Bring a bit of Germany to the party with Hy-Vee's specialty beer.



CENTRAL WATERS BREWING CO. OKTOBERFEST LAGER

Golden lager has a malty flavor of sweet burnt toast.



SPATEN OKTOBERFEST UR MARZEN

The world's first Oktoberfest beer balances roasted malt and hops.



WARSTEINER OKTOBERFEST BEER

The flavors of pretzel and graham cracker with a hoppy aftertaste.



PAULANER OKTOBERFEST MARZEN

Full bodied with dark toffee notes and rich malt flavor.



OKTOBERFEST

Count on Hy-Vee to treat you to the best part of Oktoberfest: the specialty seasonal beer. Hy-Vee has a selection of classic and craft beers for anyone celebrating the world-famous annual German festival.

Your Wine & Spirits staff can help choose the right beer for you and your crowd. They also can help pair your selections with traditional Oktoberfest foods like roast meats, sausages and pretzels. Prost!



brand highlight

GUSTARE VITA
Say Ciao! Purchase any Gustare Vita product from September 16 through October 5 and swipe your Fuel Saver + Perks card for a chance to win a \$250 Hy-Vee gift card!

donut of the month

CARAMEL APPLE COBBLER CAKE DONUT
Discover a comfort food favorite at the Hy-Vee Bakery with apple cobbler and drizzled caramel all in one cake donut.



NEW AT HY-VEE!

CHECK OUT THESE NEW, NOTEWORTHY OR SEASONAL PRODUCTS AT HY-VEE.

CHEESE OF THE MONTH
Sartori Cheese



With flavors crafted to savor and share, award-winning Sartori Cheeses' limited edition and classic flavors suit any occasion.

PANTRY
Maazah



New gluten-free, vegan and sugar-free Afghan-style aioli and chutneys from Maazah add vibrant cilantro, ginger and hot pepper flavor to any food, anytime.

HEALTH AND BEAUTY
Neutrogena Rapid Firming



Neutrogena's Rapid Firming line uses breakthrough peptides to penetrate the skin's surface to improve elasticity, firmness and the look of fine lines.

CATERING
Party Pleasing Snacking Tray



It's a tailgating tray extravaganza for your crowd! Di Lusso hard and Genoa salamis, three cheeses, beef sticks and red and green seedless grapes.

take and bake!

MIA ITALIAN PIZZA

Pizza, reimagined: new flaky crust, new chef-inspired sauce, even meltier mozzarella and new Italian seasoning finish. And all ready for you to take and bake tonight.



MIA ITALIAN

THE NEW CRISPY CRUST IS PARBAKED WITH A HIGHER RIM TO HOLD ALL THE TEMPTING TOPPINGS AND GOOEY CHEESE RIGHT WHERE YOU WANT THEM.

TRY EVERY GENEROUSLY LAYERED TOPPING. CHOOSE YOUR FAVORITE NOW, AND COME BACK FOR THE OTHERS SOON.

- Traditional Crust**
- Cheese
 - Pepperoni
 - Sausage
 - Combo Breakfast
 - Sausage & Pepperoni
 - Meat Cravers
 - Supreme
- Gluten-Free Crust**
- Pepperoni
 - Cheese

STOP IN OR ORDER DELICIOUS NEW MIA ITALIAN PIZZA TAKE AND BAKE FOR PICKUP OR DELIVERY AT [HY-VEE.COM/AISLES-ONLINE](https://www.hy-vee.com/aisles-online)

takes
the
cake

TAILGATE
CAKE

Cake Designer: Stephanie D. Olathe, Kansas
Score points at the next tailgate with this impressive 3-tier winner. Team colors may rev up the crowd, but the cheering is all for you. Contact your Hy-Vee Bakery for more exciting custom cake ideas.



Brown, green and black frosting is piped onto three cakes and each color is smoothed.



Football phrases and play diagrams piped in yellow, red and white decorate the top layer.



White fondant yard lines are pressed into the cake. Yardage numbers are then piped on.



Football laces, team colors and mini football figures all bring action to the field.

Extra Point
Watch our Hy-Vee cake designer build this masterpiece start to finish.

CAKE this!
presented by
DECOPAC

Watch and learn at HSTV.com today!



MADE FOR
FOOTBALL
WATCHING



OFFICIAL SOFT DRINK OF THE
NATIONAL FOOTBALL LEAGUE

PEPSI, the Pepsi Globe and MADE FOR FOOTBALL WATCHING are registered trademarks of PepsiCo, Inc. 26469014

BOOST YOUR FAMILY FUN

JOIN THE WAHLCLUB



THE MORE YOU EAT
THE MORE WE TREAT!



- ➔ EARN & REDEEM REWARDS
- ➔ MOBILE ONLINE ORDERING
- ➔ ACCESS TO EXCLUSIVE PROMOTIONS & VIP SURPRISES



SCAN TO JOIN OR DOWNLOAD THE APP
FROM THE APP STORE & START EARNING!



food

Wow the tailgate crowd, pack the perfect office lunch and more from Hy-Vee.

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- 60 WE HEART CEREAL



TAILGATE

ALL DAY

**KICK OFF WITH
BREAKFAST AND
SPRINT TO FINAL
WHISTLE DRINKS.
DON'T FORGET
THE TEAM
MERCHANDISE!**



Scan the QR Code
for the Ultimate Game
Day cooking guide
from Hy-Vee. Recipes,
expert tips and more.

HY-VEE HAS THE FOOD AND BEVERAGES
YOU'LL NEED FROM PREGAME BREAKFAST
TO POSTGAME CELEBRATIONS.

BEST BREAKFAST GRAB 'N' GOS

These ready-to-eat treats
make it easy to spend your
time mingling with fellow fans.



1 DONUTS

Fresh from the Hy-Vee Bakery,
choose from several varieties
to make it easy to carb up
for a day of celebrating.



2 YOGURT PARFAIT

Add some crunch
to early morning
gatherings with a
healthy choice of yogurt
and granola in ready-
to-serve containers.



3 MUFFINS

Choose from 10 varieties in
4- or 9-count packs. Start
the party off right with a bite
from a Hy-Vee Bakery muffin.

GRILLED BREAKFAST PIZZA

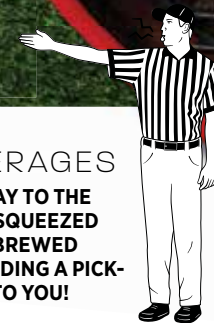
Buy 14-in. combo breakfast
take-and-bake Mia Italian Pizza and
heat it on the grill for a warm breakfast
on chilly fall mornings.

How to Grill: Line coals along outside
of grill to create an indirect heat source.
Preheat grill on medium heat until it
reaches 325°F. Place pizza in the
center, away from coals, and grill
for 15 to 20 minutes, turning
every 5 minutes until
golden brown.



BREAKFAST BEVERAGES

SWING BY HY-VEE ON THE WAY TO THE
STADIUM TO PICK UP FRESH-SQUEEZED
ORANGE JUICE OR FRESHLY BREWED
COFFEE FOR THE CROWD. ADDING A PICK-
ME-UP TO THE DRINKS IS UP TO YOU!



KICKOFF

CELEBRATE AS SOON
AS YOU HIT THE PARKING
LOT WITH BREAKFAST
OPTIONS FROM HY-VEE.

Pizza on the Grill

Watch how to prepare
crispy-crust Mia Italian
Pizza on the grill for a
hot breakfast.

Hy-Vee
seasons



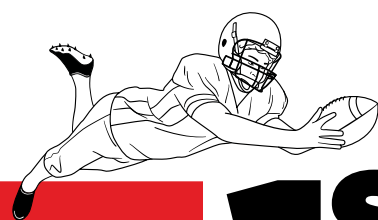
Watch and learn
at HSTV.com today!

EASY-ASSEMBLE BREAKFAST IDEAS TO FEED YOUR SQUAD



42
PERCENT

OF TAILGATERS SPEND MORE
THAN \$500 PER SEASON ON
FOOD AND SUPPLIES, AND 31%
SPEND BETWEEN \$200 AND \$500,
ACCORDING TO TAILGATING.COM



1ST DOWN

glazed donut burgers |

Stir chopped, crisp-cooked Hy-Vee bacon into brown sugar & cinnamon cream cheese spread. Split Hy-Vee Bakery glazed donuts. Grill, cut sides down, over medium direct heat just until toasted. Grill Hy-Vee 85%-lean ground beef patties to 160°F. Place burgers on donut bottoms. Top each with Hy-Vee bacon slices, crisp-cooked; a fried egg; and Hy-Vee bottled sliced jalapeños. Spread cream cheese mixture on cut sides of donut tops; place on top.



Learn how easy it is to make >>
football cinnamon rolls on
[Just Pin It on HSTV.com](http://JustPinItOnHSTV.com)



chicken-and-waffle bites

Combine ¼ cup Hy-Vee honey, 1 Tbsp. melted Hy-Vee salted butter, 1½ tsp. Frank's RedHot original sauce, 1 tsp. Hy-Vee cornstarch and ¼ tsp. chipotle chili powder in a small bowl. Place 6 Hy-Vee Market Grille chicken tenders on a baking sheet; brush with one-third honey mixture. Bake at 425°F for 14 to 17 minutes or until 165°F, turning and brushing with additional honey mixture halfway through. Prepare and bake 6 waffles according to pkg. directions using 3 cups Hy-Vee complete pancake & waffle mix, 2¼ cups water, ½ cup Hy-Vee vegetable oil and, if desired, red food coloring. Cut each waffle into quarters. Cut chicken tenders in half; brush with remaining honey mixture. Sandwich each chicken piece between 2 waffle quarters and skewer with a pick. Serves 12 (1 each).



football cinnamon rolls

Place rolls from 2 (17.5-oz.) cans Hy-Vee jumbo cinnamon rolls with icing (5 ct. each) 1 in. apart on a greased baking sheet. (Reserve icing packets for another use.) Pinch together ends of each roll to form a football shape. Bake at 375°F for 16 to 18 minutes or until golden; cool. Frost tops with Hy-Vee creamy milk chocolate frosting. Use white sparkle gel icing to pipe football laces and decorations on rolls. Serves 10 (1 each).



Tailgate Breakfast Nachos

Total Time 45 minutes
Serves 8

1 (1-lb.) pkg. ground hot Italian sausage
12 Hy-Vee large eggs, lightly beaten
1 (8.5-oz.) pkg. Hy-Vee original kettle-cooked potato chips
1 (8-oz.) pkg. shredded sharp white Cheddar cheese
½ cup cherry tomatoes, halved, for serving
½ cup avocado, seeded, peeled and chopped; for serving
Hy-Vee sour cream, for serving
Salsa verde, for serving
Green onions, sliced; for garnish

1. PREHEAT a charcoal or gas grill for direct cooking over medium-high heat (375°F). Place a 12-in. cast-iron griddle on grill rack. Add sausage; cook for 5 to 7 minutes or until browned, stirring occasionally. Drain and discard drippings.

2. POUR beaten eggs into skillet with sausage. As eggs begin to set, gently pull spatula across the skillet to form large, soft curds. Continue cooking, pulling and lifting eggs until egg mixture is cooked through but still glossy. Transfer egg-sausage mixture to a bowl.

3. ARRANGE potato chips in bottom of the skillet. Top with egg-sausage mixture, Cheddar cheese and cherry tomatoes. Return to grill; cover grill. Grill for 3 to 5 minutes or until cheese is melted. Remove from grill. Top with avocado, sour cream and salsa verde. Garnish with green onions, if desired.

Per serving: 580 calories, 39 g fat, 14 g saturated fat, 0 g trans fat, 335 mg cholesterol, 850 mg sodium, 23 g carbohydrates, 1 g fiber, 2 g sugar (0 g added sugar), 29 g protein. Daily Values: Vitamin D 10%, Calcium 20%, Iron 10%, Potassium 15%

THE LINEUP

FAST AND EASY
WAYS TO FEED THE
GAME DAY FANS.

INTO THE END ZONE WITH EASE

Hy-Vee has what you need—whether you're a last-minute shopper or one who plans ahead.



When you're close to the stadium, stop in the nearest Hy-Vee for all-day hot food to help keep hunger pangs at bay until game time.



Shop for all your game day recipe and beverage needs online. Don't forget to stock up on team spirit items. Schedule a pickup or delivery time that works for you so you don't miss a single play.



Run in to Hy-Vee's convenience store, Fast & Fresh, to pick up any last-minute items you may have forgotten.

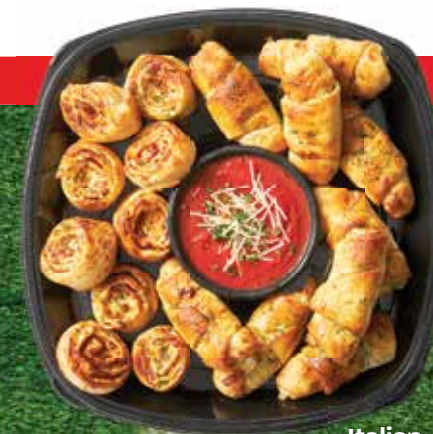


Hy-Vee
Market Grille
Fried Chicken

Vegetable
Tray

FOOD FOR THE CREW

PLATTERS AND BUCKETS FROM HY-VEE MAKE IT EASY TO OFFER SWEET AND SAVORY OPTIONS TO KEEP THE ENTIRE GANG FED ALL DAY.



Italian
Party Tray



Fiesta Tray



Pretzel Bites with
Cheese Dip Tray



Buffalo
Wing Platter



Assorted
Muffin Tray



Decorated
Message Cookie



Di Lusso
Entertainment
Tray



Fruit Tray

HALFTIME

TAKE A BREAK FROM THE ACTION WITH EASY-TO-MAKE COCKTAILS IN A PITCHER TO SERVE THE CROWD. BONUS POINTS IF YOU CAN MATCH YOUR TEAM'S COLORS!

yellowhammer slammer |

Add 3 oz. Hy-Vee no-sugar-added pineapple juice, 3 oz. fresh orange juice, 1 oz. vanilla vodka, 1 oz. white rum and 1 oz. amaretto to an ice-filled cocktail shaker. Cover and shake until combined and chilled. Strain into 1 (12-oz.) ice-filled glass. Garnish with orange wedges, if desired. Serves 1 (10 oz.).

spiked blueberry lemonade |

Combine 1½ cups Hy-Vee frozen unsweetened blueberries, 1 cup Hy-Vee granulated sugar, 1 cup water and 1 cup fresh lemon juice in a blender. Cover; blend until berries are puréed and sugar is dissolved. Pour through a fine-mesh strainer set over a large pitcher; discard solids. Stir in an additional 3 cups water and 2 cups lemon vodka. Pour into 8 (10-oz.) ice-filled glasses. Garnish with additional blueberries and lemon slices. Serves 8 (8 oz. each).

candied margarita |

Combine 8 oz. blanco tequila, ½ cup red Skittles candies and 2 drops Hy-Vee red food coloring in a glass jar. Cover; let stand at room temperature overnight or until candies dissolve. For margaritas, grind an additional ½ cup Skittles in blender. Rub rims of 2 (8-oz.) glasses with lime wedges. Dip rims in ground candies mixed with 1 Tbsp. lime zest; set aside. Add 4 oz. Skittle-infused tequila, 2 oz. Triple Sec and 2 oz. Rose's sweetened lime juice to an ice-filled cocktail shaker. Cover; shake until well-chilled. Strain into prepared glasses. Add ice; garnish with lime slices, if desired. Serves 4 (8 oz. each).

PITCHERS AT HY-VEE

Avoid a party penalty with unbreakable plastic pitchers and cups available at Hy-Vee.

TIP:

Buy the 50-oz. party-size bag of Skittles so you have enough for picking out the red ones. Use the rest to garnish the rim.

HARD SELTZERS

Enjoy your own version of a touchdown celebration with spiked seltzers.



1 WHITE CLAW BLACK CHERRY

The perfect introduction to refreshing seltzer that balances the sweetness and tartness of a ripe summer cherry.



2 TRULY ICED TEA

A twist on an old favorite that creates a new gold standard. Variety pack includes lemon, peach, raspberry and strawberry flavors.



3 BUD LIGHT LEMONADE

Easy-drinking hard seltzer available in original lemonade, black cherry, strawberry and peach varieties. A 5-step filtration process produces a clean finish with no aftertaste and a hint of fruit flavor.



GRAB A COLD ONE

CALL ALL THE RIGHT PLAYS WITH A LINEUP OF THE BEST BEERS FOR TAILGATING.



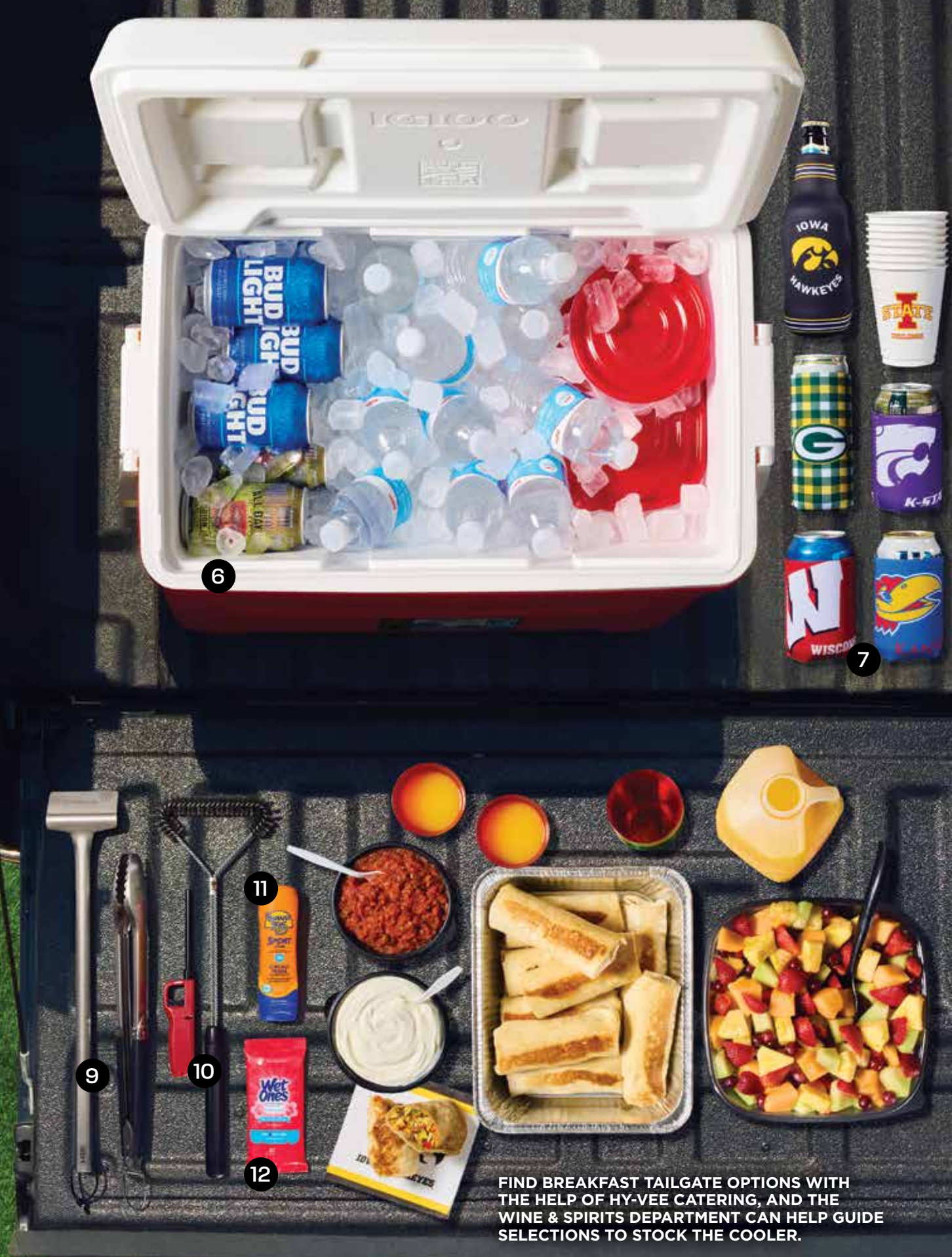
FOUNDER'S ALL DAY IPA—BALANCED AROMATICS WITH CLEAN FINISH
MILLER LITE—HINT OF CITRUS; OFFICIAL BEER OF THE MN VIKINGS
BUD LIGHT—CLEAN, CRISP TASTE; OFFICIAL BEER OF THE KC CHIEFS
MODELO ESPECIAL—PILSNER-STYLE LAGER WITH HINT OF HERB

HY-VEE HAS THE
GEAR YOU NEED
FOR GAME DAY!

HY-VEE HAS THE
GEAR YOU NEED
FOR GAME DAY!



1. Crock-Pot Classic Original Slow Cooker
2. Sensations Paper Straws
3. Today by Primula Coffee Press
4. TopCare Hand Sanitizer
5. Team Color Party Goods
6. Igloo 38-qt. Wheelie Cooler
7. Team Color Coozies
8. CharKing Charcoal Briquets
9. Weber Charcoal Rake, Premium Tongs and Grill Brush
10. Simply Done Multi-Purpose Lighter
11. Banana Boat Sport Performance SPF 30
12. Wet Ones Antibacterial Hand Wipes



FIND BREAKFAST TAILGATE OPTIONS WITH THE HELP OF HY-VEE CATERING, AND THE WINE & SPIRITS DEPARTMENT CAN HELP GUIDE SELECTIONS TO STOCK THE COOLER.

Show your
allegiance with help
from Hy-Vee.

Show your
allegiance with help
from Hy-Vee.



**COLLEGIATE ELITE
CAMP CHAIRS** With
durable metal legs
for easy folding



**COLLEGIATE TEAM
COLOR BEANIES**
Team colors in
thick-knit fleece



**COLLEGIATE
FLEECE GLOVES**
Lightweight with
bold team logos



**COLLEGIATE
COLOR-BLOCK
TUMBLERS** Show
spirit, quench thirst



THE BEST
BURGERS ARE
AT HY-VEE!

GRAB & GRILL

Pick up delicious, flavorful burgers to bring your "A" game to the next tailgate. Hy-Vee's stringent selection standards for beef means bigger flavor and better value when it comes to what you can choose for your grill.

AMAZING TAILGATE BURGERS

BLOW THE FANS AWAY WHEN YOU LOAD UP **HY-VEE GOURMET STEAKHOUSE BURGERS** OR CLASSIC **HY-VEE BURGER PATTIES** WITH TEMPTING TOPPINGS!



PIZZA BURGER

Spread pizza sauce on a Hy-Vee Bakery pretzel bun. Add a burger patty and top with soft mozzarella cheese, pepperoni slices and fresh basil.



MUSHROOM- SWISS BURGER

Add Swiss cheese, and caramelized onions to a gourmet mushroom steakhouse burger on a bed of grilled red bell peppers and mushrooms on a wheat bun.



JALAPEÑO PEPPER JACK BURGER

Fritos corn chips, canned chili, chopped red onion and shredded Cheddar cheese top a gourmet steakhouse jalapeño pepper Jack burger and yellow bell pepper slices on a Hawaiian bun.



BURGER MIGNON

Brioche bun spread with Stonewall Kitchens roasted garlic onion jam tops a gourmet steakhouse burger mignon with arugula, tomato slices and blue cheese crumbles.

TAILGATE SET-UP TIPS

Turn your parking spot into a kitchen away from home.

1 YOU NEED MULTIPLE COOLERS!

Use one for uncooked meat near the grill, another for beverages near the food table and you can even place warmed-up bricks covered with foil in a third to use it as a warming oven.

2 MULTI-USE CUPS

People can use plastic cups to create their own jarcuterie from the platters on the food table.

3 BUG-PROOF DRINKS

Use straws and inverted cupcake liners over cups to keep bugs out of drinks.

GAME DAY MEATS

HY-VEE MEAT BUNDLES PROVIDE VARIETY FOR YOUR TAILGATE GRILL.

MEAT BUNDLES

Feed the crowd burgers, brats and more with meat bundles from Hy-Vee. There's one to fit your game day needs.



Scan the QR Code to shop meat bundles.

TOUCHDOWN WITH HY-VEE CATERING

TURN TO HY-VEE CATERING TO PROVIDE THE HOT AND COLD SIDE DISHES TO GO ALONG WITH YOUR MEAT BUNDLE FOR STRESS-FREE PARTY PLANNING.

HY-VEE HELPS THE WAVE

Purchase fundraising merchandise from select Hy-Vee locations.

1 TOPS

Two designs of The Iowa Wave Shirt, including a 5th anniversary edition, are available in adult sizes from S to 2XL.



2 RIVAL TEES

New this year is the Field Rivals Fight Together t-shirt, available at select Hy-Vee stores.

AS ONE

THE WAVE HAS BEEN A STAPLE OF SPORTING EVENTS FOR DECADES. BUT A SPECIAL TAKE ON IT AT THE UNIVERSITY OF IOWA HAS BECOME ONE OF THE LATEST AND MOST BELOVED TRADITIONS IN COLLEGE FOOTBALL.

At the end of the first quarter, fans, players and coaches in Kinnick Stadium turn away from the playing field and wave to the children and their families in the "Press Box," an area in the University of Iowa Stead Family Children's Hospital that offers a perfect view of the field. The tradition began in 2017 when a fan on social media suggested the tribute to the patients in the newly built hospital. Another altruistic component was also born: Proceeds from sales of The Iowa Wave Shirt merchandise are donated to the children's hospital. To date, more than \$1.3 million has been gifted. The merchandise program is expanding this year to include a Field Rivals Fight Together t-shirt sold around and outside of Iowa so other sports fans can support both their own teams and the hospital.



PHOTO Matthew Holst/Getty Images



SEE FULL OFFER DETAILS AT
WEARETAILGATENATION.COM

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Offer purchase period begins 8/2/21 and ends 12/11/21. Offer submission period begins at 12:00 PM ET on 8/2/21 and ends at 11:59:50 PM ET on 12/31/21 or when supplies are exhausted, whichever occurs first. Must be a legal resident of the 50 US/DC & at least 18 years old. To participate, purchase 4 qualifying General Mills products in the same transaction during the purchase period ("Qualifying Purchase"). To redeem during the submission period, a participant may: (1) using an SMS-enabled mobile device, send a text message to 22639 stating "SCORE" and provide image of Qualifying Purchase receipt when prompted; or (2) forward their Qualifying Purchase e-commerce digital receipt as a .JPEG, .JPG, .PNG, or .PDF attachment (max. 10 MB) to TailgateNation@prizelogic.com. Once verified, participant will be sent a \$50 Fanatics Code ("Offer Item") (est. value \$50), while supplies last. Excludes tax and shipping, and Offer Item cannot be combined with other codes or offers. Limit: 1 Offer Item per person. A receipt may only be submitted 1 time during the Offer. If a receipt is submitted more than 1 time, it will be void. There are 27,000 Offer Items available in this Offer. Offer is first-come, first-served and while supplies last. Void where prohibited by law. For a list of qualifying products and for full Terms and Conditions visit www.WeAreTailgateNation.com/Fanatics. Message and data rates may apply. Consent not a condition of purchase. Text HELP SCORE to 22639 for help. Text STOP SCORE to 22639 to cease messages. Sponsor reserves the right to modify or cancel the Offer at any time. Sponsor: General Mills Marketing, Inc.



**GRILL WITH A SIDE
OF CREAMY CHEESY
GOODNESS.
THAT'S HAPPYFUL.**



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Parents can keep mealtime focused on quality family interactions by not monitoring too closely what and how much children are eating.

KIDS ARE MORE LIKELY TO TRY NEW FOODS WHEN THEY ARE SERVED FAMILY-STYLE, SO THEY CAN CONTROL WHAT AND HOW MUCH THEY SELECT.

Mealtime helps promote language skills in younger children and helps teach manners as well as dexterity when handling serving and eating utensils.

low-stress family meals

FOSTERING FAMILY TIME IS IMPORTANT. PREPARING AND EATING FOOD TOGETHER CAN CREATE LONG-LASTING RELATIONSHIPS.

THE COVID-19 PANDEMIC ALLOWED TIME FOR A LOT OF FAMILY MEALS.

And it wasn't just dinner—families were often together for breakfast and lunch, too. All this togetherness around food led to more families realizing the importance of eating together, according to new research from FMI—The Food Industry Association. Several studies have shown family meals are beneficial mentally and nutritionally for children, but research shows

parents also get mental health benefits, including greater self-esteem, less stress and lower levels of depressive symptoms. An emphasis on family meals also can be passed down through the generations, as kids who grow up eating most of their evening meals as a family are more likely to continue the tradition of eating together in their own families. Now that normal activities are resuming, families might have to make time to eat meals together, whether it's dinner, lunch or breakfast. Hy-Vee can help facilitate family meals, even when you don't have time to cook.



*Table Talk

Dedicated time for meals opens the door for communication among family members, which can create stronger relationships. Mealtime conversation, away from distractions like cell phones and television, teaches children how to listen to others and also allows them to voice their own opinions. Here are some ideas to make conversations fun and something the whole family will look forward to.

CONVERSATION STARTERS BY AGE

AGES 4-7

If your teddy bear could talk, what do you think they would say?

If you were a dinosaur, what do you think your name would be?

AGES 8-12

What's the funniest joke you've ever heard?

If you could have any pet, what animal would you pick?

AGES 12+

If you could travel anywhere in the world, where would you go?

What is your earliest memory?

What is the first thing on your bucket list?

GAMES TO PLAY AT THE DINNER TABLE

Don't Say It Choose a common word and make that word off-limits for the entire meal. You can create your own "punishment" for those who say it.

Story Starters Tell a story by having one person say one sentence to start and then each person adds another sentence to the story. It can be silly or realistic.

How Well Do You Know Me? Parents and children take turns asking questions. Kids can ask for the names of their teachers or best friend. Parents can be asked about where they have lived.

GET A FREE KIDS' MEAL WITH EVERY PURCHASE OF AN ADULT ENTRÉE IN SEPTEMBER AT HY-VEE'S MARKET GRILLE EXPRESS AND WAHLBURGERS LOCATIONS OR WHEN YOU ORDER ONLINE FROM MEALTIME TO GO.

LET KIDS HELP SHOP FOR AND PREPARE THE MEAL. IT TEACHES MATH SKILLS, BOOSTS SELF-CONFIDENCE AND MAKES FOR MORE ADVENTUROUS EATERS.

Meatball Pizza Pot Pie

Hands On 25 minutes

Total Time 50 minutes plus standing time

Serves 6

1 (24-oz.) pkg. Hy-Vee Italian frozen meatballs
3 Tbsp. Gustare Vita olive oil, divided
2 medium green bell peppers, seeded and chopped
¾ cup chopped white onions
1 (2.25-oz.) can Hy-Vee sliced ripe black olives, drained
1 Tbsp. bottled minced garlic
2 (12.5-oz.) jars Gustare Vita pizza sauce
1 Tbsp. Hy-Vee Italian seasoning
½ tsp. Hy-Vee black pepper
Hy-Vee nonstick cooking spray

2 (8-oz.) pkg. Hy-Vee finely shredded Italian cheese, divided
½ (6-oz.) pkg. Hy-Vee original pepperoni slices, divided
1 (12.5-oz.) jar Gustare Vita Alfredo sauce
1 (13.8-oz.) can Hy-Vee refrigerated pizza crust
1 Tbsp. Hy-Vee unsalted butter, melted
Grated fresh Parmesan cheese, for garnish
Finely chopped parsley, for garnish

1. **PREHEAT** the oven to 400°F. Brown frozen meatballs in 1 Tbsp. oil in a large nonstick skillet over medium-high heat, turning occasionally. Transfer to a bowl; set aside.

2. **HEAT** remaining 2 Tbsp. oil in the skillet. Add bell peppers, onions, olives and garlic. Cook and stir for 4 to 5 minutes or until softened. Stir in pizza sauce, Italian seasoning and black pepper. Cook over medium heat for 3 minutes or until heated, stirring occasionally.

3. **RETURN** meatballs to sauce in skillet; stir until coated. Simmer for 10 minutes or until meatballs reach 165°F.

4. **TO ASSEMBLE**, lightly spray a 3-qt. baking dish with nonstick spray. Layer 1 pkg. Italian cheese and half of the pepperoni in the prepared baking dish. Top with meatballs and sauce mixture. Then top with Alfredo sauce, remaining pepperoni and remaining pkg. of Italian cheese.

5. **UNROLL** pizza crust and place over top to cover mixture; crimp edges to fit. Bake for 15 minutes. Brush with melted butter; lightly sprinkle with Parmesan cheese and parsley. Bake for 5 to 10 minutes more or until crust is golden and pot pie reaches 165°F. Let stand 10 minutes before serving.

Per serving: 670 calories, 42 g fat, 15 g saturated fat, 0 g trans fat, 85 mg cholesterol, 1,590 mg sodium, 37 g carbohydrates, 2 g fiber, 13 g sugar (2 g added sugar), 29 g protein. Daily Values: Vitamin D 0%, Calcium 30%, Iron 15%, Potassium 4%

Hy-Vee
seasons
DIGITAL EDITION
Enjoy an enhanced
version of this story at
Seasons.Hy-Vee.com

pro tip: SHARE TO CARE



“Studies show the lifelong health benefits of families that share meals together. Eating together as a family is correlated with decreased risk of obesity, higher produce consumption, prosocial behavior, and higher

grades and self-esteem. Schedule a free nutrition tour at hy-vee.com/health for simple family meal and snack ideas from your dietitian.”
—Amanda Allen, MS, RDN, LD
Hy-Vee Dietitian

TABLE TIME CAN BE A GOOD TIME TO SHARE FAMILY STORIES AND HISTORY OR EXPLAIN HOW CERTAIN FAMILY TRADITIONS CAME TO BE.



Mealtime Made Easy

ENJOY A MEAL AS A FAMILY WITH READY-TO-EAT, GRAB-AND-GO SELECTIONS FROM HY-VEE WHEN YOU DON'T HAVE TIME TO COOK.



SUSHI

Made fresh daily from 100% sustainably sourced seafood.



WAHLBURGERS

A full menu of great-tasting comfort food favorites.



KIDS MEALS

A variety of high-quality options for the small fry.

AND MORE!

Satisfy almost any food craving from breakfast to dinner with Mealtime To Go; visit hy-vee.com/mealtime

Hy-Vee True chicken is all-natural and cage-free with no antibiotics or added hormones.

Pressure Cooker Honey-Garlic Chicken Tacos

Total Time 40 minutes
Serves 6 (2 each)

- ¾ cup Hy-Vee honey, divided
- ½ cup Hy-Vee ketchup
- ½ cup Hy-Vee less-sodium soy sauce
- 5 Tbsp. sriracha sauce, divided
- 4 cloves garlic, minced
- 1 Tbsp. refrigerated ginger paste
- 2 tsp. toasted sesame oil
- 1 tsp. Stubb's chicken rub with sea salt, honey, garlic and mustard
- 1 lb. Hy-Vee True boneless skinless chicken thighs
- 1 (4.5-oz.) pkg. Hy-Vee hard taco shells (12 shells)
- Avocados, seeded, peeled and sliced; for serving

Radishes, cut into matchsticks; for serving
Green onions, sliced; for serving
Crumbled Cotija cheese, for serving

1. COMBINE ½ cup honey, ketchup, soy sauce, 3 Tbsp. sriracha, garlic, ginger paste, sesame oil and chicken rub in a medium bowl; set aside.
2. PLACE chicken thighs in a single layer in a 6-qt. pressure cooker. Pour honey mixture over chicken. Lock lid in place and set valve to SEALING position. Cook on HIGH PRESSURE for 15 minutes. Allow pressure to release naturally for 10 minutes. Place towel over release valve; move to VENTING position (Quick Release) to release remaining pressure. Carefully remove lid, allowing steam to escape.

3. TRANSFER chicken to a cutting board; reserve 1 cup cooking juices in cooker. Shred chicken using 2 forks; return chicken to juices in cooker to keep warm.

4. COMBINE remaining ¼ cup honey and remaining 2 Tbsp. sriracha in a small bowl.

5. TO SERVE, spoon chicken into taco shells using a slotted spoon. Top with avocados, radishes, green onions and Cotija cheese; drizzle with honey-sriracha mixture, if desired.

Per serving: 370 calories, 9 g fat, 2 g saturated fat, 0 g trans fat, 70 mg cholesterol, 1,290 mg sodium, 58 g carbohydrates, 1 g fiber, 41 g sugar (39 g added sugar), 18 g protein. Daily Values: Vitamin D 0%, Calcium 4%, Iron 10%, Potassium 8%

Sweet 'N' Spicy Slow-Cooked Chili

Hands On 30 minutes
Total Time 6½ hours plus standing time
Serves 9 (2 cups each)

- 4 medium poblano peppers
- 4 medium Anaheim peppers
- 1 Tbsp. Gustare Vita olive oil
- 2 lb. fresh turkey breast chops
- 1 lb. butternut squash, peeled and cubed
- 1 (15-oz.) can Hy-Vee cannellini beans, drained and rinsed
- ¾ cup chopped white onions
- 2 Tbsp. chopped fresh sage
- 1 Tbsp. chopped fresh oregano
- 2 tsp. Hy-Vee salt
- 1 tsp. Hy-Vee black pepper
- 4 cloves garlic, minced
- 2 (32-oz.) containers chicken stock
- 1 (15.5-oz.) can Hy-Vee golden hominy, drained
- 1 jalapeño pepper, sliced; for garnish
- 1 shallot, sliced; for garnish
- Italian parsley sprigs, for garnish
- Lime wedges, for serving

1. PREHEAT broiler to HIGH. Place poblano and Anaheim peppers in a rimmed baking pan. Drizzle with olive oil. Broil 6 in. from heat for 8 to 10 minutes or until charred, turning occasionally. Transfer peppers to a large glass bowl; cover with plastic wrap. Let stand for 20 minutes or until cooled.

2. PEEL and seed peppers. Place peppers in a food processor. Cover and pulse until chopped. Transfer chopped peppers to an 8-qt. slow cooker. Add the turkey, butternut squash, cannellini beans, onions, sage, oregano, salt, black pepper and garlic. Add chicken stock. Cover and cook on LOW for 5½ hours. Add hominy; cover and cook for 30 minutes more or until tender.

3. TRANSFER turkey to a cutting board. Shred turkey using 2 forks; return to mixture in slow cooker.

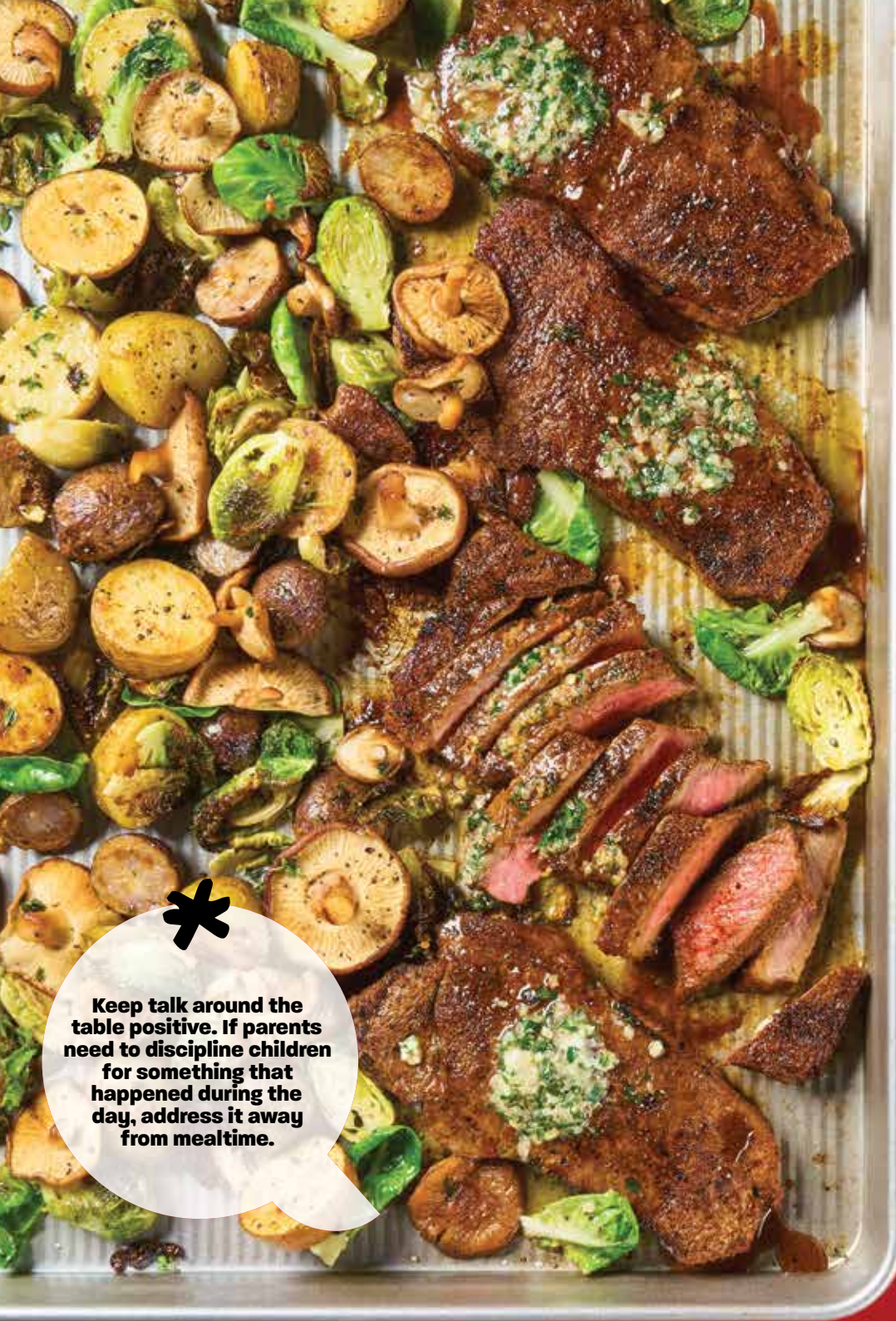
4. TO SERVE, ladle chili into bowls. Garnish with jalapeño, shallot and parsley; serve with lime wedges, if desired.

Per serving: 300 calories, 4.5 g fat, 1 g saturated fat, 0 g trans fat, 80 mg cholesterol, 1,380 mg sodium, 26 g carbohydrates, 7 g fiber, 6 g sugar (0 g added sugar), 37 g protein. Daily Values: Vitamin D 0%, Calcium 6%, Iron 15%, Potassium 15%

A Harvard study found that families who eat together are twice as likely to get their five servings of fruits and vegetables a day.



SEPTEMBER IS FAMILY MEALS MONTH AND HY-VEE MAKES IT EASY TO PLAN MEALS WITH A DIGITAL FAMILY COOKING GUIDE ALONG WITH RECIPE IDEAS FEATURED ON SOCIAL MEDIA. FOR MORE FAMILY MEAL IDEAS, GO TO [HY-VEE.COM/FAMILYMEALS](https://hy-vee.com/familymeals)



Keep talk around the table positive. If parents need to discipline children for something that happened during the day, address it away from mealtime.

Coffee-Crusted Steak With Thyme-Roasted Vegetables

Total Time 1 hour 20 minutes plus standing time
Serves 4

4 (8-oz.) Hy-Vee Choice Reserve beef New York strip steaks, ¾- to 1-in. thick
2 Tbsp. purchased coffee rub for beef
8 Hy-Vee Smart Bite Potatoes flavor fusion, halved
8 Brussels sprouts, trimmed and halved
4 Tbsp. Gustare Vita olive oil, divided
2½ Tbsp. chopped fresh thyme, divided
1½ tsp. Hy-Vee salt, divided
½ tsp. plus ¼ tsp. Hy-Vee black pepper, divided
1 (5-oz.) pkg. fresh small whole shiitake mushrooms
5 Tbsp. Hy-Vee unsalted butter, melted; divided
½ shallot, finely chopped
1½ tsp. chopped Italian parsley
1 clove garlic, minced

1. PREHEAT oven to 450°F. Pat steaks dry with paper towels. Sprinkle and rub both sides of steaks with coffee rub; let stand at room temperature for 25 minutes.

2. PLACE potatoes and Brussels sprouts in a large bowl. Drizzle with 2 Tbsp. olive oil; sprinkle with 1 Tbsp. thyme, ½ tsp. salt and ¼ tsp. pepper. Toss to coat and arrange in a single layer in a large rimmed baking pan. Roast for 12 minutes.

3. TOSS mushrooms with 2 Tbsp. melted butter, 1 Tbsp. thyme, ½ tsp. salt and ¼ tsp. pepper. Scatter mushrooms on top of vegetables in baking pan. Roast for 7 to 9 minutes or until mushrooms are slightly brown. Transfer vegetables to a bowl; cover to keep warm. Preheat broiler to HIGH.

4. STIR together remaining 3 Tbsp. melted butter, shallot, parsley, remaining ½ Tbsp. thyme, garlic, remaining ½ tsp. salt and remaining ¼ tsp. pepper in a small bowl.

5. PLACE steaks in rimmed baking pan. Broil 4 in. from heat for 10 to 14 minutes or until steaks reach 130°F for medium-rare doneness, flipping steaks halfway through and adding vegetables during the last 30 to 60 seconds. Remove from broiler; spoon butter mixture onto hot steaks. Loosely cover and let stand for 5 minutes before serving.

Per serving: 730 calories, 53 g fat, 21 g saturated fat, 0.5 g trans fat, 160 mg cholesterol, 2,140 mg sodium, 21 g carbohydrates, 4 g fiber, 2 g sugar (0 g added sugar), 46 g protein. **Daily Values:** Vitamin D 0%, Calcium 4%, Iron 30%, Potassium 15%

quick dinner tips

WITH PLANNING, YOU CAN SIT DOWN TO DINNER AS A FAMILY ANY NIGHT.

Morning Prep

Take a few minutes to pull frozen foods out of the freezer and put them in the fridge so they're ready for cooking that night.

Pantry Staples

Keep your pantry—and refrigerator and freezer—well-stocked with foods your family likes to help make meal planning easier.

Aisles Online

Order your groceries from your phone when you have a few minutes during the day and then you can pick them up or have them delivered when it's convenient for you.



PASSING FOOD AROUND A TABLE IS A GOOD OPPORTUNITY TO REINFORCE COMMON ETIQUETTE LIKE SAYING PLEASE AND THANK YOU.

Italian Skillet Lasagna

Hands On 40 minutes

Total Time 1 hour 15 minutes plus standing time
Serves 6

1 (1-lb) pkg. 80% lean ground beef
2 tsp. Hy-Vee salt, divided
1 tsp. Hy-Vee black pepper, divided
½ medium yellow onion, finely chopped
3 cloves garlic, minced
2 Tbsp. Hy-Vee tomato paste
1 Tbsp. chopped fresh oregano
1 Tbsp. chopped fresh thyme
1 Tbsp. chopped fresh parsley
2 (14-oz.) cans Gustare Vita diced tomatoes
2 Tbsp. Hy-Vee salted butter
2 Tbsp. Hy-Vee all-purpose flour

1 cup Hy-Vee whole milk
¼ tsp. ground nutmeg
8 Hy-Vee oven-ready no-boil lasagna noodles, divided
2 (8-oz.) pkg. Soirée sliced fresh mozzarella cheese, divided
1 cup lightly packed fresh basil leaves, divided

1. PREHEAT oven to 350°F. Cook ground beef with 1 tsp. salt and ½ tsp. black pepper in a large skillet over medium-high heat until browned, stirring occasionally to break into pieces. Transfer beef to a bowl using a slotted spoon. Reserve drippings in skillet.

2. ADD onion and garlic to skillet; cook over low heat for 8 to 10 minutes or until softened. Stir in tomato paste, oregano, thyme and parsley; cook and stir for 1 minute. Stir in undrained tomatoes, ½ tsp. salt and ¼ tsp. black pepper. Bring to a boil; return beef to skillet. Remove from heat; set aside.

3. MELT butter in a small saucepan over medium heat; whisk in flour. Cook and whisk for 2 to 3 minutes or until thickened. Slowly whisk in milk until smooth. Add remaining ½ tsp. salt, remaining ¼ tsp. black pepper and nutmeg. Remove from heat.

4. BREAK 4 lasagna noodles into large pieces and place in bottom of a deep 12-in. cast-iron skillet. Cover noodles with half of the meat mixture. Layer with half each of the fresh mozzarella and white sauce. Top with ½ cup basil. Repeat layers with remaining lasagna noodles, meat mixture, mozzarella and white sauce.

5. BAKE, uncovered, for 40 to 45 minutes or until noodles are tender and cheese is bubbly and beginning to brown. Let stand 10 minutes before serving. Garnish with remaining basil, if desired.

Per serving: 580 calories, 35 g fat, 17 g saturated fat, 1 g trans fat, 145 mg cholesterol, 1,120 mg sodium, 30 g carbohydrates, 2 g fiber, 8 g sugar (0 g added sugar), 34 g protein. **Daily Values:** Vitamin D 0%, Calcium 40%, Iron 15%, Potassium 8%

Sources (entire article): healthlinkbc.ca/healthy-eating/eating-together, health.ny.gov/prevention/nutrition/resources/servmealsfs.htm#:~:text=-serving%20family%2Dstyle%20meals%20is,to%20serve%20their%20own%20plates, fconline.org/the-importance-of-family-mealtime/, thefamilydinnerproject.org/blog/benefits-family-dinner-adults/, kidshealth.org/en/parents/cooking-preschool.html#:~:text=cooking%20can%20help%20young%20kids,foundation%20for%20ahealthy%20eating%20habits, happyhealthy.extension.msstate.edu/dinner-together/importance-family-dinners, fmi.org/our-research/research-reports/u-s-grocery-shopper-trends

MADE WITH 100% BEEF & REAL
WISCONSIN CHEESE

Very Cool!



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weeknight SEAFOOD PASTA



**TURN TO HY-VEE FOR
FRESH SEAFOOD
TO PREPARE THESE
EASY MAIN DISHES
IN UNDER AN HOUR.**

Shrimp Cavatelli with Vegetable Pesto

Total Time 35 minutes
Serves 6

1 (16-oz.) pkg. Gustare Vita organic cavatelli
2 Tbsp. Gustare Vita garlic flavored olive oil, divided
½ cup Hy-Vee Italian seasoned panko bread crumbs
3 large cloves garlic, peeled
1 (5-oz.) pkg. baby arugula
1 cup Hy-Vee frozen green peas, thawed
½ cup Gustare Vita extra virgin olive oil
3 Tbsp. Hy-Vee pine nuts, toasted; plus additional for garnish

3 Tbsp. fresh lemon juice
1 tsp. Hy-Vee kosher sea salt
½ tsp. Hy-Vee black pepper
1 cup cherry tomatoes, halved
1 lb. Hy-Vee Seafood cooked shrimp, tail-off, peeled and deveined (16 to 20 ct.)
3 cups fresh sugar snap peas, halved
½ cup finely shredded fresh Parmigiano-Reggiano cheese, plus additional for serving

1. COOK cavatelli according to pkg. directions. Drain, reserving 1 cup pasta water.
2. HEAT 1 Tbsp. garlic oil in a small nonstick skillet over medium heat. Add bread crumbs.

Cook for 2 to 3 minutes or until golden and crisp, stirring occasionally. Transfer to a bowl; set aside.

3. PLACE garlic cloves in a food processor; cover and process until finely chopped. Add arugula, peas, extra virgin olive oil, 3 Tbsp. pine nuts, lemon juice, salt and black pepper; cover and process until smooth. Set aside.

4. HEAT remaining 1 Tbsp. garlic olive oil in a large, deep nonstick skillet over medium heat. Add cherry tomatoes. Cook for 2 to 3 minutes or until slightly softened, stirring occasionally. Add the shrimp and sugar snap

peas; cook for 3 to 5 minutes or just until shrimp are heated through (145°F).

5. STIR arugula mixture into shrimp mixture. Add cooked pasta and ½ cup Parmigiano-Reggiano cheese; toss until evenly coated. If necessary, add enough reserved pasta water to thin sauce. Garnish with toasted bread crumbs and additional pine nuts. Serve with additional Parmigiano-Reggiano cheese.

Per serving: 640 calories, 29 g fat, 4.5 g saturated fat, 0 g trans fat, 125 mg cholesterol, 700 mg sodium, 67 g carbohydrates, 6 g fiber, 7 g sugar (0 g added sugar), 31 g protein.
Daily Values: Vitamin D 0%, Calcium 15%, Iron 20%, Potassium 8%

SAY CIAO Purchase any Gustare Vita product from September 16 through October 5, and swipe your Fuel Saver + Perks card for a chance to win a \$250 Hy-Vee gift card.

SEAFOOD SWAP

Replace shrimp with similar options to change up this recipe.



CRAB
For a close shrimp substitute, crab is similar in flavor and texture.



MUSSELS
Unique taste and texture but light flavor that adapts well in most recipes.



CAVATELLI
Considered one of the oldest pastas, cavatelli's small, curled shape is similar to a hot dog bun. The hollow center is made for collecting sauce.



Mixed Seafood Spaghetti

Total Time 30 minutes
Serves 6

- 12 oz. Gustare Vita organic spaghetti
- 1 lb. Hy-Vee Seafood fresh mussels
- 12 Hy-Vee Seafood fresh sea scallops
- 2 Tbsp. Gustare Vita olive oil
- ¾ cup chopped white onions
- 2½ tsp. Hy-Vee crushed red pepper
- 1 tsp. salt-free tomato, basil and garlic seasoning blend
- 4 cloves garlic, minced
- 2 cups dry white wine
- 12 Campari tomatoes, halved
- 1 (14-oz.) can Gustare Vita diced tomatoes
- 1½ tsp. Hy-Vee salt
- ½ tsp. Hy-Vee black pepper
- Fresh basil leaves, for garnish

- 1. COOK** spaghetti according to pkg. directions. Drain. Transfer pasta to a large pasta serving bowl; cover to keep warm.
- 2. RINSE** mussels under cold running water to remove any sand and grit. Pat scallops dry with paper towels. Set mussels and scallops aside.
- 3. HEAT** oil in a large nonstick skillet over medium-low heat. Add onions, crushed red pepper and salt-free seasoning blend. Cook for 5 minutes, stirring occasionally. Add garlic; cook for 2 minutes.

4. REMOVE skillet from heat. Add wine; return skillet to heat and gently simmer for 4 to 5 minutes or until reduced by half. Stir in Campari tomatoes, undrained canned tomatoes, salt and black pepper. Gently simmer, uncovered, for 3 minutes.

5. ADD scallops and mussels to tomato mixture. Cover and gently simmer for 3 to 5 minutes or until scallops are opaque (145°F) and mussels open. Discard any unopened mussels. Pour sauce and seafood mixture over pasta; toss to combine. Garnish with fresh basil, if desired.

Per serving: 420 calories, 8 g fat, 1 g saturated fat, 0 g trans fat, 25 mg cholesterol, 840 mg sodium, 56 g carbohydrates, 5 g fiber, 9 g sugar (0 g added sugar), 21 g protein. **Daily Values:** Vitamin D 0%, Calcium 6%, Iron 30%, Potassium 15%

SEAFOOD SWAP

LOBSTER

A good substitute for scallops, lobster has a similar but milder flavor and slightly less-firm texture.



Gluten-Free Pasta Choices at Hy-Vee

Swap wheat pasta in any recipe with these options.



Good Graces Gluten-Free Pasta
Made with corn and rice flour.



Banza Chickpea Elbow Pasta
Made with chickpeas for protein and fiber.



Barilla Gluten-Free Pasta
Classic pasta texture and flavor.

Coho Salmon Rigatoni

Total Time 35 minutes
Serves 6

- 1 (16-oz.) pkg. Gustare Vita organic rigatoni
- 4 (4-oz.) Hy-Vee Seafood skin-on coho salmon fillets
- Hy-Vee kosher sea salt
- Hy-Vee black pepper
- 1 Tbsp. avocado oil
- 1 Tbsp. Hy-Vee unsalted butter
- 2 small shallots, sliced
- 2 cloves garlic, sliced
- ½ cup dry rosé wine
- 1 (13.66-oz.) can unsweetened coconut cream
- 1 (5-oz.) pkg. baby spinach
- 3 Tbsp. fresh lemon juice
- 1 Tbsp. chopped fresh dill, plus additional dill for garnish

- 1. COOK** rigatoni according to pkg. directions. Drain, reserving 1 cup pasta water.
- 2. PAT** salmon dry with paper towels; lightly sprinkle both sides of fillets with salt and black pepper. Heat

avocado oil in a large nonstick skillet over medium-high heat. Add salmon fillets, skin sides down; cook for 5 to 6 minutes or just until lightly golden on one side. Add butter to skillet. Flip salmon and cook for 2 to 3 minutes or until salmon flakes easily with a fork (145°F), occasionally basting with butter mixture. Transfer salmon to cutting board; reserve butter mixture in skillet. Flake salmon from skin into big chunks; set aside. Discard skin.

3. ADD shallots and garlic to skillet. Cook over medium heat until softened, stirring occasionally. Remove skillet from heat. Add wine. Return skillet to heat and

cook until reduced by half, scraping brown bits from bottom of skillet.

4. STIR in coconut cream. Add spinach; toss and cook until slightly wilted. Stir in lemon juice, 1 Tbsp. dill, 1 tsp. kosher salt and ½ tsp. black pepper. Add pasta and salmon; gently toss until combined. If necessary, add enough reserved pasta water to thin sauce. Transfer to a serving bowl. Garnish with additional dill, if desired.

Per serving: 680 calories, 20 g fat, 12 g saturated fat, 0 g trans fat, 50 mg cholesterol, 90 mg sodium, 96 g carbohydrates, 4 g fiber, 38 g sugar (0 g added sugar), 28 g protein. **Daily Values:** Vitamin D 0%, Calcium 4%, Iron 20%, Potassium 10%

SEAFOOD SWAP

SOCKEYE SALMON

A close match for coho, sockeye has bolder flavor and bright red flesh. It has a higher oil content than coho, but not as high as king salmon.



RIGATONI

Rigatoni is great for chunky sauces and baked pasta recipes. Thick sauces cling well to the coarse bronze-cut ridges on Gustare Vita rigatoni, and the open centers collect veggies and pieces of meat and seafood.



COPPER RIVER SALMON

Alaska's Copper River is one of the best sources for sustainable, wild-caught salmon. After spending most of their lives swimming in the Pacific Ocean, mature salmon return to the Copper River to spawn, developing rich flavor and texture as they swim hundreds of miles upstream in glacier-fed waters. Find fresh-caught Copper River salmon at Hy-Vee from May through September.

COPPER RIVER COHO

Harvested in August and September at the end of the Copper River season, coho salmon have fewer fatty oils, milder flavor and more delicate texture than king or sockeye salmon. Especially delicious on the grill, coho makes a great introduction to wild salmon for children and adults alike.

DRINK MONEYBAG!

VINTAGE CANE SUGAR SODAS



MONEYBAGSODAS.COM

101

SWEET POTATOES

This mild and starchy root vegetable is a low-calorie, high-fiber carb option that can be enjoyed sweet or savory.

Sweet potatoes are distant cousins of classic russet potatoes and are often mistaken for yams, even though they are not related. The two main varieties are firm, with golden skin and pale flesh; and soft, which have copper skin and orange flesh. Sweet potatoes are rich in beta-carotene (vitamin A), vitamins B6 and C, potassium and fiber. Soft sweet potatoes are widely used for sweet potato pies and fries.

BUY unblemished small to medium sweet potatoes that are heavy for their size and free of wrinkles, cuts, bruises or sprouts.

STORE unprepared sweet potatoes at room temperature in a dry, dark, cool (not cold) place up to three weeks. Do not wash before storing.

PREP by scrubbing the skins with a vegetable brush to remove grit (if not peeling later).



WAYS TO ENJOY

Mashed

Peel and cube sweet potatoes, then boil for 20 to 30 minutes. Drain water and place cubes in a large bowl. Mash with a potato masher or hand mixer on low.

Baked

Pierce skin with a fork in several spots. Place on a baking sheet and bake at 400°F for about 45 minutes.

Fries

Cut sweet potato into wedges of desired size and toss with olive oil. Place fries on a baking sheet with nonstick spray and bake at 425°F for about 20 minutes.

COOK SWEET POTATOES WITH THE SKIN ON TO RETAIN THE MOST BETA-CAROTENE AND VITAMIN C.

Source: hsph.harvard.edu/nutritionsource/food-features/sweet-potatoes/

Maple Sweet
Potato **Chorizo**
Turnovers

Hands On 30 minutes
Total Time 45 minutes
Serves 4

- ½ cup Hy-Vee vegetable cooking stock
- ¼ cup Hy-Vee Select 100% pure maple syrup
- 2 Tbsp. Hy-Vee all-purpose flour
- 2 tsp. Hy-Vee chili powder
- ½ tsp. Hy-Vee salt
- 1 Tbsp. Gustare Vita olive oil
- ½ cup chopped shallots
- 2 cloves garlic, minced
- 1½ cups peeled and chopped sweet potatoes
- 3 strips Johnsonville chorizo sausage strips, crisp cooked and chopped; divided
- 3 Hy-Vee large eggs, scrambled
- 1 (13.8-oz.) can Hy-Vee refrigerated pizza crust
- 1 Hy-Vee large egg, lightly beaten

- 1. WHISK TOGETHER** vegetable stock, maple syrup, flour, chili powder and salt in a small bowl; set aside.
- 2. HEAT** oil in a medium skillet over medium heat. Add chopped shallots and garlic; cook until translucent. Stir in sweet potatoes; cook for 2 minutes or until tender. Whisk in stock mixture; cook and stir until thickened. Stir in 2 strips chopped chorizo and scrambled eggs. Remove from heat; cool.

3. PREHEAT oven to 425°F. Line a baking sheet with parchment paper. Roll pizza crust to a 12-in. square; cut evenly into 4 squares. Evenly spoon sweet potato mixture onto the center of each square. For each turnover, fold one corner of dough over filling to form a triangle. Crimp edges of turnovers with a fork to seal. Place on prepared baking sheet. Cut slits in tops to vent. Lightly brush with beaten egg and sprinkle with remaining 1 strip chopped chorizo. Bake 15 minutes or until golden brown. Cool slightly before serving.

Per serving: 530 calories, 16 g fat, 4.5 g saturated fat, 0 g trans fat, 180 mg cholesterol, 1,000 mg sodium, 77 g carbohydrates, 11 g fiber, 22 g sugar (19 g added sugar), 17 g protein. Daily Values: Vitamin D 6%, Calcium 6%, Iron 20%, Potassium 10%



SPARKLING
COCKTAIL
NO SUGAR



Jenny McCarthy

FINALLY!

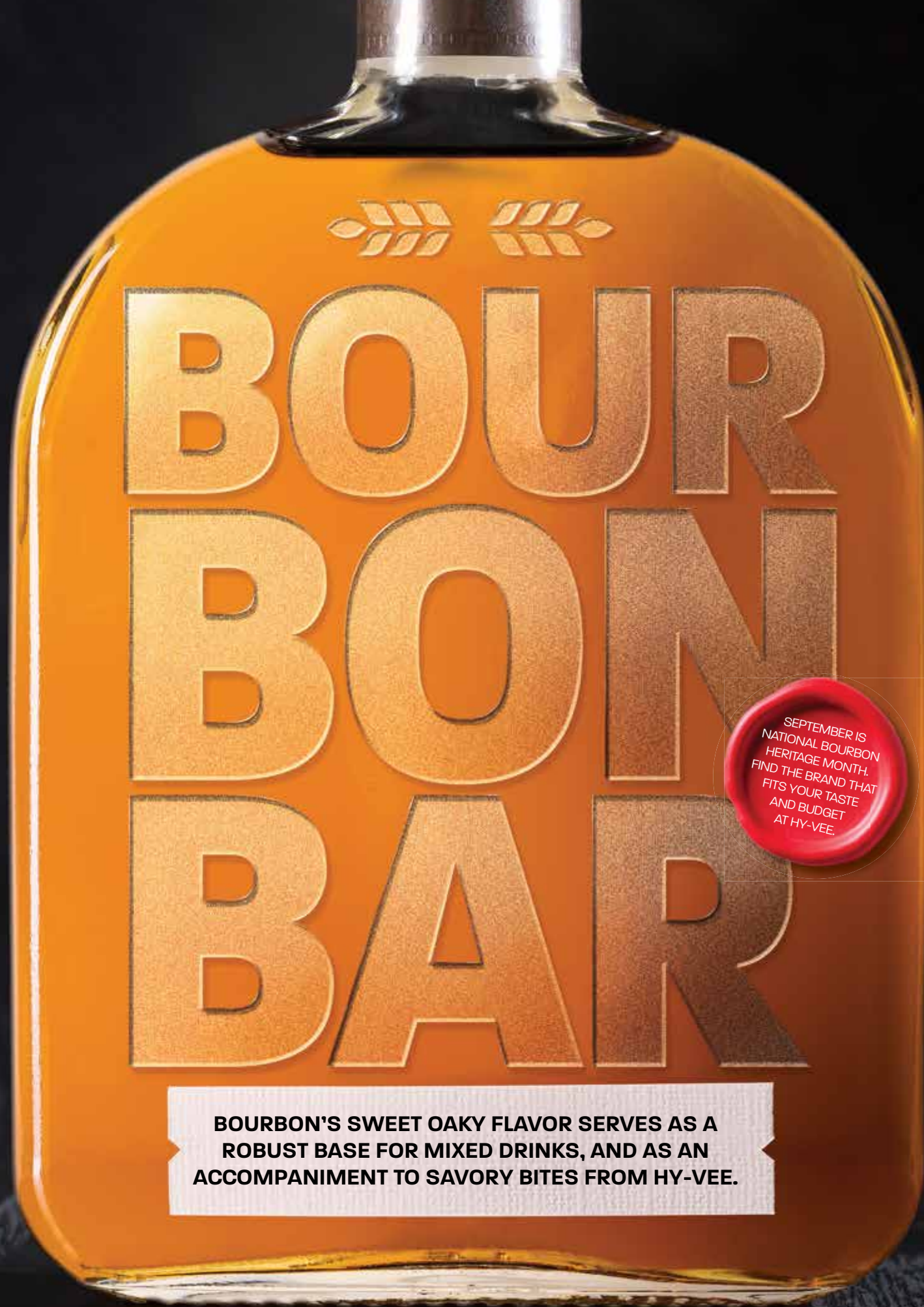
THE LIGHT, NATURAL FUN AND
SPARKLING COCKTAIL WE'VE ALL
BEEN WAITING FOR HAS ARRIVED...
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MAKE IT SPECIAL

Enjoy bourbon neat at cellar temperature (50°F to 55°F), over ice to reduce the bite or with complementary ingredients in a mixed drink. “How you serve bourbon is up to you,” says Hy-Vee Bourbon Steward Eric Dodge. But if you want something special, he recommends Hy-Vee exclusive bourbon picks, where barrels with a signature flavor profile are hand-selected by Hy-Vee Wine & Spirits managers and bottled exclusively for Hy-Vee.



95%
OF THE WORLD'S
BOURBON SUPPLY
COMES FROM
KENTUCKY.

APPLE-CIDER BOURBON

Add 2 oz. Maker's Mark bourbon whisky, 3 oz. Hy-Vee 100% apple cider, ½ oz. fresh lemon juice, ½ oz. simple syrup and ½ tsp. Hy-Vee Dijon mustard to an ice-filled cocktail shaker. Cover and shake until well combined and chilled. Strain into a 6-oz. ice-filled glass. Garnish with a Granny Smith apple slice and thyme sprig. Serves 1 (6 oz.).



PAIR IT WITH:

Crav'n spicy breaded pickle slices + Hy-Vee Dijon mustard mixed with horseradish



STYLES OF BOURBON

DISCOVER THE FLAVOR PROFILES OF THREE TYPES OF BOURBON.



High Corn All bourbons contain at least 51% corn in the mash bill (the mix of grains), but those with 75% or more corn are sweeter.



Wheated Bourbons containing 10% or more wheat, swapped out for rye, in the mash bill have a sweeter, softer taste and mouthfeel.



High Rye With a mash bill that includes 20% to 35% rye, this type of bourbon has a bolder, spicier flavor due to more rye.

SAVOR COCKTAILS AND MORE

PAIR BOURBON MIXED DRINKS WITH CONVENIENT SNACK ITEMS FROM HY-VEE.

pro tip: FOOD PAIRINGS



“You may find some nice complementary foods by thinking about what makes each whiskey different than the other. A rye whiskey has a peppery spice to it, so cured meats like pepperoni, salami and calabrese work great. Bourbon is usually more fruit-forward, reminding you of dark fruits like dates, which makes a perfect pairing. But that sweetness also does well with most desserts and candied nuts.”

—Eric Dodge

Hy-Vee Wine & Spirits Manager and Certified Bourbon Steward, Waterloo, Iowa

IN 1964, CONGRESS DECLARED BOURBON “AMERICA’S NATIVE SPIRIT.” TO BE CALLED BOURBON, THE SPIRIT MUST BE MADE IN THE U.S.A.

Hy-Vee
seasons
DIGITAL EDITION

Enjoy an enhanced version of this story at Seasons.Hy-Vee.com

VANILLA-BOURBON COCKTAIL

Add 4 oz. Basil Hayden’s bourbon whiskey, 2 oz. simple syrup and 1 oz. fresh lemon juice to a cocktail shaker. Split 2-in. vanilla bean. Scrape seeds into the cocktail shaker; add bean pod and ½ cup ice cubes. Cover and shake until well combined and chilled. Strain into an 8-oz. ice-filled glass. Garnish with fresh basil and vanilla bean pod. Serves 1 (7 oz.).

PAIR IT WITH:

Crav’n entertainment multigrain crackers + small wedge aged Gouda cheese + small wedge Manchego cheese



PEACH OLD FASHIONED

Add 3 oz. Elijah Craig bourbon whiskey, 1 oz. peach liqueur, 1 oz. simple syrup and 2 dashes orange bitters to an ice-filled cocktail shaker. Cover and shake until well combined and chilled. Strain into a 6-oz. ice-filled old-fashioned glass. Garnish with a peach slice and orange peel. Serves 1 (5 oz.).

PAIR IT WITH:

Crav’n cream cheese stuffed jalapeño poppers + peach-mango habanero jam



CHAI GINGER BOURBON COCKTAIL

Heat 8 oz. Larceny bourbon whiskey in a small saucepan over very low heat just until warm; remove from heat. Add 1 Hy-Vee chai black tea bag; steep 10 minutes. Cool. To make 1 cocktail, add 2 oz. chai tea-infused whiskey, 4 oz. ginger beer, ½ oz. simple syrup, ½ oz. fresh lemon juice and 1 dash orange bitters to a cocktail shaker. Cover and shake until well combined and chilled. Strain into an 8-oz. ice-filled glass. Garnish with cinnamon sticks. Serves 1 (7 oz.).

PAIR IT WITH:

Crav’n soft pretzel with salt + Hy-Vee medium salsa con queso



GIULIANA
PROSECCO

*Salute
Giuliana*



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'GATE
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UNDER PRESSURE

COOK MEALS, SNACKS AND DESSERTS IN ONE CONVENIENT APPLIANCE. FIND A PRESSURE COOKER AT HY-VEE TO MAKE MEALTIMES EASIER!

5 Ways Your Pressure Cooker Saves Time

Pressure cookers cut down prep work, cook time and cleanup.

1 FROM FREEZER TO COOKER

Cook thin cuts of meat such as chicken breasts without thawing.

2 ONE-BUTTON PREP

Place ingredients in the cooker and press a preset button or select your own time and pressure.

3 NO NEED TO MONITOR

PROGRESS Once the lid locks, your work is done. Stirring food would release the pressure, so set it and let it cook.

4 ONE POT CLEANUP

Many recipes cook in the removable central pot without any extra tools for quick and easy cleanup.

5 QUICKER COOK TIME

Most foods cook faster under pressure. For example, baby back ribs need 2 hours in the oven, but just 35 minutes under pressure.

PRESSURE COOKER PARTS

1. Gasket: The silicone sealing ring surrounding the inside of the lid that makes the appliance airtight to build up pressure.

2. Trivet: Small removable wire cooking rack that raises food off the bottom of the central pot.

3. Central Pot: A removable pot in the center of the pressure cooker where food is cooked.



ONE-STOP POT

6 WAYS TO USE A PRESSURE COOKER

SAUTÉ

Add oil, then heat and use the inner pot like a burner on the stove.

USE TO:

brown meat, stir-fry vegetables, reheat grains and heat soup.

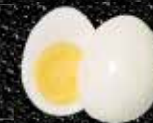


STEAM

Add at least 1 cup of water, then steam in a basket or on the trivet.

USE TO:

hard-cook eggs and cook fish and tough vegetables like squash.



POACH

Submerge in liquid and heat at a low temperature.

USE TO:

cook delicate proteins like fish, chicken and eggs.



BRAISE

Use a small amount of liquid and cook food slowly.

USE TO:

cook big meat cuts like chuck roast, beef shank and brisket.



BOIL

Use a substantial amount of water, but don't fill completely.

USE TO:

cook hearty grains like wild or brown rice, and beans.



BAKE

Remove the gasket and place a small cooking rack on bottom.

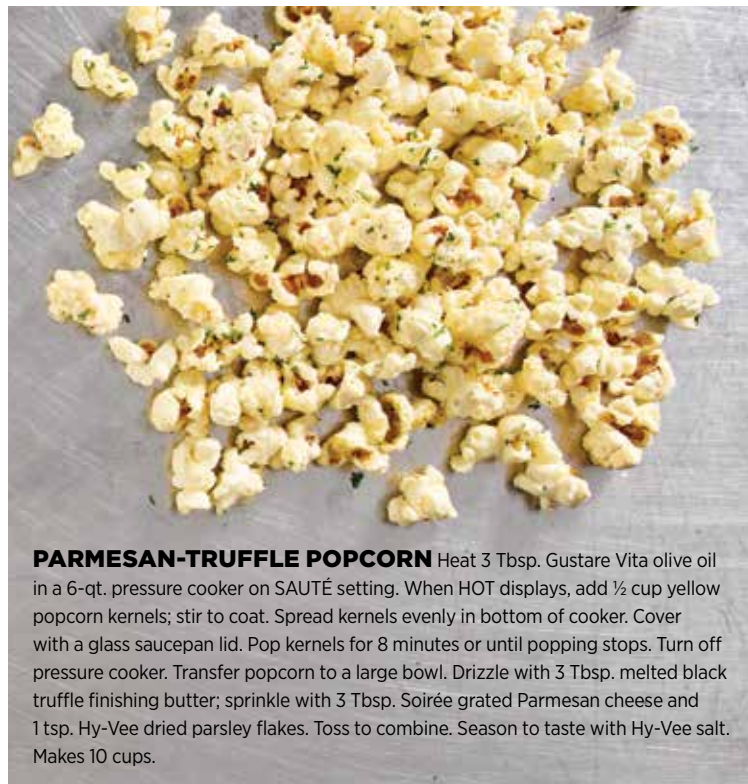
USE TO:

bake sweets like cake, cheesecake, brownies and cookies.

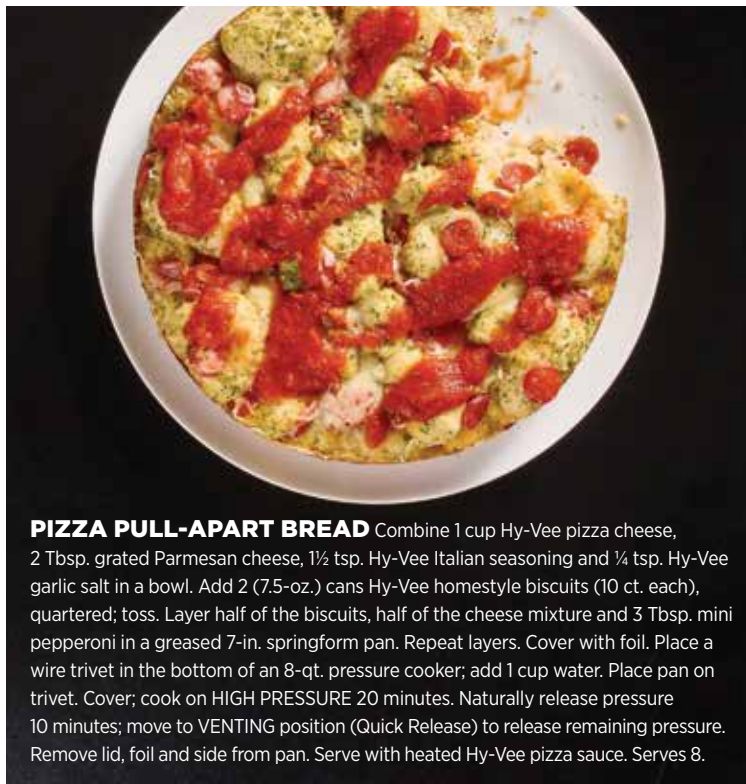


4 EASY IDEAS

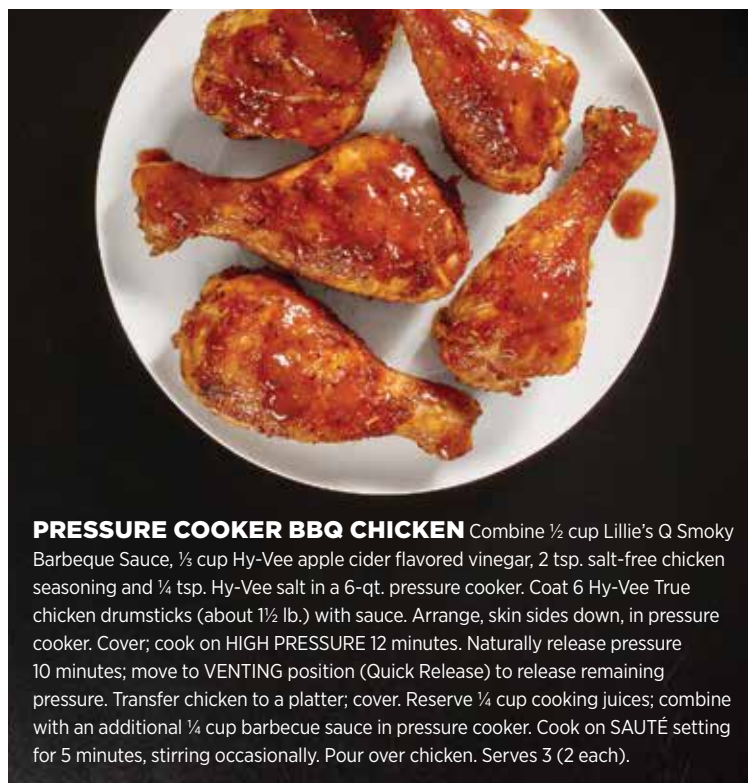
Use your pressure cooker to make a quick snack, appetizer, main course or side dish with just a few ingredients and the press of a button.



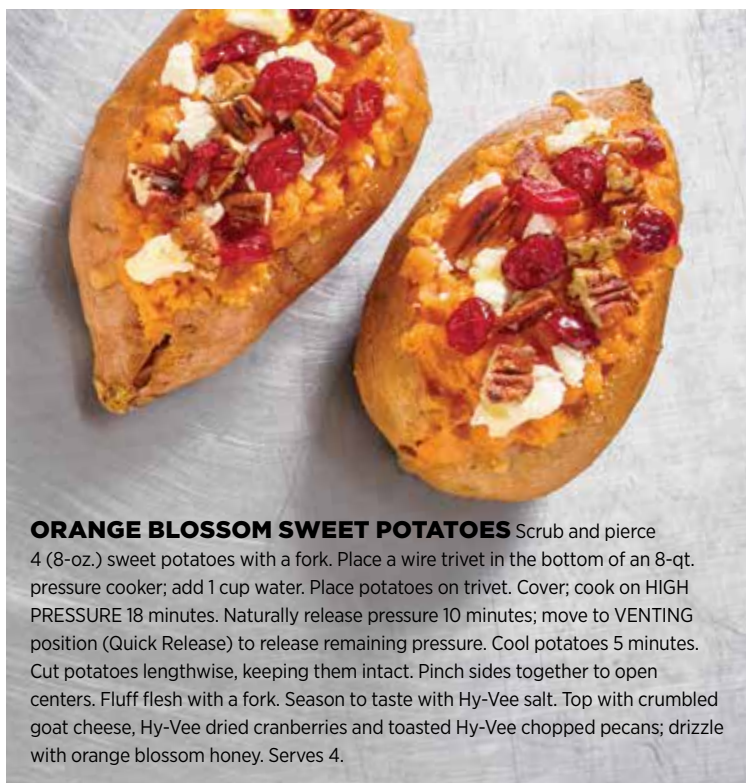
PARMESAN-TRUFFLE POPCORN Heat 3 Tbsp. Gustare Vita olive oil in a 6-qt. pressure cooker on SAUTÉ setting. When HOT displays, add ½ cup yellow popcorn kernels; stir to coat. Spread kernels evenly in bottom of cooker. Cover with a glass saucepan lid. Pop kernels for 8 minutes or until popping stops. Turn off pressure cooker. Transfer popcorn to a large bowl. Drizzle with 3 Tbsp. melted black truffle finishing butter; sprinkle with 3 Tbsp. Soirée grated Parmesan cheese and 1 tsp. Hy-Vee dried parsley flakes. Toss to combine. Season to taste with Hy-Vee salt. Makes 10 cups.



PIZZA PULL-APART BREAD Combine 1 cup Hy-Vee pizza cheese, 2 Tbsp. grated Parmesan cheese, 1½ tsp. Hy-Vee Italian seasoning and ¼ tsp. Hy-Vee garlic salt in a bowl. Add 2 (7.5-oz.) cans Hy-Vee homestyle biscuits (10 ct. each), quartered; toss. Layer half of the biscuits, half of the cheese mixture and 3 Tbsp. mini pepperoni in a greased 7-in. springform pan. Repeat layers. Cover with foil. Place a wire trivet in the bottom of an 8-qt. pressure cooker; add 1 cup water. Place pan on trivet. Cover; cook on HIGH PRESSURE 20 minutes. Naturally release pressure 10 minutes; move to VENTING position (Quick Release) to release remaining pressure. Remove lid, foil and side from pan. Serve with heated Hy-Vee pizza sauce. Serves 8.



PRESSURE COOKER BBQ CHICKEN Combine ½ cup Lillie's Q Smoky Barbeque Sauce, ½ cup Hy-Vee apple cider flavored vinegar, 2 tsp. salt-free chicken seasoning and ¼ tsp. Hy-Vee salt in a 6-qt. pressure cooker. Coat 6 Hy-Vee True chicken drumsticks (about 1½ lb.) with sauce. Arrange, skin sides down, in pressure cooker. Cover; cook on HIGH PRESSURE 12 minutes. Naturally release pressure 10 minutes; move to VENTING position (Quick Release) to release remaining pressure. Transfer chicken to a platter; cover. Reserve ¼ cup cooking juices; combine with an additional ¼ cup barbecue sauce in pressure cooker. Cook on SAUTÉ setting for 5 minutes, stirring occasionally. Pour over chicken. Serves 3 (2 each).



ORANGE BLOSSOM SWEET POTATOES Scrub and pierce 4 (8-oz.) sweet potatoes with a fork. Place a wire trivet in the bottom of an 8-qt. pressure cooker; add 1 cup water. Place potatoes on trivet. Cover; cook on HIGH PRESSURE 18 minutes. Naturally release pressure 10 minutes; move to VENTING position (Quick Release) to release remaining pressure. Cool potatoes 5 minutes. Cut potatoes lengthwise, keeping them intact. Pinch sides together to open centers. Fluff flesh with a fork. Season to taste with Hy-Vee salt. Top with crumbled goat cheese, Hy-Vee dried cranberries and toasted Hy-Vee chopped pecans; drizzle with orange blossom honey. Serves 4.

Sweet Cooker

Learn how to use your pressure cooker to bake desserts like cheesecake.

Hy-Vee
seasons



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



PRESSURE COOKER TIP

Natural pressure release allows the cooker to cool and release steam on its own while food continues to cook. Quick releasing pressure instantly allows steam to escape, releasing pressure and stopping cooking.

Peanut Butter Cheesecake

Hands On 20 minutes

Total Time 1 hour 25 minutes plus

cooling and chilling time

Serves 8

Hy-Vee nonstick cooking spray

10 peanut butter-flavor creme chocolate sandwich cookies, plus additional for garnish

2 Tbsp. Hy-Vee salted butter, melted

2 (8-oz.) pkg. Hy-Vee cream cheese, softened

½ cup Hy-Vee granulated sugar

1 Tbsp. Hy-Vee cornstarch

⅔ cup Hy-Vee creamy peanut butter

¼ cup Hy-Vee heavy whipping cream

2 tsp. Hy-Vee vanilla extract

2 Hy-Vee large eggs, room temperature

1 Hy-Vee large egg yolk, room temperature

Assorted peanut butter-chocolate candies, for garnish

Hy-Vee salted party peanuts, for garnish

Hy-Vee chocolate-flavored syrup

1. LIGHTLY SPRAY a 7-in. springform pan with nonstick spray; set aside.

2. PLACE 10 cookies in a food processor. Cover and process until finely ground. Transfer to a medium bowl; stir in melted butter. Firmly press crumb mixture on bottom and ½ in. up the side of the prepared springform pan. Place in freezer for 15 minutes.

3. BEAT cream cheese, sugar and cornstarch in a large mixing bowl with an electric mixer on medium for 15 seconds or until smooth. Add peanut butter, whipping cream and vanilla; beat on medium for 45 seconds or just

until combined. Beat in eggs and egg yolk, one at a time, on low just until combined (do not over mix).

4. SPREAD cheese mixture in springform pan. Lightly tap pan on counter 3 or 4 times to remove any bubbles. Cut two 12-in.-square sheets of foil. Lightly spray one side of one sheet with nonstick spray; place on top of pan with nonstick side down; wrap pan. Wrap bottom of pan with remaining sheet of foil, bringing bottom foil up and over top of pan.

5. PLACE a wire trivet in the bottom of an 8-qt. pressure cooker; pour 1½ cups water into pressure cooker. Place springform pan on trivet. Lock lid in place and set valve to SEALING position. Cook on HIGH PRESSURE for 45 minutes. Allow pressure to release

naturally for 10 minutes. Place towel over release valve; move to VENTING position (Quick Release) to release remaining pressure. Carefully remove lid, allowing steam to escape.

6. CAREFULLY REMOVE foil from pan; cool on a wire rack at room temperature for 1 hour. Loosely cover pan and refrigerate at least 4 hours or overnight.

7. TO SERVE, release spring on pan and remove its side. Place cheesecake on serving platter. Garnish with additional cookies, candies, peanuts and chocolate syrup, if desired.

Per serving: 420 calories, 33 g fat, 15 g saturated fat, 0.5 g trans fat, 115 mg cholesterol, 290 mg sodium, 26 g carbohydrates, 1 g fiber, 18 g sugar (15 g added sugar), 9 g protein. **Daily Values:** Vitamin D 0%, Calcium 6%, Iron 6%, Potassium 4%

EAT IT UP

EASY OFFICE LUNCHES FROM HY-VEE

IT'S BEEN A MINUTE SINCE SOME OF US HAVE BEEN IN THE OFFICE. HERE ARE FAST, DELICIOUS DESK FOOD IDEAS AVAILABLE FROM HY-VEE. LEARN WHAT FOOD CHOICES REVEAL ABOUT YOU.

WRAP IT UP

Protein and veggies all enveloped into a tortilla makes it easy to eat with one hand.



Personality profile: You might like your food tightly rolled but you are a bit looser with your daily interactions. As a sociable wrap-eater, you're a jack-of-all-trades who likes as much variety in life as in your food. While you might not always think things through, you're likely to shake things up and adopt the latest trend sweeping TikTok, including folding a wrap into quarters to eat it without the fillings spilling out—much easier than learning the proper tight roll.

Grab 'N' Go Wraps at Hy-Vee

DI LUSSO BUFFALO-STYLE CHICKEN
Chicken, romaine and Swiss cheese topped with ranch dressing and Buffalo-style sauce.

NORI SUSHI SPRING ROLL
Ebi shrimp, imitation crab stick with green leaf, avocado and carrots topped with sweet chili sauce.

DI LUSSO CHICKEN CAESAR
Spinach wrap surrounding chicken breast, tomato and lettuce covered with Caesar dressing.

PICK IT UP

Not much is better than the traditional sandwich—delicious bread combined with hearty lunch meat. Customize with your favorite toppings and condiments.

Personality profile: The proper way to cut a sandwich has been known to lead to wars. OK, maybe not, but it has been the subject of heated debates. If you slice it in half, your efficient Type A personality shines like a beacon, everything perfect and in its place. Diagonal cutters are

pragmatic and practical with a fun side. Whole sandwich eaters who forgo cutting are chill, laid-back and don't waste time or energy doing unnecessary things. If you cut off the crusts, your high-maintenance tendencies have served you well to get what you want.

GRAPERY GRAPES

Flavors like cotton candy and gum drop are hand-selected for freshness, GMO-free and available at Hy-Vee.



boxed up



SIMPLY DONE SNAP & STORE
BPA-free plastic containers make packing a lunch easy.

Grab 'N' Go Sandwiches at Hy-Vee

DI LUSSO SMOKED HAM & PROVOLONE HARVESTER
Ham and cheese on wheat bread

SLIDER KING HAWAIIAN BEEF & COLBY CHEESE
Top round roast beef with cheese on a King's Hawaiian slider bun

FOLLOW THE (unwritten) RULES

A GUIDE TO OFFICE LUNCH ETIQUETTE

Keep Aromas Neutral

Avoid eating pungent foods and be kind: Don't microwave popcorn!

Share Fridge Space

Bring in food for only that day. The fridge is valuable real estate for the whole office.

Limit Nuke Time

Try to keep reheating time to under 5 minutes. It's a shared appliance.

Enjoy Your Own Food

Eat/drink only what is yours. Food thievery is a punishable offense.

Eat at Lunch Time

Eat at the socially acceptable lunch time to avoid food odors lingering all day.



CHOP IT UP

Salads are a traditional healthy lunch, but require some concentrated effort on hand/mouth coordination.

Personality profile: Lettuce can make or break your salad, but what does your lettuce choice say about you? Iceberg eaters are loyal, dependable and long to fit in with the in-crowd. Boston/Bibb lovers quietly go about doing what needs to be done and expect to get their way. Down-to-earth romaine people are always right and are calm in a crisis. Green leafers are fun and lively while being just a teensy bit needy.

salads at Hy-Vee

Grab a healthy lunch on your way to the office.



DI LUSSO BERRY CHICKEN
Chicken, strawberries, blueberries, sliced almonds



DI LUSSO COBB
Ham, turkey, Cheddar and blue cheese, tomatoes, onion, egg



DI LUSSO CLASSIC CHEF'S
Turkey, ham, beef, egg, tomatoes, pepper, cheese



DI LUSSO CHICKEN CAESAR
Chicken, Parmesan cheese and croutons on romaine



FORK IT UP

For those used to working at home, seek solace in old-school comfort foods like mac & cheese or a variety of other heat-and-eat meals from the Hy-Vee Kitchen.

Personality profile: Change is hard, and in times of change, comfort food eaters are looking to recreate the close social bonds they may be missing by choosing warm, indulgent foods. These foods trigger pleasant feelings and reduce tension as they are often associated with loved ones or happy times spent with others. If mac & cheese is your go-to, family is everything and you don't venture too far from home.



Grab 'N' Go Bowls at Hy-Vee

NORI SUSHI SPICY TUNA POKE BOWL
Topped with mayo/sriracha hot chili sauce

WHITE CHEDDAR MAC & CHEESE
Shell pasta in a white Cheddar cheese sauce with bread crumbs



SPOON IT UP

Soup can be a hearty and satisfying lunch with a quick heat up. Just eat it away from your keyboard.

Personality profile: A popular comfort food, soup is often associated with childhood memories. People who prefer chicken noodle soup love animals and are loyal and easy-going but can be a bit stubborn. Vegetable soup lovers like sticking close to home and are focused on family. Those who prefer tomato soup are social, seek adventure and are affectionate with the people and pets around them. If minestrone is your jam, you are mindful about health and what you put in your body. Clam chowder eaters are smart, thoughtful and sophisticated, with a touch of sarcasm.

Grab 'N' Go Soup at Hy-Vee

HY-VEE TOMATO BASIL WITH PARMESAN
Pureed tomato base with garlic, cheese and basil

HY-VEE CHICKEN TORTILLA
Creamy chicken, tomato and cheese with zesty jalapeño and cayenne

HY-VEE CREAM OF BROCCOLI WITH CHEESE
Mix of broccoli and creamy melted cheese

TRY THE OLIVE OIL CHALLENGE!

Get prepared for the start of Mediterranean olive oil harvest taking place in October! This is when the healthier and most flavor-rich extra virgin olive oils are produced. The vivid green olives collected have the highest amount of antioxidants, the famous polyphenols. This enhances the positive attributes of what makes an olive oil of exceptional quality: fruitiness, bitterness, pungency, and sweetness.

Here is the challenge! Below, you can find a fun game. Follow our tasting guideline and test your sensory skills. Start by placing two tablespoons of Extra Virgin Olive Oil in a small glass and enjoy!

TASTING STEPS

1. LOOK



Oops! Color is not an indicator of quality.

2. TOUCH



Place your hands around and over the top of the glass.

3. SMELL



Stop and take your time detecting the nuances.

4. TASTE



Let it seduce you!

CHECK YOUR FINDINGS:

 Freshly cut Yes <input type="checkbox"/> No <input type="checkbox"/>	 Olive leaves Yes <input type="checkbox"/> No <input type="checkbox"/>	 Artichoke Yes <input type="checkbox"/> No <input type="checkbox"/>	 Green leaves Yes <input type="checkbox"/> No <input type="checkbox"/>	 Vegetables Yes <input type="checkbox"/> No <input type="checkbox"/>	 Tomato vine Yes <input type="checkbox"/> No <input type="checkbox"/>	 Eggplant Yes <input type="checkbox"/> No <input type="checkbox"/>	 Basil Yes <input type="checkbox"/> No <input type="checkbox"/>	 Peppermint Yes <input type="checkbox"/> No <input type="checkbox"/>	 Mango Yes <input type="checkbox"/> No <input type="checkbox"/>	 Tomato Yes <input type="checkbox"/> No <input type="checkbox"/>
 Rosemary Yes <input type="checkbox"/> No <input type="checkbox"/>	 Thyme Yes <input type="checkbox"/> No <input type="checkbox"/>	 Chamomile Yes <input type="checkbox"/> No <input type="checkbox"/>	 Almonds Yes <input type="checkbox"/> No <input type="checkbox"/>	 Walnuts Yes <input type="checkbox"/> No <input type="checkbox"/>	 Avocado Yes <input type="checkbox"/> No <input type="checkbox"/>	 Red fruits Yes <input type="checkbox"/> No <input type="checkbox"/>	 Apple Yes <input type="checkbox"/> No <input type="checkbox"/>	 Cinnamon Yes <input type="checkbox"/> No <input type="checkbox"/>	 Pine nuts Yes <input type="checkbox"/> No <input type="checkbox"/>	 Fig leaves Yes <input type="checkbox"/> No <input type="checkbox"/>

WE HOPE YOU GOT IT RIGHT!

 Carapelli Organic Extra Virgin Olive Oil Aromas: Lively in taste, with some green notes like leaves and green vegetables. In the retronasal it presents aromas of almonds and artichoke. Harmonic bitter and pungent. Ideal for vegetables, salads, fish and desserts.	 Carapelli Organic Unfiltered Extra Virgin Olive Oil Aromas: Fresh olive oil with a light nuts flavor combined with hints of leaves and vegetables. Bitterness and pungency balanced with fruitiness. Ideal for meats, pastas and spicy foods	 Bertolli Extra Virgin Olive Oil Rich taste Aromas: Well balanced olive oil. More green than ripe with notes of green leaves that combine with hints of green almond and vegetables. A slight end taste of bitterness and spice is expected. Ideal for salads, pasta, marinades, soups and sauces.	 Bertolli Extra Virgin Olive Oil Bold taste Aromas: With a pleasant green flavor, it presents notes of green leaves, green almond and artichoke combined with hints of aromatic herbs and tomato. Perfect balance between bitterness and pepper. Ideal for salads dressings, marinades and bread dipping.	 Bertolli Extra Virgin Olive Oil Smooth taste Aromas: On entry, it is sweet with a slight pleasant aroma of fresh almonds, tomato, and fresh vegetables. It presents a slight bitterness and pungency. Ideal for vegetable dishes, sauces and desserts.
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You can find the full tasting experience to be a master in our websites carapellioiliveoil.com and bertolli.com
Follow us in social media Instagram [@carapelliusa](https://www.instagram.com/carapelliusa) and [@bertolli_us](https://www.instagram.com/bertolli_us)



WE CRAFT OUR MEATS & CHEESES IN THE MIDWEST,
SO YOU CAN ENJOY MORE LOCAL
GOODNESS IN EVERY BITE.



SERVING SUGGESTION

CRAFTED WITH INTEGRITY
SINCE 1919

Our local heritage is what keeps our products deliciously simple. No artificial colors, fillers or added MSG. Just the Midwest-made goodness that comes through in every delicious bite.

FIND IT IN YOUR DELI.

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we ♥ CEREAL

TAKE CEREAL BEYOND THE BOWL WITH THESE INSTAGRAM-WORTHY RECIPES THAT USE THE CRUNCHY, SWEET BREAKFAST STAPLE IN STUNNING, SURPRISING AND DELICIOUS WAYS.



Fruity Piña Colada Sandwiches

Total Time 20 minutes plus softening and freezing time
Serves 4 (1 each)

1 (1 pt.) container dairy-free coconut milk vanilla bean frozen dessert, softened
1 Tbsp. rum-flavor extract
8 (½-in.-thick) fresh pineapple rings
2 cups fruit-flavor puffed rice cereal
1½ cups Hy-Vee creamy white vanilla baking chips
4 Hy-Vee maraschino cherries with stems, for garnish

1. TRANSFER softened dessert to a medium bowl. Stir in rum-flavor extract. Place in freezer for 2 hours or until frozen.

2. LINE a large baking sheet with parchment paper. Place 4 pineapple rings onto prepared baking sheet. Divide and scoop frozen dessert into 4 portions; place on the pineapple rings. Top with remaining 4 pineapple rings; press down gently. Freeze for 2 hours or until completely frozen.

3. PLACE cereal in a shallow bowl; set aside. Place baking chips in a microwave-safe small bowl. Microwave on HIGH at 30-second intervals or until melted, stirring each time. Working quickly, dip top and bottom pineapple rings on each ice cream sandwich into the melted chips, then immediately into the cereal to coat. Freeze until set. Garnish with cherries, if desired.

Per serving: 720 calories, 31 g fat, 27 g saturated fat, 0 g trans fat, 0 mg cholesterol, 110 mg sodium, 102 g carbohydrates, 2 g fiber, 87 g sugar (54 g added sugar), 8 g protein. Daily Values: Vitamin D 6%, Calcium 15%, Iron 10%, Potassium 8%

CEREAL FREEZE
Prep these in advance and store in the freezer for birthday parties, game days or whenever you need to satisfy your sweet tooth.

ABOUT
85%
OF AMERICANS
EAT COLD CEREAL
EACH YEAR, WITH
MORE THAN 2 IN
5 EATING IT AS A
SNACK. THAT'S
ALMOST
122
MILLION
PEOPLE REACHING
FOR THE CEREAL
BOX FOR A
QUICK BITE.



WHEN YOU BUY
A BOX OF HY-VEE
CEREAL WITH THE
ONE STEP LABEL,
YOU HELP FAMILIES
STRUGGLING WITH
FOOD INSECURITY.
SINCE THE ONE STEP
PROGRAM BEGAN,
MORE THAN 364,290
MEALS HAVE BEEN
DISTRIBUTED TO
FAMILIES IN NEED.



birthday cake cereal clusters

Place 1 cup berry toasted oats cereal in a medium bowl; set aside. Combine 1 cup Hy-Vee creamy white vanilla baking chips and 2 Tbsp. Hy-Vee vegetable shortening in a small microwave-safe bowl. Microwave on HIGH at 30-second intervals until melted, stirring each time. Pour mixture over cereal; stir to coat. Drop by spoonfuls onto a parchment-lined baking sheet. Melt 2 Tbsp. Hy-Vee creamy white vanilla baking chips in microwave; tint pink with red gel food coloring. Drizzle over clusters. Sprinkle with desired sprinkles. Store in an airtight container. Makes 9.

raisin bran blueberry yogurt bark

Line a large baking sheet with parchment paper. Spread 2 cups Hy-Vee vanilla lowfat yogurt evenly on prepared baking sheet. Scatter drops of Hy-Vee blue food coloring over yogurt; use a toothpick to swirl coloring into yogurt. Sprinkle with ½ cup fresh blueberries, ½ cup Hy-Vee One Step raisin bran cereal and ¼ cup coconut chips. Freeze 3 hours or until firm. Break or cut into pieces. Serve immediately or store in an air-tight container in freezer up to 3 weeks. Serves 20.



mexican hot chocolate crunch cookies

Combine 2 cups Hy-Vee all-purpose flour, 1 cup chocolate puffed rice cereal, ½ cup Hy-Vee baking cocoa, 1 tsp. Hy-Vee baking soda, ½ tsp. Hy-Vee salt and ¼ tsp Hy-Vee chili powder in a medium bowl; set aside. Beat 1 cup Hy-Vee unsalted butter with an electric mixer on medium for 30 seconds. Add 1¾ cups Hy-Vee granulated sugar; beat until light and fluffy. Add 2 Hy-Vee large eggs and 1 tsp. Hy-Vee vanilla extract; beat until combined. Beat in flour mixture on low until combined. Stir in ¾ cup cinnamon baking chips. Pour 2½ cups chocolate puffed rice cereal into a shallow dish. Roll dough into tablespoon-size balls; roll balls into cereal to coat. Place 2 in. apart on cookie sheets. Bake at 350°F for 11 to 13 minutes or until tops are set. Cool 1 minute on cookie sheets. Transfer to wire racks; cool completely. If desired, dip half of each cookie into melted white chocolate; sprinkle with additional chili powder, if desired. Let stand until set. Makes 70.

rainbow chow

Place 4½ cups original sweetened corn-and-oat cereal in a large bowl. Place 1 cup Hy-Vee creamy white vanilla baking chips in a small microwave-safe bowl. Microwave on HIGH at 30-second intervals until melted, stirring each time. Tint with gel food coloring, if desired. Pour melted mixture over cereal; stir until coated. Combine 1½ cups Hy-Vee powdered sugar and ½ (3-oz.) pkg. Hy-Vee desired-flavor or color gelatin dessert powder in a large resealable plastic bag. Add coated cereal to bag. Close bag; shake well until coated with powdered sugar mixture. If desired, for a rainbow of cereals, repeat making additional batches using a different color gelatin for each batch; combine the different colored cereals. Stir in sour belts candy, if desired. Store in an airtight container. Makes 4½ cups.

COLORFUL CHOW
Use strawberry, orange, berry blue, grape, lime and lemon flavors of gelatin to achieve all the colors of the rainbow.



MILK MATCH

Few things are more classic than cereal and milk. Dip, dunk and enjoy these cereal treats with your favorite glass of milk. Whether you drink nonfat, whole, chocolate or dairy-free alternatives like oat, silk or almond, Hy-Vee carries the milk for you.

SAVE TIME BY
PICKING UP THESE
CEREAL SNACKS
AT HY-VEE:

- KELLOGG'S RICE KRISPIES TREATS
- HY-VEE FRUIT & GRAIN CEREAL BARS
- GENERAL MILLS CEREAL TREAT BARS
- POST HONEYCOMB BIG BITES

Sources: [mintel.com/press-centre/food-and-drink/43-of-us-cereal-consumers-eat-cereal-as-a-snack-at-home](https://www.mintel.com/press-centre/food-and-drink/43-of-us-cereal-consumers-eat-cereal-as-a-snack-at-home)
[statista.com/statistics/279999/us-households-consumption-of-breakfast-cereals-cold/](https://www.statista.com/statistics/279999/us-households-consumption-of-breakfast-cereals-cold/)

Total Time
15 minutes plus
refrigerating and
freezing time
Serves 8 (1 each)

**1½ cups Hy-Vee 2%
reduced-fat milk**
**1½ cups oat
cereal with
marshmallows,
divided; plus
additional
for garnish**
**2 cups Hy-Vee
frozen whipped
topping, thawed**

1. COMBINE milk
and 1 cup cereal in a
medium bowl. Cover
and refrigerate for
4 hours or up to
overnight. Strain
mixture in a fine-
mesh sieve set over a
bowl; discard cereal.

2. PLACE whipped
topping in a medium
bowl; gradually
whisk in milk mixture
until combined.
Spoon mixture into
8 (3-oz.) molds,
adding remaining
½ cup cereal between
spoonfuls. Insert
crafts sticks; freeze
4 to 6 hours or until
completely frozen.

3. TO SERVE, dip
molds in warm water
to loosen pops from
molds. Garnish with
additional cereal,
if desired.

Per serving:
200 calories,
11 g fat, 10 g saturated
fat, 0 g trans fat,
5 mg cholesterol,
50 mg sodium,
25 g carbohydrates,
0 g fiber, 16 g sugar
(13 g added sugar),
2 g protein. Daily
Values: Vitamin D 6%,
Calcium 6%, Iron 6%,
Potassium 2%

Cereal Milk Pops

CHOCOLATE CHARMS
For chocolate lovers, grab
a box of Chocolate Lucky
Charms cereal. Same magical
marshmallows, but with a sweet
chocolatey crunch.

strawberry- apple granola salad

Divide 3 cups baby spinach and arugula salad blend; 1½ cups sliced strawberries; 1 Gala apple, cored and sliced; and 1 avocado, seeded, peeled and chopped; among 4 individual serving bowls. Top each with ¼ cup Hy-Vee One Step granola cereal, 2 Tbsp. crumbled goat cheese and 1 Tbsp. Hy-Vee chopped walnuts, toasted. Whisk together ½ cup balsamic vinaigrette and ¼ tsp. Hy-Vee ground cinnamon; drizzle over salads. Serves 4.

Hands On 20 minutes
Total Time 30 minutes plus
marinating time
Serves 4

**1 (1- to 1¼-lb.) pkg. Hy-Vee True chicken
breast tenders**
**¾ cup Frank's RedHot original thick sauce,
divided; plus additional for garnish**
2½ cups That's Smart! corn flakes cereal
½ cup Hy-Vee plain bread crumbs
¾ cup Hy-Vee all-purpose flour
**2 tsp. Frank's RedHot original seasoning
blend, plus additional for garnish**
1 Hy-Vee large egg
Hy-Vee nonstick cooking spray
**Refrigerated chunky blue cheese dressing,
for serving**
Celery and carrot sticks, for serving

1. PLACE chicken in a large resealable plastic
bag. Pour ½ cup RedHot sauce over chicken;
seal bag. Turn bag to evenly coat chicken
with sauce. Marinate at room temperature
for 20 minutes, turning bag occasionally.

2. PREHEAT air fryer to 375°F according to
manufacturer's directions. Place corn flakes
and bread crumbs in a food processor. Cover
and pulse 3 or 4 times until corn flakes are
slightly crushed. Transfer to a shallow bowl.
Whisk together flour and 2 tsp. seasoning
blend in another shallow bowl. Whisk
together egg and remaining ¼ cup RedHot
sauce in a third shallow bowl.

3. REMOVE chicken from marinade. Shake
off excess marinade; discard marinade. Dust
chicken in flour mixture. Then dip chicken
pieces, one at a time, into egg mixture;
shake off excess. Coat with corn flake crumb
mixture, gently pressing to adhere.

4. LIGHTLY SPRAY air fryer basket with
nonstick spray. Working in batches, place
coated chicken in a single layer in basket;
lightly spray with nonstick spray. Close air
fryer and air-fry for 6 minutes. Turn chicken
over; lightly spray with nonstick spray and
air-fry for 4 to 6 minutes more or until
golden and chicken reaches 165°F. Transfer
chicken to a serving tray; drizzle with
additional RedHot sauce, if desired.

5. SERVE chicken with blue cheese dressing
and celery and carrot sticks. Garnish
dressing with additional RedHot seasoning
blend, if desired.

Per serving: 240 calories, 3 g fat,
0 g saturated fat, 0 g trans fat, 110 mg cholesterol,
1,300 mg sodium, 23 g carbohydrates, 1 g fiber,
2 g sugar (1 g added sugar), 30 g protein.
Daily Values: Vitamin D 6%, Calcium 2%,
Iron 30%, Potassium 0%

Air-Fried Buffalo Chicken Tenders



EYEWEAR



BEAUTY



HAIR TOOLS

FLOWER BY DREW

life



Nail your healthiest manicure yet, shop new mom necessities and remove stains from clothes.

- 68** NAILED IT
- 72** HELLO FALL
- 76** IT'S ALL ABOUT THE PLUS
- 78** BABY CARE MADE EASY
- 82** LAUNDRY SOLVED
- 88** BIRTHDAY BASH

nailed it

Hy-Vee has products to keep nails healthy, polishes in the trendiest colors and new in-store nail bars for the latest in professional manicure looks.

health

STRONG NAILS START WITH GOOD HABITS AND GREAT PRODUCTS.

1 CLEAN

Remove nail polish with a strengthening nail polish remover to help prevent nails from breaking, and wash hands with soap and a nail brush.

2 CLIP

Clip off any hangnails that might tear. Trim nails down to the desired length and start shaping them. Try square, round, oval, almond and ballerina shapes.

3 FILE

Shape your nails into one of the options mentioned above. Start from the left outside corner going to the middle of the nail, and then file from the right corner to the middle of the nail.

4 BUFF

Use a nail buffer block to buff the tops of nails so they're smooth and ready for clean polish application.



beauty

MANICURES LAST LONGER WITH THE RIGHT PRODUCTS AND BEST PREP STEPS.

5 APPLY BASE COAT

Base coats act as primers. They help extend the life of your manicure, and they also protect your nails.

6 POLISH AND DESIGN

Brush on two or three coats of your favorite shade (until the nail is no longer visible).

7 ADD TOP COAT

Seal polish in place, and add either extra shine or a matte finish to protect nails from chipping. Choose from brands like Sally Hansen for any desired look.

8 MOISTURIZE

Choose a nourishing hand cream to soften skin, lock in moisture and repair damage due to dryness.



pro tip: NAILS MATTER

“I don't think people realize that nail health is vital to overall health and is often overlooked. If we pay attention, our nails can tell us so much about our health such as vitamin deficiencies and diseases. If your nails are not healthy, you run the risk of exposing that tissue underneath to infections.”

—Lauren Hunter & Manda Mason
Co-Founders
The W Nail Bar

HYDRATION AND CLEANLINESS ARE KEY FOR NAILS. MOISTURIZE OFTEN AND USE A SOFT BRISTLE BRUSH TO CLEAN DIRT AND BACTERIA FROM UNDER NAILS.



Scan the QR Code to shop nail care products at Hy-Vee.

STYLISH DESIGNS

Try these Pinterest-worthy nail trends at home, or show your manicurist the next time you visit The W Nail Bar.



MINIMALIST

It's all about leaving open, blank spaces on the nails for an airy design and simple feel. This also makes the colors and design stand out for elegant or playful styles.



NOT-YOUR-MOM'S FRENCH TIPS

Give classic square, white French tips an upgrade with colors to match the season or your mood. Brightly colored tips in various shapes and designs are taking over tops of nails.



BROWN MARBLE

Beautiful browns, golds and oranges reflect the fall foliage of the season. Use your favorite rich chocolate shade for a marble design that makes a statement.

now trending

THE SEASONAL COLORS AND LATEST LOOKS FOR ANY STYLE ARE AVAILABLE AT HY-VEE.



FOR AN ADVENTUROUS MANICURE, PAINT EACH NAIL A DIFFERENT COLOR OR CHOOSE ONE NAIL ON EACH HAND TO BE AN ACCENT NAIL.

creamy blue

As the temperature begins to drop, choose a light and dreamy mani to slowly transition into darker polishes.

Try these shades:
essie Bikini So Teeny, Sally Hansen Sugar Fix



dark teal

This striking jewel tone is one of the *coolest* manicures for fall. Rock this lavish color while the leaves change.

Try this shade:
essie In Plane View



deep red

Dark, rich, seasonal—a glossy red polish is a win in autumn. Pick a shade that has a little sparkle for dimension.

Try these shades:
essie Forever Yummy, OPI I'm Not Really a Waitress



mauve

For fans of pink and purple manicures, mauve makes for a muted and sophisticated cozy fall tone.

Try these shades:
Sally Hansen Mauve It, essie expressie Get a Mauve On



mustard yellow

Channel the bright and warm color of fall mums with a cheery mustard yellow manicure.

Try this shade:
essie expressie Taxi Hopping



light gray

For a minimal, incredibly versatile mani, pick out a gray polish. Find warm- or cool-tone hues to match any look.

Try these shades:
Sally Hansen Soothing Slate, essie Without a Stitch



olive green

An earthy color like olive green brings out the golden tones in skin and pairs well with most autumn wardrobes.

Try this shade:
essie expressie Precious Cargo-Go!



rich brown

Lush and chocolatey shades of brown are classy, warm and oh-so chic. Go glossy or add a matte finish.

Try these shades:
essie expressie Cold Brew Crew, Revlon Totally Toffee



Finger Fashion
Watch how to dress up your nails for any occasion using shape, color and designs.

Hy-Vee
seasons



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

In-Store Nail Salons

HY-VEE IS PARTNERING WITH THE W NAIL BAR TO OPEN SALONS INSIDE SELECT LOCATIONS.

the
W
nail bar

NATURALLY BEAUTIFUL NAILS AT HY-VEE

The W Nail Bar is a 100% all-natural nail bar, founded by two sisters from Ohio in 2015 with cleanliness and customers in mind. All salon products are handmade and acrylic free, and the salon offers gorgeous polishes and impressive custom designs. Look for salons coming soon to several Hy-Vee locations.

SERVICES INCLUDE:

• MANICURES • PEDICURES
• NAIL ART • AND MORE!

Open now:

• BETTENDORF, IA

Opening this month:

• DAVENPORT, IA (WEST KIMBERLY ROAD)
• GRIMES, IA
• EAU CLAIRE, WI



Scan the QR Code to book your appointment at The W Nail Bar.

Extend the warmth and personality of your indoor space outdoors with these decorating ideas featuring plants and accessories from Hy-Vee.



DIY DOOR HANGER

A hanging arrangement offers a happy fall greeting. Fill a wicker basket with floral foam, then insert dried flowers and fall stems that will dry. Add a ribbon as a finishing touch.

MAKE A STATEMENT RIGHT UP FRONT

Go big and bold with a large planter augmented by smaller pots. Vary the size and height of the plants for visual appeal.

STEP INTO THE SEASON

Update summer containers with the colors of fall. Hy-Vee has a range of mums to perk up your entryway, as well as pumpkins, gourds and other accessories to complete an awesome autumnal display.





FRONT PORCH WELCOME

Make the first impression a lasting impression. With fall floral and seasonal accessories from Hy-Vee, you can make any front porch, stoop or entryway cozy, festive and, most importantly, inviting.

TIPS FOR STYLISH EASY-CARE MUMS

Care: Keep mums well-watered. If the root ball dries out, rehydrate by soaking mums in water for 30 minutes.

Design: Display in odd numbers, with one specimen larger than the others. Coordinate colors (e.g., orange & yellow, lavender & white).

Pairing: Use cool-season pansies and kale, and indoor plants like croton, in autumn colors.

Overwintering: Store potted mums in an attached garage or cool basement for the winter; keep the root ball just slightly moist. In spring, cut back the dead portions and plant in the garden.

THE INSIDE STORY

Crotons from Hy-Vee Floral make a statement with brightly patterned leaves. They'll enjoy the protective shelter of a covered porch or entryway in early fall; take them indoors before frost to enjoy as a colorful houseplant.



GET THE LOOK

These accessories from the Harvest Seasonal Home collection are available at Hy-Vee Floral.



PILLOWS
18" white pumpkin embroidered pillow



FALL MUGS
16 oz. stoneware mugs with fall messages; 4 styles



HURRICANE CANDLE
32 oz. Himalayan glass with tobacco bark



COPEN VASE
5.75" ceramic Copen vase with cream, speckled glaze



TIN CONTAINERS
Heavy aged galvanized tins



DOUBLE TIN
6.5" Pumpkin Festival Farms oval tin

IT'S ALL ABOUT THE PLUS

Introducing Hy-Vee Plus

Membership has its perks—like saving money. For \$99 per year, or \$12.95 per month, Hy-Vee Plus members get free delivery and express 2-hour pickup. Using either option once a week adds up to a savings of \$517 a year! Other savings include bonus monthly discounts and extra Fuel Saver Rewards points with purchases. Then there is the convenience of having a personal shopper and access to the Red Line™ team day or night. Check out the chart to learn more about membership benefits.

How to sign up

Sign up for a Hy-Vee Plus membership in two ways:

- Visit hy-vee.com/plus
- Scan the QR code to sign up.



Upon signing up for Hy-Vee Plus membership, you will receive a welcome email with details about monthly perks, as well as follow-up emails about new monthly perks.

GET THE MOST OUT OF SHOPPING

Pair a Hy-Vee Plus membership with Fuel Saver + Perks for more benefits!



Aisles Online pickup	FREE	FREE
Aisles Online 2-hour express pickup	\$9.95	FREE
Aisles Online standard grocery delivery*	\$9.95	FREE
Hundreds in monthly savings with digital coupons	✓	✓
Reduced prices and fuel savings throughout the store	✓	✓
Earn \$.03 in Fuel Saver Rewards on every purchase**	X	✓
Bonus monthly discounts	X	✓
Red Line™ access	X	✓
Personal shopper	X	✓
Bonus monthly free item(s)	X	✓
	FREE	\$99/year or \$12.95/month

*Where available.
**Some exclusions apply.



Member benefits

Uncover a range of perks and cost savings with Hy-Vee Plus membership.



FUEL SAVINGS EVERY TIME YOU SHOP

Earn 3¢ per gallon on every in-store or online purchase* in addition to current Fuel Saver rewards being earned.
**some exclusions apply*



FREE GROCERY DELIVERY

Get FREE standard grocery delivery* on Aisles Online orders of \$30 or more. Deliveries are unlimited, saving once-a-week delivery customers \$517 a year!
**where available*



EXCLUSIVE MONTHLY DEALS & OFFERS

Get new deals and offers just for you every month, including one free select item.



FREE 2-HOUR EXPRESS PICKUP

Get FREE 2-hour pickup on Aisles Online orders of \$30 or more. Personal shoppers (and your groceries) will be waiting for you to arrive.



RED LINE™ ACCESS

Whatever you need, day or night, our Red Line™ team is ready for your calls and texts. This Hy-Vee expert concierge service helps with everything from deliveries to local store offerings.



PERSONAL SHOPPER

Get and give real-time feedback as your online order is shopped. Personal shoppers can offer order alternatives, alert you to savings and more.



**BABY
CARE
MADE EASY**

Hy-Vee EMPLOYEE OWNED

HELP FOR new moms

New babies need lots of love and attention, including feeding, bathing, changing and playing. Hy-Vee is here to help with it all, with baby care products and in-store services to make new parent life as easy as can be.

6 ways HY-VEE CAN HELP MOMS

- 1 PARKING SPOTS**
A trip to the grocery store gets quicker and less stressful with reserved parking spots just for expectant and new mothers.
- 2 MOTHER'S ROOMS**
If you need to feed or change your baby while shopping, select stores have family rooms with comfy chairs, and toys for young children.
- 3 DIETITIAN ADVICE**
Plan nutritious meals with the help of Hy-Vee dietitians, who can provide tips for expectant, new and lactating moms.
- 4 ONE STOP**
Complete all your errands at Hy-Vee. Pick up groceries, baby care products, household supplies, personal care items and more.
- 5 MEALTIME TO GO**
When you need a break from cooking, grab ready-to-eat or heat-and-serve meals for pickup curbside at your local Hy-Vee.
- 6 CLEAN CARTS**
Eliminate germs and the need to stop and wipe down your cart with Hy-Vee's automated sanitizers that clean carts between customers.



ENTERTAIN AND SOOTHE BABIES WITH HY-VEE'S HELP. BATH TIME IS MORE FUN WITH A MUNCHKIN SAFETY BATH DUCKY. NUK PACIFIERS HELP CALM INFANTS AND A BABY EINSTEIN TEETHER-PILLAR SOLVES TEETHING TROUBLES.

To save time spent walking the aisles, create a grocery order through Aisles Online. Add anything to your cart that you'd find in-store, including groceries, household needs and baby supplies. Then choose delivery or free pickup at checkout with a \$30 minimum order.

PHARMACY DELIVERY: THE HY-VEE PHARMACY OFFERS DELIVERY AND SHIP-TO-HOME SERVICES FOR MOST PRESCRIPTIONS. CONTACT YOUR HY-VEE PHARMACY THEN MANAGE PRESCRIPTIONS ONLINE OR THROUGH THE HY-VEE APP.

to moms from moms

Experienced mothers and Hy-Vee shoppers drop words of advice and support for new moms.

- 1.** It's OK if you don't have all the answers.
- 2.** Give yourself a break. You're still learning.
- 3.** Sleep when the baby sleeps... cleaning can wait.
- 4.** Give yourself some time-outs.
- 5.** Don't judge parenting by the first few weeks. You're still getting to know each other.
- 6.** Don't be afraid to ask for help. And take offers of help!
- 7.** Follow your best instincts.
- 8.** If your original plans fall through, it's OK to change them.
- 9.** Take care of yourself.
- 10.** Do what works for you and your baby.
- 11.** As long as the baby is safe and healthy, not much else matters.

BRINGING HOME baby

Look for products made specifically for newborns at Hy-Vee, including bottles and diapers, to have everything prepared for your new arrival.

BOTTLES

Philips Avent feeding bottles at Hy-Vee are designed to reduce colic and gas by venting air away from baby's tummy.

advice from a fellow mom and Hy-Vee shopper

BECKY BROWN



"ORDER GROCERIES FOR DELIVERY! IT'S THE BEST SERVICE EVER!"



USE 4- OR 5-OZ. BOTTLES FOR INFANTS AND LARGER BOTTLES LIKE THIS AFTER THE FIRST YEAR.

OINTMENTS

Tippy Toes Diaper Rash Ointment's rich, hypoallergenic formula protects baby's skin from wetness at every diaper change.

WASH

Johnson's Baby Moisture Wash will gently clean and nourish baby's hair and delicate skin with a rich, creamy lather.

POWDER

Tippy Toes Baby Powder with aloe and vitamin E helps absorb moisture and keep your baby's skin soft.

SCAN THE QR CODE to shop Hy-Vee's baby care essentials.

DIAPERS

You can never have too many diapers. Tippy Toes True Gentle & Soft Diapers are a good choice for baby's sensitive skin.



6 baby must-haves

Be prepared with these essentials before your newborn arrives.

WIPES

Soft, cloth-like Tippy Toes Baby Wipes are gentle on baby's skin and strong enough to resist tearing.

BOTTLE BRUSHES

Tippy Toes Baby Bottle Brushes with a sponge tip and flexible bristles help keep bottles clean and sterilized.



HELLO BELLO AT HY-VEE

From Kristen Bell and Dax Shepard, Hello Bello offers plant-based baby care items.



Hello Bello Baby Wipes

These latex-free, hypoallergenic wipes have cooling aloe.



Hello Bello Baby Shampoo & Body Wash

Gentle wash with apple blossom scent.



Hello Bello Alphabet Soup Diapers

Leak-proof and soft diapers for newborns.



Hello Bello Everywhere Balm

Nourish baby's skin all over with shea butter.

laundry SOLVED

WHEN IT COMES TO LAUNDRY CHALLENGES,
HY-VEE HAS THE CONVENIENT, EFFECTIVE
AND SIMPLE SOLUTIONS.

HY-VEE LAUNDRY AND DRY CLEANING SERVICE TO GO!

Drop off and pick up your dry
cleaning and regular laundry
(including large, bulky items)
at the Customer Service desk
at select Hy-Vee locations.
Contact your local Hy-Vee for
pricing and availability.

SAFELY SOLVE ANY STAIN SITUATION!



KETCHUP Spray Zout Triple Enzyme Formula Action Stain Remover on the stain, let set 5 minutes and wash in the warmest water garment care instructions allow.



GRASS Pour Era Active Stainfighter Liquid Laundry Detergent directly onto grass stain and wait 5 minutes before laundering as normal.



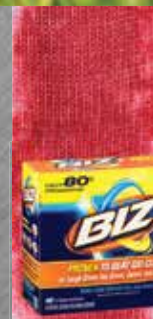
GREASE Popular since the 1800s, Fels-Naptha is a degreaser and stain remover. Rub stains with a wet bar and let set for a few minutes, then wash as normal.



CRAYON Remove excess crayon residue. Then place napkin behind the stain. Gently rub the scrubber tip of an OxiClean On the Go Stain Remover Pen over stain to remove.



DIRT Apply Whisk Wash Away Pretreatment and Stain Remover directly onto stains. Rub it in, and launder garment as normal or wait up to 5 days to wash.



JUICE To treat a juice or wine stain, wet the stain and spread a paste made with Biz Stain & Odor Eliminator and warm water on it. Let set for 30 minutes then wash as normal.



CHOCOLATE Stop chocolate stains on the go with Tide to Go Instant Stain Remover. Press the microfiber tip onto small stains to break them down and absorb the mess.



BLOOD Rinse tough blood stains with cool water to remove excess stain. Dissolve OxiClean Versatile Stain Remover in water, soak garment 6 hours, then wash as normal.

True or False

Check your knowledge of laundry basics here!



It's OK to put dry-clean-only clothes in a gentle cycle. **FALSE.** Some fabrics can change color, shape and size if washed.



Close buttons so shirts keep their shape. **FALSE.** Buttonhole threads loosen when the machine tugs the shirt.



Separating colors is a good idea. **TRUE.** To prevent color fading: whites in hot, lights in warm and darks in cold. BUT...separate by material, too. Washing heavy jeans with delicates can damage the delicates.



More detergent means more clean. **FALSE.** Extra suds cause buildup in washers and trap bacteria.



"Permanent Press" has something to do with wrinkles. **TRUE.** This medium-heat cycle with cool-down is a fantastic way to keep clothes smooth.



Pretreat all stains with oxygen-base bleach. **FALSE.** Do not use on leather, silk, wool or fabric with embellishments made of those materials.

PREVENT HOLES AND SNAGS. Close zippers and remove belts and other sharp items from laundry to prevent damage. Other causes of holes include too much bleach, an out-of-balance dryer drum, an overloaded washer and a too-quick spin cycle.

RESHAPE A WOOL SWEATER. Add 2 Tbsp. fabric softener to large tub of cool water; soak 30 minutes to relax fibers. Roll sweater in towels (do not rinse) to remove excess water. Lay flat on cork bulletin board and pin sweater to desired size. Repin as needed. Resoak if needed.

Clothes Calls

Staving off wear and tear is no mystery when you know how to avoid laundry snafus. Keep your favorite outfits looking clean and in top shape for much longer with tips and products from Hy-Vee.

PRESERVE COLOR, SHAPE AND OVERALL APPEARANCE

Ultra Downy Fabric Protect Free & Gentle liquid fabric conditioner protects clothes from stretching, fading and fuzzing. It also fights static while softening clothes, plus reduces wrinkles.



KEEP CLOTHES SMOOTH. Fabric balls (pilling) on your most-worn clothing could be a thing of the past. Wash the garment in a not-very-full load on the gentle cycle or hand wash inside-out with Woolite Extra Delicates Care. Use fabric softener and avoid the dryer. Use spray starch when ironing.



RESOLVE DYE TRANSFER DAMAGE. Prewash with detergent and oxygen bleach. Soak in a solution of oxygen bleach and cool water in a washtub. Keep resoaking until discoloration or stains are gone.

SANITIZE. When you need to kill 99% of bacteria that detergents leave behind, it's time for bleach-free Lysol laundry sanitizer. No fragrance, no dye and no chlorine. Gentle on fabrics, works in all machines.



LAUNDRY BOOSTERS CAN POWER UP THE CLEANING EFFECT. ELEVATE SCENTS AND HELP CONDITION HARD WATER FOR BRIGHTER, CLEANER CLOTHES.



2



3



4



5



6



9



8



7



A CLEAN GETAWAY

1 Tide Free & Gentle Pods
For a deeper clean that's gentle on skin, with measure-free convenient pods. Fights stains, brightens fabrics and has no dyes or perfumes.

2 Shout ColorCatcher In-Wash Dye-Trapping Sheets
Protect clothes from dyes bleeding color, and keep vibrant clothes as bright as the day you bought them with color catcher sheets.

3 Simply Done In-Wash Laundry Scent Booster
For extra fresh scent in every load of laundry, add to the start of the wash cycle.

4 OxiClean Color Boost Power Paks
To reach into fabrics and break up and remove stains, add a pak to your washload along with regular detergent. Also brightens colors and whitens whites in any temperature.

5 Downy Intense Scent + Freshness
Liquid fabric softener infuses a long-lasting scent with every wash. Protects clothes from stretching, fuzzing and fading.

6 Seventh Generation Free & Clear Laundry Detergent
Sensitive skin has sensitive needs. Not only gentle on skin, but the enzyme-rich formula lifts stubborn tomato sauce, grass and coffee stains.

7 Simply Done Original 4-in-1 Laundry Detergent
Dermatologist-recommended deep-cleaning with color protection. Fights stains. Free of dyes and perfumes.

8 Bounce Free & Gentle Fabric Softener Sheets
Reduce wrinkles and static and enjoy softer clothes with hypoallergenic and perfume-free dermatologist-tested dryer sheets.

9 Niagara Ironing Spray Starch
Keep clothes looking new longer, and make ironing faster and easier. Odor-neutralizing technology also adds a freshly laundered scent.



SCAN THE QR CODE to shop more incredible laundry products at Hy-Vee.



BORN TO LOVE MEAT

A protein-rich food to satisfy the spirit of the lynx – BLUE Wilderness™ is made with more of the delicious meat cats crave. Each formula contains a precise blend of protein, fat and complex carbohydrates to help your meat-loving cat thrive while satisfying the carnivore that lives within.

Love them like family. Feed them like family.®

UPGRADE YOUR DEVICE

WITH
DURACELL®
OPTIMUM*

*Versus Coppertop AA/AAA, Duracell Optimum delivers extra power in some devices or extra life in others, in a wide range of devices.

birthday BASH

PLAN THE BEST
BIRTHDAY PARTY
EVER WITH
HY-VEE'S HELP.

CHAMPAGNE TOAST

For kids or adults
who don't drink,
include
nonalcoholic options
such as sparkling
juice.

CUSTOM CAKE

Call your local
Hy-Vee Bakery to place
an order for a one-
of-a-kind cake.

MAKE ANY EVENT UNIQUE TO THE
GUEST OF HONOR WITH CUSTOM
DESIGNED DESSERTS, FAVORITE
FOODS AND DRINKS, DECOR AND
SO MUCH MORE. HY-VEE CAN HELP
BRING YOUR THEME TO LIFE.

PARTY CHECKLIST

Plan these party details and check them
off your list before the big day.

- ☐ Create a budget, including food, decorations and any potential rental expenses.
- ☐ Determine how many people to invite.
- ☐ Pick a venue, date and time.
- ☐ Choose a theme. Hy-Vee can help if you need inspiration.
- ☐ Send out invitations.
- ☐ Plan your food options and contact Hy-Vee Catering and the Hy-Vee Bakery to place your order. Hy-Vee's experts can help you determine how much to order.
- ☐ Order or shop for party decorations based on your theme.

For people who dream
of being a star, use these
ideas to start planning the
birthday bash.

Photo Booth

Hollywood parties always
have plenty of photographers.
Use string lights to create a
marquee and decorate with
gold balloons, then include a
few fun props for attendees to
pose with.

Star of the Show

Celebrate the guest of honor
by printing favorite photos of
them with an old-fashioned film
reel border. Use to decorate the
table or pin up at the party.

Best Supporting Appetizers

Every red carpet party needs
superstar snacks. Serve
crackers with black-tie-only
cheese wedges (sliced black
olives make a tasty bow-tie and
buttons), treats
from the Hy-Vee
Bakery and
tuxedo
strawberries.
Serve flavored popcorn in clear
containers letting the bright
colors become part of the decor.

Party Favors

Individually wrapped bags of
popcorn make easy
party favors (and
late-night snacks).
Tie a clapperboard
tag on each one as a
convenient thank-
you note, or
create awards for
guests and the star
of the show to take
home after the party.

hollywood glamour

PARISIAN Sweet sixteen

CATERED DESSERTS

Create a dessert and pastry spread with options from the Hy-Vee Bakery, like croissants and macarons, plus colorful candy.



Celebrate milestone birthdays by planning an enchanting night in France.

Pink Power

Recreate the luxuriousness of Paris with a balloon canopy, pink and gold streamers and elegant carnation centerpieces.

Sky-High Dessert

Hy-Vee's cake designers can create an imaginative custom cake, including an edible Eiffel Tower.

DIY French Cafe

Crepes and croissants are must-haves. Serve with fresh fruit, chocolate-hazelnut spread and whipped cream.

Tasty Favors

Bundle macaron cookies together and tie with ribbon for adorable (and delicious) French party favors.

football & flannel

For football fans or outdoorsy types, throw an epic 21st birthday tailgate.

Tailgate Grill

Choose the Tailgater bundle from Hy-Vee Catering and select your favorite grilled sandwiches and classic sides to serve at the party.

Drinks Bar

Include a few choices for wine, beer, mixed drinks and garnishes. Keep soda, juice and water cold with coolers from Hy-Vee.

Buffalo Check

Keep the theme running with homemade plaid decorations and a flannel shirt cake to depict the great outdoors.



FOOD SAFETY TIP

Include supplies to keep food hot and cold. Food shouldn't sit out for more than 2 hours, or 1 hour if the temperature is 90°F or hotter.



CATERED TO YOU

Place your order for food and desserts by visiting your local Hy-Vee, calling the store or going online to hy-vee.com/shop and selecting "Catering."



Party Trays

Order trays with fruit, veggies, seafood, appetizers and more for any size crowd.



Family-Style Meals

Choose from over a dozen options, including Hy-Vee Kitchen meals, pasta bar, sushi, sliders and HyChi.



Sweet Desserts

Order personalized theme cakes or custom bakery desserts to satisfy any sweet tooth.



Charcuterie Boards

Keep food light by ordering simple meat, cheese and cracker trays for guests to snack on.

BEST PARTY SUPPLIES

Find colorful paper plates, plastic cups, table covers, napkins and cutlery at Hy-Vee that match your party theme. You also can pick up streamers, balloons and candles for the birthday cake.



Sensations
Performa Plates



Simply Done
Plastic Cups



Sensations Plastic-
Lined Table Cover



Sensations
Napkins



Sensations
Assorted Cutlery

BALLOONS
Hy-Vee has customizable helium birthday balloon bouquets, individual helium balloons and round latex balloons in a variety of colors you can inflate on your own.



Scan the QR Code
to order balloons from Hy-Vee.

BIRTHDAY CAKE

For a first birthday, consider adding a smaller smash cake to your Bakery order for pictures with the birthday boy or girl.



BUFFET LABELS

Especially for larger parties, include labels in front of each dish. This can help guests with food allergies or restrictions fill their plates with safe foods, and it's another opportunity to add cute decorations to the table.



KIDS

barnyard bonanza

Use farm animals as inspiration to create a cute kids' birthday party.

Living Decor

To make the party feel more like a real barnyard, contact Hy-Vee Floral for sunflowers to use as a cheery centerpiece for the table.

Serving Trough

For scoopable foods like snack mix, line a large bowl or decorative tin with gingham, and place tiny serving buckets on the side.

Cute Table Setting

Turn a plain white tablecloth into a central piece of the decor by painting black spots on it to look like a cow.



**Hy-Vee
Seasons**
DIGITAL EDITION

Enjoy an enhanced version of this story at Seasons.Hy-Vee.com

“PUT IT IN THE
—SKILLET—
AND COOK IT.”
Jimmy Dean



DELIGHT
THE
WHOLE FAMILY



health

Sleep better every night, eat healthy while saving money and fit in a quick workout anytime.

96 SCIENCE OF SLEEP

100 20 WAYS TO EAT HEALTHY ON A BUDGET

106 FOODS THAT FUEL LONG-LASTING ENERGY

110 10-MINUTE WORKOUT... ANYWHERE

115 DIETITIAN Q&A: HOW DIET AFFECTS CHILD GROWTH

118 RESPIRATORY WELLNESS

121 PHARMACY: STOP THE FLU—GET VACCINATED AT HY-VEE





SCIENCE of SLEEP

SLEEP IS IMPORTANT FOR BRAIN DEVELOPMENT, GROWTH AND STAYING PHYSICALLY AND MENTALLY HEALTHY. LEARN HOW TO IMPROVE BEDTIME HABITS AT ALL AGES FOR BETTER-QUALITY SLEEP.

A good night's sleep gives your body a chance to rest, and can help you cope with stress, solve problems and recover from illnesses. And in children and young adults, the body releases growth hormones during deep sleep. While one or two nights of poor sleep might just leave you yawning and rubbing your eyes, lack of sleep can affect memory and your ability to think clearly. Over time, sleep deprivation (not getting enough sleep) increases the risk of health conditions such as obesity, diabetes and heart disease.

Sleep Stages

This cycle usually repeats three to four times each night.

- Stage 1:** The transition from wakefulness to sleep; usually a few minutes of light sleep as muscles begin to relax.
- Stage 2:** Light sleep before entering deeper sleep; heartbeat and breathing slow and muscles relax even further.
- Stage 3:** Deep sleep that helps you feel refreshed; occurs in longer periods during the first half of the night.
- Stage 4:** REM sleep; eyes move rapidly behind closed eyelids, and most dreams occur during this stage.

HELPING KIDS SLEEP

Sleep is important for learning, memory and health, according to Johns Hopkins All Children's Hospital. Good daytime habits can improve nighttime sleep.



GET MOVING
Physical activity during the day will make it easier for kids to fall asleep at night. Visit hy-veekidsfit.com for easy, fun workouts that will get the whole family exercising together.



EAT HEALTHY
Feed kids energy-boosting foods during the day like lean protein and produce, and limit sugar and caffeine before bed. Hy-Vee dietitians can help you create a healthy meal plan.



PLAN NAPS
Young children, especially infants, toddlers and preschoolers, need more sleep than older children. Make time for naps to help kids get the sleep they need and avoid overtiredness.

WAYS TO GET KIDS TO SLEEP

Bedtime can sometimes be a struggle, but the right routine will help encourage kids to nod off on time.

- **Keep bedtime and waking time consistent.** A pre-bedtime ritual, such as taking a warm bath or reading a book, can also help kids wind down.
- **Create a relaxing bedtime environment.** Make the child's bedroom dark, quiet and cool.
- **Give your child some choices.** Even if bedtime is nonnegotiable, let kids choose their own pajamas (Joe Fresh at Hy-Vee has comfy styles for kids of all ages) or a blanket to sleep with.
- **Teach kids to self-settle.** If they wake up in the night, gently guide them back to their room and leave before they fall asleep.

If your child continues to have difficulty sleeping, talk with your pediatrician. As many as 25% to 30% of infants and children experience some form of sleep disturbance according to Cleveland Clinic, including restless legs and sleep apnea.

HOW MUCH SLEEP DO KIDS NEED?

Total sleep including naps:	1-2 YRS 11-14 hours
0-3 MOS 14-17 hours	3-5 YRS 10-13 hours
4-12 MOS 12-16 hours	6-12 YRS 9-12 hours



Too Little Sleep?

RECOGNIZE WHEN KIDS AREN'T GETTING ENOUGH SLEEP AT NIGHT BY THEIR BEHAVIOR DURING THE DAY.

- **Trouble paying attention,** especially at school or to activities they usually enjoy.
- **Difficulties waking up in the morning,** such as sleeping through alarms or needing to be woken up multiple times.
- **Acting irritable or grouchy,** or having stronger-than-normal reactions to minor events.
- **Sleepiness during the day,** or trouble staying awake throughout the whole day.
- **Acting without thinking** or having trouble using normal problem-solving skills.

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brain waves

Neurons in the brain communicate thoughts and emotions using electrical impulses, which occur as brain waves measured at different frequencies.



Gamma
These fastest brain waves occur when you're awake and intensely focused or concentrating.



Beta
Dominating the brain when you're awake and engaged, beta waves indicate a busy or active mind.



Alpha
Occurring when you're awake but relaxed, alpha brain waves are typically linked to passive attention.



Theta
These waves usually indicate light sleep but also can occur when you're awake and deeply relaxed.



Delta
Low-frequency waves that occur during deep sleep; delta waves dominate during restorative sleep.

Different regions of the brain don't all transmit the same brain waves simultaneously. An EEG, which measures brain waves, can detect many different waves at once. Wave patterns can also be unique for each individual.

TEENS AND SLEEP

Teenagers aged 13 to 18 need 8 to 10 hours of sleep every night, according to the CDC. However, increasing demands on their time from school, homework, activities, friends and part-time jobs can make it difficult to get all the sleep they need. Adjusting habits and establishing a sleep routine can help teenagers get more good-quality sleep.



GET OUTSIDE
Spending time outdoors in natural sunlight can help keep teens' natural clocks on track. It's also a good opportunity to exercise, which can make it easier to fall asleep at night.



STICK TO A SCHEDULE
As much as possible, teens should try to go to bed and wake up at the same time every day, including school nights and on weekends.



AVOID NAPS
Long naps can make it difficult for teens to fall asleep at night. If necessary, limit their afternoon naps to 30 minutes or less, and try to get enough sleep at night to avoid naps.



DRINK LESS CAFFEINE
Cut off caffeine after 3 p.m. Consuming too much caffeine, especially later in the afternoon and evening, can make it difficult to fall asleep.



UNPLUG BEFORE BED
Avoid screens in teens' bedrooms, like TVs and computers, and encourage them to turn off all screens half an hour before going to bed.

According to the American Academy of Pediatrics, 73% of high school students aren't getting enough sleep at night.

Importance of Sleep for Teenagers

Teenagers' brains are still developing, which makes sleep even more important. Research also suggests sleep may help teens process their emotions, and sleep deprivation has a variety of health and safety issues, including:

- Increased risk of traffic accidents due to driving while tired.
- Increased risk of high blood pressure, diabetes and obesity.
- Higher risk of anxiety and depression.
- Greater risk of lowered inhibitions, leading to an increase in risky behaviors.

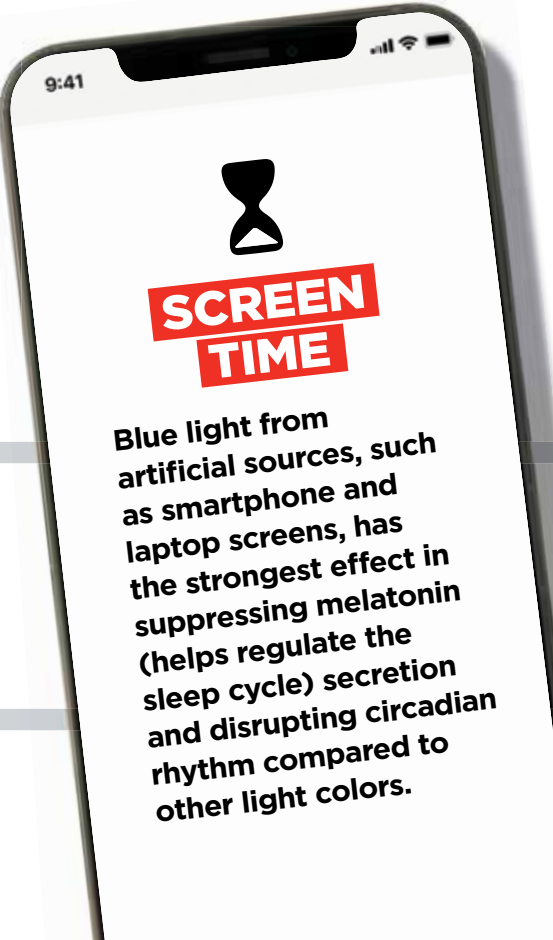
Teens should not use sleeping pills or sleep aids unless recommended by a doctor.

- Higher risk of self-harm, suicidal thoughts and suicide attempts.

Seeing the Signs

Not getting enough sleep may affect teens' behavior:

- Tired teens might have trouble concentrating and learning at school.
- Lack of sleep can contribute to moodiness and irritability.
- Sleep-deprived teens may also start showing symptoms of depression.



Sources: cdc.gov/sleep/about_sleep/how_much_sleep.html
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HELP FOR ADULTS

All adults should get at least 7 hours of sleep each night. Quality sleep is also important—repeatedly waking up, not feeling rested and symptoms of sleep disorders can all affect the quality of your sleep.

About 70 million people in the United States suffer from sleep disorders. Common sleep disorders include insomnia, sleep apnea, restless legs syndrome and narcolepsy. Discuss your symptoms with a healthcare provider if you suspect you have a sleep disorder.

Risks of Sleep Deprivation

Regularly getting too little sleep can increase your risk for several health conditions:

- People who sleep for less than 7 hours each night are at a higher risk for obesity.
- Risk of Alzheimer's disease can increase over time due to lack of sleep.
- Type 2 diabetes and depression have both been linked to sleep deprivation.
- Inadequate sleep in midlife can increase your risk of developing dementia.
- Risk of heart disease can increase by up to 48% due to sleep deprivation or poor-quality sleep.

Sleeping Better

On nights when counting sheep isn't enough, Hy-Vee can help you get to sleep.



IMPROVE SLEEP QUALITY
Hy-Vee HealthMarket Melatonin Gummies can help regulate your sleep-wake cycle. Melatonin may also help treat sleep disorders like insomnia.



RELIEVE SLEEPLESSNESS
TopCare Nighttime Sleep Aid Caplets from Hy-Vee can help occasionally for trouble falling asleep. Consult a doctor if sleeping difficulty lasts over 2 weeks.



FALL ASLEEP FASTER
Spritzing a soothing smell, such as NOW Essential Oils' Peaceful Sleep Blend, before going to bed can be relaxing and calming, which may help you fall asleep quicker.

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35%

of adults are regularly not getting enough sleep, according to the CDC.

20 WAYS TO EAT HEALTHY ON A BUDGET

Skip the fast food and eat healthier at home. Whether you're cooking for yourself or the whole family, these money-saving ideas will take the bite out of eating right.

In 2019, Americans spent close to 10% of their disposable income on food—almost equally divided between food at home and food away from home. Fast food plays an oversized role in eating out. In fact, the average American spends \$1,200 annually on fast food. Eating at home can be a healthier—and less costly—option when you follow these tips.

1 EAT WHAT YOU BUY
The average household throws out \$640 worth of food each year, according to one survey, and 76% of Americans admit to throwing out leftovers monthly. Keep an inventory of perishables on the door of your fridge and incorporate those foods into your meals to keep them rotating.



2 USE FROZEN FOODS

Frozen foods are convenient and cost efficient, plus they come with an extended expiration date. Produce is frozen at an optimal time to lock in flavor and nutrients.

3 SIGN UP FOR SAVINGS

Get deals, offers and promotions delivered to your email inbox. Visit hy-vee.com, then scroll down to “Help & Resources” and “Email Subscriptions.”



4

TRY ADD-INS

BOOST NUTRITION AND MAKE A DISH GO FURTHER BY AUGMENTING INGREDIENTS. EXAMPLES: ADD FORTIFIED WHEAT FLAKE CEREAL TO MEATLOAF, SHREDDED CABBAGE TO SALAD, BUTTERNUT SQUASH TO SOUP, BLACK BEANS TO CHICKEN SALAD AND KALE TO QUICHE.

5 COOK BIG MEALS, SAVE LEFTOVERS

Get more servings by doubling up on ingredients when cooking a healthy meal like a veggie-laden soup or casserole. It's really no extra work—and one leftover meal can easily replace a \$10 lunch out. Refrigerate and use within a few days or freeze for later use.

6

BUY IN BULK

Save money in the Hy-Vee HealthMarket bulk section. Buy whatever amount you need, eliminate packaging and explore a range of natural and organic products at a price that won't make you blush.

7

PACK A LUNCH

A few minutes' prep time can ensure you have a healthy, nutritious lunch. Prepare several salads in advance so they're ready to go when you are. Or make a casserole and divvy it up into single servings.

9

freeze what you don't need

The freezer is your friend. Whether it's leftovers from last night's dinner or ingredients for next week's, a freezer buys you time to prepare foods when it's convenient. You also can freeze produce that's on sale or harvested from your own yard.

10

buy in season

Hy-Vee takes pride in offering fresh produce throughout the year, but things are really humming when local crops are in season. Learn more about what's in season at Hy-Vee right now by visiting [hy-vee.com/fall-produce](https://www.hy-vee.com/fall-produce)

MAKE MEAL PLANNING A PRIORITY

Planning meals in advance helps pinpoint the ingredients needed and makes shopping more efficient. Decide what you want to eat and buy just the ingredients called for in the recipes. That way you're not tempted to add in extra calories.

FIND HEALTHY RECIPES AT HY-VEE.COM

Speaking of recipes, [hy-vee.com/recipes](https://www.hy-vee.com/recipes) is the place to go. The searchable database has thousands of recipes listed according to category (appetizer, main dish, one dish, dessert, etc.). You also can search under special dietary considerations such as vegan, vegetarian, low-carb and diabetes-friendly.



13

BUY HY-VEE BRANDS

Hy-Vee products—including Hy-Vee One Step and private labels like Crav'n and Gustare Vita—are priced to save you money over the national brands. Use the savings to stock up on better-for-you foods.

14 Download Hy-Vee's free app from the Apple Store or Google Play. Enjoy one-stop shopping and access to digital coupons and sale item search capability so you can stock up on produce and other healthy items.

dietitian services

HY-VEE REGISTERED DIETITIANS CAN HELP YOU MAKE HEALTHY MENU CHOICES. SIGN UP FOR A FREE VIRTUAL STORE TOUR OR DIETITIAN DISCOVERY SESSION. TO LEARN MORE, VISIT [HY-VEE.COM/HEALTH](https://hy-vee.com/health)



16 BE FLEXIBLE
Got spaghetti in mind? Take a slight detour with spaghetti squash or spiralized zucchini. You'll get extra nutrients from the fresh produce.

17 ORDER CURBSIDE
Shop Aisles Online, then schedule delivery or curbside pickup. Use the time you save shopping to prepare meals to freeze for later use.

18 GET CASH BACK
If you regularly pay for groceries with a credit card, use one that awards cash back specifically for grocery purchases.

15 HY-VEE PLUS
ADD A HY-VEE PLUS MEMBERSHIP FOR JUST \$99 A YEAR, OR \$12.95 A MONTH, AND GET BONUS MONTHLY DISCOUNTS AND FREE ITEMS. TO LEARN MORE, VISIT [HY-VEE.COM/PLUS](https://hy-vee.com/plus)



SHOP HEALTHY AT HY-VEE HEALTHMARKET

The Hy-Vee HealthMarket is the place to find not only nutritious foods in bulk but also fresh fruits and vegetables, yogurt, dairy and dairy alternatives, protein shakes and energy bars, organic products and more.



pro tip: TALK TO US

“I always recommend working with a dietitian. People think we want to cut things out of their diet, but it's quite the opposite. We like to focus more on what you can add to your diet. Based off that wellness vision—which we can help you formulate—we can recommend the best fit for you. We offer menu plans, healthy lifestyle and weight management programs, monthly classes and counseling. Think of it as investing in your health!”
—Jena DeMoss, RD, LD
Hy-Vee Dietitian



FOCUS ON NUTRIENT-RICH FOODS
STOCK UP ON FOODS THAT OFFER A NUTRITIONAL PUNCH WITHOUT KNOCKING OUT YOUR BUDGET. EGGS, OATMEAL, BEANS, BROWN RICE, NONFAT GREEK YOGURT, WHOLE WHEAT BREAD AND MULTIGRAIN PASTA ARE JUST SOME EXAMPLES OF INEXPENSIVE NUTRIENT-DENSE FOODS YOU CAN PLAN SATISFYING MEALS AROUND.



FOODS THAT FUEL LONG-LASTING ENERGY

BOOST ENERGY
BY PAIRING
FOODS THAT
PACK A
NUTRITIONAL
PUNCH. THEN
BALANCE OUT
THAT ENERGY BY
EATING SMALL
MEALS OR
SNACKS EVERY
FEW HOURS
RATHER THAN
THREE LARGE,
SUMPTUOUS
FEASTS PER DAY.

ENERGIZING NUTRITION 101

Different foods are converted to energy at different rates. While candy and sugary drinks give a quick boost, the effect is short-lived and can leave you feeling depleted. Meanwhile, protein; healthy, unsaturated fats; and complex carbohydrates from fruits, vegetables and whole grains; provide reserves you can use throughout the day. An energizing diet includes complex carbohydrates, proteins and iron-rich foods such as spinach, lentils, pumpkin seeds and clams. It also pays to drink plenty of water—needed to carry nutrients to cells and remove waste products—and limit alcohol, which can have a sedative effect.

DYNAMIC DUOS

THERE'S STRENGTH IN NUMBERS, AT LEAST WHEN IT COMES TO SUPPLYING THE BODY WITH ENERGIZING NUTRITION.



OATMEAL & APPLE: Oatmeal is a whole grain with B vitamins to help the body metabolize energy. Apples contain a range of vitamins, plus fructose, a natural fruit sugar that supplies energy.



YOGURT & GRANOLA: Greek yogurt is an excellent source of protein, with 17 g of protein in an average single-serve container. Granola is a carbohydrate source to provide energy and fuel muscles.



VEGGIES & HUMMUS: Containing protein, unsaturated fatty acids, vitamins and minerals, hummus is an excellent dip for veggies. Enjoy with peppers or snap peas, which contain vitamins C, B and folate to help convert food to energy.



ALMONDS & RAISINS: Almonds contain magnesium and B vitamins to help convert food to energy. Raisins are a source of fiber and minerals such as iron—which helps carry oxygen to cells.



BANANA & PEANUT BUTTER: With fiber, vitamin B6 and potassium, bananas help sustain energy and muscle function. An all-natural peanut butter has healthy fats, protein and fiber to keep blood sugars stable.



OMELETS & VEGGIES: Just one egg offers 6 g of protein, as well as vitamin B12, which converts fat to energy. Add mushrooms for protein, kale or spinach for iron.

**AVOCADOS
ADD
B VITAMINS**
TO HELP
CONVERT
FOOD TO
ENERGY,
WHILE DARK
CHOCOLATE
OFFERS A
CAFFEINE
BOOST.



Avocado-Chocolate Chunk Pudding

Hands On 35 minutes
plus chilling
Serves 6

3 very ripe avocados, seeded, peeled and cut up
1 (14-oz.) can Hy-Vee sweetened condensed milk
½ cup fresh lime juice
54 mini vanilla wafers, plus additional for garnish
2 cups Hy-Vee frozen whipped topping, thawed
6 Tbsp. shaved Zöet 57% cacao dark chocolate bar, plus additional for garnish

1. COMBINE avocados, sweetened condensed milk and lime juice in a food processor. Cover and process until smooth. Cover and refrigerate for 1 hour.

2. PLACE 3 mini vanilla wafers in each of 6 (8-oz.) glasses. Layer each with 1 Tbsp. avocado mixture, 1 Tbsp. whipped topping and 1 tsp. chocolate shavings. Repeat layers two more times using remaining cookies, avocado mixture, whipped topping and chocolate shavings. Cover and refrigerate at least 30 minutes before serving.

3. TO SERVE, garnish with additional crushed vanilla wafers and chocolate shavings, if desired.

Per serving: 560 calories, 30 g fat, 11 g saturated fat, 0 g trans fat, 20 mg cholesterol, 120 mg sodium, 70 g carbohydrates, 1 g fiber, 50 g sugar (39 g added sugar), 8 g protein. **Daily Values:** Vitamin D 0%, Calcium 15%, Iron 10%, Potassium 15%

SUGAR GIVES A SHORT BURST OF ENERGY THAT QUICKLY FADES. AND IT HAS NO NUTRITIONAL VALUE. A BETTER CHOICE TO SATISFY THE SWEET TOOTH: NATURAL SUGARS FOUND IN FRESH FRUIT OR 100% FRUIT JUICE.

Sources: health.clevelandclinic.org/why-avocados-are-a-healthy-addition-to-your-diet/
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ENERGY- PACKED IDEAS

1 Apple-Pomegranate Salad

Combine 1 (5.5-oz.) pkg. baby spinach; 3 cups baby kale, thinly sliced; 1 Granny Smith apple, cored and sliced; ⅔ cup pomegranate arils; ½ cup Hy-Vee dried cranberries; ½ cup Hy-Vee roasted and salted pepitas; ½ cup Hy-Vee praline pecans and 1 (3.5-oz.) container crumbled goat cheese in a large bowl. Drizzle with ½ cup Hy-Vee poppy seed dressing; toss until evenly coated. Serves 6.

2 Double-Espresso Chocolate-Almond Bark

Microwave 3 (3.5-oz.) Zöet 70% cacao extra-dark chocolate bars, chopped, on HIGH for 60 seconds or until melted, stirring every 15 seconds. Stir in 1 Tbsp. instant espresso powder. Spread on parchment paper to ¼-in. thickness. Sprinkle with ½ cup Hy-Vee roasted unsalted whole almonds and ½ cup Hy-Vee chocolate espresso beans, crushed. Chill 15 minutes. Break into pieces. Serves 25.

3 Honey Banana Pops

Place 5 small bananas, peeled, sliced and frozen in a food processor. Cover and process until smooth. Add 1 cup Hy-Vee honey vanilla Greek yogurt and 2 Tbsp. Hy-Vee honey; cover and process just until combined. Fold in ½ cup Hy-Vee mini semi-sweet chocolate baking chips. Spoon mixture into 10 (3-oz.) popsicle molds. Cover; insert wooden crafts sticks. Freeze for 4 to 6 hours or until firm. To serve, remove frozen pops from molds; place on parchment-lined baking sheet. Drizzle with 3 oz. melted Zöet 57% cacao dark chocolate. Serve immediately. Serves 10 (1 each).

4 Scrambled Eggs with Smoked Salmon

Reserve 2 pieces of salmon from 1 (4-oz.) pkg. Hy-Vee Fish Market smoked Atlantic salmon; chop remaining salmon. Whisk together 12 Hy-Vee large eggs, ½ cup Hy-Vee heavy whipping cream, ½ tsp. Hy-Vee kosher sea salt, ½ tsp. dried dill weed and ¼ tsp. Hy-Vee black pepper. Melt 2 Tbsp. Hy-Vee unsalted butter in a large nonstick skillet. Add egg mixture. Cook until partially cooked, stirring occasionally. Add chopped salmon; cook until eggs are cooked through. Garnish with the reserved salmon and additional dill, if desired. Serves 6.

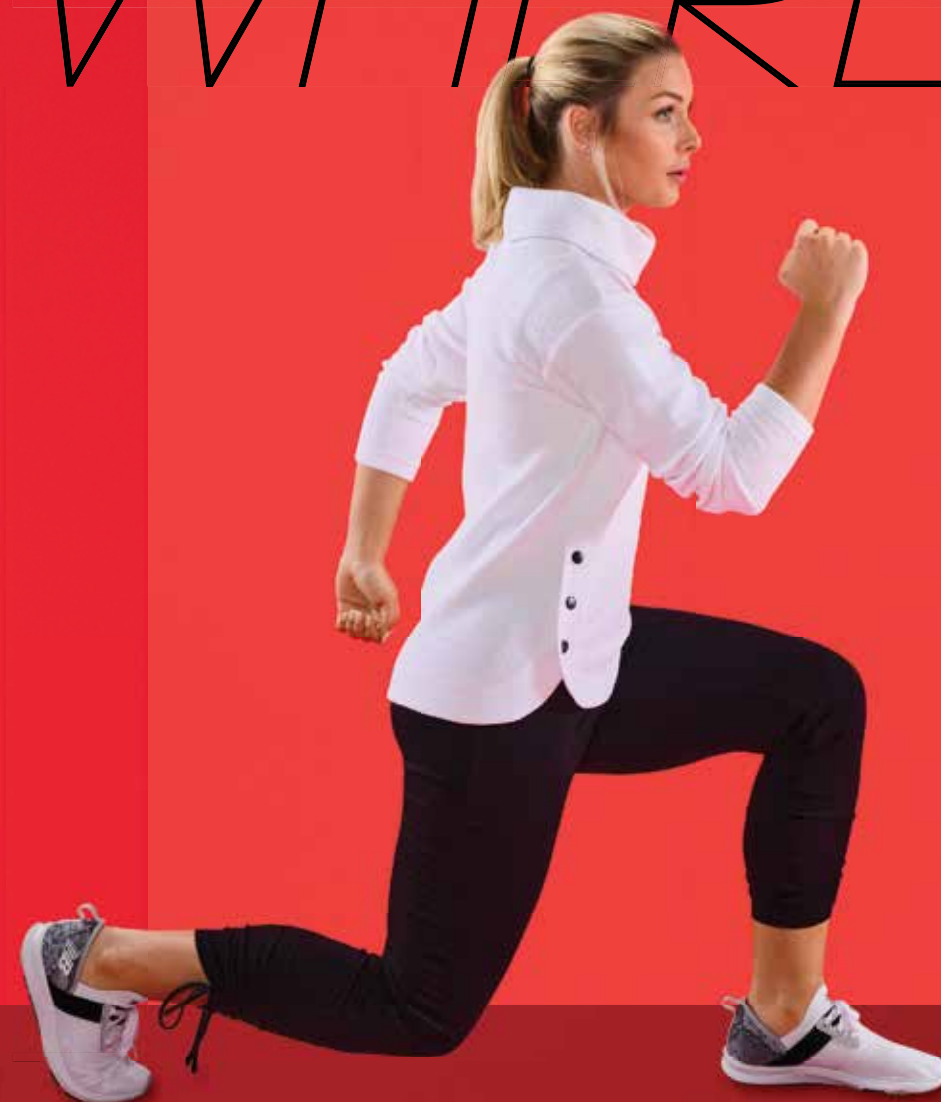
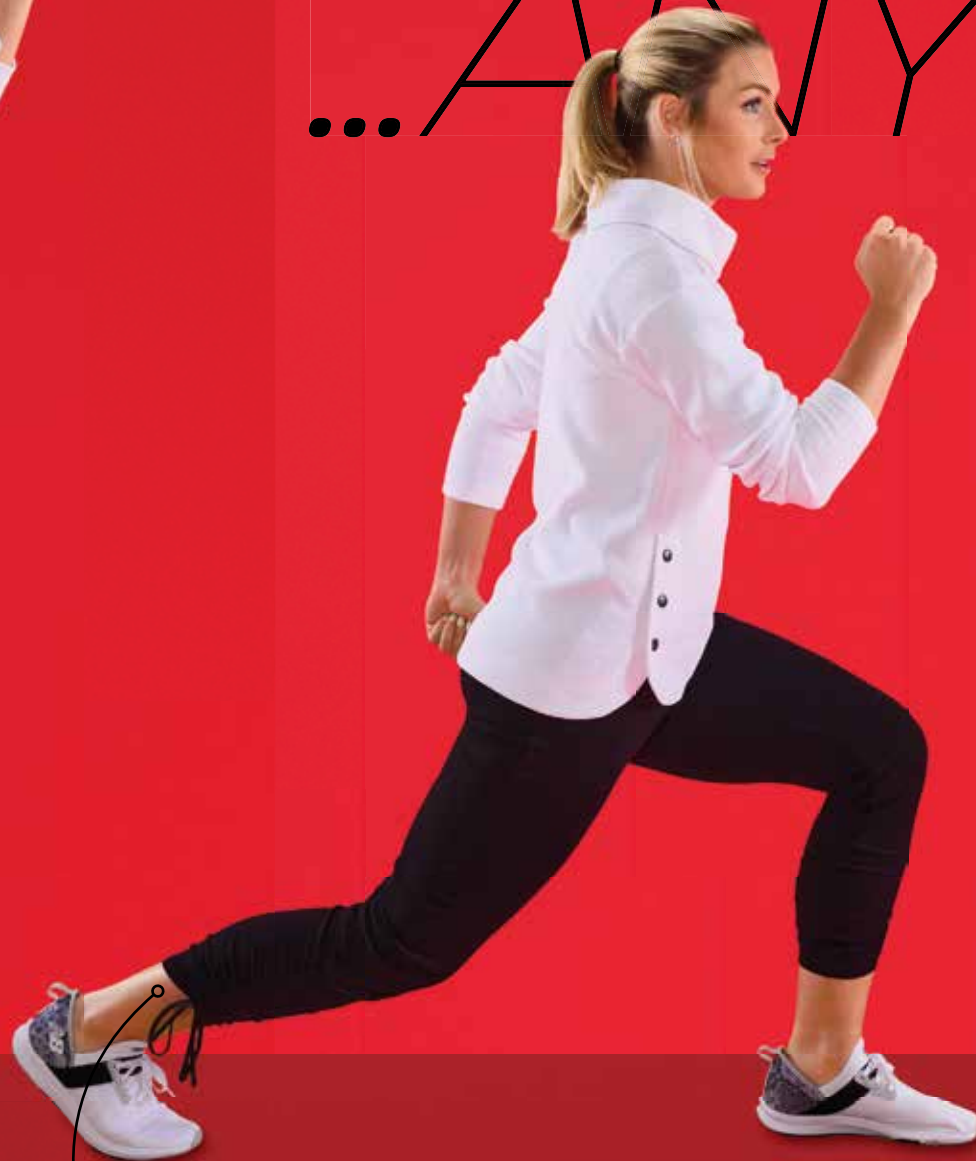
5 Citrus Ceviche Salsa

Peel and section 4 large pink and/or yellow grapefruits, reserving juice. Combine with 2 large avocados, seeded, peeled and chopped; ½ cup slivered red onion; ½ cup chopped cilantro; ¼ cup fresh lime juice and ½ medium jalapeño pepper, seeded and chopped. Gently toss to combine (do not overmix). Serves 8.



10-MINUTE WORKOUT

...ANYWHERE



**REACH THE
CDC-RECOMMENDED
150 MINUTES OF
WEEKLY EXERCISE
WITH THIS 10-MINUTE
ANYTIME WORKOUT—NO
EQUIPMENT NEEDED.**

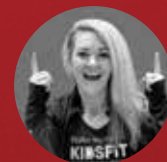
Exercise helps control your weight, manage health issues such as depression and high blood pressure, promote sleep and more. For those struggling to find time, there is good news. According to the Mayo Clinic, even small amounts of physical activity can add up over time for substantial health benefits.

Certified Personal Trainer and Director of Hy-Vee KidsFit and Hy-Vee Fitness Daira Driftmier agrees, and sees even more benefits. “Short workouts can elevate your mood, increase productivity and improve physical health,” she says. Getting 150 minutes of exercise each week is simple when you break it into 10-minute workouts.



SCAN THE
QR CODE
to shop
Joe Fresh
activewear.

pro tip: STAY FUELED



“Shorter workouts (between 10 and 30 minutes) can help you stay consistent, put value on your exercise intensity and may be easier to fit into any busy schedule.”

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

Sources (entire article): cdc.gov/physicalactivity/about-physical-activity/index.html
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31

MILLION ADULTS
AGE 50 OR OLDER
DON'T EXERCISE
OR GET ANY
PHYSICAL ACTIVITY
BEYOND THAT OF
DAILY LIVING.

10 MOVES 10 MINUTES

DO EACH OF THESE MOVES FOR ONE MINUTE TO GET A FULL-BODY WORKOUT.



1. HIGH PLANK

Begin with hands and knees on the ground, shoulder-width apart. Place feet back so legs are straight with heels over toes. Maintain a flat back and press into palms to engage core. Do not allow hips to dip.



2. HIGH KNEES

Balance on one leg while you lift the other higher than your waist, keeping your foot flexed and knee at a 90-degree angle. Switch legs back and forth quickly while moving the opposite arm.



3. MOUNTAIN CLIMBERS

From a high plank; drive right knee toward right hand with left leg staying straight behind you. Switch legs in a smooth motion, keeping your arms straight.



4. JUMPING JACKS

Start with arms at sides and feet together. Jump up, landing with feet shoulder-width apart while raising arms out to the sides over your head. Jump back to start; repeat.



5. PUSH-UPS

Start from a high plank with palms flat and hands shoulder-width apart. Bend your elbows to lower your chest to the floor, then push back through the palms of your hands to straighten your arms.



6. SQUATS

Stand with feet a little wider than hip-width apart, toes facing front. Bend at knees and ankles to drive hips back so thighs are parallel with the ground. Press into heels to stand, keeping chest up.



7. DONKEY KICKS

Get on all fours with a flat back and tucked chin. Keeping a 90-degree bend in your right knee, slowly lift the leg up and down. Return to start and repeat on other side.



8. CRUNCHES

Lie on your back with your knees bent and feet flat on the floor. Place your hands behind your head with elbows bent. Lift your shoulders off the floor using your core and then lower.



9. LUNGES

From a standing position, step one leg 2 to 3 feet forward. Lower body until both knees are at 90 degrees, moving opposite arm up. Push up with front leg and return to standing position. Repeat with opposite leg.



10. RUSSIAN TWIST

Sit with knees slightly bent and backs of heels touching the ground. Lean back to engage core. Twist slowly from one side to the other, pausing at center.

BODY WEIGHT TRAINING CAN BE JUST AS EFFECTIVE AS TRAINING WITH FREE WEIGHTS OR WEIGHT MACHINES, ACCORDING TO THE MAYO CLINIC.



SCAN THE QR CODE to shop DSW footwear.

30

MINUTES OF VIGOROUS PHYSICAL ACTIVITY EVERY DAY IS ALL IT TAKES TO OFFSET THE HEALTH RISKS OF BEING SEDENTARY AT WORK.

LOADS OF FLAVOR



NO SUGAR ADDED

NO SUGAR ADDED*



ZERO SUGAR*



NO SUGAR ADDED*



dietitian Q&A

HOW DIET AFFECTS CHILD GROWTH

Started when young, healthy habits can remain with kids through adulthood.



Elisa Sloss, RD, LD
Vice President,
HealthMarket

Q: How important is a healthy diet?

A: Kids need proper nutrients—macronutrients like carbs, protein and fat, and micronutrients like vitamins and minerals—to grow up healthy and strong. Eating a balanced diet when young sets up a foundation for good eating habits and nutritional understanding throughout life.

Q: How do you know if your child is getting all the nutrients needed from their food?

A: Always consult with a medical professional if you have concerns. Being under- or overweight, having

overall poor physical growth, pale skin, tooth decay and constipation are the more obvious signs of missing nutrients. It also may manifest in behavioral problems, sleep issues and difficulties at school.

Q: Are there any foods that kids shouldn't eat?

A: All foods can be fine in moderation. Treats and processed foods like chips, cake, candy and fast food—and sugary drinks like soda, juice, sports drinks and flavored waters—can be enjoyed occasionally, but shouldn't be staples in their diet.

Q: How can you encourage kids to eat healthy food they might not like?

A: Introduce gateway foods by combining healthy or new options with foods your child already likes. It also helps to offer kids lots of options, and get them involved in grocery shopping and cooking so they have a say in what they eat and start making healthy choices all on their own.

Q: Do kids need multivitamins or supplements?

A: For most healthy children who are growing normally, multivitamins aren't necessary. Foods are the best source of nutrients, so regular, balanced meals and snacks can provide everything kids need. Vitamins might be helpful in cases of a growth delay or certain food allergies; check with your pediatrician.



Sources for this page and next: hsph.harvard.edu/nutritionsource/kids-healthy-eating-plate/, nutritionnews.abbott/pregnancy-childhood/kids-growth/is-your-child-getting-enough-of-the-right-nutrients/, mayoclinic.org/healthy-lifestyle/nutrition-and-healthy-eating/expert-answers/multivitamins/faq-20058310, rhc.org.au/kidsinfo/fact_sheets/Nutrition_older_children/, rasmussen.edu/degrees/education/blog/how-to-get-kids-to-eat-healthy/

Build Balance

A healthy meal for kids includes a variety of foods to achieve a mix of nutrients.

FRUIT

Serve kids fresh fruits in a rainbow of colors and range of flavors.

- Apples
- Bananas
- Blueberries
- Grapes
- Kiwi
- Oranges
- Pineapple
- Strawberries
- Watermelon



DAIRY

Build and maintain strong bones.

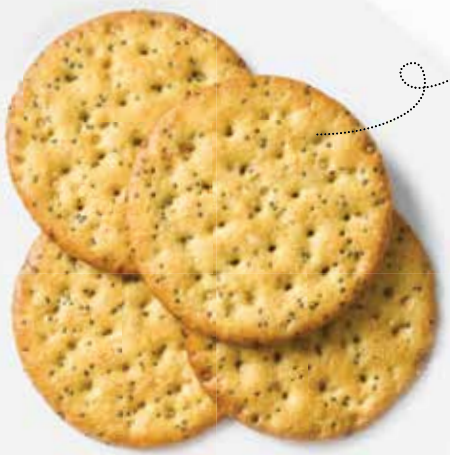
- Cheese
- Greek yogurt
- Milk



GRAINS

Whole-grain options contain fiber and nutrients.

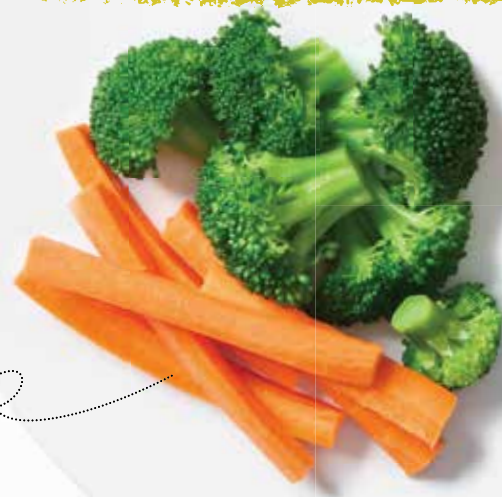
- Brown rice
- Multigrain crackers
- Oats
- Popcorn
- Quinoa
- Whole-grain pasta
- Whole wheat bread
- Whole wheat wraps



VEGGIES

Load plates with vibrant veggies that add vitamins.

- Asparagus
- Bell peppers
- Broccoli
- Brussels sprouts
- Carrots
- Celery
- Green beans
- Peas
- Spinach



PROTEIN

Help kids build muscle to grow strong with a healthy dose of protein.

- Almonds
- Beef
- Black beans
- Chicken
- Eggs
- Fish
- Pork
- Tempeh
- Tofu



4 nutrients kids need

These key nutrients contribute to overall health and development.



calcium

Plays a critical role in bone and tooth development during younger years. Milk, yogurt and cheese are top calcium sources.



vitamin d

Works to build healthy and strong bones, and supports the immune system. Find it in fish, egg yolks and cereals.



potassium

Keeps muscles and nerves healthy, and promotes normal blood pressure. Bananas, spinach and peas are some of the best sources.



fiber

Nourishes the gut and helps with digestive health and regularity. High-fiber foods include nuts, avocados and strawberries.

CAN I GET AN AHA?



NO SWEETENERS

NO SODIUM

NO CALORIES

RESPIRATORY wellness

WE TAKE OUR LUNGS FOR GRANTED,
BUT THERE ARE THINGS YOU CAN DO
TO SAFEGUARD THESE MISSION-
CRITICAL ORGANS. HY-VEE CAN
HELP EVERY STEP OF THE WAY.

Lungs play a critical role in the respiratory system, which brings fresh air into the body while removing waste gases such as carbon dioxide. However, lung capacity declines with age, so it's important to keep yourself healthy by exercising, eating a balanced diet and avoiding risk factors. If problems arise, look to the Hy-Vee Pharmacy for your respiratory health needs, including asthma inhalers, prescription medications, over-the-counter options and more.

UNDERSTAND AND MANAGE RESPIRATORY ILLNESSES

Chronic respiratory illnesses persist for at least a year and require ongoing medical attention. Acute respiratory illnesses are temporary infections. Hy-Vee can help you manage various aspects of both.

Chronic

ASTHMA

Asthma makes it harder to move air in and out of lungs when swollen airways are aggravated by irritants. Triggers include exercise, stress, cold and irritants such as smoke, dust, chemicals and pet dander. **What to do:** Stay current with vaccines to prevent flu and pneumonia from triggering an asthma attack. See your doctor if you have frequent coughing or wheezing that lasts more than a few days. Visit the Hy-Vee Pharmacy for asthma inhalers.

COPD

Chronic Obstructive Pulmonary Disease, which includes **chronic bronchitis** and **emphysema**, is a lung disease caused by repeated exposure to irritants. **What to do:** Avoid repeated exposure to air pollution, secondhand smoke, dust, fumes and chemicals. Join Hy-Vee's Quit for Good program to stop smoking.

LUNG CANCER

Lung cancer starts in the lungs but can spread to other parts of the body, preventing organs from functioning properly. Symptoms often do not appear until cancer has spread. Lung cancer is usually the result of breathing dangerous chemicals over time. **What to do:** If you are at high risk from long-term smoking or exposure to air pollutants, talk to your doctor about lung cancer screening.

Acute

• **Pneumonia** is caused by bacteria, viruses and fungi. Most people recover in a couple weeks, but it can be life-threatening for others. Seniors and others at high risk should talk to their doctor about getting a pneumococcal pneumonia vaccine, available at the Hy-Vee Pharmacy.

• **Influenza** is a highly contagious respiratory illness that affects the whole body and includes fever, cough, muscle aches and overall fatigue. Hy-Vee offers annual flu shots to prevent infection, as well as medications to shorten the length of sickness.

• **Acute Bronchitis** develops from a respiratory infection such as a cold, and can cause coughing spells and make breathing difficult. Bronchitis generally goes away in a week or two without treatment. Hy-Vee offers saline nasal sprays to relieve congestion and lozenges or honey to relieve cough.

• **COVID-19** is a serious disease that rapidly invades cells in the respiratory system, causing coughing and shortness of breath. It can be life-threatening. Hy-Vee administers COVID-19 vaccines without an appointment.

Visit the Hy-Vee
Pharmacy for:

Immunizations against COVID-19, influenza, pneumonia and other acute infections. No prescription or appointment necessary.

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Stay Healthy

Take action to prevent
lung disease.



AVOID SMOKING

Cigarette smoking can lead to lung cancer and COPD. If you are a smoker, ask a Hy-Vee pharmacist about our Quit for Good program.



PURIFY INDOOR AIR

Household items can off-gas chemicals such as formaldehyde and benzene. Houseplants from Hy-Vee Floral can remove some of the toxins while also providing oxygen.



FORTIFY YOUR BODY

A nutritious diet can support and protect lung health. Talk to a Hy-Vee dietitian about nutritional counseling to help you nourish and fortify the body.



PREVENT INFECTION

Protect yourself from acute infections with frequent handwashing, avoiding indoor crowds and by getting vaccinated at the Hy-Vee Pharmacy.

TOGETHER WE FAN



OUR PERSONAL CARE PRODUCTS GET
YOU BACK IN THE GAME CONFIDENTLY



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Athletic Association.



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“EVERYONE IN MY FAMILY
LOVES IT,”

@CHRISTINA



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RESULTS YOU CAN BELIEVE IN



Protect yourself from the flu and earn 20 cents in
Fuel Saver rewards* by visiting any
Hy-Vee Pharmacy location for your flu shot.

STOP THE FLU

**GET VACCINATED
AT HY-VEE**

FLU SHOT **FAQ**

Q: How do flu vaccines work, and are they effective?

A: Flu vaccines help our bodies create antibodies to prevent infection. According to the Centers for Disease Control and Prevention (CDC), vaccines reduce flu risk up to 60%.

Q: Who should get a flu vaccine, and when?

A: CDC guidance is that everyone 6 months and older, if medically able, get an annual vaccine in early fall. Receiving a vaccine too early, such as in the summer, can reduce late-season protection.

Q: Which flu vaccines are available at Hy-Vee? Do I need an appointment?

A: Hy-Vee carries standard, egg-free, nasal mist and high-dose vaccines for those age 65 and older. No appointments are needed.

Q: Can I get vaccinated for flu and COVID-19 at the same time?

A: Check with your Hy-Vee Pharmacy to determine the current CDC guidance for co-administration at the time of your flu or COVID-19 vaccination.



pro tip:
WHY VACCINATE

“You might still catch the flu during the year, but getting vaccinated is going to make your case less severe. It also helps protect those who cannot get a flu shot, whether they're too young or have any other medical condition that doesn't allow them to get the flu shot. You're not only helping yourself, but you're also helping your loved ones around you.”

—**Brooke Slagle**
Hy-Vee Pharmacy Manager
Urbandale, Iowa

DRIVE-UP FLU SHOTS

Hy-Vee Pharmacy locations will offer drive-up flu shot clinics again this fall from August 14 through October 30 at the following dates and times: Tuesdays and Thursdays 3 p.m. to 7 p.m. and Saturdays 10 a.m. to 2 p.m. Complete the consent form in advance at hy-vee.com/my-pharmacy. In-store flu vaccines will also be available during regular pharmacy hours. Flu vaccine recipients will receive a 20-cent Fuel Saver reward.*

*Some restrictions apply. See store for details.

Sources: cdc.gov/flu/vaccines-work/vaccineeffect.htm
cdc.gov/flu/prevent/vaccinations.htm cdc.gov/flu/season/faq-flu-season-2020-2021.htm



CREATE SOMETHING TO CRAVE



You Do You



Try this
Italian Skillet
Lasagna,
pg. 33

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30
minutes
or less
**30 MINUTES
OR LESS**

20
minutes
or less
**20 MINUTES
OR LESS**

10
minutes
or less
**10 MINUTES
OR LESS**

GF
option
**GLUTEN
FREE**

V
option
**VEGETARIAN
DISH**

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

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

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

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

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