

My PRIMO PICKS

FEBRUARY 2018

Show us your favorite Primo Pick #primopicks

DISCOVER
UNIQUE FINDS
From Texas and
Around the World.

Your GAME PLAN for the PERFECT PARTY

Jalapeño ORDINARY QUESO

Saddle up for your pre-game with **Culinary Cowgirls Bacon-Wrapped Jalapeño Popper Dip**. Each hand-stirred batch combines jalapeño, bacon, and creamy cheese for a spicy, savory taste. Made by Texas chefs, this ain't your mama's queso!



This Salsa's GOOD STUFF!

Created by our "Boss of Sauce," **Mark's Good Stuff Ol' 46 Salsa** is filled with fresh, delicious ingredients like fire roasted tomatoes, fresh onions, and peppers. Named for Mark's high school football number, this salsa will tantalize your taste buds and keep you coming back for more.



HOP TO IT...

...and experience the full IPA family found in the **Deep Ellum Variety Pack**. The brand, famous for its hops, has packed its favorite year-round India pale ales into a pretty box along with Deep Ellum's exclusive **White IPA** brewed with oats and three different hops varieties. From the citrusy, fruity **Easy Peasy** to the 100+ IBU **Dream Crusher Double Rye**, there's an IPA for everyone.



EGGS-traordinary APPETIZER

A Texas-twist on the jalapeño popper, **Western Grillers Armadillo Eggs** have your game day appetizers all wrapped up. Made in Texas, these tasty tidbits feature barbecue marinated chicken stuffed in a spicy jalapeño and wrapped in savory bacon for a trifecta of flavors in every bite.

Join the BLOODY Revolution

Bloody Revolution, a group out of Austin, has made it their mission to transform the Bloody Mary. And with their **Smoked Habanero** mix, they're the real deal. Bold, smoky flavor takes the lead and habanero sneaks in behind. Their passion for creating bold, exciting mixes is never more evident than in the high quality natural ingredients and Texas-centric flavors. Enjoy a mixer with your brunch, as a day drink or to add an unexpectedly delicious kick to your chili recipe.



NOT Your AVERAGE CEREALS

Take your cereal game to the next level when you pour a bowl of H-E-B Select Ingredients CEREALology™. From Cinnamon Mocha to Morning Sunshine, these chef-inspired, unique cereal blends have been designed for the true cereal enthusiast. Or for a power packed morning pick-me-up try H-E-B MultiFit™ Super Fruit Muesli. Loaded with super fruits and seeds, it contains a whopping 42g of whole grains per serving!



The Caribbean in a CUP

Enjoy the feeling of sipping coffee on the beach, even if you're in your own kitchen. Blue Island Coffee captures everything you love about your coffee ritual. From the ground, 100% Colombian Blend with its hints of cocoa and vanilla, to the chocolaty almond taste found in the Surf City single cups, it's like a vacation for your senses in every sip.



NEW FOR YOU!



Sushi with a SPICY MATE

H-E-B Sushiya® Salmon Chili Roll is filled with spicy salmon and cucumber and is topped with green onion, avocado, spicy poke sauce, spicy chili oil and sesame seeds. Made fresh in-store daily by Sushi Chefs. The heat from the spicy salmon pairs well with Austin brewed IPA, Oasis Texas Meta Modern Session.



A CHIP with the DIP BUILT IN

Who needs dip when you have our H-E-B Special Recipe Skillet Queso Thin Potato Chips? This limited-edition flavor combines the rich, creamy taste of your favorite Tex-Mex treat with the flavor of hearty skillet meat for a combination that will keep you coming back for more. Also available in a new flavor--Pot Roast. Both are an adventure for your taste buds!



TECHNOLOGY MEETS TRADITION

With more than 200 years of experience, the Zucchi family expertly blends Zucchi Extra Virgin Olive Oils of the first press from Greece, Italy and Spain, and offers complete traceability via QR code technology. The Italiano and Sweet & Fruity varieties are delicious with salad dressings and pesto, and perfectly complements your grilled chicken and fish dishes.



RESERVE YOURS ASAP

Great sandwiches don't happen by chance. H-E-B Reserve™ Thin Sliced Meats were designed to deliver a sandwich experience that goes beyond your everyday lunchmeat. No need to reserve a table at your favorite deli, instead make yourself a memorable club sandwich with flavors like Applewood Smoked Turkey Breast, Cherrywood Smoked Uncured Ham, and Texas Wildflower Honey Ham or Turkey Breast.



MEAL TIME in No Time

KEEP IT SHRIMP-LE

Try the H-E-B Meal Simple™ Ancho Butter Shrimp Fajitas with Cilantro Rice. This dish is full of perfectly seasoned Red Argentine shrimp atop a bed of crisp onion, red bell pepper and poblano pepper strips all topped with an ancho chile butter dollop. It is paired beside cilantro rice and a lime wedge for the perfect citrus splash.



A MARDI GRAS MEAL

H-E-B Meal Simple™ Savory Cajun Shrimp Cakes are paired with a blend of squash and peppers and a side of cilantro rice topped with Cajun butter. To balance the spiciness, try pairing with Matua Lands & Legends Sauvignon Blanc to help complement the multiple flavors.



CURRY UP! Your Meal's Ready

H-E-B Meal Simple™ Coconut Curry Chicken - Aromatic coconut curry sauce transports you and your senses to Thailand! Tender chicken is simmered in a rich, complex sauce highlighting additional flavors of ginger, garlic and turmeric. Paired with sautéed vegetables and served over Jasmine rice, this dish is a quick meal your family will think took hours!

Get HOOKED On SEAFOOD

STEEL This Idea

With a taste that is similar to Atlantic salmon, Steelhead Trout are delicious grilled, baked, and served over rice, salad, or on The Real Co Himalayan Salt Cooking Slab. More than just a pretty presentation, this smooth slab is cut straight from the Himalayan Mountains and washed on-site in the fresh mountain water. It will not crack or split and it adds healthy minerals, with a slight hint of salt, to your favorite meats and seafoods.



ARTISAN UP Your Meal

Robert's Reserve Lemon Dill & Capers Sauce is a delectable blend of dill, buttermilk, and capers that adds a savory taste to all your favorite meats, and pairs beautifully with flaky fish.

DON'T FORGET

The BREAD!



No meal is complete without Central Market Frozen Artisan Breads. The perfect add-on to any meal, simply thaw, warm and serve. Available in baguettes, rolls, and a ciabatta loaf, they taste so fresh no one will ever know they're from the freezer section.



LOVE is in the AIR -and On The TABLE

Limited
TIME ONLY



CHOC' FULL of BERRIES

Ripe berries and melt in your mouth chocolate come together in our H-E-B Creamy Creations® Chocolate Covered Strawberries Ice Cream. Rich and delicious, it's love at first bite.

CHOCOLATE DELIGHTS



What could be better than chocolate? How about dark chocolate topped with goji berries, quinoa, almonds, sunflower and pumpkin seeds? That's what you'll find in every deliciously decadent bite of H-E-B Organics™ Specialty Candy. Packaged in a resealable pouch for convenience and snacking on the go, they're the perfect blend of sweet and salty with a satisfying crunch.



BELLA! BELLA!

H-E-B Bella Mandarins offer the perfect, honey-sweet citrus flavor because they stay on the tree longer and are picked at the peak of ripeness. They are easy to peel, small in size and seedless, making them the perfect snack to take on-the-go. Look for them in the produce department.



BUBBLES and BUBBLY



Set the stage for romance when you relax and unwind with durable Haven & Key™ Pink Stemware, topped off with Passimento Romeo & Juliet Prosecco. The fresh and fruity flavor offers a refreshing and well balanced taste that's worth toasting. And what goes better with bubbly than bubbles? Toss an Enfusia Unicorn Heart Bath Bomb or Unicorn Heart Dust made in Woodlands, Texas. Simply drop into your tub and melt in the luscious lather and soothing scents.

Just Plain DELICIOUS

There is nothing ordinary about Kitchun Batch, Please! Jane Ain't So Plain Cookie Mix. This uncomplicated cookie mix is clean and simple with no grain, dairy, soy or refined sugar. Use it with our Haven & Key™ Valentine's Cookie Cutters for fun shapes. There's even one in the shape of Texas with a heart in it—because we "heart" Texas all year long!



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Look for Primo Picks tags at participating stores. Prices good at select locations through 1/30/2018. Visit your H-E-B store for details.



H-E-B partners with Texas growers and manufacturers to bring you the freshest products made right here in Texas, from domestic and imported ingredients.

