

My PRIMO PICKS

MARCH 2018

Show us your favorite Primo Pick #primopicks

DISCOVER
UNIQUE FINDS
From Texas and
Around the World.

Taste the BEST of TEXAS Y'all!



Be A GRILL SERGEANT

Start with H-E-B Natural Pork Ribs that are NEVER given antibiotics, or fed animal by-products. We use our secret Natural BBQ rub and smoke 'em to perfection over Post Oak wood. Then we bring taste buds to attention with the sweet, spicy and tangy flavor of **F.U.B.A.R. (For Use on Butts And Ribs) Elite BBQ Sauce**. It was created by Army Veteran Dennis Butterworth using a signature blend of spices, and excluding corn syrup and liquid smoke. A portion of sales from each bottle is donated to Folds of Honor. This sauce has our salute!



History Repeats, DELICIOUSLY.

From Western Grillers comes a repeat performance in deliciousness. A past finalist in H-E-B's Quest for Texas Best with their Armadillo Eggs, **Western Grillers** offers **Krazy Korn**, a hearty new twist on corn on the cob. Seasoned and hand-wrapped in savory bacon, Krazy Korn is ready for the grill or the oven. Sure to please Texas palates, these tasty treats are the perfect combination of flavors. Who says there's nothing better than butter?



Friendswood, TX

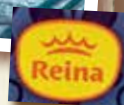
You'd Be CRAZY...

...not to try **Crazy Water Alkaline Mineral Water**. Developed by a pharmacist using the waters of Mineral Springs, TX, it's infused with minerals and electrolytes by Mother Nature—not some factory. Available in four levels from light to a full body mineral water, it's crisp, refreshing taste is water the way nature intended. Go ahead—go crazy!



Mineral Wells, TX

Jersey Village, TX



FLAN-Tastic!

A Quest for Texas Best finalist, **Reina Flan** is a classic version of this traditional Spanish dessert. Made from the highest quality ingredients, using the "bain-marie" (or hot bath) cooking method, it's rich, creamy and topped with a thin layer of sweet brown caramel. We think you'll agree it's flantastic!



The SECRET is OUT

Made from a secret recipe created 70 years ago in a Peruvian kitchen, **Chilito's Kika's Sauce** is Latin Fusion perfection. This versatile sauce harmonizes a myriad of ingredients and flavor profiles to provide the perfect complement to tamales, pizza, sandwiches, chips, and salads. Or, for a delicious twist on traditional tacos, check out the way it enhances our Garlic Pecan Shrimp Taco recipe. So good you won't be able to keep it to yourself.



Boerne, TX

A Whole Lotta' LOCAL to Love

H-E-B Primo Picks went on a quest - a **Quest for Texas Best**, that is. We're on our 5th year searching high and low, looking for the best food and beverages Texas has to offer. The winner will driveaway with a new Toyota Tundra.

Disclaimer: No purchase necessary to enter. Eligibility limited. See Official Rules at heb.com/quest for details including winner selection, eligibility requirements and prize information.



COWGIRLS Ride Again!

Quest for Texas Best Winner, **Culinary Cowgirls** are back in the saddle with a new flavor to add to the **Lone Star Queso Dip** line up: **Bacon Wrapped Jalapeño Popper**. Made with roasted jalapeños, real bacon, and real cheese, it's perfect for chippin' and dipping! Like all the Culinary Cowgirl Queso creations, each batch is hand stirred, and overseen by the cowgirls who invented the recipe. Not your mama's Queso.



Are You Ready for this JELLY?



Grown and harvested in Victoria, TX, **Vela Farms Texas Mustang Grape Jelly** has a deep, rich flavor. Texas Wild Mustang Grapes are seasonally harvested. Try it on top of Greek yogurt, on a peanut butter sandwich, or in your crockpot with your favorite BBQ sauce and cocktail smokies or meatballs.

BRING on the BRIGGS

From Houston, Texas **Briggs True Spicy Bourbon Bacon BBQ Sauce** brings spicy sweetness to your ribs, brisket and chicken. Baste, dip it and slather it on thick - it's all natural, fat free and free of GMOs, and is gluten free.



Houston, TX



A Slice of TEXAS...

... Is what you'll get when you try **La Texana Bola Pizza**. Organic crushed tomato sauce and whole milk mozzarella get dressed up Texas-style with house made chorizo, Poblano peppers, and red onion for a little spicy heat. It's all atop a crust that's made from dough that's been fermented for 72 hours. It's Italian done Texas style for a taste that's *delizioso* y'all!



MAMA MIA Datsa GOOD SAUCE

Using his mama's original recipe, **Frank Arlaus** created **Franky's Cucina Italiano Gourmet Gluten Free Meat Sauce**. Made with herbs and tomatoes, it's ready in less than 10 minutes. Serve it over Italian-made **H-E-B Filled Pasta** for a truly authentic dining experience.



San Antonio, TX



Austin, TX



Puts the "NO" in GRANOLA

Kitchun No-Grain-Ola has no grain, no gluten, and no soy! It's also delicious, which is another reason it was the 2016 H-E-B Quest for Texas Best first place winner. With only good-for-you ingredients that taste great, you can find it in **Original**, **Holy-Coco-Cacao!**, **When Honey Met Maple**, and **You're the Apple of My Chai**. Delicious in recipes or atop your favorite yogurt! Also available, **Kitchun Batch, Please!** **Cookie Mixes**, they are grain free, dairy free and soy free as well.



BE BOLD - Stay HUMBLE

It's hard to be humble when you make a sauce as delicious as **Humble House Guajillo & Red Jalapeño Sauce**. Flavor driven, it gets its' bold taste from red jalapeños and smokey guajillo chilies. Consider it a Mexican version of Sriracha. Put it on nachos, chicken wings, hummus... anything that needs a swift kick in the flavor buds.



STRAIGHT From SLATON, TX to You

Owned and operated by the **Wilson family** for three generations, **Slaton Bakery** has been delivering sweet treats to West Texas for more than 90 years. But luckily you don't have to travel to Slaton to get your hands on their famous cookies. You can find their sweet **Homemade Vanilla Wafers** and spicy **Gingerbread Snaps** right here at H-E-B.



Slaton, TX



TASTE the TROPICS in TEXAS



Love the great taste and nutritional benefits of fresh juice, but don't like the hassle of juicing? **Just Made Juice** to the rescue! Made in Texas with ingredients from the tropics, these delicious juice fusions are packed with fruits and veggies with no added sugar. With flavors like **Turmeric Temptation**, **Berry Bliss**, and **Kale Karma**, there's something to suit every tropical taste.



Woodlands, TX

From MARKET SQUARE to MARKET SHELVES

The owners of the famous **Mi Tierra** in Market Square are bringing their legendary salsa to the masses. **Mi Tierra Tomatillo Simmering Sauce** is a secret mixture of oven roasted tomatillos and a blend of spices that create a tangy sauce perfect for topping enchiladas, or dipping your favorite tortillas chips.



TWO BROTHERS - Three Great Sauces

Acclaimed San Antonio Chef Jason Dady is about to change the way you enjoy your BBQ. Using his culinary creativity, the chef has created **Two Bros BBQ Market Sauce** that lets you bring the taste of his beloved San Antonio BBQ joint to your table. From the tangy Carolina vinegar found in the **Outta Towner**, to the espresso loaded **Tough Guy**, and the original taste of **Local Yokel**, there's something for every BBQ palate. It's like having Chef Dady right in your kitchen.



FIRE UP THE GRILL



Our Sausage is BETTER THAN GOOD

Fire up the grill on game day and serve guests something that's better than good-it's great! Mesquite flavored **Better Than Good Pork and Beef Sausages** are naturally smoked with hickory wood for a mouthwatering flavor. Right before removing from the heat, slather on **Better Than Good Sweet Pure Cane BBQ Sauce** with its sweet and mildly spicy finish. Made by Texans using pure cane sugar, it's great on all your grilled, barbecued, and roasted meats, including our Halftime Ribs with Salsa Criolla Slaw. Available in Cooking Connection.



SAVORY SIDES in SECONDS

Sides are simple when you use **H-E-B Organics Sides**. Ready to heat and eat, they are made with delicious, organic ingredients and available in five delicious flavors including our creamy **Macaroni & Cheese**. The perfect partner to steaks, burgers, chicken and all your favorite comfort foods.



Protein Packed PORTABELLAS

Large in size and flavor, **H-E-B Organics Portabella Cap Mushrooms** can measure up to 6 inches in diameter and are a great protein substitute. The memorable, rich, and meaty taste makes them perfect for using in soups, stews, baked pasta and rice dishes. Prepare whole by grilling or stuffing. Mushroom caps should be kept dry and refrigerated until ready to use and they can keep for up to one week. Grown in Texas, they are hand-picked and hand-packed just for H-E-B.



Save Some 'SHROOM on the GRILL...

...for **H-E-B Meal Simple™ Wheat Bulgur Caesar Stuffed Mushroom Bites**. Perfect for parties, these bite sized appetizers are stuffed with wheat bulgur and fennel, Caesar dressing, bread crumbs, spinach and Parmesan cheese. Just pop on the grill or in the oven and serve. Find in the produce department.

COOK UP SOME Lone Star Love

Now you can bring your love of the Lone Star State to the kitchen with our **Cocinaware™ Cast Iron Texas Shape Pan**. Tough as Texas, this heavy-duty pan can be used on all cooktops, on the grill, or in the oven. From browning steaks to baking cakes, it's perfectly seasoned to handle all your favorite Southern recipes.



NEW!



JANK IT UP A NOTCH

You already know you love The Jank Original Sauce. Now we invite you to jank your food up even more with **The Jank Dry Rub All Purpose Seasoning**. This multi-use seasoning enhances the flavor of everything from chicken wings to cheesecake. It's a blend that will blow your mind.

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Weslaco, TX



NEW!



Stubborn Stains? Say NO MORE.

Grease, BBQ sauce and other tough stains are no match for **Lemi Shine Laundry Detergent**. Made with powerful natural enzymes and without harsh chemicals, it's non-toxic, biodegradable, and powered by 100% natural citric extracts, making it safe and effective on everything from t-shirts to teddy bears. Choose from three options: fresh & fruity **Burst Of Sunshine**, clean, crisp, & hypoallergenic **Fresh Off The Line**, or fragrance-free, dye-free **All Clear**. Customize your loads with liquid, or toss in an all-in-one pac for added convenience.

A CHIP off The OLD ROAST

The naturally thin potato chips you love are now available in a brand new flavor. Our **H-E-B Special Recipe Limited Edition Pot Roast Potato Chips** are a new spin on the beloved meat and potatoes classic. Take in the aroma of savory gravy with onion, garlic, and other vegetables, and the flavor of delicious pot roast in every crunchy bite.

NEW!



Here's the BUZZ on a TEXAS BREW

We're all abuzz about **Four Corners Brewing Local Buzz Honey-Rye Golden Ale**. Brewed in Dallas using locally sourced honey, it's refreshingly crisp with a sweet floral aroma. The rye malt adds a clean, spicy finish that goes down smooth. One sip and you'll be buzzing about it too!



H-E-B PRIMO PICKS

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PRIME 1



GET SAUCY with Your Steak

For a different take on steak, start with our juicy **H-E-B Prime 1 Steak**. This U.S.D.A. certified beef is aged a minimum of 14 days for maximum tenderness. Enhance the experience with our new **H-E-B Mushroom Garlic Toss Sauce**. Use on the side or drizzled over the top, this preservative-free sauce was created for veggies, but brings an extra level of yum to your steak dinner too. Find the Toss Sauce in the produce department.



NEW FLAVORS TO SAVOR

TACO 'BOUT TASTY

For the authentic taste of tacos straight from the street vendor, you don't have to hit the road. Simply pick up **Mi Tienda Street Taco Flour Tortillas**. These ready to cook tortillas are smaller than regular tortillas and perfect for filling with your favorite fixins like our **San Jacinto Oaxaca Cheese with Red Pepper from the deli**. This semi-soft, cow's milk cheese melts easily making it easy to make cheesy tacos and quesadillas.



CHOP to it!

For a fast and easy dinner, start with our restaurant style **H-E-B Cracked Pepper Caesar Chopped Salad Kit**. We've done all the prep work. All you have to do is open the bag and enjoy. Serve as a side or add your favorite protein for a hearty meal. Display it (and your other meals) in style with **Haven & Key™ Spring Bluebonnet Collection**. Dishwasher safe and available for a limited time only, it makes a beautiful addition to your springtime table.

NEW!



This Flavor is MAGICAL



For an ice cream experience that is truly magical, dig in to **H-E-B Creamy Creations Unicorn Cake**. We've taken out of this world sweet and tart berry flavored swirls, and combined them with moist white cake pieces in a sweet cream ice cream. This limited-edition flavor is crafted locally in San Antonio, Texas by our H-E-B Creamery, and is only available for a limited time, so get it while you can!



Limited TIME ONLY



From the SMOKEHOUSE TO YOUR HOUSE

H-E-B Smokehouse Meats deliver the mouthwatering flavors of your favorite Texas barbeque joints. From the slow smoked beef brisket to the lightly smoked turkey breast, our high quality meats are smoked over natural hardwood in a genuine Texas smokehouse to give you that true Texas taste anytime. Add **Mark's Good Stuff Ol' 46 Salsa** to your favorite sandwich to give an extra kick of flavor.



NEW!

The COOLEST HOT CHOCOLATE In Town

What's better than a bowl of steaming Mexican Hot Chocolate? How about a bowl of ice cold **H-E-B Creamy Creations Mexican Hot Chocolate Ice Cream**? We've taken rich, creamy chocolate ice cream and laced it with a crunchy cinnamon cocoa swirl for a decadent flavor combination with a kick. Made without any artificial flavors or high fructose corn syrup, it's sure to be your new favorite treat!



Limited TIME ONLY

NEW! MIKE'S JERKY Smokes the Rest

Thin, crispy and full of flavor is how we describe **Mike's Recipe Smoked Jerky**. Made in the traditional Southwest style, it's available in several flavors including salty, sweet and Hot! Hot! Hot! Great for snacking and lunchbox packing.



Cookies Like GRANDMA Used to MAKE



Based on recipes from 'Granny Wackym,' **Wackym's Kitchen Cookies** are made using fresh ingredients and real butter. The crisp, crunchy texture and "fresh out of the oven taste" will keep you coming back for more. Available in a variety of flavors including the sweet and sour **Cherry Lemonade**. This signature cookie has an extra bit of cherry and lemony tartness in each crunchy bite.

HARVEST THIS CAB



Llano Estacado Winery began in 1976 with the goal of showing the world the fabulous potential of Texas wine. The **Llano Harvest Cabernet Sauvignon** is a perfect example. Its bright fruit introduction is followed by fresh herbal notes and a hint of mint. The well-balanced tannin to acidity ratio makes this a versatile food wine that can be enjoyed with everything from burgers to barbeque.

Meals In MINUTES



A MEAL with CHOPS

If you aren't a gourmet chef, but you love a gourmet meal, try **H-E-B Meal Simple™ Garlic Pesto Lamb Loin Chops**. The perfectly portioned bone-in lamb loin chops cook up beautifully in the oven and are served with a light orzo primavera with fresh vegetables. We top it all with our famous garlic and herb pesto for a dinner that's ready in minutes, but tastes like you spent hours in the kitchen. Serve it with **Dynamite Merlot** for a dinner that explodes with flavor.



A HONEY of A MEAL



Sweet meets heat with a roasted salmon meal that will have you out of the kitchen in

no time! **H-E-B Meal Simple™ Hot**

Honey Salmon with Roasted Brussels Sprouts and Marble Potatoes has everything you need to make a mouthwatering meal. With a sticky honey glaze, this sheet pan dinner is ready to prep, cook and serve.



A Classic Side Made SIMPLE

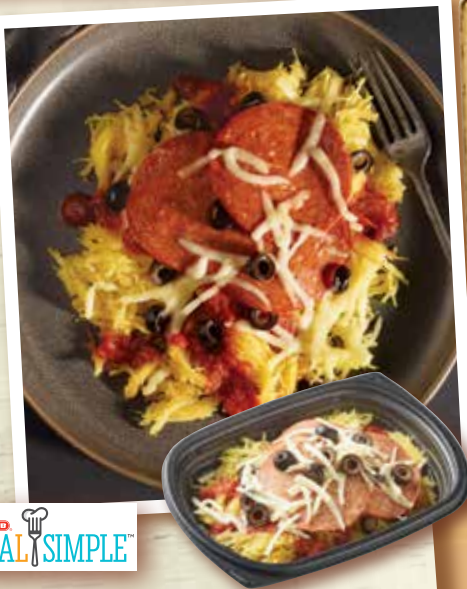


You'll sign up to bring the potato salad at the next picnic or family gathering when you see how easy it is to make using **H-E-B Meal Simple™ Classic Potato Salad**. Everything you need from potatoes, eggs, dressing, bell peppers, parsley, onion, and chives are individually packaged for freshness. Simply open the bags and mix it together for a quick and easy classic. **Find in the produce department.**



SQUASH The Rumors...

This isn't your average pasta! In fact, it's not even pasta at all! **H-E-B Meal Simple™ Roasted Spaghetti Squash with Rustic Marinara and Pepperoni** is a great alternative to traditional spaghetti dishes. The spaghetti squash is cut, roasted, and scraped into "noodles," then topped with marinara sauce, black olives, pepperoni slices and mozzarella cheese. It's a tasty way to sneak some extra veggies into your diet.



A NEW SPIN on Rotisserie

We've put a Texas twist on our famous rotisserie chicken with **Bolner's Fiesta Uncle Chris' Gourmet Seasoning**. This delicious blend is the perfect combination of garlic, onion, salt, pepper and a hint of lemon zest. It makes our **Meal Simple™ Uncle Chris' Roti** a winner of a chicken dinner!



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