

My

H-E-B

PRIMO★PICKS

APRIL 2018

Show us your favorite Primo Pick #primopicks

DISCOVER
UNIQUE FINDS
From Texas and
Around the World.

NATURALLY DELICIOUS

A Dinner With CHOPS



For a dinner that'll have them licking their chops, start with our **H-E-B Natural Pork Bone-In Center Loin Chops**. From livestock raised on American farms, they are 100% vegetarian fed, and never given antibiotics. Baste them with **H-E-B Organics® Sunflower Oil** and throw them on the grill, in the oven or on the stovetop. Made with pride for H-E-B, the Oil can withstand temperatures up to 450°F. For an easy weeknight dinner, try our recipe for breaded pork chops and applesauce. Delicious! Recipe available at heb.com/primopicks.



SWEET ON SAUERKRAUT

Packed with probiotics, **H-E-B Organics™ Raw Sauerkraut** is made using sea salt and shredded white cabbage. Serve it as a side with grilled sausage or top your grilled hot dogs. Either way, pile it on high and savor the flavor.



The MOTHER of Apple Cider Vinegar

When it comes to **H-E-B Organics™ Apple Cider Vinegar**, mother knows best! That's because we preserve the natural benefits of the mother by never filtering or pasteurizing our vinegar. Made from organic apples grown in Italy and naturally fermented, it's delicious as a marinade, salad dressing, or simply a drink. Look for a homemade apple sauce recipe available at heb.com/primopicks.



The INSIDER on GOOD CIDER

Made from a family recipe passed down through several generations since 1918, **The Good Cider** gets its great flavor from a special blend of apple varieties. Made in small batches from orchards in Spain, the crisp, refreshing taste embodies a youthful, playful spirit. Ideal for cooking, mixing, or drinking straight from the bottle, it's a celebration of all the good things in life.



TIP: If you are short on time but still want that delicious homemade flavor, try **North Coast Organic Apple Sauce**. It's made with a special assortment of organic American apple varieties and has no added sugar or preservatives.

Good to GRILL!



★★★★★ 6
4.1 out of 5 stars
Rated by H-E-B Customers and Employees

GRILL Like A CHAMP...

Our pure and natural briquets are made exclusively from hardwood lump charcoal, no chemicals or fillers added. Proudly embossed with the Texas Star to increase surface area, these briquets provide the extended burn time of lump charcoal in the convenience of a briquet. These onion infused briquets, made exclusively for H-E-B, provide the subtle smoky flavor you'd expect from H-E-B Grand Champion Charcoal Briquets, with an onion aroma you can't get anywhere else.



NEW!

Pretty In PINK!

With its pale pink color and pleasant, light taste, **Mimi Rosé** makes a lovely addition to your table—and your favorite meals. Packed with fruit and spice, this full-bodied wine is rich with the flavors of raspberry and peach. A springtime staple, it pairs well with all your grilled fish, meats and more.

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Any Way You SLICE IT...



...our H-E-B Natural Cheese Sharp Cheddar Slider Slices are perfectly sized to top your slider with delicious taste. Each small slice is packed with big cheddar flavor for a deliciously cheesy addition to your favorite slider add-ons.



We Don't Bull Around WITH BISON

For a burger that goes beyond basic reach for **H-E-B Natural Ground Bison**. This 90% lean meat is free from artificial ingredients and preservatives. And you can rest assured that our bison meat has never, ever been treated with antibiotics. Nothing but juicy, delicious flavor that takes your burger to new heights. Give it a spicy kick with **Adams Reserve Jalapeño Ranch Seasoning**, and topped with **Texas Brew Hatch Harissa Sauce**, crumbles of Blue Cheese, and peppery, mustard flavor of **H-E-B Organics™ Baby Arugula**. Visit heb.com/primopicks for this and other delicious recipes.



Get Sweet on NEW TREATS

NEW!



HAVE YOUR CAKE-And Coffee Too

Dessert just got more decadent with our new **White Chocolate Raspberry Cake from the bakery**. Layers of sponge cake filled with luscious raspberry preserves and fresh whipped cream with white chocolate accents, it's topped with more whipped cream and fresh raspberries for a berry burst in every bite. For an added treat, enjoy it with our **Cafe Olé by H-E-B Organic Guatemalan Single Serve Coffee**. On its own or sweetened with **H-E-B Organics Stevia Leaf Extract**, it's the perfect cake companion.



TIP: Look for the **coffee mugs** and **tray**, available at most H-E-B *plus!* Stores.

From BLOSSOMS to BITTERS

LIMITED Time Only

Imported from Italy, our **Central Market Italian Orange, Orange Blossom & Rose Flavored Soda** is a refreshing, sparkling and fruity delight.

We start with mineral water that's bottled at the source in Northern Italy, carbonate it and add irresistible orange flavor. For a new twist, try our **Naranja Crush** cocktail recipe. Simply mix this refreshing soda with tequila, West Indian Orange Bitters, Adams Reserve Citrus Sriracha Rub, sugar and lime—cheers to summertime! **Look for other delicious drink recipes available at heb.com/recipe.**



Got A Favorite? #primopicks



Chock Full of CHOCOLATE

Chocoholics rejoice! **H-E-B Creamy Creations Intense Chocolate Premium Ice Cream** lives up to its name with decadent Dutch chocolate ice cream, rich chocolate chunks and creamy chocolate syrup. Made using fresh H-E-B milk and real dairy cream, this heaven in a carton is churned to creamy perfection right here in San Antonio. Grab a spoon and prepare to be intensely satisfied.



PRIMO PICKS

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Drink Pairing MADE SIMPLE

NEW!

HEB
MEAL SIMPLE™

Tip the MANGO CART

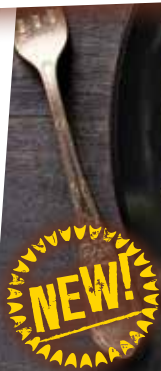


Having a fiesta? Serve **H-E-B Meal Simple™ Spicy Shrimp Empanada** with **Mexican Street Corn** and watch your guests say Olé! Ready in about 16 minutes, these savory pockets are filled with shrimp, corn, peppers, onions, cheese and spices for a delicious combination of flavors. Pair them with the tart and tangy taste of **Golden Road Mango Cart Beer**, an American style wheat beer packed with mango puree and hint of mango extract. Ideal for seasonal sipping, the refreshing flavor enhances all your fiesta fare!

GREEK Out!

You'll "Greek Out" over our **H-E-B Meal Simple™ Greek Salad**. Filled with cucumbers, feta crumbles, red onions and Kalamata olives, this garden salad mix is ready to go! It even includes a balsamic vinaigrette dressing to enhance the flavors. Serve it with the tropical and citrus tastes found in **Chevriot Sauvignon Blanc**. Perfect for sipping poolside, serving at beach barbecues, or any time you want a crisp, refreshing wine pairing.

HEB
MEAL SIMPLE™



HEB
MEAL SIMPLE™

NEW!



PETITE with BIG FLAVOR

The **H-E-B Meal Simple™ Petite Sirloin Steak** is topped with garlic butter and paired with fully loaded potato boats stuffed with everything good about a jalapeño popper - cream cheese, jalapeños and bacon - and topped with gooey cheddar cheese. No party is complete without beer, so we recommend pairing with **Karbach Brewing Co. Love Street Kölsch Style Blonde**, a clean malt profile that refreshes without sacrificing character. We think you'll fall in love with the taste.



PRIMO PICKS Want More PRIMO DEALS?

Sign up on heb.com for monthly emails with Exclusive Primo Picks offers. Look for Primo Picks tags at participating stores. Prices good at select locations through 5/1/2018. 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.

Review ratings are current as of 12/19/17. Some reviewers received sweepstakes entries for posting a review. See our review policy at <http://reviews.heb.com/content/9846products/termsandconditions.htm> for more information.

