

JANUARY 2019



H-E-B

# PRIMO PICKS

Show us your favorite Primo Pick #primopicks

Thousands of Unique, ONE-OF-A-KIND PRODUCTS, PICKED ESPECIALLY FOR YOU.

## Start the Year Off RIGHT!

### Think OUTSIDE The SHELL

For a new twist on the taco shell, try **Fresh Jicama Tortillas**. At only 8 calories per serving, they're a great alternative for the calorie-conscious. Once cooked, the tortillas become very malleable, and with a mild taste and crispy crunch, they're the perfect outer shell to pile on your veggies and beans. Enjoy them with our **H-E-B Argentine Shrimp**. The shrimp have a unique red color that comes from their ocean diet. And we think they're perfectly sized for shrimp tacos with their slight sweetness and crisp texture. **Look for more recipes like this Thai Shrimp Tacos at [heb.com/primopicks](http://heb.com/primopicks).**

[heb.com/primopicks](http://heb.com/primopicks) recipe



### A SWEET Finish

A delicious dinner is just seconds away with **H-E-B Select Ingredients Sesame Sweet Chili Finishing Sauce**. Simply add the sauce to your heated veggies, and toss in a protein for a complete meal filled with spicy sweet taste. Made with no artificial preservatives or flavors it's a great way to sweeten up dinner time.



### TIME SAVING THAI SALAD

Chopped salads are all the rage in restaurants today, but making them from scratch takes time. We've got you covered with the time saving, chef quality **H-E-B Sweet Thai Chopped Salad Kit**. This delicious flavor combination of romaine lettuce, kale, green cabbage, sweet carrots, and green onions, is topped off with honey almonds, sesame cashews and chow mein noodles, and drizzled in a peanut vinaigrette dressing to create an unforgettable flavor experience.

Add chicken or your favorite protein for a complete meal.

For A Shrimply Delicious Meal, Pick Up All Four Of These Primo Picks To Create These Thai Shrimp Tacos. Go To [HEB.COM/PRIMOPICKS](http://HEB.COM/PRIMOPICKS) For This And Other Recipes.

### Multiple Products for Your MULTIFIT LIFE

Running, cross training, cycling, yoga... there's more than one way to enjoy the fit life. That's why **H-E-B Select Ingredients MultiFit products** were created, to give you choices that support your active lifestyle. From replenishing electrolyte water to cereal, granola bars, protein bars and more, there's something to "fit" every taste and every need. Best of all, you'll never find artificial flavors or high fructose corn syrup in our MultiFit products, just plenty of goodness and flavor.





# TIME SAVING --- GREAT TASTING!



## Dine With A WRAP STAR

Federal Regulations prohibit the use of hormones in poultry.

Craving a feel good and delicious dish? Whip up a mouthwatering chicken wrap made with **Folios Cheese Wraps**. You'll love them more than tortillas because they're made with all-natural, part-skim cheese so they're lactose free and gluten free. They're perfect with our fresh and ready to cook **H-E-B Natural Boneless Skinless Chicken Breasts** which come from chickens raised in Texas with no added hormones or antibiotics.



## CAULING ALL STIR FRY LOVERS



Now there's a fast and easy way to enjoy your favorite food that adds even more vegetables. **H-E-B Riced Veggie Cauli Stir Fry Style** gives you the taste and texture of rice with finely chopped cauliflower, egg, peas, carrots, ginger and soy sauce. With only 45 calories and 6 grams of carbs per serving, it will create quite a stir. Microwaves in under 4 minutes for a quick, easy dinner.



## Some Like IT HOT- Some Like GAZPACHO

Traditionally served chilled in bowls or cups, Gazpacho originated in the south of Spain, but you don't have to travel that far to find it. Instead, try the smooth, creamy texture and delicious flavor of **Better Way Provisions Gazpacho**. Low in fat and with no additional sugar, it's delicious as a starter course with bruschetta or a fresh baguette, or add your favorite protein and make it a meal.



## NEW! When SUSHI Met TEX-MEX...

...it was love at first bite. From the sushi rice and chunk imitation crab to the roasted corn, black beans, avocado and more, we've taken the best of spice and sea and combined them into our **H-E-B Sushiya® Southwest Poke Bowl**. Served with a spicy sauce, it's a complete and convenient meal that's ready to grab and go.



## We'll TOAST TO PRO-TEIN BREAD

Your avocado toast obsession is about to go to the next level thanks to our **Pro-Tein Bread**. With 13 grams of Protein (12% DV) and only 3 Net Carbs (9g Total Carbs minus 6g Fiber), it's perfect for toasting, topping, and adding a boost to your breakfast.

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## KEEN On QUINOA Bowls

With everything in one bowl, getting your grains has never been easier. All you need is an appetite for the ready-to-eat flavorful blend of red and white quinoa with a stir-in cilantro pesto sauce found in our **H-E-B Select Ingredients Cilantro Pesto Quinoa Bowl**. It even has a disposable "spork" to make it easier to grab and go. Delicious cold, or heat in the microwave for a delicious protein packed meal.





**NEW!**

## NOTHIN' BEETS THIS ICE CREAM

You don't have to search to find the delicious taste of cotton candy and sweet beets. You'll find it in every scoop of **Peekaboo Organic Cotton Candy Ice Cream with Beets.**

Every creamy, dreamy bite bursts with a balance of this unusually delicious flavor pairing. Scoop it up today!



## A BERRY GOUDA Salad

Eating well on the go just got easier with **H-E-B Meal Simple™ Simply Eat Fruit, Almond, Gouda Salad with Blueberry Pomegranate Vinaigrette.** This baby green salad blend is bursting with a combination of delicious fruit flavors enhanced by the taste of Gouda and crunchy almonds. Perfect for those days when you need to grab and go.



**NEW!**

## SIMPLIFY Your Stir-FRY

If you love a delicious stir-fry but don't have time to stir it up from scratch, our **H-E-B Meal Simple™ Simply Cook Stir-Fry** is the answer. We've taken a tender chicken breast and topped it with miso butter. Then we serve it over a bed of cauliflower fried rice filled with peas, carrots, cabbage, and pineapple, for a tangy, tasty blend. It's a lower carb alternative to traditional stir-fry that's ready to cook and enjoy when you are.



**NEW!**

## ORANGES That CARA 'Bout FLAVOR



Discovered in Venezuela in 1976, the **Cara Cara Navel Orange** is sweeter than most navel varieties. The juicy, reddish-pink interior gives it the name The Pink Navel.

## Let's TACO-BOUT Soup

When you're craving comfort food, **H-E-B Meal Simple™ Chicken Taco Veggie Soup Kit** is ready to go. This kit includes everything you need to create a restaurant-quality meal in less than five minutes. Chicken, black bean and corn mix, sour cream, tortilla soup base, tortilla strips and cilantro are prepped and ready for you to heat and enjoy.



**H-E-B MEAL SIMPLE**  
Chef-inspired meals in minutes.

Select Ingredients

## YO! DID YOU KNOW?

...that our **H-E-B Strawberries & Cream Greek 100 Yogurt** tastes like a delicious

combination of sweet strawberries and whipped cream?

But while it may taste like dessert, this smooth, creamy treat has just 100 calories and a whopping 13 grams of protein per serving. So go ahead—treat yo self!





# BETTER LIVING FROM THE INSIDE OUT

## Give This Juice A SHOT

Fresh ginger or turmeric is what you'll find in each single serve **Buda Juice Shot**. Perfect for an early morning boost or an afternoon pick-me-up, they restore your body and soul. Plus, with antioxidants, these are shots you can feel good about taking.



## CLEAN UP Your BEAUTY ROUTINE



...with **Central Market Body Care**. Refreshing, luxurious plant based blends for shower, bath, hair, and body that clean and moisturize without the use of ingredients like parabens or sulfates. Intentionally sourced from Italy and made in small batches, because we think what you put ON your body is as important as what you put IN it.

## FUEL UP

**FBOMB Nut Butters and Premium Oils** are a way to get all natural, fat fuel in your diet. The nut butters are treats made with a cool-grind process that creates a smooth base with a few nut chunks. Delicious as a sandwich spread, fruit dip, or squeezed straight out of the container. The oils are 100% pure and all natural. We think they're da bomb!



## WE'RE PassionNut ABOUT THESE SNACKS



When it comes to snacking, we've set the bar high! Our **H-E-B Select Ingredients PassioNut™ Bars** are chock full of carefully selected ingredients including steamed or roasted nuts, honey, rice syrup and more. Free from high fructose corn syrup, they're available in five deliciously satisfying flavors.



## THE MOTHER LODE OF FLAVOR

Made with Rocky Mountain spring water and heirloom mother cultures, our **Central Market Kombucha** offers a delicious way to get your probiotics in a crisp, cool drink. With five refreshing flavors to choose from, it's delicious on its own or as a mixer to to kick up your Moscow Mule.



## TREAT YOUR PET TO Better Health

Because we care about your furry friends as much as you do, we've developed a treat that you can feel great about giving them. **Heritage Ranch By H-E-B® Functional Treats** are formulated to not only offer tail-waggin' good taste, but also to help with mobility, digestion and other important daily functions that keep your pet healthy and happy. Made with no unnecessary ingredients like corn, wheat, or soy, they'll have your pet begging for more.



**PRIMO PICKS**

Want More **PRIMO DEALS?**

Look for Primo Picks tags at participating stores.

Sign up on [heb.com](http://heb.com) for monthly emails with Exclusive Primo Picks offers.



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.

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