

JANUARY 2019

My

H-E-B

PRIMO PICKS

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

Make Dinner DELIZIOSO!



SAVOR The
SAUCE OF The SOUTH...

The key (and most difficult to prepare) ingredient in homemade lasagna is the Bolognese Sauce. But thanks to Orti di Calabria, this rich, meaty sauce is made simple. Prepared in the Calabrian region—the “toe” of the boot shaped Italian peninsula, **Orti di Calabria Bolognese Sauce** is as authentic and lovingly prepared as if you made it yourself. With the meat already added, and using the freshest ingredients grown on local Italian farms, this mouthwatering sauce brings the taste of Italy to your table.

MEATBALLS,
An EASY ADDITION To Pasta

Cut down on prep time in the kitchen when you use our flavorful, ready to cook **H-E-B Pork Meatballs**. Add them to pasta topped with shaved Parmesan and fresh basil, serve with your favorite sauces for a quick appetizer, or pile in a bun with cheese and sauce for the ultimate meatball sub. With so many options, it's easy to enjoy an Italian-style meal without leaving your kitchen.

Bring on the BASIL

Want to enhance the flavor of your favorite Italian foods? Just add **H-E-B Organics® Basil**. Perfect on pizza, or as a pesto ingredient, and is the finishing touch to a caprese salad. Packed locally, the subtleness of pepper and the sweet aroma help this herb steal the show.



We're BUBBLING
With Excitement...

...over the lively taste of **Mionetto Prosecco**. Made from grapes harvested in the province of Treviso, this wine is alive with color, flavor and the delicious aromas of golden apples, peach and honey. Made in Italy, it's a symphony for the senses. Enjoyed on its own or in a cocktail, it's a sparkling sensation.





You'll Never Get Your FILL

Our H-E-B Filled Pasta is made by Bertagni Pasta, the oldest Italian producer of filled pasta since 1882. We respect tradition, creating our fresh-egg pasta with an authentic Italian recipe. We blend the freshest ingredients like fresh spinach, creamy ricotta and savory mushrooms, and then envelop it all with delicate egg pasta made with soft, wheat flour. Several delicious varieties to choose from, all in our deli.



INSPIRED BY ITALY

ITALIAN Flavor is How Our SAUSAGE ROLLS

When it comes to giving your lasagna some extra amore, reach for H-E-B Italian Sausage. Made from premium cuts of pork, with no added preservatives or MSG it brings delicious savory flavor to all your Italian dishes. Whether you're spicing up your spaghetti, or making a mean meatball for your hoagie, this sausage is the sure fire way to be the dinnertime hero!



GO TEXAN.



Very Versatile VEGGIES

Our ready-made H-E-B Select Ingredients Sweet Potato Spirals or Zucchini Spirals make meals easy. Use as an entrée, side dish or in soup, simply sauté for 3 to 4 minutes. Combine with your favorite sauce, sprinkle with some Parmesan, and add your favorite protein. Find them in the produce department.



Don't Skip The SHRIMP

Create a delicious seafood dish with pasta and H-E-B

Texas Peeled Shrimp.

Packed right here in Texas, our shrimp are deveined and individually quick frozen so they're ready to add

to your favorite dishes whenever you are. Little effort ---big flavor!



NOW 'ATZA PIZZA!



To make the best Italian pizza, we use the best ingredients to create our H-E-B 12-Inch Pepperoni Pizza. We start with a hand stretched, imported Italian dough that's been wood fired for a crisp texture and blistery appearance. We cover it in a sauce made from 100% sun ripened tomatoes picked at the peak of harvest in Italy. Then we add two different Italian cheeses and top it with pepperoni for a delicious, authentic experience that you would expect to find in an Italian pizza cafe. One bite and you'll say delizioso! You can find it in the deli department.

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GET ON BOARD with This Cheese Presentation

Timeless and beautiful, our H-E-B Kitchen & Table™ Slate Cheese Board has everything you need to create a delicious presentation. Slate offers a natural, rustic surface for arranging your cheeses and appetizers, while the selection of knives makes cutting and serving a cinch! Use it to serve our dry cured, thin-sliced H-E-B Select Ingredients Prosciutto and our Italian Marco Polo Grana Padano wheel made for a savory snack or perfect party planner.



BIRRA BIRRA On The Wall...

...who is the tastiest of them all? In 1846, Francesco Peroni established the first Peroni brewery in Vigevano, Italy. More than a century and a half later, it should be no surprise that **Peroni Nastro Azzurro** is Italy's number one premium beer. The name, Nastro Azzurro, means "blue ribbon," and this crisp and refreshing lager definitely gets a blue ribbon in our book. Enjoy a touch of Italian style.



SHAKE UP DINNER

A gourmet restaurant experience is right at your fingertips—literally! Our **Green Giant One Step...Done! Mini Size Potatoes** are little bits of heaven in five fabulous flavors that taste too good to be true. So easy to prepare, simply heat in the bag, shake, and plate. Go ahead—shake up dinner tonight!



NEW! PESTO! DINNER'S READY!

Coming up with new ideas for dinner that are quick, delicious and that the whole family will enjoy can be challenging. **H-E-B Meal Simple™ Simply Cook Chicken Breast with Basil Pesto Sauce and Spaghetti Squash** to the rescue! We've taken fresh, boneless, skinless chicken breasts, topped them with our basil pesto marinade, and served them atop a bed of roasted spaghetti squash, diced zucchini, and fresh cherry tomatoes. Just bake and serve for a meal that tastes like you've slaved over the stove all day. We won't tell!

ORANGE You Glad We Said SICILY?

Known for their deep red interior and blushed rind, **Blood Oranges** have a delicious, berry-like flavor. Available from December through March, they are a juicy, delicious way to get your vitamin C and fiber. Great for snacking and juicing.



We've CRACKED THE CODE On Bakery Bread

No Italian meal is complete without a loaf of warm, crusty bread. Made the Italian way with real durum wheat, our **Parmesan Cracked Peppercorn Loaf** will turn any meal into an Italian feast. The taste of freshly ground pepper adds an unusual flavor that compliments all your favorite pastas and sauces.



SEA A NEW TYPE OF MEATBALL

For a different twist on meatballs, "sea" what we have created! **H-E-B Meal Simple™ Simply Cook Salmon Meatballs with Marinara and Asparagus** are deliciously filling and satisfy your seafood craving. Covered in zesty marinara and paired with fresh, crunchy asparagus, they are ready to bake and enjoy. You'll get hooked!



ITALY With AMORE



500 YEARS of Sicilian Flavor

Exclusively bottled for H-E-B, Rustico di casa Asaro Extra Virgin Olive Oil is made from the olives grown on the Asaro estate in southwestern Sicily on trees that date back 500 years. Hand-picked and pressed within hours of harvest, this oil is unfiltered with a medium intensity, fruity olive aroma and flavor that makes it perfect for drizzling over salads, pasta, and seafood.

Better With AGE



Named for the Piave river in the northernmost part of the province of Belluno, Italy, **Piave Aged Cheese** has an intense, full-bodied flavor that increases with age. With a unique, concentrated dense texture, it has a tropical fruit flavor and slight almond bitterness. Some things are just better with age.

BASIL Makes IT BETTER

More than just your basic marinara, our H-E-B **Marinara Sauce** is an authentic Italian pasta sauce with basil that comes straight from Genoa, Italy! Great with pastas, on panini, pizzas, flatbreads, in soups, paired with cheese, or as a side sauce for meat and fish. The options are endless! Also try our Authentic Italian Alfredo and Authentic Italian Pesto Sauce with Basil. Delizioso! Find it in the deli.



Our BEST-O PESTO

Made in Central Italy, just outside of Florence, our **Central Market Organic Pesto Sauces** are full of delicious ingredients that bring out the flavors of your favorite pasta, bruschetta, pizza and more. Spread it, dip it, or use it as a topping. The blends of olive oil, pine nuts, Parmigiano Reggiano, tomatoes and more give each one its own unique flavor profile.



A VIN-A-GREAT!

What makes balsamic vinegars great? For starters, they are versatile enough to be enjoyed in salads, added to recipes, used as reductions, drizzled over cheese, and they can even enhance the flavors of many desserts. **Central Market Balsamic Vinegar of Modena, 4 Leaf** is no exception. Made exclusively in Italy. It bears the authenticity seal of the IGP, Protected Geographical Indication from Modena, Italy. The taste and texture of this 4 Leaf is ideal for gourmet recipes, aged cheese, omelets, and even ice cream.



Cold Pressed to IMPRESS

Full bodied with a hint of pepper, our **Central Market Tuscany Extra Virgin Olive Oil** is best drizzled over salads, pastas or seafood. It pairs well with wine, cheese and antipasta. Plucking the olives is a centuries old tradition and helps prevent bruising and oxidation of the fruit. In order to be classified as an Extra Virgin Olive Oil, the oil must be the result of the first pressings of the olives and cold pressing is essential to preserve the properties of olive oil.

PRIMO PICKS

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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.