

**H-E-B**

JANUARY 2018

PRIMO★PICKS

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DISCOVER
UNIQUE FINDS
From Texas and
Around the World.

SOLUTIONS for Healthier Resolutions



Here's The SKINNY...

On our H-E-B Boneless Skinless Extra Thin Sliced Chicken Breasts. They are 100% natural and have no artificial ingredients or preservatives. Full of protein and flavor, they're 99% fat free, making them the ideal solution when you want a healthier version of your favorite recipes. These chicken breasts come from chickens raised free on local Texas farms, that were never given any antibiotics, stimulants, or growth hormones, ever—which means you can feel good about serving them to your family.

**NEW!**

The POWER of PALEO

Whether Paleo is part of your dietary plan, or you just want a versatile, great tasting seasoning that is free of unhealthy ingredients and additives, **Paleo Powder Basics Seasoning** has got you covered. This one stop seasoning shop adds a delicious flavor to your grilled steak, grilled chicken, roasted veggies, and even your morning egg scramble. Discover the power of Paleo for yourself!

SAVORY SIDES in Seconds

**NEW!**

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 the Organic Lentil and Chickpea Bowl. Made with whole chickpeas and hearty lentils simmered in a flavorful vegetable stock with tomatoes, carrots, onions, and spices, it's a side that will take center stage.

This Chardonnay is BONTERR-ific!

Bonterra Winemaker's Select Chardonnay is a perfect example of why Bonterra was voted American Winery of the Year in 2016 by Wine Enthusiast. Made from organic grapes, it has an apple profile with notes of cream and sweet spices that give way to a smooth finish. Plays well with your favorite fish and chicken dishes, as well as with your wallet.



Dip Into Something HEALTHIER

When you use **Dip It Cilantro Gourmet Yogurt Dip**. Made with Greek Yogurt, it'll be your veggies new best friend. Try it as a base for salad dressings, or as part of your favorite fish, chicken and pasta dishes. For a dish that packs a delicious crunch, try it in our **Sweet Pea Herb Salad** recipe. Look for this recipe at heb.com/primopicks.



PROTEIN PACKED

Use Your NOODLE!

And say hello to H-E-B Select Ingredients Zucchini Spirals. The perfect pasta alternative, simply place in our Cocinaware Deep 12" Saute Skillet and add award winning The Good Ingredient Co. Extra Virgin Olive Oil for a mild, nutty flavor. Serve with your favorite protein for a satisfying meal.



CHOP TO IT!

For a fast and easy dinner with an added protein punch start with our restaurant style H-E-B Chopped Salad in new Garden Lime Crunch. We've done all the prep work. All you have to do is open the bag and enjoy. For an extra protein punch, top it with one of our H-E-B Natural Boneless Skinless Chicken Breasts. Free of artificial ingredients and preservatives, it turns your salad into a hearty, filling meal.



GREAT Breakfasts Start HERE

Great breakfasts don't require skill---just a skillet! Our H-E-B Breakfast Starters have everything you need to prepare a delicious, hearty, fresh meal for the entire family. Available in a variety of flavors including our new bacon and tomato variety. It's all ready to cook and serve. Just add eggs and butter and get your mornings off to a great start! We suggest our Central Market Organic Pasture Raised Soy Free Eggs that come from pasture raised chickens that have never been given antibiotics and are certified humanely raised. Just one more thing to feel good about.

DINNERS



Want More Protein? GO FISH!

You'll get hooked on the great taste of our **Alaskan Leader Seafood Chipotle Lime Alaska Cod**. Sustainably harvested from Alaska's Bering Sea, one fish at a time for the highest quality cod that is fresher than fresh! Enjoy the spicy flavor on your favorite salad, over rice, or with a side of quinoa for a delicious, protein packed meal.



Super Food Makes A SUPER SIDE

If you love quinoa, but hate how long it takes to cook, you'll want to grab our **Central Market Microwave Red and White Quinoa**. Packed with grains, fiber, protein and more, it's ready to enjoy in just 90-seconds. Recognized as a super food for its essential amino acids, phosphorus and iron, it's a super side for your favorite fish, chicken and meat dishes.



We Put The TEA IN TEAM.

If you like all flavors of tea, then we have a team of flavors for you to try - **H-E-B Organics® Tea**. Leading off is our **H-E-B Organics® Iced Tea with Lemonade** for those who like a classic glass of 1/2 and 1/2. Other featured players are our tasty and refreshing **H-E-B Organics® Iced Tea with Strawberry**

Lemonade and **H-E-B Organics® Green Tea with Lemonade** and **H-E-B Organics® Green Tea with Pomegranate Lemonade**. So, which teammate is your flavor-ite?



Get the MOST From Your ROAST ...

...when it is a **H-E-B Natural Boston Butt Pork Roast**. Tender and juicy with no artificial ingredients, hormones or preservatives it's delicious on its own or enhanced with **Fischer and Wieser Texas Sweet and Spicy Pulled Pork Starter**. This savory sauce seeps in to take the flavor of your pork to a whole new level.



A Healthier WAY to Kick Off Your DAY

IT'S ALL GREEK TO US- Honestly!

Honest ingredients are what you'll find in every cup of creamy **Naturi Organic Whole Milk Greek Vanilla Cinnamon Yogurt**. Made from grass fed cows, and sweetened with 100% organic cane sugar or maple syrup, it's free from any artificial flavors, colors, and thickeners. And, because it's made with four cups of whole milk, it gives you more protein to power you through your morning. Top it with your favorite fruit or granola, or add it to a smoothie for a delicious breakfast or snack.



Ladies and Gentlemen: START YOUR BLENDERS



H-E-B provides all the ingredients you need for a convenient and power packed juice or smoothie. Start out with one of our **H-E-B Blendables®**. Simply pick your favorite flavor and add in a smoothie base like juice, Greek yogurt, or **H-E-B Mootopia**. With 50% more real milk protein, 50% less sugar, and 25% more calcium than ordinary milk, it's creamy, rich and lactose free. Sprinkle in some **Central Market Organic Chia Seeds** for a delicious, nutty flavor and nutrients like fiber and Omega 3 Essential Fatty Acids. Then drink up and smile knowing you've done something good for yourself today.

This MUFFIN Ain't BLUFFIN'...

...when it comes to using real ingredients. **Soozy's Muffins** are mindfully made using only the most natural ingredients possible. From organic extra virgin coconut oil to cage free eggs and unprocessed sugars, they are free from additives including gluten, grain, soy and more. Available in Wild Blueberry and Double Chocolate, they're a delicious way to start your day. Find them in the freezer section.



Coconut RICE, RICE Baby

Satisfy your taste for something tropical when you grab a spoonful of **Sun Tropics Coconut Rice Pudding**. Made with whole coconut milk, freshly chopped coconut and Thai rice, this gluten free snack is slowly simmered with no preservatives. Available in original and classic cocoa, it's delicious served chilled, or heated up for a sweet treat on a cold night.

FRESH JUICE

Without the HASSLE

If you love the taste and nutritional benefits of juicing, but hate the hassle of doing it yourself, open a bottle of **Just Made Juice** and enjoy! These convenient, fresh made juices are full of delicious fruits and vegetables and free of added sugar. Made in Texas using tropical ingredients, they are available in refreshing blends of Papaya Passion, Berry Bliss, Kale Karma and more.



FUEL UP DELICIOUSLY!



Love the benefits of protein drinks, but hate the chalky taste and high sugar content found in so many of them? So did the founder of the **Iconic Protein Drink**. Using protein sourced from grass-fed cows raised on pastures in New Zealand, he created rich and creamy drink that doesn't comprise on ingredients and tastes delicious. It packs a whopping 20 grams of protein and only 130 calories, and 3 grams of fat per delicious serving. Available in several flavors including Chocolate Truffle, it's an easy way to add more protein to your day.



BEYOND H2OHHHHH

Multi FIT



SHAKE UP Your Meals

For a high protein meal-on-the-go, shake things up with **Garden of Life Raw Organic Meal**. This organic shake and meal replacement contains 20 grams of organic plant protein per serving, along with live probiotics, 44 Superfoods, and no added sugars. Great as a meal replacement or a post workout refuel, it helps you satisfy hunger, lose weight, and feel great!



REBBL With A CAUSE



You might not be sure how to pronounce the name, but you can pronounce all the ingredients found in every bottle of **REBBL**. This unique, coconut milk drink gets its name from the blend of roots, extracts, berries, bark and leaves, believed to promote biological balance. Available in a variety of delicious flavors, you can REBBL anytime.

NEW!

Step up your hydration game with **H-E-B MultiFit Vapor Distilled Water**. More than just H2O, our USP grade distilled water is produced by an energy efficient vapor compression distillation process. It's then filtered and injected with a concentrated balance of electrolytes to replenish your system. The result is a pure, steam distilled water that quenches your thirst in a delightful way. Perfect for post workout or any time of day.

NEW Year, NEW Favorites

Pasta So Good You'll Wanna EAT THE BOWL

And you can if it's a **Folios Parmesan Bowl**. Taken from the authentic, and most famous cheese in Italy, the nutty, fruity blast of flavor pairs perfectly with our **Central Market Gragnano Trecce Pasta**. Meaning "braid of hair," Trecce originates from Southern Italy and has a texture that allows sauces like our **H-E-B Healthy Roasted Garlic Pasta Sauce** to adhere to each and every tasty bite.



There Ought To Be A LAW

...against beer this good. **Legal Draft Free & Clear Gluten Free Lager** is a traditionally brewed Helles Lager made in Arlington, Texas. Crisp and clean, its light body and easy drinkability make it a match for all your favorite foods from burgers to barbeque. Because everyone should be free and clear to enjoy a good beer without the gluten.



TACO Bout Some GREAT CHICKEN

For an easy solution to your weeknight dinner dilemma, pick up an **HEB Meal Simple Rotisserie Chicken**. All natural, it's free of artificial ingredients and preservatives, never treated with antibiotics, and never given additional hormones—ever. Shred it and serve it in one of our **H-E-B Select Ingredients H-E-B Bakery Flour Tortillas** and voila! Dinner is ready!



We're KEEN on QUINOA BOWLS

Why have an ordinary lunch when you can be bowled over by the taste of cilantro and quinoa? The **H-E-B Select Ingredients Quinoa Bowl with Cilantro Pesto** is full of flavorful red and white quinoa ready to eat with a stir-in cilantro pesto sauce. It even comes with a disposable "spork" making it easy to grab and go! Enjoy warm or cold for a protein packed meal.



Finding A Balanced Sushi Roll?... RICELESS!

Find your balance with the **H-E-B Sushiya Ying & Yang Salad Roll**. The Ying comes from salmon and tuna which perfectly complement the Yang of the fresh vegetables. Made fresh in store daily without rice in the roll, it's paired with **Mama Tang's Sweet Asian Vinaigrette** for a burst of delicious flavor that's absolutely "riceless."



RAISING The SNACK BAR

When it comes to snacking, we're raising the bar with **H-E-B Select Ingredients MultiFit Bars**. You'll never find artificial flavors or high fructose corn syrup in our MultiFit products. What you will find is plenty of protein and fiber without a lot of calories or fat. Perfect for packing, these satisfying snacks fit your active lifestyle and come in a variety of yummy flavors.

CHIKE is the WHEY TO GO

Power your morning, beat that afternoon slump, or give your workouts a supercharged boost with **Chike High Protein Peanut Butter Coffee**. This all-in-one nutritional drink is made from real espresso coffee and whey protein isolate, the purest form of whey protein available. The rich flavor and energy boost is what your mind and body crave to get you through your day.





MEAL TIME in NO TIME

Eat in EIGHT!

Want a quick and easy dinner on the table in 8 minutes? Open one of our **H-E-B Meal Simple Zucchini Spiral Pho Soup Kits** and pho-get about it! Each low carb kit contains everything you need for a savory soup without all the fuss. All you have to do is heat and serve for a pho-nominal dinner.



From the Bayou TO YOU!

The flavors of the bayou come alive in the authentic blackening rub that is seared onto the salmon. Our **H-E-B Meal Simple™ Blackened Salmon Meal Kit** is served alongside buttery, lemon scented Cajun rice pilaf and fresh sautéed green beans mixed with toasty, crunchy almonds, it'll make your tastebuds tingle! Simply prep, cook and serve!



THE GOOD "STUFF" Made Simple

Your favorite Tex-Mex flavors all rolled into one dish! **H-E-B Meal Simple™ Turkey Stuffed Bell Peppers** is a colorful and delicious green bell peppers stuffed with a flavorful combination of ranchero seasoned ground turkey, light and fluffy rice and creamy Monterey Jack cheese.



Salmon Made SIMPLE

Start your new year off right with a dinner you'll get hooked on! Our **Meal Simple Simply Cook Teriyaki Salmon with Sesame Noodles** makes serving a delicious meal easy! We topped Atlantic salmon with a tangy Teriyaki glaze and paired it with a sesame noodle salad complete with cabbage, edamame and carrots. All you have to do is pop it in the oven, serve, and reel in the flavor.



In A Hurry for Curry? Vindaloo for You!

You'll say "Whoo Hoo," to **H-E-B Meal Simple™ Shrimp Vindaloo** with its tender Wild Argentine Red Shrimp and rich, velvety Vindaloo sauce. Serve over a bed of rice for a meal that is less than 350 calories per serving!



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