DISCOVER UNIQUE FINDS

From Texas and Around the World

Show us your favorite Primo Pick #primopicks

SOLUMONS 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.

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, great tasting seasoning has got you covered. This one stop seasoning shop

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!



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.



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.







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 M!

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.



OREAT 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.





A Healthier WAY to Kick Off Your DAY

IT'S ALL GREEK TO US-

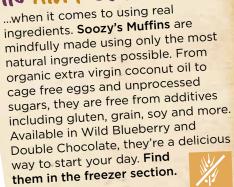


Honest ingredients are what you'll find in every cup of creamy Naturi Organic Whole Milk Greek Vanilla Cinnamon Yogurt. Made from grass fed cows, and sweetened with 100% organic cane sugar or maple syrup, it's free from any artificial flavors, colors, and thickeners. And, because it's made with four 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.



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....





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.



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CONTEIN

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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.

SHAKE UP Your Meals

DRINK TO Your HEALTH

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

ORGANIC

ORGAN

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.

BEYOND H20HHHH



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.



Bakery Flour Tortillas and voila! Dinner is ready!



Me, Le KEEN ON ROMPS

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 Bələnced 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."



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-inone 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.





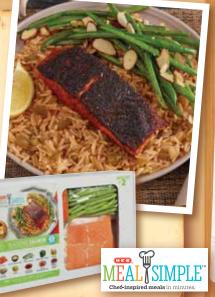
Eat in Elght!

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.







In A Hurry for Curry? Vindəloo 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 seving!

Səlmon Məde 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 salmon complete with cabbage, edamame and carrots. All you have to do is pop it in the oven, serve, and reel in the flavor.

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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.

