

**H-E-B**

FEBRUARY 2019

PRIMO★PICKS

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

INSTANT COMFORT

The only thing better than a tender, juicy Pot Roast on a cold day is not having to wait hours for it to cook. Thanks to the Instant Pot, it's quick and easy to enjoy your favorite comfort food. Start with an **H-E-B Beef Chuck Roast**. Made with USDA Choice meat, it's 100% natural with no artificial ingredients and no preservatives. Toss in bite sized **Baby Potato Medley**, our washed and ready to use **H-E-B Select Ingredients Baby Carrots**, and our Texas grown **H-E-B Organics Whole Baby Bella Mushrooms**, then season with **Patty's Herbs Rosemary** that will give your dish dramatic flavoring. Cover with our gluten free **H-E-B Select Ingredients Pot Roast Cooking Sauce**, a classic sauce prepared with real onions, celery, beef and roasted garlic. Add in **American Pantry Beef Bone Broth** for extra protein and rich, bold flavor. Voila! Dinner is served!



Find Your COMFORT FOOD



This IPA SMOKES Other Beers

As one of the top selling IPAs in the U.S., **Cigar City Jai Alai IPA** smokes the competition. From the intense bouquet of tangerine and candied orange peel, to the flavor of clementines, Valencia oranges, and subtle caramel it's a treat for the senses with an assertive bitterness and rich malt character. The unique blend of flavors pairs well with spicy dishes like beef empanadas. It's one cigar you won't mind smelling during dinner.



SERVICE FOR ONE

From soups to soufflés, our 3.5 and 4-inch **Kitchen & Table Porcelain Ramekins** are the perfect size for individual servings. Microwave and dishwasher safe, this durable bakeware has a non-porous surface that resists scratches and fading, and can withstand oven temperatures up to 500 degrees. Versatile enough to go from the oven to your table with ease, it's a big convenience in a small size.



HEARTY MEALS In HALF The TIME



FAJITAS IN A FLASH

If you love fajitas, but don't have time to cook, we've made it easier than ever to get a fajita fix fast! **H-E-B Select Ingredients™ Fully Cooked Sliced**

Seasoned Chicken Breast Fajitas are made using carefully

chosen ingredients including extra lean meat. And, because they heat up in minutes, you don't have to wait to enjoy the delicious taste.



The CHAMP OF CHILI

For 50 years, the small Texas town of Terlingua has hosted the famed Chili Appreciation Society International (CASI) cook off. Hundreds of chili cook-offs held throughout the year lead up to this main event and the coveted Grand Pepper Trophy. Named after the famous event, we're proud to bring you **Terlingua TX Championship Chili Recipe Chili Mix**. It boasts just the right blend of spices and heat making it a winner for your table. Here's a tip, try making it with **Racconto Passata**. Sun drenched tomatoes make this purée a flavor-packed ingredient for a variety of dishes from Texas chili to Italian pasta sauce.



WINNER WINNER Chicken Tortilla Soup DINNER

What's better on a cold night than a warm spicy bowl of **H-E-B Chicken Tortilla Soup**? Nothing that we can think of! That's because we make it with tender chicken, flavorful roasted corn, diced tomatoes and Monterey Jack cheese. Then we spice things up with jalapeño peppers, and thicken it to perfection with crispy tortilla chips for hearty goodness in every savory spoonful.



Get Your LUBY'S FIX at H-E-B

Enjoy your favorite comfort food in the comfort of your own home with the famous **Luby's Macaroni & Cheese**, available exclusively at H-E-B. Rich, creamy, and crafted to be delicious just like the scratch-made versions you find in the restaurant. They are a convenient way to satisfy your Luby's craving whenever the mood strikes.

SOUP'S BEST SIDE...

...is our made in-store **Corn Bread**. With its tender texture, and crunchy, honey buttery edges, it's the perfect pairing for your favorite soups, chili, and stew. Or enjoy it on its own with butter and honey for a yummy Southern style treat. **Find it in the bakery.**



CREOLE In Your KITCHEN



Think you can't make authentic tasting Creole cuisine? Think again! Built on a family tradition straight out of Houston, Texas, **Frenchy's Creole Gumbo Base and Étouffée Base** can turn you into a Creole Chef in no time! Just add your choice of cooked protein like shrimp or sausage and leave the rest to us.



LO AND BEHOLD... A Spaghetti Alternative

Whether you want an alternative to traditional pasta or you simply love the taste of roasted squash, try our new **H-E-B Meal Simple™ Simply Heat Lo Mein Spaghetti Squash**. Made with diced broccoli, carrots, bell peppers and red cabbage, it's topped with a soy glaze for a tasty meal that microwaves in minutes.

A Chocolate EXPLOSION...

...is what you get in every rich, decadent bite of **Pots & Co. Chocolate Fudge Lava Cake**. Created by London chefs with a passion for turning the finest ingredients into exceptional desserts, these double baked chocolate cakes have a luxurious molten toffee center that will make you say oooooohhh. The beautiful, reusable ceramic pots distribute heat perfectly for even cooking and mouthwatering results every time.



Here's The RUB...

...that you can use on EVERYTHING! Established in 1888, **Adams Reserve House All Purpose Rub** is a hands down, all around favorite of chefs and home cooks everywhere. The flavorful blend of spices brings out the best in beef, pork, and poultry. Give it a try and you'll see why it's the rub you'll reach for when you're spreading love in the kitchen.



CHOW BELLAS



What makes **H-E-B Bella Mandarins** so sweet? They stay on the tree longer and are picked at the peak of ripeness for a perfect honey-sweet citrus flavor. Portable enough to pack, seedless, and easy to peel, they make a great grab and go snack any time of day.

THIS Bourbon Sauce Is PEACHY KEEN

...with a little bourbon on the side. **Fischer & Wieser Charred Peach Bourbon Sauce** starts with juicy Fredericksburg peaches that have been seared to infuse them with a smoky flavor. Then they are combined with bourbon for a rich, spirit-laden sauce with a unique taste that brings everything from appetizers to ice cream to life.



H-E-B

PRIMO PICKS

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For The LOVE OF VALENTINE'S DAY

PRIME 1



A SWEETHEART of a STEAK DINNER

You'll fall in love with the juicy flavor and tender texture of the **H-E-B Beef Ribeye Sweetheart Steak**. This USDA Prime Grade beef, butterflied boneless heart-shaped ribeye is just the thing for a romantic dinner. For even more to love, top it off with one of our **H-E-B Select Ingredients Finishing Butters**. They enhance any meal to high-end chef standards.

COOKIES & CREAM and Strawberry DREAMS



That's what the sweetest treats are made of. We've combined them all in **H-E-B Creamy Creations® Strawberry Dream Cookies & Cream Premium Ice Cream**. This limited edition flavor is filled with vanilla cookies & cream nestled inside ripe strawberry ice cream for a taste beyond your wildest imagination. Churned in San Antonio, Texas using fresh cream made daily in our local creamery, it's a dream come true.

PRIMO PICKS Want More PRIMO DEALS?

Look for Primo Picks tags at participating stores.

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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.

I Love You BERRY MUCH

Show your love with our **Gourmet Hand-Dipped Strawberries**. These large berries come right of the vine and are lovingly dipped in store daily throughout the Valentine's season. We go beyond basic chocolate with flavors like almond, turtle, coconut and pecan. Because we think you are BERRY BERRY special!



Where For Art Thou ROMEO?

Look no further than the H-E-B wine department where you'll find **Passimento Romeo & Juliet Prosecco**. This sparkling beverage is named after the world famous lovers and features a label bearing a prize-winning photo of the messages left by lovers on the courtyard walls of

Juliet's Via Mazzini home in Verona. Serve it in our **H-E-B Kitchen & Table™ Wine Glasses**, handcrafted in Germany using centuries-old methods. Cheers to love!



For Your FURRY Valentine

Don't forget to show your four-legged friends some love with a **Woof & Whiskers Yellow Rose Rope Toy**. Your favorite furry Valentine can have hours of fun fetching and playing with this durable rope "stem" and plush, crinkly flower. He'll be begging for more.



If Your LOVE'S AS BIG AS TEXAS...

...express it with a **Lone Star Living Bouquet**. These Texas inspired bouquets are lovingly and thoughtfully created using seasonal blooms that reflect everything you love about Texas life. From colorful hydrangeas to delicate spray roses, they are a beautiful way to show your Texas-sized heart.