



H-E-B

MARCH 2019

# PRIMO PICKS

Show us your favorite Primo Pick #primopicks

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

## QUEST FOR TEXAS BEST FINALISTS

### PRETTY Tasty THAI

Made by Le Cordon Bleu trained chefs in Austin, Texas, **Pretty Thai Sauces** are a pretty easy way to add pretty amazing flavor to your sandwiches, salads, stir-fries and more. Made without any preservatives, fillers, or artificial coloring, these versatile sauces are created with a pretty straightforward approach to using only the highest quality ingredients to create pretty unique combinations that will keep your taste buds on their toes. Available in Muay Thai Sauce, Peanut Sauce and Sweet Chili Sauce.



### Keep The MARGARITA Lose The "JUNK"

For a margarita that's the "real deal," add **Barbecue Wife Margarita Mix**. "Junk Free," it uses real, not concentrated lime juice blended with Texas Hill Country filtered water, and local Texas honey that's hand smoked until it's mellowed for natural, organic sweetness. It's a true taste of all things Texas in every sip.





# Meet the 2018 QUEST FOR TEXAS BEST Finalists

## Tastes Like SUMMER

Bellville Meat Market Summer Sausages were created more than 39 years ago by Danny Poffenberger to satisfy his family's snack cravings. Today, the second generation of Poffenbergers carry on the family business, and they still craft the savory sausage using only lean pork and beef for uncompromising taste. Available in original recipe and jalapeño & cheese flavors, it's a summer sausage that's delicious all year long.



## REMEMBER The MUSTARD

When you need something to spice up your sandwiches, sausages and more, remember the Deep River Specialty Foods Alamo Beer Mustards. These artisan mustards are made using only the finest ingredients that are sure to please the mustard lovers in your life.

From the smooth Belgian White to the spicy Pilsner, the taste is hard to forget.



## PAST QUEST FOR TEXAS BEST



## COWGIRLS Ride Again!



Past Quest for Texas Best Winner, Culinary Cowgirls are in the saddle and serving Lone Star Queso Dip and Bacon Wrapped Jalapeño Popper Dip.

Made with roasted jalapeños, real bacon, and real cheese, it's perfect for chippin' and dipping! Like all the Culinary Cowgirl Queso creations, each batch is hand stirred, and overseen by the cowgirls who invented the recipe. Not your mama's queso.



## Bacon Wrapped Corn? That's KRAZY!



Think there's nothing better than butter on corn on the cob? How about bacon? A past finalist in H-E-B's Quest for Texas Best with their Armadillo Eggs, Western Grillers offers Krazy Korn, a hearty new twist to corn on the cob. Seasoned and wrapped in savory bacon, Krazy Korn is ready for the grill or oven. Sure to please Texas palates, these tasty treats are the perfect combination of flavors.



## Save Room For SALSA...

...because we found two brands worth savoring. For a down home taste, try Mom's Family Kitchen Salsas made with recipes handed down through generations. Perfectly balanced and flavorful, they are available in both medium and spicy finishes to satisfy every taste. Or go a little gourmet with Bernard's Gourmet Foods Roasted Salsas. Chef developed for cooking, they are available in a tangy Tomatillo Y Poblano, a smoky Tomato Y Chipotle, and a sweet and spicy Mango Pineapple Y Habanero. Delicious!



## ONE VEGGI-LICIOUS BURGER



Vegetarians and carnivores alike love the taste of artisan-crafted Maika Veggie Burgers. That's because these plant-based vegan patties are made using only choice vegetables like beets, carrots, peas and more. With no soy fillers, they are a burger you can feel good about sinking your teeth into. Available in four yummy varieties.

## WINNERS AND FINALISTS



### Catch Some RAYS

For a crisp, refreshing adult quencher, try Rays Lemon and Blood Orange. Distilled from grapes and flavored with real fruit, Rays is a low-proof spirit that is free from artificial colors and sweeteners. Delicious mixed with tonic or simply poured over ice. Perfect for hot Texas summers.



### Be A GRILL SERGEANT with F.U.B.A.R.

Bring your taste buds to attention with the sweet, spicy and tangy flavor of F.U.B.A.R. Elite BBQ Sauce. Signature flavors from all over the country come together in this meticulously crafted barbecue sauce that was forged in competition and perfected for the backyard grill sergeant. F.U.B.A.R. accents the taste of your meat and provides a competition level finish that will leave your guests begging for more.





# CELEBRATE the TASTE of TEXAS Y'all!

## THIS BACON is OUR JAM

Everything's better with bacon—just ask the folks who make **Cookwell & Company Better Than Good Bacon Jam**. This is not your grandma's jam! This is a hearty, sweet, tangy spread that takes burgers, potatoes, roasted veggies and more to a whole new level of flavor that's better than good—it's great!



## FAJITAS For The FAMILY



When you've got a crowd to feed, reach for a value pack of **H-E-B Chicken Breast Fajitas**. Tender and juicy, we trim, tenderize, and lightly season 'em so everyone in the family can enjoy these savory slices of meat, hot n' fresh off the grill.



## TRIPLE the TEXAS TASTE...

...with our best selling **H-E-B Sushiya® Texas Trio Combo Pack**. Inspired by tastes all across the Lone Star state, each roll is filled with flavor. From the spicy San Antonio Roll with its imitation crab and avocado, to the unique colors and textures of the tempura shrimp filled Austin Roll, to the imitation crab salad and cucumber found in the Gulf Coast roll, there's something for every Texas taste bud. Because Texas is how we roll!



**H-E-B SUSHIYA**

## You'll LOVE this BREW

**Karbach Brewing Co. Love Street Kolsch Style Blonde** has a clean malt profile that refreshes without sacrificing character. We think you'll fall in love with the taste.



## TEXAS FLAVOR Is Our HERITAGE

You can't have a traditional Texas cookout without throwing a hearty, smoky sausage into the mix. **H-E-B Texas Heritage® Smoked Beef Brisket Sausage** is smoked over natural hardwood, and packed with savory brisket and tender beef for the perfect Texas flavor fusion. Fully cooked, simply heat and serve alongside all your favorite dishes for the ultimate Southern meal experience.







## ORANGE You Glad...

...that for more than a century, Texas farmers have been growing juicy, sweet **Texas Oranges**? Rich in vitamin C, this delicious fruit makes a quick and easy snack, and adds a special citrus twist to many of your favorite recipes. Juice them for a great start to the day, or add champagne for a mimosa brunch. So many ways to enjoy, orange you ready to get started?



## The TASTE OF A TEXAS BBQ...

...right in your kitchen with **H-E-B Post Oak Smoked Ham**. This savory ham is smoked with real Texas Post Oak wood---THE wood of choice for all famous Texas BBQ restaurants. Delicious for snacking or sandwiches, this ham is ready to eat, a good source of protein, and 95% fat free.



## Everyone Loves UNCLE CHRIS'...



...especially when you're talking about **Uncle Chris' Rotisserie Chicken**. We start by hand rubbing each fresh bird with Bolner's Uncle Chris' Gourmet Steak Seasoning blend of garlic, onion, salt and pepper, with just a hint of lemon zest. Then we slow roast it to perfection in store until it's juicy and tender. Hot and ready to eat when you are.

## You'll Be BOWLED OVER...

...by how easy it is to enjoy a complete, protein packed meal on the go with our **H-E-B Meal Simple™ Texas Chicken Protein Bowl**. Filled with shredded chicken, Texas caviar (corn, black eyed

peas, black beans and pico de gallo), cilantro rice and creamy avocado dressing, it's fully cooked and ready to eat in under two minutes. Perfect for those days you have to dine and dash.



## SQUEEZE THE MOST Out Of Your Morning...

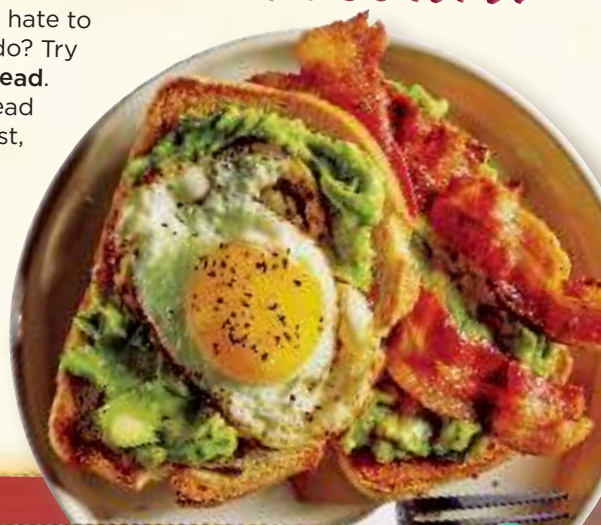


...with a cold glass of our **Fresh Texas Grapefruit Juice**. Fresh squeezed every day, it's got vitamin C and other nutrients to help you get your day off to a good start. The South Texas sub-tropical climate, fertile soil, and sunny weather work together to provide excellent growing conditions that produce a superior tasting grapefruit with a sweet, red, delicious juice. So fresh, you'll find it in the produce section.



## We've Got Your AVO TOAST COVERED

Love avocado toast but hate to waste the whole avocado? Try our **H-E-B Avocado Spread**. Each container can spread up to four pieces of toast, as well as add some flavor to your burgers and sandwiches. Made in store using lemon juice, garlic, salt and pepper, it's an easy way to get your avocado fix. Find it in the produce department.







## These PORK RIBEYES Hit The BULLSEYE!

Aiming for a true Texas meal? You're in luck with our boneless H-E-B Simply Seasoned™ Texas-Style Boneless Pork Ribeye Chops. They're rubbed with a proprietary Texas-Style BBQ Seasoning for a delicious meal you can really sink your teeth into. All you have to do is fire up the grill for a dinner that hits the mark.

## One POTATO - Two POTATO

Grown in virgin soil, our Texas-Size Taters are true russet potatoes. Large in size, these spuds can stand alone as a baked potato meal or used as a side dish for a traditional meat and potatoes dish. And, because russets cook up extra fluffy and white, they're a great choice for mashing. They come two to a package and are the same size for consistent cooking time.



## YIPPI-KI-YUM!



Loaded with pecans, oats and chocolate chips, The Cowboy Cookie by H-E-B is the stuff Texas legends are made of. In fact, it's said that they were created right here in Texas by cowboys looking for a hearty snack. While we can't confirm the story, we can confirm that these tasty treats are made by H-E-B Partners in our San Antonio bakery. One bite and you'll say "yeeeeehaaaw."

## It's INDIAN SUMMER Season!

Well, maybe not for a few more months, but you can still enjoy the fruity, spicy notes of Becker Vineyards Indian Summer Red Wine. Described as a "Zinsational" finish to summer in the Hill Country, this blend consists of Merlot, Zinfandel, Malbec and Cabernet Sauvignon. It is aged in both new and neutral oak barrels to allow the wine to maintain a more fruit-forward character while balancing tannins found in heavier bodied wines. The result is a wine that is weighty enough to handle beef, wild game, and barbeque, but flavorful enough to stand alone.



## Who You Calling SHRIMPY?

...our H-E-B Extra Large Texas Shrimp, that's who! H-E-B works closely with local Texas shrimp farmers to bring the highest quality shrimp to our stores. Harvested primarily in bay water ponds, which provide an ideal saltwater environment for shrimp. Peeled, deveined and available in 36 or 50 count bags, they are ready to enjoy whenever your seafood craving strikes.

## BE BOLD - Stay HUMBLE

It's hard to be humble when you make a sauce as delicious as Humble House Ancho & Morita Smokey Tamarind Sauce. Flavor driven, this Smokey Tamarind sauce gets its savory taste from deep, rich notes of ancho and morita chilies. Use it as a glaze for pork belly, baby back ribs, or anything that could benefit from a swift kick in the flavor buds.







Chocoholics rejoice! Now you can enjoy a decadent chocolate treat that really goes the extra mile. Miles

## CHOCOLATE That Goes The DISTANCE

Of Chocolate is a chocolate lover's fantasy that's made in Austin, Texas. With the look of a brownie, but the taste of a truffle, this baked dessert is so rich, so delicious, you'll wonder how you ever lived without it.

## Are You READY For This JELLY?

Grown and harvested in Victoria, TX, Vela Farms Texas Mustang Grape Jelly has a deep, rich flavor. Texas Wild Mustang Grapes are seasonally harvested. Try it on top of Greek yogurt, add it to a crockpot with your favorite BBQ sauce and cocktail smokies or meatballs, or spread it on bread to elevate your PB&J.



## We're Not MONKEYING Around...

...Zen Monkey Overnight Blueberry Oats are a delicious breakfast. A Primo Picks Quest for Texas Best finalist, this ready-to-eat breakfast bowl is made from oatmeal that's been soaked in apple juice, cooked blueberries, Greek yogurt, and a touch of lemon juice to bring it all together. With up to 9 grams of protein per serving, it's great for on-the-go.



## VEGAN CHOCOLATE DECADENCE

Satisfy your vegan sweet tooth with Skull & Cakebones Bing Bong Cupcakes. Past Quest for Texas Best Grand Prize winners, Skull & Cakebones has created these decadent treats in partnership with SRSly Chocolate out of Austin. They start with their signature chocolate cake, stuff it with vanilla cream and top it off with rich dark chocolate ganache. It's a sweet lover's dream come true.



## BUTTER COFFEE is Da BOMB!

Fortified with organic coconut oil, grass-fed butter, and collagen protein, Ladybird Provisions Butter Coffee Bombs are a delicious way to start your day. Just drop a bomb into your coffee and blend, shake, or stir to enjoy the tasty benefits.





# For HOUSE and HOME



## You Won't SNEEZE At This

Texans know a thing or two about allergies. From oak pollen to mold and mountain cedar, allergy season can feel like it lasts all year. **TexaClear Allergy Relief** to the rescue! This fast-acting, long-lasting medicine tackles mild to severe allergy symptoms including sneezing, runny nose, watery eyes, and allergy cough so that you can breathe easy. Take that mountain cedar!

## ROUND UP YOUR DISHES...



...and say howdy to our **H-E-B Texas Rodeo Ultra Concentrated Dishwashing Liquids**. These limited edition fragrances including **Funnel Cake**, **Rodeo** and **Snowcone** are tough on grease and easy on your hands. It's a true Texas twist on chores that will make you say Yee-Haw!

## SUDS UP with BEER

**Lone Star Beer Soap** smells so good you might want to drink it—but don't! Designed for hardworking men (but women like it too), it lathers up and rinses clean for soft, smooth, lightly scented skin. Manufactured in the same plant that was the primary supplier of military soap for more than 20 years, it's modeled after the rough-cut "brick" style of soap used by GIs in the Korean War for a deep down clean that stands up to Texas grit.



## FRESH As A Field of BLUEBONNETS

Because babies have sensitive skin, we've designed our **H-E-B Baby Blooming Bluebonnets Wipes** to be thick yet gentle by using 99% water and plant-based ingredients. Infused with essential oils, these wipes are great for cleaning up from top to, well, bottom. Each wipe is alcohol free, and contains aloe, chamomile and vitamin E to leave skin smooth as a, well, you know.



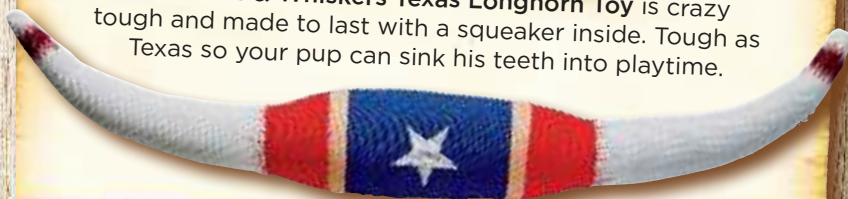
## GET Tough ON TRASH



Your Texas sized trash needs Texas sized strength. **H-E-B Texas Tough® Trash Bags** are up to the job! These extra thick, durable bags will stand up to your toughest mess. Go ahead---fill 'em up! They can handle whatever you throw in them. Part of our Texas Tough line of storage bags, food bags, foil and more, all designed with Texas in mind.

## TEXAS TOYS for TEXAS PUPS

Yippee ki-yay, grab the bull by the horns. This **Woof & Whiskers Texas Longhorn Toy** is crazy tough and made to last with a squeaker inside. Tough as Texas so your pup can sink his teeth into playtime.



**PRIMO PICKS**

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