

My

H-E-B

MARCH 2020

PRIMO PICKS

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DISCOVER THE
UNIQUE FINDS
From Texas and
Around the World.

TASTE TEXAS' BEST

OF THE BEST



DEVILISHLY ADDICTIVE GRAND PRIZE SAUCE

3 Sons Foods, LLC took home the Grand Prize in our 2019 Quest for Texas Best® - the competition that lets Texas-made products shine on H-E-B shelves - with their **Diablo Verde Creamy Cilantro Sauce**. It's made with fresh lime juice, cilantro, garlic & jalapeños, all sourced here in Texas. And they donate to the International Rhino Foundation, so it's deliciousness you can feel good about.



BOLD-FLAVORED - 1ST PRIZE BRITTLE

Uncle Ray has been famous in Southeast Texas for over 35 years - that's how long he's been perfecting his peanut brittle and charming just about everyone West of the Mississippi. The **First Prize 2019 Quest for Texas Best Winner, Uncle Ray's Peanut Brittle** is handmade in small batches in Austin, TX with no high fructose corn syrup - in classic flavors you're used to, and unique varieties like **Bacon Pecan Brittle** and **Hatch Chile Pecan Brittle**.



2019 QUEST for TEXAS BEST



SIP YOUR WRINKLES WAY

Available in a variety of fun, fruity flavors, Vouke Beauty Hydration Drink is full of collagen hydrolyzed protein, an essential substance that will leave your skin and hair looking radiant and healthy. This second-prize product can also help alleviate joint pain and protect your bone structure.

BAKING A CAKE, HELPING THE HUNGRY

Meet Grain4Grain, a 2019 Quest for Texas Best 3rd Prize Winner. Using spent grain flour from microbreweries which lowers the net carbs, they make Flour and Pancake & Waffle Mix with 18+ grams of protein - and 20% or more of the flour they produce goes to local food banks. Now that's flour power!



A FIERY HOT FINALIST



This 2019 Quest for Texas Best Finalist really spiced things up with unique blends of spices for your favorite meats and veggies. Try their JD's Chili Parlor Original Chili Fixin's, Hatch Bock Beer Chili Fixin's, and Pecan-Smoked Whiskey Chili Fixin's for a truly Texan flavor experience.

TWO FAMILIES, ONE AWARD-WINNING SPREAD



To The Moon Family Foods Company is made up of two Texas families working together to deliver delicious, unique snacks to their community. Do yourself a favor and pick up some of their popular, third-prize-winning Nutty-Carrot Spread, a creamy blend of fresh-ground carrots, Texas pecans, cream cheese, and a variety of savory spices - for crackers, sandwiches, stuffing & more!

7th Annual

H-E-B
PRIMO PICKS
QUEST FOR
TEXAS
BEST

FEBRUARY 26TH - APRIL 3RD

CALL FOR SUBMISSIONS

Each year H-E-B goes on a quest, traveling across the Lone Star State in search of the best Texas-made products to be on our shelves.

Applications are open from February 26th thru April 3rd for the 7th Annual H-E-B Primo Picks Quest for Texas Best! Enter at heb.com/quest.

No purchase necessary. Eligibility limited. See Official Rules at heb.com/quest for details including winner selection, eligibility requirements

FINALISTS and RUNNERS-UP



ELEVATE Your Plate

A 2019 Quest for Texas Best Finalist from Fair Oaks Ranch, Le Sauce makes delicious gourmet finishing sauces like **Classic Green Peppercorn Coconut** for steak and veggies, **Thai Red Curry** for just the right amount of heat, **White Wine, Lemon & Garlic** for chicken, white fish, or pork, and **Roasted Poblano & Garlic** for pork tenderloin & more.

This Rub's a TOP Contender

Davila's BBQ Rub has been taste-tested on every brisket, rib, and bird served at Davila's BBQ in Seguin, TX since 1959 – and perfected to a T. Find out why this deceptively simple rub for any meat made it as a 2019 Quest for Texas Best Finalist.



A VERY MERRY BLOODY MARY MIX

Madge's Food Company Spicy Fermented Bloody Mary Mix is a 99% plant-based, vegan, probiotic blend of habanero, serrano, and jalapeño peppers that are kept raw for a thinner consistency. Take home a bottle to make Bloody Marys and Micheladas with a perfectly tangy, briny, pickley flavor.



Sounds STRANGE, Tastes GREAT



Exo Whole Roasted Crickets are a crunchy, delicious, gluten-free, and environmentally friendly source of protein that comes in a variety of flavors including Texas BBQ, Sea Salt & Vinegar, and Sriracha.

Flavorful & GUILT FREE

Sinless Sweets Meringue Cookies are full of flavor and free of lactose, gluten, sugar, and cholesterol – and only 1.25 calories per piece!





These Patties Are PRIME

H-E-B Prime 1 Burgers & Sliders are made fresh in-store daily with USDA Prime Beef that's aged a minimum of 14 days for maximum tenderness - and excellently marbled for exceptional flavor.

FLAVORS

BIGGER than



The Packets Are Just TOO SMALL

Keep your favorite Whataburger condiments in your fridge for that classic Texas flavor any time. Their Fancy Ketchup, Spicy Ketchup, large-grain Original Mustard with a touch of spice, Jalapeño Ranch, and Creamy Pepper Sauce - it's all here, provided by Whataburger only for H-E-B customers.

A LITTLE SWEET with Your HEAT

Want well-rounded flavor, spiciness, and consistency? Grace your taste buds with Byer's Best Candied Jalapeños - they're not too sweet, not too hot, and perfectly crunchy.



PRE-SEASONED and READY TO SIZZLE



Zesty H-E-B Simply Seasoned Lemon Pepper Boneless Skinless Chicken Tenders with rib meat are ready to bake, pan fry, or grill - and sliced thin so they cook up fast for quick lunches and dinners.

Gulf-To-Table RED SNAPPER

Caught wild in the Gulf of Mexico, our fresh, never frozen American Red Snapper is known for its slightly sweet, mild flavor and delicate texture. As part of the Gulf Wild seafood sustainability program, you can scan a QR tag to see exactly where your fish was caught. Look for it in the Seafood Department.



BOATLOADS of FLAVOR

Premium, great-tasting H-E-B Wild Gulf Shrimp is packed during the peak of the season and shipped from the Gulf to our stores by the boatload. Enjoy it boiled, fried, grilled, blackened - however you like it!



ON TEXAS



WOW
ON A
STICK

H-E-B Bacon Wrapped Chicken Breast Popper Skewers are made in Hughes Springs, Texas with jalapeño peppers and cream cheese for more flavor than you can shake a stick at.

FOUR GREAT REDS in ONE

Becker Vineyards Indian Summer Red Blend combines Zinfandel, Cabernet Sauvignon, Merlot and Malbec for aromas of raspberry, dark stone fruit, and earth, and toasted flavors of bing cherry, brown spice, and tobacco. Enjoy with BBQ, wild game, aged cheese, or by itself.



SASS Up Your Salads

SASS Sesame Garlic Dressing is made in Texas with fresh garlic, naturally brewed Shoyu, and expeller-pressed canola oil for bold, fresh flavors on your salads, pasta, and fish dishes.



Classic Texas Casserole, QUICK

Meal Simple Texas Ranch Chicken Casserole is a creamy Texas favorite filled with chicken, onions, bell peppers, tomatoes, and cheese. Just heat it up and enjoy.



Southwest Flavor ON THE GO



Busy day? Pick up our H-E-B Meal Simple Southwest Wedge Salad - pre-prepped with fresh romaine lettuce, fire-roasted corn, black beans, red bell peppers, red onions, cheddar cheese, and tri-color tortilla strips.



THIS CHICKEN REALLY POPS!

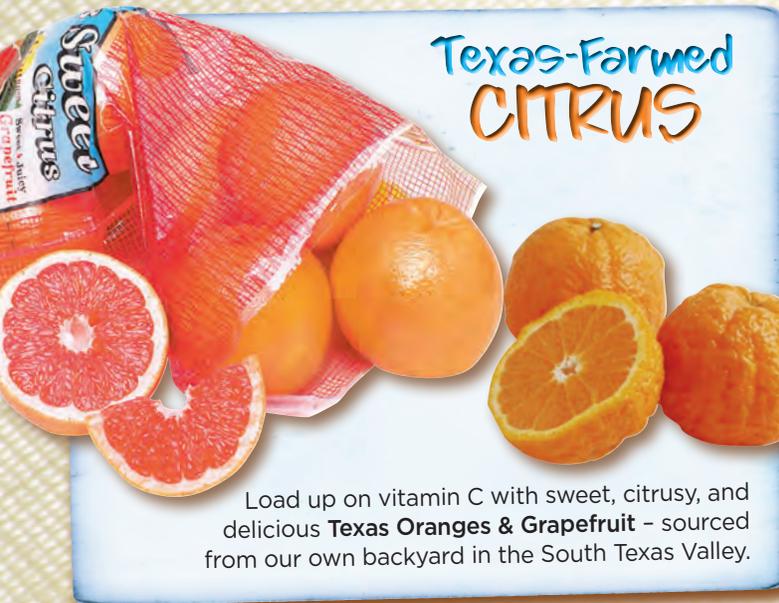
Our Meal Simple Jalapeño Popper Stuffed Chicken Breast is filled cream cheese, bacon, and jalapeños - and paired with a delicious potato boat loaded with bacon, cheddar, and chives.

EVERYTHING'S TASTIER IN TEXAS



Have a KOLACHE MORNING

H-E-B Kolaches are baked fresh in-store with Kielbassa sausage and cheese - and available every day from 7:00 to 11:00 a.m.



Texas-Farmed CITRUS

Load up on vitamin C with sweet, citrusy, and delicious Texas Oranges & Grapefruit - sourced from our own backyard in the South Texas Valley.



A BLEND for EVERY REGION

By tailoring different flavors and aromas to different regions of Texas, our Cafe Olé Taste of Texas Flavored Coffees proudly honor our wonderfully vast and varied state. Find out which part of Texas tastes best to you!

MORE GOOD in EVERY GLASS

Calling all milk lovers - it's time to expect more! Smooth, creamy, ultra-filtered H-E-B Mootopia has 13g of protein, more calcium, and 50% less sugar than traditional milk - and no lactose! It's perfect for cereal, smoothies, or on its own.



LOOKS and TASTES Just Like TEXAS

Toffee Pecan Cake is loaded with Texas-grown pecans and held together with just enough flour and sugar for the perfect Lone Star State treat.

For HONEY, CAKE and ALMOND LOVERS

Churned right down the road in San Antonio with milk and cream from a Southwestern dairy co-op, H-E-B Swoon Honey Cake is loaded with honey ice cream, white cake pieces, and honey-almond nougat.





TEXAS UP Your Tabletop

Turn your tables into blooming works of art with our beautiful **Bluebonnet Tabletop Collection** of melamine and ceramic pieces - designed by a talented team of H-E-B artists.

CLEAN Meets CRAFT



Artisanal Kuhdoo Soap Co. Bars are made in small batches by a Texas family with three generations of soap-making expertise under their belts - they smell amazing and leave your skin perfectly moisturized.

LIMITED
Time Only



Wash Up and SMELL THE FLOWERS

Get whisked away to a sunny, breezy field of Texas flowers every time you do the dishes. **H-E-B Texas Wildflower Liquid Dish Soap** uses the same grease-cutting formula as our everyday collection, but with the delightful floral fragrances of **Bluebonnet**, **Yellow Rose**, and **Indian Paintbrush**.

Only at
H-E-B



PLEASE CHEW Responsibly

We have lots of **Woof and Whiskers** toys to help your dog cut loose - crinkly, squeaky **Paws Blue Rib-bone Beer**, double-squeaker **Lone Pup Beer**, squeaky plush **Blizzhound Ice Cream**, and last but not least, a **Racoon Cap** your pup can chew and wear.

PLANT SOME TEXAS ROOTS

Nurture your very own Texas garden with plants that can handle the heat with **H-E-B Texas Fresh Veggie Plants** - including tomatoes, peppers, squash, watermelon, basil, cilantro, strawberries, eggplant, cantaloupe, and cucumbers.



BAG IT UP, Odors and All



Extra-thick H-E-B **Texas Tough Flex Scented Trash**

Bags have expandable capacity, a gripping drawstring, and guaranteed odor control technology - so you can keep big messes out of sight and out of scent.

H-E-B

PRIMO PICKS

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The RECIPE for a STRONG FINISH

TEXAS CORNBREAD CASSEROLE



PREP TIME
15 minutes

COOK TIME
45 minutes

TOTAL TIME
1 hour

Recipe makes 6 Servings

INGREDIENTS

1 Oz.	H-E-B Select Ingredients Texas Heritage Jalapeño Turkey Sausage, diced
2 cups	H-E-B Organics Cornbread Mix, dry
1 cup	water
1/4 cups	vegetable oil
1	large egg
1 15-ounce can	H-E-B Texas Style Borracho Beans Made with Shiner Bock, drained
1 cup	H-E-B Tex Mex Shredded Cheese Blend

INSTRUCTIONS

- 1 Preheat oven and Texas shaped cast iron pan to 400° F
- 2 Once pan is hot, add sausage and return to oven for 10 minutes.
- 3 While sausage is heating, combine cornbread mix, water, oil, egg, beans, and cheese until mixed. Remove hot pan from oven and pour in cornbread batter.
- 4 Bake 25 to 30 minutes or until a toothpick inserted in center comes out clean. Cool 10 minutes before serving.

Chef's Note: Customize this recipe by swapping turkey sausage for your favorite H-E-B Texas Heritage sausage.

Find this recipe and more at heb.com/primopicks.



TURKEY SAUSAGE with a KICK

H-E-B Select Ingredients Texas Heritage Jalapeño Turkey Sausage is made in Texas with coarse-ground, hardwood-smoked turkey, fresh garlic, and jalapeños - no artificial ingredients.

TWO TEXAS TRADITIONS IN ONE

H-E-B Texas Style Borracho Beans Made with Shiner Bock are prepared with fresh-diced vegetables and genuine Shiner Bock beer straight from the keg.



THE PERFECT CHEESE For TEX-MEX

H-E-B Tex Mex Shredded Cheese Blend is a delicious combination of American cheese and mild natural cheddar cheese.

PRIMO PICKS Want More PRIMO DEALS?

Look for Primo Picks tags at participating stores. Sign up on heb.com for monthly emails with Exclusive Primo Picks offers.



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.