

APRIL 2019

My

H-E-B

PRIMO★PICKS

Show us your favorite Primo Pick #primopicks

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

GET GRILLIN' Y'ALL!

PRIME 1



With a long rib bone that gives the appearance of a hatchet, the Tomahawk Steak is as rich in history as it is in flavor. This legendary cut of meat dates back to the days of Rio Grande Cattle Drives when Texas cowboys used spices from Mexico to flavor their meals. Fortunately, you don't have to drive cattle to enjoy the taste of one of the most desirable steaks around. You can simply pick up an H-E-B Prime 1 Tomahawk Ribeye. Made from

USDA Prime Beef, and well-marbled with fat, this cut's impressive size makes a sophisticated presentation, but it's the juicy, mouthwatering taste that leaves a lasting impression. Season it with the classic flavors of peppercorn, garlic and spices found in **Adams Reserve Peppercorn & Garlic Sear-N-Crust Rub**. This rub caramelizes on the surface while the spices penetrate deep for delicious flavor each and every time.



A RARE BLEND

You can't go wrong when you go rare. **Rare Red Pinot Noir** is medium bodied with bright red berry flavors and a light touch of oak and soft tannins. Pair it with steak, chicken, cheese and even chocolate for a rare treat!

These SPEARS Will DISAPPEAR

Big tropical taste in snack sized bites is what you get with our fresh **Pineapple Spears**. We've removed the fruit's prickly exterior and sliced the sweet, juicy flesh into bite-sized spears that are perfect for snacking. Try tossing them on the grill for a delicious dessert. Find them in the produce department.



GRILLS and THRILLS

Our Steak Is Tops **NATURAL-LY!**

For tender, juicy, mouthwatering steak, try **H-E-B Natural Choice Boneless Top Sirloin Steak**. This USDA choice meat comes from vegetarian fed cows that are raised without antibiotics or hormones. You won't find any additives or preservatives either. Just delicious, meat that's ready for grilling.



TERIYAKI TIME

Creating Asian-inspired meals is easy when you use **Cookwell & Company Teriyaki Glaze**. This all-purpose glaze gets a slight crunch from toasted sesame seeds and brings Asian flavor to chicken, fish, pork, beef and veggies. Great for grilling, or in your favorite stir-fry.



Want a Different BURGER? GO FISH!

Sure there's a lot of fish in the sea, but only a select few go on to become our **Fiesta Jalapeño Atlantic Salmon Burger**. You'll "sea" and taste the difference when you bite into this blend of fresh salmon, jalapeños and cheddar that's like a party for your palate. Ready in less than 10 minutes, it's reeling in flavor.



One Potato, Two Potato...

Three Potato, FOUR is what you get in our **Lone Star Russets Tray Pack**. These Texas grown spuds are the same size and shape to make cooking a breeze. Served with butter or piled high with toppings, they are the perfect complement to your favorite steak dinner.



The RIBEYES of TEXAS



Aiming for a true Texas meal? You're in luck with our boneless **H-E-B Simply Seasoned™ Texas-Style Pork Ribeye Chops**. Rubbed with a proprietary Texas Style BBQ Seasoning for a delicious taste you can really sink your teeth into. All you have to do is fire up the grill and enjoy!



ROCK the SALT BLOCK



Hand-mined in the Western Himalayan Mountains, **The Real Co. Himalayan Salt Cooking Slab** is an essential item to keep handy in your kitchen! It serves multiple purposes & can be reused over and over again. Place the slab in the oven or directly on the grill for even heat distribution when cooking meats and veggies, or chill the slab and use as a presentation plate for your charcuterie board or sushi platter. This unique salt slab contains 84 essential minerals to promote general well being & imparts a mild flavor profile to your culinary creations!

POP'EM Like They're HOT



Our H-E-B Simply Wrapped™ Cream Cheese Jalapeño Poppers are deliciously addictive. Ready to cook, just throw them on the grill or oven bake for a great addition to any get together. These are jalapeño halves stuffed with cream cheese and wrapped with bacon. Now in a value pack so you don't have to stop poppin!

From the CHOP HOUSE To YOUR HOUSE

Because bacon makes everything better, we cook our **H-E-B Chop House Cut Thick Bacon** in small batches and hand seasoned it with a blend of black pepper, red pepper, garlic and onion for a savory taste that enhances everything from breakfast to burgers and BLTs.



Take Your BBQ To ELITE STATUS...

...with **S.N.A.F.U. Elite BBQ Sauce**. This vibrant, mahogany glaze is a delicious blend of citrusy orange and pineapple flavors, with a touch of chipotle for smoky goodness. The perfect complement to your chicken and other grilled meats, it's the secret sauce to grilling success.



We've Got GRILLING ALL WRAPPED UP

H-E-B Texas Tough® Barbecue Aluminum Foil makes grilling easy. Tough enough for Texas sized meals because it's extra heavy duty and our strongest foil yet—it even comes in a heavy-duty box! Wrap all your favorite meats and veggies and pop 'em on the grill or smoker—it's up for all your Texas tasks.



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FLAVORFUL FINDS



You Have To SEA These SCALLOPS

Fresh from the cold North Atlantic waters comes our **Colossal Sea Scallops**. Meaty and full of sweet flavor, they are perfect for grilling or sautéing.

If Life Hands You AVOCADOS, - MAKE OIL!

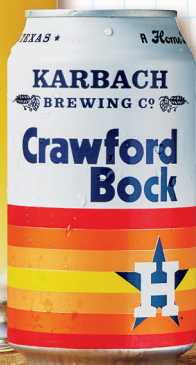
You already love it in guac or on toast, and now you can enjoy the benefits of the versatile avocado in **Ottavio Avocado Oil**. With a high smoke point at 460 degrees, it is ideal for frying, sautéing or grilling! And its light, fresh flavor makes it a delicious addition to your favorite salad. Now you have one more reason to love avocados.



HOME RUN FLAVOR...

Is what you get when you crack open a **Karbach Crawford Bock Beer**. This smooth sipping beer is made in collaboration with the Houston Astros, with a portion of sales going to the Astros Foundation to help the community. Pairs perfectly with peanuts, Cracker Jacks, and a good seventh inning stretch.

Serve it at your next gathering and knock the party out of the park!



This SHRIMP Will BOWL YOU OVER

Enjoy a quick and easy seafood dinner in seconds with **H-E-B Meal Simple™ Chili Lime Shrimp Protein Bowl**. We've mixed rice and quinoa with charred corn, black beans, and spices that pack a punch of tangy, delicious flavor, and top it with pickled red onions and shrimp for a complete meal. With 27 grams of protein and at under 500 calories per serving, it's a meal you can feel good about serving. Ready to heat and eat in under two minutes.



Texas Sized BUNS of Fun!

Everything's bigger in Texas—including our buns! Our **H-E-B Bake Shop™ Texas Sized Seeded Hamburger Buns** are soft, flavorful, and big enough to handle your Texas sized burgers, chicken, sausage and more.



The KEY To Swoon Worthy Ice Cream...

...is the tangy key lime ice cream, buttery graham cracker crust, and smooth rich meringue swirls that you find in every yummy pint of **Swoon by H-E-B® Key Lime Pie Ice Cream**. OMG! Outrageous Mega Ginormous Flavor in every bite.



One ENCHANTING Cake



Named for a true Texas treasure, our **Enchanted Rock Cake** takes your taste buds to wonderful new heights with layers of fluffy vanilla cake covered in sweet vanilla buttercream and crunchy crushed peanuts. After one magical bite, we're certain you'll be enchanted.

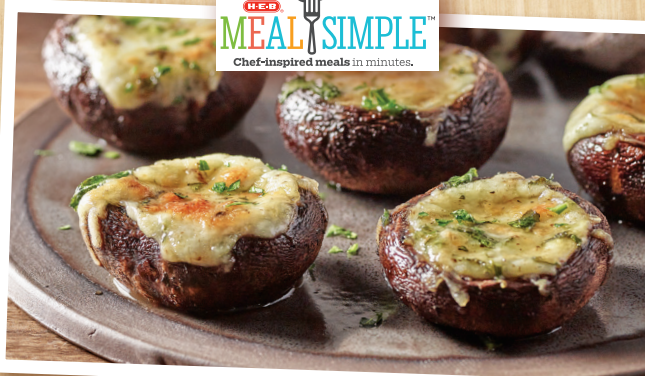
SAME SODAS-FANCY FLAVORS

You already know you love the taste of our **Central Market Organic Italian Sodas**—but now you've got four new reasons to indulge. For a limited time, you can enjoy the buttery, sweet licorice taste of a traditional Italian cookie in our **Italian Anise Cookie** flavor. Or, for something a little lighter, try the bright, refreshing taste of **Orange Turmeric Rosemary**, perfect for spring picnics. These chef created blends can be enjoyed over ice, or as a mixer for a creative cocktail. Also check out our **Goji Berry** and **Guava Dragonfruit** flavors. But hurry—they won't last long!



A SIDE With STREET CRED

All the flavors of your favorite street corn conveniently packaged together in one place. Our **H-E-B Meal Simple™ Mexican Street Corn** kit includes black beans, onions, cilantro, parsley and a dressing packet. Simply stir together and serve for a taste so authentic you'd swear it came from a street vendor.



You'll STUFF Yourself...

...with **H-E-B Meal Simple™ Simply Cook Mozzarella and Spinach Stuffed Mushrooms**. Each serving contains six mushrooms packed with creamy mozzarella cheese and spinach for a satisfying appetizer, snack or side. Simply cook, serve and enjoy!



BACON Makes The Seafood POP!

When it comes to a party pleasing appetizer, we suggest serving something that POPS! Our **H-E-B Meal Simple™ Seafood Stuffed Bacon Wrapped Jalapeño Poppers** are filled with the same stuffing you love in our Meal Simple™ Stuffed Salmon. Wrapped in bacon, they get their heat from the fresh jalapeño. Throw 'em on the grill or in the oven for a delicious snack that's sure to spice things up!





DON'T WAFFLE Over What's for BREAKFAST



Use Pioneer Southern Sweet Cream Waffle Mix and serve up a batch of crisp, golden, feather-light waffles. Easy to mix and make, cover them with syrup for breakfast or brunch, or top them with ice cream, berries, nuts and whipped cream for a one of a kind dessert. Any way you top them, they're delicious. Make ahead and freeze for quick and easy weekday breakfasts.

SPRINGTIME sensations

LIVIN' de VIDA JUICE

Made from real mangos and oranges from the fields of Mexico, Frutos de Vida Mango Orange Fruit Juice Blend is 100% juice and a 100% delicious source of good vibes and natural energy. Find it in the dairy chilled juice section.



The Next BIG THING Since SLICED BREAD...



...is H-E-B Big Bread! Now you can dream big in the kitchen with this extra large, pre-sliced white bread. Toast it and top it for a tasty bruschetta, avocado toast or even a BBQ chicken pizza. Or use it for French toast to make your next brunch a big deal. The possibilities are HUGE!



PRESTO! Pasta In A Minute.

When you're hungry for pasta and you don't want to wait, try our **H-E-B Select Ingredients Easy Pasta™ Spaghetti Halves**. No more waiting around for water to boil and noodles to cook. Simply pop a pouch in the microwave, set the timer for 60 seconds, and presto! A delicious, cooked pasta that's ready to be served with your favorite sauce or seasoning. Available in several pasta varieties.

A Berry Good GAZPACHO



Warm spring days call for a cup of slightly sweet and very colorful **Ferrer Strawberry Gazpacho**. This chilled dish is a clever way to introduce vegetables and fruit to the younger members of the family. Made using ripe vegetables and strawberries, it's made with premium olive oil and lots of love.

Serve with sliced strawberries and a crunchy onion topping for a refreshing springtime supper.

Spray Your Way To DELICIOUS

Our **H-E-B Select Ingredients Just The Oil Cooking Sprays** use compressed air and no chemicals or propellants to spray the perfect amount of flavor for any meal. A simple, yet delicious addition to your kitchen, try the **Extra Virgin Olive Oil Spray** for a medium profile and bold flavor. Use for pan-searing meats, dressings on salads, or right on top of French bread. With so many ways to use, you can spray all day! Try all four - **Avocado, Coconut, Toasted Sesame, and Extra Virgin Olive Oil**.



A COOKIE JAR in Your FREEZER

What do you get when you cross our chocolate chip cookie dough with chocolate cream filled sandwich cookies and premium vanilla ice cream? You get **H-E-B Creamy Creations™ Cookies Over Texas™ Ice Cream**, a blend of two of our fan favorite flavors.



We're ROLLING Out SOMETHING NEW in SUSHI

Just in time for Spring, our sushi chefs are rolling out **H-E-B Sushiya® Spring Rolls**. Hand rolled in rice paper and made fresh in-store daily, choose from the spicy imitation crab blend found in the Summer Breeze or the traditional taste of tuna in the Spicy Tuna blend. Both light, refreshing rolls come with a dipping sauce to bring out the flavors and put a little "spring" in your step.



H-E-B SUSHIYA

SPRINGTIME STAPLES

POP TO IT!

Satisfy your snacking with the white cheddary goodness of **Central Market White Cheddar Popcorn**. Made from butterfully popcorn, it pops up tender and light and delivers a perfectly pleasing crunch with every bite.



HALF TEA, HALF LEMONADE WHOLLY Delicious!

Two deliciously refreshing flavors in one place. That's what you get with **H-E-B Organics Green Tea With Lemonade**. Perfect for sipping on the front porch in the springtime or serving with a meal, it's a thirst-quenching combination that's sure to leave a smile on your face.



Put Some SPRING In Your Pup's Step...

...with new seasonal **Woof & Whiskers Dog Toys**. Choose from a variety of toys including a plush burger or a beer that he can really sink his teeth into. Or get him begging to play tug-of-war with our rope and ball.

Whatever toys you choose, know that your best friend is going to have a tail waggin' good time.



STEP Up To The PLATE



When you want an easy cleanup, but you need a sturdy dish, reach for **Elegant Living by H-E-B™ Plates**. Made from 100% compostable material, they are made to stand up to your heartiest meals without leaving dirty dishes behind.

FLAVOR GAIN WITHOUT The GRAIN

Siete Tortilla Chips go against the grain by removing it from their recipes. That makes them the perfect choice for those with food sensitivities. Made with cassava, coconut flour, and ground chia seed, they are fried in avocado oil and baked with a touch of sea salt for flavor. Oh—did we mention they are corn, soy, dairy and gluten-free too? Snack straight from the bag or serve 'em with salsa for all the crunchy goodness without the grain.



Just The RIGHT BLEND...

...of nutrients to support a healthier lifestyle is what you'll find in **H-E-B Blends**. Each unique combination of nutrients and extracts of Brazilian botanicals is designed to feed your body the nutrition it needs. Available in several formulas, there's one that's right for you.

PRIMO PICKS Want More PRIMO DEALS?

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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.