

My PRIMO PICKS

Show us your favorite Primo Pick #primopicks

MAY 2018

DISCOVER
UNIQUE FINDS
From Texas and
Around the World.

GOOD BYE GLUTEN, Hello Delicious!



APPS With A TUSCAN TWIST

Baked to perfection, our **H-E-B Pretzel Crackers** in Tuscan Herb have all the crunch of a cracker with the flavorful panache of a pretzel. With no dairy, eggs, or gluten, you're free to indulge straight from the bag or with your favorite add-ons like our **H-E-B Sliced Italian Dry Salami**. Using European traditions and practices for a smooth, rich flavor it's the perfect pairing.



NEW! Get **BOWLED** Over...
... with the hearty Texas tastes found in **H-E-B Fully Cooked Ranchero with Chicken and Tex-Mex Bowls**. Ready to heat and serve for a delicious meal any time!



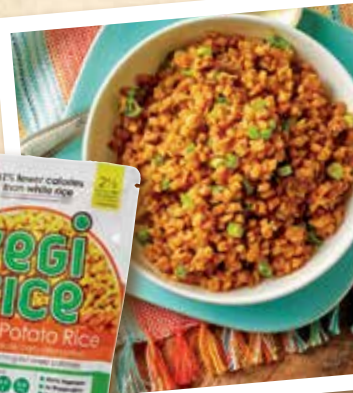
NEW! This Rice is the **REAL DEAL**

You can't rush a good thing—that's why **The Real Co. White Basmati Rice** is aged for a minimum of six months, to ensure the delicious flavor and aroma, while making it very simple to cook. Sourced from one farm in the Himalayas, this organically grown rice is gluten-free and non-GMO, and a delicious complement to all of your favorite meals. Recipes using this rice are available at heb.com/primopicks.



NEW! "CAULING" All RICE LOVERS

We've got a way for you to indulge with fewer calories and carbs! **Cauli Rice** is a quick and easy alternative to rice when you need a side. And it counts as a serving of veggies—can your rice say that? Ready in under three minutes, it's a quick fix you can feel good about. Or try **Vegi Rice** in place of your rice and grain dishes. Made from nothing but sweet potatoes, it's a tasty treat at only 100 calories per serving.



MOM, I Love You A LATTE!

MIX IT UP for Mom's Day

Whether you're bringing mom pancakes in bed, or serving up shortcakes for dessert, our **H-E-B Select Ingredients All-Purpose Baking Mix** has got you covered! We use unbleached flour, real buttermilk and no artificial preservatives for absolutely scrumptious results.



Start Your Day STRONG

Kick start your morning with the strong, bold flavor of **4J Kenya Signature Coffee**. This high-quality specialty blend of apricot, white wine, fruit acids and thick, dark chocolate was created by four chefs looking to bring the same excellence to coffee that they do to food. Enjoy alone or with a splash of **H-E-B Select Ingredients Real Dairy Coffee Creamer**. Naturally flavored and made with REAL milk, cream and sugar. It adds just the right touch of sweetness to your coffee, smoothie, or fruit bowl.



Table For Two - IN BLUE!

Brighten up your porch or patio with our **H-E-B Texas Backyard Riata III Bistro Set**, now available in a limited-edition shade of aqua. "Designed by Texans for Texas," it's crafted with powder coated, rust proof cast aluminum so it's rugged enough to stand up to the hot Texas sun while providing a pretty pop of color to your own "Texas Backyard." Perfect for relaxing and enjoying your morning coffee or evening cocktails.



Have Your CAKE and TEXAS TOO!



Don't let their size fool you! **The Lone Star Texas Pecan Cakes** have a taste as big as the Lone Star State. Made from a secret family recipe, and baked in the iconic shape of Texas, these cakes are a pecan lover's dream. Each one is loaded with Texas pecans for a delicious homemade taste. One bite and you'll see why these one-of-a-kind treats were named the **2017 Quest for Texas Best First Place Winner**.

Breakfast is BETTER with BACON

...and use H-E-B Natural Applewood Smoked Uncured Bacon to make your own Bacon Breakfast Taco*. This all natural bacon comes from hogs that have never been given antibiotics, ever. What you see is what you get—delicious bacon plain and simple.

*Learn how at heb.com/primopicks



TOPS For TACOS

We teamed up with Texans' favorite burger chain to bring you **Whataburger Picante Sauce**. Talk about the good stuff, it's great for breakfast tacos or any meal that needs a kick. This month, look for great deals on Whataburger products to celebrate 5 years of this local brand being on our shelves!



Rock it with GUAC!

Guac out on goodness when you add **H-E-B Guacamole**. It comes in a variety of combinations from mild to spicy and is always made using fresh, creamy avocados, lime, diced tomatoes and peppers. Like your guac to bite back? Slice fresh jalapeño and serrano peppers on top for one heck of a dippin' kick! Available all year long in the produce section.



JUS GOODNESS...

is what you'll find in **JUS by Julie Carrot Orange Juice**. Each batch is specially blended to make sure that you are getting 100% of the fruits and vegetables in each delicious bottle. Blended juices are digested more slowly because the fiber remains in the juice, thus allowing you to stay full and fuelled throughout your day. Jus try it and taste the difference. Find it in the produce section.



BERRY Delicious Together

H-E-B Select Ingredients Plain Greek Yogurt is great on its own, and even better with fresh, ripe **Texas Blueberries** that are bursting with juicy goodness. Serve it with some plump **H-E-B Organics™ Strawberries**. They're harvested early to maximize freshness, quality and flavor.



Make Memorial Day MEMORABLE

NEW!

iHijole! These Chips Are GOOD!

One bite into a crispy **H-E-B Tortilla Chip** and you'll say iHijole! We fry them in palm oil to ensure a fresh, crunchy chip every time. Hand seasoned with a special Hijole spice for out of this world flavor! Open a jar of **H-E-B That's Salsa Bout Texas** and dip in! Made in Texas, the mildly spicy blend of fresh tomatoes, onion, garlic and cilantro, plus pequin and morita chili peppers, is a truly Texan experience.



Here's To Our TROOPS

For more than 100 years, Budweiser has been proud to support our U.S. troops. This year, the tradition continues with a special, limited edition **Budweiser Freedom Reserve Red Lager**. Inspired by a recipe hand written by George Washington and dating back to 1757, this specialty lager is brewed with toasted barley grains by a select group of Budweiser's own proud veterans. Not only does it taste good, it supports a good cause. For every case purchased, Budweiser will donate \$1 to **Folds of Honor**, a non-profit organization that provides scholarships to families of fallen heroes.*

*See package label for details.

If you prefer wine, we recommend the spicy, sweet profile of **BV RSV Corneros Chardonnay**.



Go COCONUTTY for HORCHATA

It's a new twist inspired by an unmistakable Latin American drink. Taste and savor the cinnamon in the horchata combined with toasted coconut and mixed with graham cookie crumbs in our **Swoon™ By H-E-B® Coconut Horchata Ice Cream**. Prepare to swoon over each sweet spoonful. Look for more delightful flavors rolling out this year in the ice cream aisle!



NEW!

NEW! A New Twist on FLOATS

Nothing says summer like an ice cold root beer in a frosty mug. We've put a new twist on the way you enjoy this summertime staple with **H-E-B Select Ingredients Root Beer Float Twisters**. With their crispy cookie exterior and creamy middle filled with root beer flavored candy pieces. And while they may not come in a frosty mug, they go great with an ice cold glass of milk. Like summer vacation, they're only here for a limited time!



Don't LEAF IT To Chance!



H-E-B Meal Simple™ Family Garden Salad is filled with a mix of diced bell peppers, grape tomatoes, onion, cucumbers with a fresh garden mix with homestyle ranch dressing. It's family size and ready to grab and go.

Everybody knows that **H-E-B 2 Leaf Balsamic Vinegar of Modena** is great on salads, but have you tried it on **H-E-B Tri Tip Roast**? Made in Modena, Italy, it is ideal as a marinade. Look for this recipe at heb.com/primopicks. Or for a faster marinade, use **salsa criolla**, featuring the one-of-a-kind, unique flash of flavor from **Ximena's Salsa Criolla Colombian Salsa**. We promise your taste buds will dance!



Recipe @ heb.com/primopicks

PRIMO PICKS Want More PRIMO DEALS?

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Look for Primo Picks tags at participating stores. Prices good at select locations through 6/5/2018. Visit your H-E-B store for details.



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.

