

My PRIMO PICKS

JUNE 2018

Show us your favorite Primo Pick #primopicks

Thousands of Unique,
One of a Kind Finds
From TEXAS and
Around the WORLD
- Many ONLY AVAILABLE at H-E-B

SUMMER BURGERS are Back!

COWBOY UP At The Grill!

Wrangle up delicious flavor when you throw **H-E-B Prime 1 Cowboy Beef Burger** on the grill. Handmade using only the finest U.S.D.A. certified Prime Beef, they are perfectly shaped, seasoned, and ready to be cooked and served with your favorite sides. Want to really make your burger pop? Top it with an **H-E-B Jalapeño Popper**. Each fresh, seeded jalapeno half is wrapped in H-E-B original bacon and stuffed with cream cheese for a delicious burst of flavors in every bite.

PRIME 1



Get Strong BUNS

A burger this packed with flavor needs a strong bun to hold it all together. Our **Large Miami Onion Roll** stands up to the task. Rich and tender, the unique taste comes from fresh onions layered throughout the bread. Baked fresh daily, it's perfect for piling with your favorite burger or sandwich fixings. Find them in the bakery.



**SALT
It Like
It's
HOT**

Passing down family recipes is a tradition as old as Texas. And it's what you'll find in **Texas Traditions Texas Hot Salt**, and **Southwest Pepper Seasoning Blend**. These exclusive blends bring a true taste of Texas to your burgers, barbecues and more. Share them with your family and friends and start your own Texas traditions.



A Taste of TWO COUNTRIES...

...is what you'll find in **Revolver Pilsner**, a traditional German-style lager with an American accent. The first lager from Revolver Brewing, it's brewed with 2-row pale malt and hopped with the classic, clean flavors of German Saphir, Czech Saaz, and American Mosaic. The result is a crisp, light bodied, and effervescent beer that will be your burger's new BFF.



**CRINKLE
Cut Fries?
SWEEET!**

Bored with the same ol' fries? Add some veggie variety to your meals with **H-E-B Crinkle Cut Sweet Potato Fries** from our produce department. A delicious alternative to regular fries, they are washed and ready to steam in your microwave in 4 minutes or less, or bake up crisp on a cookie sheet. Serve with **H-E-B Select Ingredients Ranch Dressing** or try **Whataburger Fancy Ketchup** for delicious dipping.



NEW!

Gobble Up CRUNCHY HAVARTI ONION TURKEY SLIDERS

GRILL AND GOBBLE!

Wanna turn up the taste of your turkey burger? Start with our **H-E-B Natural Ground Turkey Patties**. Made from 100% vegetarian fed turkeys that are never given added hormones or antibiotics, these handmade patties are 100% turkey and 100% delicious. You're good to grill! "federal regulations prohibit the use of hormones in poultry."



You'll Want To **ROSE** ALL DAY...

...when you pour a glass of the tropical tasting **Martin Ray Dry Rosé**. Full of notes of kiwi and passionfruit, ripe red apple and apricot, tart raspberry and zesty pink grapefruit, it's like summer in a wine glass. Enjoy it with all your favorite foods, or sip it slow on the porch and watch a summer sunset.



NEW!

FIRE Up The FLAVOR...

...of your burger when you cook it with **H-E-B Select Ingredients Grapeseed Oil**. With its light flavor and relatively high smoke point, it's a great option for everything from sauteing, to baking and frying. Top it all off with the sweet, tangy flavor of our exclusive **Whataburger Classic Honey Mustard** for extra enjoyment.

Say **ALOHA** To Your NEW FAVORITE BUN

Take your taste buds to a tropical place with **H-E-B Sweet Aloha Rolls**. The perfect roll to complement any meal, there's a touch of sweetness in every bite. Delicious on its own or as a bun for your favorite sliders. Add the mild flavor of **H-E-B Organics Havarti Sliced Cheese** and say Aloha to deliciousness.

You'll Have NO BEEF With This BURGER

Make "SHROOM" For Deliciousness

Craving a hearty burger but counting your calories? Try H-E-B Organics® Portabella Cap Mushrooms. Considered by many to be the steak of the vegetarian world, each meaty-tasting serving has only 30 calories and zero fat. Satisfyingly delicious.

FOUR LEAF FLAVOR

When it comes to a good balsamic, don't leaf it to chance. Use **Central Market 4 Leaf Aged Balsamic Vinegar** instead. Aged to perfection, this Italian made vinegar delivers a robust flavor and harmonious blend of sweetness and fragrance with woody notes. The taste and texture is ideal for gourmet recipes, aged cheeses, omelets and even ice cream.

★★★★★ 126
4.5 out of 5 stars
Rated by H-E-B Customers and Employees



NEW!



Go Local

Make Any BURGER JUST RIGHT!

The blend of roasted garlic, savory mushrooms with onion, salt and pepper is a culinary classic. But there's no need to create it yourself when **Adams Reserve Just Right Burger Spice** has the flavor down, well... just right! The perfect seasoning for gourmet grilled beef, salmon, lamb, or Portobello burgers, you can find it in our spice aisle. Available only at **Cooking Connection** kitchens.

CHEERS TO RASPBERRY BEER!

From the tart and subtly sweet flavor to the beautiful, crystal pink hue, **Cellis Raspberry Beer** is a delight to all the senses. Inhale the aroma of fresh, hand-picked raspberries and as you savor the citrus and berry notes. The fresh and fruity blend is delicious paired with seafood, cheeses, and even desserts. Cheers!

NEW!



GOOD THINGS Come in Pretty Packages

The tubes that house the award-winning **Rio Largo Extra Virgin Olive Oil** are almost as popular as the oil itself. Not only do they store it at optimal conditions, allowing no air or light in, but they also add an interesting dimension to your kitchen countertop. Both the packaging and the oil are works of art.



H-E-B

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COOL SUMMER SIPPIN'

SPICE UP Your SUMMER....

...with **Central Market Chamoy Pineapple Italian Soda**. This spicy, tropical, seasonal staple is straight from Italy and made with only the best organic ingredients and mineral water. Enjoy it straight from the sophisticated glass bottle, serve it over ice, or mix it with the fresh, zesty flavor of **Kuro Sauvignon Blanc** for a **Frozen Sangria Slush** (recipe at heb.com). Just like summer, it will be gone before you know it so get it while you can.



LIMITED
Time Only

MORE SPARKLE - Less Sweet

Make your taste buds tingle with the flavors of **H-E-B Sparkling Cranberry Tangerine Beverage**. Lightly carbonated, the refreshing blend is made with 5% juice, and contains only 40 calories, and less than 10 grams of sugar per can. Free of caffeine, preservatives, and artificial flavors, it's bubbling over with deliciousness. Try it alone or as a mixer for your favorite summertime cocktail. **Look up Fizzy Hibiscus Cooler** recipe on heb.com for complete directions.



THE MOTHER LOVE

Made with Rocky Mountain spring water and heirloom mother cultures, our **Central Market Kombucha** offers a delicious way to get your probiotics in a crisp, cool drink. With five refreshing flavors to choose from it's delicious on its own or as a mixer to kick up your **Kombucha Moscow Mule** (a similar recipe is available at heb.com).

NEW!



TIP: Enhance your bartending skills by picking up a fresh mint plant to garnish summer drinks. Just plant, water and watch it grow! Available while supplies last in H-E-B Texas Backyard.



NEW!

ELEGANTLY EFFORTLESS

Elegant Living by H-E-B™ offers a tasteful, convenient tableware solution that allows you to spend more time on what truly matters.



WHAT'S

NEW!

at H-E-B



GRAB The BULL By The HORNS

When it comes to adding some sweet heat to your favorite dishes, grab the bull by the horns! Made with a combination of pineapple, mango, and cayenne peppers, **Fischer & Wieser's Food Trk Fusion Bull By the Horns Moppin' Sauce** brings a slightly sweet and savory flavor to all your favorite meats and seafood. For even more tropical taste to kick up your kabobs, try **Friday Night Lights Sauce** with the smooth flavor of coconut. It's good any night of the week.



NEW!



TREATS WORTH BEGGING FOR

Now your furry friend can experience the same delicious comfort food flavors that we all know and love with our **H-E-B Texas Pets Cheeseburger Flavor and Chorizo Flavor Bites**. With real meat as the first ingredient in these tasty treats, your dog will sit up and beg for more of that tail-wagging good taste.



Destination: DISHES!



NEW!

Celebrate summer travel Texas-Style with our new destination themed seasonal **H-E-B Dish Soap**. From the citrus smell of Mandarin Orange Grove to the refreshing scent of Seaside Breeze, the tough on grease formula fills your kitchen with scent-sational summer smells and beautiful clean dishes.

NEW!

H-E-B

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Nothing's KOOLER Than A KODI

On the beach, at the pool, or at your next backyard BBQ, raise your expeditions with **KODI Coolers**. Tough and durable, it keeps all your beverages cool in the Texas heat, thanks to cold-locking insulation. Keep bait, food, and other dry goods out of direct contact with the ice in your cooler with a **KODI Keeper Tray** that is made to fit on the top track of the cooler. Stock it with refreshing **Mi Tienda Coconut Water** to stay hydrated and replace electrolytes on hot summer days.



IT'S A COOL, COOL SUMMER

SCOOP UP A Slice



Have your cake and ice cream too with **Swoon by H-E-B Walnut Carrot Cake**. Loaded with lush cream cheese ice cream, swirled with chopped glazed walnuts, and mixed with moist spiced carrot cake it's one yummy pint! Who says you can't have it all? Grab a spoon and prepare to swoon.

When Life Hands You LEMONS...

...grab a spoon! Our limited-edition **H-E-B Creamy Creations Lemon Cookie Ice Cream** is a lemon lovers delight with tangy lemon ice cream, shortbread cookie pieces, and a zesty lemon swirl. It's churned just for the summer in San Antonio, TX, with no artificial flavors or hundreds of other synthetic ingredients. Nothing but creamy, dreamy goodness in every spoonful.



LIMITED Time Only

CHERRY-ISH Every Spoonful...



...of **Swoon by H-E-B Cherry Pistachio Ice Cream**. This is one seriously yummy pint, loaded with Sweet Cherry ice cream, candied pistachios, and dark cherries. Like all our Swoon flavors, Cherry Pistachio is churned right here in San Antonio and is free from high fructose corn syrup, artificial flavors, or preservatives. Just delicious, swoon worthy flavors, scoop after creamy scoop.

Mealtime MADE SIMPLE

You'll Attack This CHEESEBURGER MAC

Your favorite comfort food just got even easier to enjoy! Simply Heat **H-E-B Meal Simple Bacon Cheeseburger Mac & Cheese** combines the best of both foods into one decadent, mouthwatering dish. Noodles, tomatoes and pickles with hints of ground beef and bacon, are smothered in a creamy cheese sauce with a touch of tangy mustard, and ready for you to enjoy. All you have to do is heat and eat. Who says you can't have it all?



SUMMER SALAD

Nothing tastes better on a hot summer day than a cool, crisp salad. **Simply Eat H-E-B Meal Simple Entrée Salad** has everything you need already put together and ready for you to enjoy. We start with a blend of crisp baby greens and add almonds, craisins, Gouda cheese, blueberries and grapes for a delicious combination of flavors that is enhanced by the blueberry pomegranate vinaigrette dressing. Ideal for lunch or dinner on the go, simply open and enjoy.



A Burger You Have To SEA To Believe

One taste of our Simply Cook **H-E-B Meal Simple Greek Salmon Burger** and you will SEA the difference. We combine our Atlantic farm raised salmon fresh in store and mix it with sundried tomato, herb feta, greek seasonings, panko breadcrumbs and more. Then we serve it with a blend of orzo, asparagus and peppers topped with tzatziki butter for authentic Greek flavor. Simply pop in the oven and serve.



HASHTAG #DELICIOUS!

NEW! For a side that's ready in minutes, try **Simply Cook H-E-B Meal Simple Roasted Sweet Potato Hash with Sage Brown Butter**. Loaded with onion, bell pepper, pecans and cranberries, it's a sweet and savory balance to your favorite entrees. Cooks in 15 minutes or less.



PRIME 1

This Burger Will BACON YOU CRAZY

The H-E-B Classic Prime 1 burger is ready for your oven! Don't worry about firing up the grill- just pop in the oven for a burger meal for 1- add a bun like the **H-E-B Bake Shop Texas Size buns** if you are looking to add more carbohydrates to your protein filled meal. **Prime 1 Beef, Cheddar Cheese, Bacon**, and seasoning in patty form paired with a serving of shoestring sweet potatoes- the unfried French fry!



Enjoy the Great American OUTDOORS

NEW!

BE A SNACK STAR

Make your snacks the star of the show when you serve them on our **Star Melamine Platter**. As sturdy as it is festive, it lends an air of Americana to your backyard barbecues. Fill it with our **H-E-B Tortilla Chips** and get the party started! Unlike ordinary tortilla chips, ours are fried in Palm Oil for a satisfying crunch, and hand seasoned with Chili Limon spice for a little extra kick.

This Salsa's GOOD STUFF!

Mark our words, **Mark's Lone Star Certified Good Stuff Salsa** will be your new go-to for chippin' and dippin'. Prepared with fresh-packed ingredients and handmade right here in Texas, all Mark's salsas are all-natural and gluten free to boot. Available in Mild, Medium, and Hot, Restaurant Style or Roasted. Serve it in one of our colorful **Melamine Star Bowls**, and top with one of our **H-E-B Pepper Toppers** for a mild, fruity chip dip.



★★★★★ 51
4.5 out of 5 stars
Rated by H-E-B Customers and Employees

NEW!



Sweetened To A TEA

Nothing says summer like a tall glass of sweet tea, but who has time to brew? Our ready-to-drink **H-E-B Texas Style Sweet Tea** is made with pure cane sugar for a smooth, sweet finish. A premium black tea, it is free of preservatives, and artificial colors and flavors. Serve it in our **One Gallon Americana Pitcher** for a patriotic presentation.

SOL LONG, SUNBURN

When the strong Texas sun shines, you need even stronger stuff to block out the harmful UVA and UVB rays. Fortunately, **H-E-B Solutions® Sunscreen Ultra Broad Spectrum SPF 100 Sport Spray** has got you covered. With our Spectra-Plex® technology, you get long lasting protection from the UVA rays that lead to premature aging and the UVB rays, which cause sunburn. Easy to use spray hits all your hard to reach places so you can enjoy more fun in the sun.



Round, Round GET A ROUND

Nothing says summer like lying on the beach or picnicking in the park. Whatever your outdoor adventures bring, we've got you covered with a **Haven and Key™ Round Beach Towels**. Available while supplies last in most H-E-B Plus stores.



PRIMO PICKS Want More PRIMO DEALS?

Sign up on heb.com for monthly emails with Exclusive Primo Picks offers.

Look for Primo Picks tags at participating stores. Prices good at select locations through 7/10/2018. 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.

