My PRIMO PICKS

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

Show us your favorite Primo Pick #primopicks

SANDWICHES THAT STACK UP!

Delicious Chicken, NATURALLY!

H-E-B Natural Split Chicken Breasts
They are 100% natural, vegetarian
fed with no artificial ingredients
or preservatives. These chicken
breasts come from chickens
raised cage free on local
Texas farms, that were never
given any antibiotics or
stimulants, ever—which
means you can feel good
about serving them to
your family. Check out
this Texas Toast Chicken
Sandwich Recipe at

TOP SECRET RECIPES

heb.com/primopicks



HS NO SECRET...

...that Top
Secret
Recipes
Chicken
Sandwich
Sauce tastes
like the one
you find at
Chick-Fil-A.
That's
because
it's been
carefully
crafted to
create that

same classic taste that takes your sandwiches, burgers, and wraps from ordinary to extraordinary. This is one secret you won't be able to keep to yourself.



No more boring sides for your sammie! Big Time Crunch! Fiery Hot and Crunchy Cheese delivers big time heat with every cheesy, crunchy bite. Perfect for parties, or simply snacking, it's a treat to get fired up about. Also comes in Ultimate Cheese.





We Made CHEDDAR Even BETTER

Real pieces of bacon in our premium smoked cheddar make our H-E-B Cheddar Natural Cheese with Bacon & Natural Smoke Flavor the perfect choice for taking your cheese to the next level. Excellent source of calcium. Found in the deli.

SAMMIES, SIDES, and SWEETS

From The SMOKEHOUSE TO YOUR HOUSE

Enjoy the mouthwatering taste of your favorite Texas barbecue joint with our H-E-B Select Ingredients Smokehouse Choice Beef Brisket. Slow smoked over natural hardwood in a genuine Texas smokehouse, our 100% USDA Choice Brisket is made from 100% USDA Choice beef with no artificial ingredients. Just a pure, pit smoked Texas taste that barbecue lovers expect. Pile it high on our

soft and fluffy H-E-B Sweet Aloha Rolls for a satisfying sandwich.

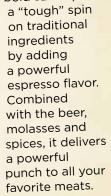


Two Bro's Brisket Sliders recipe available at heb.com/primopicks.



LOVE of BBQ...

...with Two Bros BBQ
Market Tough Guy Dark
Espresso BBQ Sauce.
Created by acclaimed
San Antonio Chef Jason
Dady, this bold sauce puts





Nothing's better than a sundae on a sunny day in Texas! We suggest starting with the combination of creamy vanilla, chocolate chip cookie dough, and rich chocolate chunks

found in H-E-B Creamy
Creations Cookie
Dough Ice Cream. For
even more decadence,
add a scoop of Swoon by
H-E-B Triple Chocolate
Ice Cream loaded with
Iuscious chocolate ice
cream, chewy fudge
chocolate brownies, and a
chocolate cookie swirl.

Wickedly DELICIOUS

Crispy, wispy and oh-so-deliciously decadent, you won't believe how much lemony goodness can be packed into one Central Market Wicked Thin Cookie. Made without any artificial flavors or preservatives, it's thin for the win!





mabout H-E-B Made In Texas Peanut Butter.
Why? Because it's the only peanut butter made with real Texas peanuts for a taste that Texans love! Available in Creamy, Crunchy, or Creamy with Texas Wildflower Honey, it's perfect for spreading or enjoying by the spoonful. Pair it with the sweet heat of Vela Farms Strawberry Balsamic Serrano Jam for a grown-up twist on a childhood classic. Look for the jam in stores with a Cooking Connections or try Lone Prairie Strawberry Jalapeño Jam from the grocery aisle. Both are made in Texas!



Love avocado toast but hate to waste the whole avocado? Try our new Guacomole Sandwich 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.





STACK UP the DELICIOUSNESS

Great sandwiches don't happen by chance. H-E-B Reserve™ Selects Ingredients Thin Sliced Meats were designed to deliver a sandwich experience that goes beyond your everyday lunchmeat.

Sizes range from 6 oz. to 16 oz. Each have resealable tops in clear containers so you can tell easily when you're running low on your favorite lunch meat. Pile it high on our soft and fluffy

H-E-B Select Ingredients Sour Dough Bread for an even more flavorful, spectacular sandwich.

From the BEACH to the BBQ



When you bring the
Southern Star Brewing
Company's Texas Heritage
Variety 12-Pack. From
the packaging to the
names it's Texan through
and through. Check out
the crisp, clean taste of
Humidity, along with the
best-selling Bombshell
Blonde, the Conspiracy

Theory IPA, and the Blood Belt Orange Pale Ale. It's everything you love about beer—and Texas.







Cosmopolitan Lettuce, this brand-new hybrid

combines the crunch and texture of Romaine with the sweet flavor of Iceberg for delicious results. The unique scoop shape stands up to your favorite sandwich or burger fixins for a no-carb alternative to bread. Find this Turkey Pineapple Lettuce Wraps Recipe at heb.com/primopicks







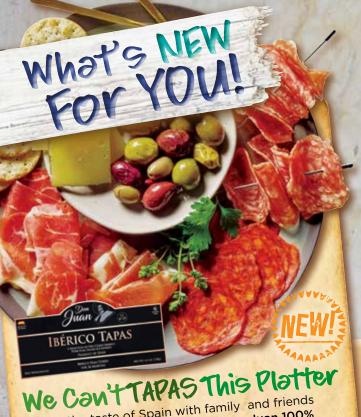
Got A Favorite? *primopicks



It's summer in Texas and that means it's time for our H-E-B Limited Edition Watermelon Slice Soda. Sweetened with pure cane sugar for an old fashioned crisp sweetness that tastes like everything you love about the season. Enjoy it over ice, in a mixer, or chilled straight from the fridge, but

hurry because unlike the Texas heat, it's only here for a short time.

PRIMO * PICKS



Share the taste of Spain with family and friends when you serve our readymade Don Juan 100% Iberico Tapas Platter. Filled with sliced Jamon Iberico Ham, Salchichon Salami, and Iberico Chorizo, it's a trifecta of deep, delicious flavor.



Pack. Containing Zoe Extra Virgin Olive Oil Cold Pressed from Spain, Paella with gluten free saffron seasoning, and Bomba rice, it's everything you need all in one place. Just add chicken, fish or shell fish for a filling, delicious meal.

A RARE Combination

For some serious summer Sangria, start with Rare Red Wine. Smooth and easy drinking, all the Rare wines are created to be everyday palate pleasers. Add the fresh, juicy taste of fruit from one of our H-E-B Tropical Fruit Bowls. Finish with your favorite brandy or orange liquor and sip it slow.



POPPIN' WITH SEAFOOD FLAVORS

What do you get when you take the delicious seafood stuffing from our Meal Simple Salmon and put it in a fresh jalapeño? You get our H-E-B Meal Simple Seafood Jalapeño Poppers. Filled with savory crab and spices, and wrapped in hickory smoked bacon, you won't be able to stop poppin!



That's a WRAP!

We've got your to-go food all wrapped up with our H-E-B Meal Simple™ Chicken Parmesan Wrap. We've filled a whole grain wrap with tender chicken breast tossed with roasted eggplant spread, roasted red peppers. Then we added

provolone and parmesan cheese and bundled it all up for a satisfying meal you can enjoy anytime, anywhere. Dip it in the included marinara sauce for even more delicious flavor.



PRIMO PICKS Want More PRIMO DEALS?





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.

