

My

H-E-B

JULY 2018

PRIMO PICKS

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.

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 heb.com/primopicks



It's 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.



Big Time CRUNCH, Big Time FLAVOR!

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.



ESPRESSO your 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



a "tough" spin on traditional ingredients by adding a powerful espresso flavor. Combined with the beer, molasses and spices, it delivers a powerful punch to all your favorite meats.



SUNDAE FUNDAY!



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 luscious chocolate ice cream, chewy fudge chocolate brownies, and a chocolate cookie swirl.



TEXANS Are NUTS...



...about **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!

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!



We've Got Your AVOCADO TOAST Covered

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.**



LETTUCE Give You The SCOOP...



...on H-E-B **Lettuce Scoops.**

Known as 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 fixings for a no-carb alternative to bread. Find this **Turkey Pineapple Lettuce Wraps Recipe** at heb.com/primopicks



NEW!

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.



LIMITED Time Only
Drink A SLICE OF SUMMER

@FrostPetticoat



Got A Favorite? #primopicks



From the BEACH to the BBQ

NEW!

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.



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.

What's **NEW**
FOR YOU!



We Can't TAPAS This Platter

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.

NEW!



NEW!

PERFECT PAELLA...

...Starts with a **Chicquilin Paella 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.

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 8/7/2018. Visit your H-E-B store for details.

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.



MEAL SIMPLE™



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.

