

# My PRIMO PICKS

AUGUST 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.

## Let's TACO 'BOUT Dinner



NEW!

### A FASTER AL PASTOR

You don't have to search for a street vendor to enjoy the authentic taste of Al Pastor tacos. We've made it easy to make them at home with the traditional flavor found in our **Mi Tienda by H-E-B Al Pastor Seasoned Diced Meat**. This blend of pork with red chilies, pineapple flavor, onions and spices is ready in under 15 minutes. Fill your favorite tortilla and top with our **H-E-B Toppers Al Pastor Tacos**. From pineapple and pickled onions to cabbage, lime and cilantro, it's everything you need to create your own street eats at home.

### We're Talkin' TORTILLAS...

...and you will too when you try our **H-E-B Bakery Select Ingredients Flour Tortillas**. Made fresh in store daily, they are free from artificial ingredients and ready to be filled with your favorite taco fixins!



### Down The HATCH

Hatch chiles are the not-so-secret ingredient in two Texas based beers. **What the Hatch Green Chile Beer** from No Label Brewing Company uses real hatch chiles that have been hand cut and roasted over an open fire to give the pale ale a nice, smoky flavor. **Ranger Creek San Antonio Hatch Lager** has a light, crisp flavor with just a touch of heat from New Mexican hatch chiles and a robust roasted pepper aroma. Both pair well with everything from burritos to barbecue.



### TEXified RICE



For a side to savor, check out the down-home flavor of our **H-E-B Texas Style Rice** with tomato, onion and cumin. It makes a delicious compliment to all your favorite Texas dishes.



LIMITED  
Time Only



These LINKS Will Be  
GONE IN A BLINK

Be the hit of the grill with H-E-B Smoked Sausage with Pork and Bison and Hatch Peppers. Made from bison and fresh cuts of pork, it is naturally smoked with a special blend of hardwoods to give it a distinctive Texas flavor.



# HATCH is Back!

H-E-B  
MEAL SIMPLE™



## A Fancier Way To SAY CHEESE

Authentic New Mexico Roasted Hatch chile peppers give Yancey's Fancy Hatch Chile Cheddar a flavor that's a cut above ordinary cheeses. Made by a skilled Master cheese maker using traditional European methods, it adds a nice kick to your traditional charcuterie plate. Get a wedge slice from the deli.



## A SWEET TREAT That Brings The HEAT

Pepper and sweet are hard to beat! Especially when they are combined in the delicious Central Market Hatch Chile and Sweet Lime Sandwich Cookies. Your taste buds won't know what hit 'em when they experience the heat of the Hatch followed by the sweet creaminess of the filling. So good they'll leave you wanting more. Hatch 'em while you can—they are only here for a limited time.



## It's Okay To Be CRABBY

As long as you are talking about the kind of crabby you get with our H-E-B Meal Simple™ Hatch Crab Cakes. We use premium, lump blue crab meat and Hatch chiles for these savory seaside treats. Simply pop these cakes in the oven and bake for a deliciously easy, no-fuss meal. These handmade cakes are here for a limited time only so make sure you "crab" 'em before they're gone.

## You'll Want NADA But These EMPANADAS

A Quest for Texas Best finalist, Cocina 54 Traditional Beef Empanadas are made in Texas in authentic Argentine style. Top them with the distinctive flavor found in our Central Market Hatch Green Chile Salsa Verde. Made from Hatch New Mexican green chiles for a taste that will spice up your life.





# SWEET and SPICE is Oh So Nice

## This ANCHO-ORDINARY Shrimp Taco

We've taken shrimp tacos to a new level of flavor. Start with our meaty wild caught **Argentina Red Shrimp**, and add the savory taste of **Humble House Ancho and Morita Smokey Tamarino Sauce**. Top it off with the sweet and tart flavor combination found in our **H-E-B Mango Pico de Gallo** and wrap it all in our fresh **Jicama Tortillas** for a crispy finish. Find this Ancho Chile Shrimp Taco recipe at [heb.com/primopicks](http://heb.com/primopicks).



## H-E-B SUSHIYA



## This HATCH is on a ROLL

From the fresh Hatch peppers on the inside to the torched, diced Hatch peppers on top, **H-E-B Sushiya Roasted Hatch Roll** has spicy all wrapped up. Made with avocado and imitation crabmeat, it's rollin' in flavor.



## Why LICK The Bowl...

...when you can eat it? Bake a **Folios Cheddar Cheese Wrap** into a bowl and fill it with our **Roasted Turkey** that's roasted in house

and seasoned with our exclusive blend of Hatch chiles and spices. Top it off with **H-E-B Organic Greek Yogurt** and you've got a meal so good you'll eat the bowl!



## NEW! A Batch of PINEAPPLE HATCH

As beautiful as it is flavorful, **Robert's Reserve Hatch Pineapple Chimichurri Sauce** combines Hatch peppers with sweet pineapple, cilantro and a hint of lime for a tangy, sweet heat. Delicious as a dip for chips, and tasty atop a burger, steak taco, or Texas shrimp. It can even be used as a broth base in chili. You'll find it in **Cooking Connection**.



## Wake Up And Smell The FLAUTAS

Start your day a whole new way with **H-E-B Flautas for Breakfast**. Filled with breakfast favorites like eggs, and brisket, they are perfect for those mornings when you need a grab and go option. Heat in the included crisping sleeve to ensure a crispy, crunchy exterior and a delicious, warm filling every time. Six different varieties from cinnamon cream cheese to egg or even brisket, they are perfect for those mornings when you need a grab and go option.





# SWEETS & TREATS



## NOTHING PLAIN About Our VANILLA



Named for H-E-B's 1905 beginnings, **H-E-B Creamy Creations 1905 Vanilla Ice Cream** is full bodied, rich, smooth and creamy with an old-fashioned ice cream parlor taste. Perfect on pies, brownies, cobblers, or straight from the carton, it's anything but ordinary. You can find it in the frozen aisle.

## CHORIZO TO BEG FOR



Now your furry friend can experience the same delicious comfort food flavors that we all know and love! Our **H-E-B Texas Pets Chorizo Trainers Flavored Bites** have protein as the first ingredient and no artificial flavors or added colors, and contains no corn, wheat or soy. The taste is so good he'll sit up and beg—and you can feel doggone good about giving it to him. Look for more tasty flavors like **BBQ Brisket**, **Cheeseburger** and **Chicken Fried Steak**.



## This Snack Is BANANAS

Crunch, crunch, crunch! **Nutty & Fruity BBQ Banana Chips** add the right amount of sweet to a crunchy treat! A ridiculously yummy combination of BBQ flavor and sweet banana that you will love! For a Southwest twist, try using it in your next homemade trail mix.

## Easy, Squeezy SNACKING

**H-E-B Squeeze Me! Apple Strawberry Banana** pouches are tasty, sweet treats made with real fruit, and with no artificial colors or flavors. Toss in a lunchbox or enjoy as an after school snack. Quick and convenient. Look for it in the can fruit section.



## FETCH a TACO

Share your love for TexMex foods with your favorite furry friend by surprising it with a **Woof & Whiskers Dog Toy** from the pet department. The taco plush dog toy is stuffed with delicious "fixin's"! Soft plush beef, cheese, lettuce, and tomato in a corn shell, with a hidden squeaker to add to the fun. Or the sliced avocado toy that is ripe for the picking and has a squeaker too. Both toys are sure to make playtime fun and muy delicioso! Available while supplies last.



## PRIMO PICKS Want More PRIMO DEALS?

Sign up on [heb.com](http://heb.com) for monthly emails with Exclusive Primo Picks offers. Look for Primo Picks tags at participating stores. Prices good at select locations through 9/4/2018. 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.

