

AUGUST 2019

H-E-B

My

PRIMO PICKS

Thousands of Unique, ONE-OF-A-KIND PRODUCTS, PICKED Especially For You.

Show us your favorite Primo Pick #primopicks

VIVA ESPAÑA!

PERFECT PAELLA...

...starts with Aldonza Extra Virgin Olive Oil for a balance of acidity and sweetness that will complement the crisp texture and slightly sweet flavor of our Argentine Red Shrimp. Sustainably caught in Argentina, this meaty shrimp gets its color naturally from its ocean diet. Serve it up with a chilled glass of Villa Puccini Pinot Grigio. With its fresh aroma of tropical fruits, it's crisp, dry, and light on the palate with a clean finish. Dinner is served! Find this recipe at heb.com/primopicks.



A SIP From SPAIN

Made from a white wine grape native to Spain, Pata Negra Verdejo is light-bodied and comparable to Sauvignon Blanc and Pinot Grigio. With subtle flavors of lime and lemon and notes of grapefruit, this beautiful Verdejo pairs great with seafood, fish tacos and salads. Serve chilled.



DIP IT

Texas Brew Fire Roasted Kale Salsa is a gourmet, all-natural mix of fresh blanched kale, fire roasted tomatoes, smoky chipotle peppers, roasted veggies and smoked spices. It's excellent for dipping, sautéing veggies, or making meatloaf, soups and more.



Cookwell & Company Queso con Salsa Escabeche is made with fire-roasted tomatoes, onions, a blend of real cheeses and diced jalapeños for an authentic chili con queso flavor. Pour it on everything, from chips to baked potatoes to enchiladas and tacos.



The mouthwatering flavor of our **H-E-B Guacamole** is refreshing and addictive. Available in a variety of combinations from mild to spicy. Find it in our produce department.



All Marieke is made in Thorpe, Wisconsin by an Award Winning Cheesemaker! Marieke Gouda Cheese makes an excellent addition to your charcuterie board or complement to your favorite fruits.



IT'S TAILGATIN'

CHIP IT

Central Market Kettle Cooked Waffle Cut Potato Chips are slow-fried in small batches for intense potato flavor and a super crispy crunch that stands up to your favorite dips and spreads.



Fried in palm oil and hand-seasoned with sea salt, **H-E-B Bakery Tortilla Chips** pack a powerful crunch, making them perfect for salsa, queso, guac and more. Find them in the bakery.



Coming to us from the Garza family in South Texas, **Siete Grain Free Tortilla Chips** are made with cassava flour and baked in avocado oil for delicious flavor and a satisfyingly crispy crunch.



Big Time Snacking starts with **Big Time Crunch!**, a supremely crunchy, cheesy snack that took our team years to perfect - tasting and tweaking until their fingers were orange.



TIME IN TEXAS

MUNCH IT



H-E-B Bacon Simply Wrapped™ Stuffed Jalapeño Poppers are huge crowd pleasers for the football season. We take a bright green jalapeño, stuff it with rich cream cheese, then wrap it all in H-E-B thick-sliced bacon. Just throw 'em on the grill and they're ready in minutes.



If you love the sweet taste of cotton candy, you'll love **Cotton Candy Grapes!** These plump, juicy, green grapes taste just like the fluffy pink spun-sugar treat you enjoyed at the carnival as a kid – without all the granulated sugar and stickiness.

Enhance any party or special event with **H-E-B Made In-Store Cheeseboards**. Choose from a variety of specific cheese board options that include the best cheese and charcuterie products from around the world.



Get Red-dy to Swoon over the flavor of **Swoon® by H-E-B® Red Velvet Cheesecake Ice Cream**. This decadent dessert is made in San Antonio with cheesecake-flavored ice cream, swirls of cream cheese, and rich red velvet and creamy cheesecake pieces.



SIP IT

Enjoy smooth, bold, limited-release **Four Corners Brewing Co. La Chingona Double IPA** while you can. The company's most successful seasonal brew, this unique 4-pack with 360° lids will be going fast.



Sweet, fruity, and effervescent, **H-E-B Sparkling Beverages** bubble over with flavor – with only 40 calories and fewer than 10 grams of sugar per can. Enjoy over ice or as a mixer for your favorite adult drink.



When life hands you lemons, drink up! Freshly squeezed in-store, delicious **H-E-B Lemonade and Limeade** can be enjoyed on their own or in your favorite party drinks. Pick some up in the produce department.

Our whitewater kayak-grade **H-E-B KODI® Coolers** are built tough with seamless roto-molded plastic, more than 2" of dense foam insulation, and an air-tight freezer-style gasket to seal and lock in the cold.



SUPER Supper Solutions



EMPANADAS To Make You Say MMMMM...

Sink your teeth into the flavor of a traditional green chile filling reminiscent of New Mexico's best when you bite into **Mmmpanadas Green Chile Chicken Empanada**. We've added Jack cheese, jalapeños, and cumin for the ultimate southwestern empanada experience that's snappy, fresh, and has just a hint of attitude. One bite and you'll say mmmmmm... Also available in Argentine Style Beef, Cheeseburger and more!



HAVE A (MEAT) BALL!

Made with fresh ground beef and pork with just the right amount of herbs and spices, our **H-E-B Fully Cooked Beef & Pork Homestyle Meatballs** are perfect for pasta, and they make a delicious main dish, or sensational sandwich. The microwavable meatballs come in a convenient resealable bag that lets you cook just what you need. The best part? No one will ever guess they aren't homemade. And don't worry—we won't tell!



SLOW COOKING sensations

Busy weeknights call for easy dinners. And it doesn't get easier than our **H-E-B Select Ingredients Pot Roast Cooking Sauce**. Simply put a roast and veggies in the slow cooker, add the sauce, and serve up a home cooked meal. For added convenience, use our **H-E-B Simply Prep Slow Cooker Liners**. These individually folded, disposable liners make clean up a breeze, leaving you to focus on enjoying your meal.



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.

Look for Primo Picks tags at participating stores.



NO PREP PAELLA

Everything you need to enjoy a delicious paella dinner is in our **H-E-B Meal Simple™ Simply Cook Seafood Paella**.

We've done the hard part for you, assembling savory seasoned shrimp atop a bed of perfectly cooked rice stuffed with chorizo and veggies. It's a hearty delicious meal that's oven ready. All you have to do is bake, serve and enjoy!

In A HURRY? Grab Our CURRY CHICKEN SALAD

We've taken a classic and added a kick with our **H-E-B Meal Simple™ Simply Eat Curry Chicken Salad**. Filled with raisins, yogurt, mango chutney and curry powder, it's perfect for picking up whenever you need something fast and flavorful. Use it to make sandwiches or serve it atop a bed of lettuce for a light, delicious lunch or dinner. It's ready whenever you are.



A Little ITALY Without the FUSS



If you love a good spaghetti dinner, you're going to love the taste of our savory and simple **H-E-B Meal Simple™ Simply Heat Spaghetti**

Bolognese. We've taken the perfect Italian classic to the next level with al dente pasta covered in a rich, meaty sauce and topped with shredded Parmesan and fresh parsley. It's everything you want—including easy! Just pop it in the microwave and it's ready in minutes.