

SEPTEMBER 2018

H-E-B

My PRIMO PICKS

Show us your favorite Primo Pick #primopicks

Thousands of Unique,
ONE-OF-A-KIND
PRODUCTS, PICKED
ESPECIALLY FOR YOU.

The latest in
BBQ, BREW, and BOWLS

NEW!

your
**BEST
BBQ BUDS**

Take your BBQ game to the next level with **H-E-B Texas Tough® Barbecue Aluminum Foil**. Thicker and heavier than your regular heavy-duty, it's durable enough to stand up to all of your Texas tailgates. Designed for the true barbecue

lover, it's perfect for grilling, cooking, or wrapping up leftovers. And for barbecue meat that can't be beat, try the sweet and tangy taste of **F.U.B.A.R. Elite BBQ Sauce**. Crafted by U.S. Army veterans, this award-winning sauce will make you a grill sergeant in no time.



'Tis The Season

A six-week fermentation process gives **Bell's Oktoberfest Beer** its crisp, clean flavor. This seasonal brew has light toasted, caramel malt notes with just a hint of sweetness. Brewed in Kalamazoo, Michigan, it's delicious for pairing with your favorite Fall meals or German dishes.



Get **BOWLED OVER** in
Just **FOUR MINUTES...**

...by the delicious combinations found in our **H-E-B Select Ingredients Fully Cooked Bowls**. Made without any preservatives, these fully cooked, gluten free meals heat in just four minutes. Available in a variety of flavors, like the **H-E-B Pollo Asado Bowl** packed with chicken leg meat served over roasted bell pepper, pepper rice and pinto beans and topped with a homemade, mildly spicy sauce. Got a Tex-Mex craving? **The H-E-B Tex-Mex Bowl** will satisfy it with diced beef in a red sauce over pinto beans and rice. Great for lunch or dinner on the go!

MORNING EATS and SWEET TREATS

An EGGcellent Breakfast



Whether you like them scrambled, fried, or sunny side up, **Central Market Pasture Raised Brown Eggs** are an eggcellent addition to your breakfast. Our eggs come from Texas chickens that have been raised in pastures with 108 square feet for roaming per bird.



You'll LOAVE APPLE CINNAMON BREAD

Cinnamon swirls folded around golden raisins and topped off with sugar crystals give **H-E-B Scratch Apple Cinnamon Bread** a flavor you'll fall in LOAVE with. Top it with butter for breakfast, serve it with coffee for dessert, or use it for a twist on French Toast. Made with unbleached flour milled right here in Texas, it's naturally leavened, made with select ingredients and full of Fall flavor.



NEW!

BOLD COLD BREW

Now you can enjoy a trendy cold brew coffee without heading to your nearest coffee shop. **Café Ole by H-E-B® Cold Brew Coffee** is a refreshingly smooth, low-acid coffee with a bold, unsweetened, "back-to-the-roots" coffee experience. Made in San Antonio, it's available in original and vanilla flavors. Just mix with water or milk for a delicious coffee experience.



It's YO TIME

Anytime is a good time for **H-E-B Organics® Greek Yogurt**. Blend it in a smoothie for breakfast, top it with fruit and granola for a snack. Use it as a dip, a spread, or a salad dressing. You can even substitute it for sour cream, butter or oil in some of your favorite recipes. USDA Certified organic, it packs a whopping 13 grams of protein or more per serving. Creamy, delicious, and available in a variety of flavors.



GO NUTS For GOURMET DONUTS

Think outside the donut box with new **H-E-B Gourmet Donuts**. Made fresh daily in mouthwatering flavors including Lemon Drop, Orange Dreamsicle, Birthday Cake and more for a gourmet donut shop experience without a gourmet donut shop price. And of course we have classic plain and chocolate glazed too. Perfect for those busy mornings when you need something fast, easy and tasty. **You'll find them all in our bakery.**



NEW!

This Mix TAKES THE CAKE...

...to a whole new level! Bring an **H-E-B Select Ingredients Texas Sheet Cake** to your next backyard barbeque or family gathering and watch it disappear. Made with unbleached flour, the **Pecan Praline Mix** contains everything you need to make a moist, dense, white cake topped with smooth, creamy, pecan praline frosting. Or try the **Chocolate Mix** for a dense, rich chocolate cake with pecan studded chocolate icing. So delicious, no one will ever guess it wasn't made from scratch.



A NEW TWIST On Coffee Breaks

Take a different kind of coffee break with our limited edition **H-E-B Select Ingredients Mochaccino Twisters**. The rich, creamy filling tastes just like your favorite coffee drink, with bits of real Colombian coffee beans blended right in and sandwiched between two crispy cookies. It's a chocolatey, crunchy treat you'll crave.



LOVE AT FIRST SwoonFUL

Some people may scream for ice cream - but we prefer to Swoon! Beyond your expectations, **Swoon® by H-E-B®** is Super Premium ice cream locally churned in San Antonio, using only the finest and carefully sourced ingredients to make every moment extraordinary! Our ice creams are the best of both worlds with some being quirky loaded with unique mix ins and others more pure for taste that you can't stop spooning for. Swoon by H-E-B is the Best. Ice Cream. Ever.™

CHURRO-SO-GOOD

We love Churro, you love Churro so we took tasty cinnamon sugar pastries and swirled them into indulgent caramel ice cream and sweet dulce de leche. The result was our **Dulce Churro**.



REMEMBER THE (Brownie) A LA MODE

Creamy vanilla ice cream loaded with rich chunks of chocolate brownie, brown sugar pecan pralines, and fudge frosting make our **Texas Brownie à la mode** hard to forget.



Here Comes TRUFFLE

Rich, caramel ice cream mixed with a swirl of buttery caramel and decadent semi-sweet caramel filled chocolate truffles make **Salted Caramel Truffle** a savory, sweet, luscious treat.



A World of FLAVORS

CHOP To It

Chopped salads are all the rage in restaurants today, but making them from scratch takes time. We've got you covered with the time saving, chef quality **H-E-B Sweet Thai Chopped Salad Kit**. This delicious flavor combination of Romaine lettuce, green cabbage, kale, sweet carrots and green onions, is topped off with honey almonds, sweet sesame cashews and chow mein noodles and drizzled in a peanut vinaigrette dressing to create an unforgettable flavor experience. Add **H-E-B Meal Simple™ Shredded Chicken** or your favorite protein for a complete meal.



TACO BOUT EASY

Making a Mexican meal doesn't have to be a big deal when you start with **H-E-B Bakery Flour Tortillas** and fill them with our great tasting **Mi Tienda Para Tacos de Carne Guisada** seasoned and diced beef, and top with **H-E-B Tex Mex Shredded Cheese** blend of American and natural cheddar. Cook, assemble, and serve for an easy weeknight meal the entire family will taco bout all week.



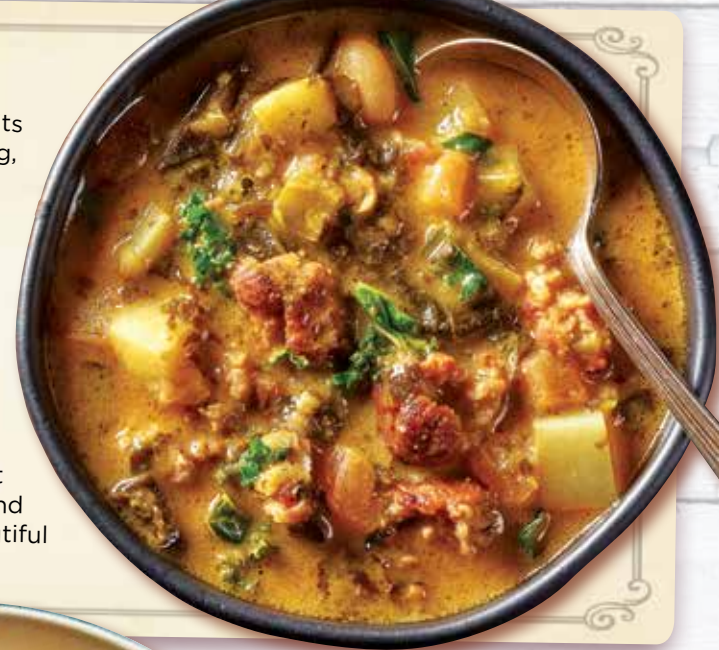
Our SALMON Brings the TASTE OF STEAKHOUSE to YOUR HOUSE

This **H-E-B Meal Simple™ Steakhouse Salmon** includes 2 hearty Atlantic salmon portions seasoned with our smoky ancho steakhouse rub. This slightly sweet and smoky spice rub is complemented by the char from the grill. Our garlic marinade is the perfect seasoning for the thick-cut onion rings, fresh asparagus and savory mushrooms. Apply as much or as little garlic marinade to your vegetables as you like and then add everything to the grill at once. One skewer is provided if you want to prevent your mushrooms from rolling off the grates. Have fun with it and make it your own!



NO BONES About It...

...**American Pantry Bone Broth** with its rich, bold flavor is perfect for cooking, or sipping. Filled with 9 grams of protein and other nutrients, bone broth is perfect as a base for your favorite soups or stews. Heat it up in our **Cocinaware® 6.3 Quart Soup/Bean Pot**. This versatile pot can be used on the stove, in the oven, or even on the grill. Perfect for all your soups, stews, and beans, it also makes a beautiful serving piece for your table.



You 'BUTTERNUT' Skip The Sauce

Nothing says Fall like the sweet taste of butternut squash found in **Orti di Calabria Butternut Squash Pasta Sauce**. This product of Italy has an authentic flavor and texture that will take your pasta to a whole new level. Serve it over **H-E-B Tortelloni Ricotta & Spinach Filled Pasta**, now available in family size for a family style meal.



SUSHIYA Think INSIDE THE BOX

Bento boxes have been around for hundreds of years—and now they're at H-E-B. Our **H-E-B Sushiya® Bento Boxes** are created by sushi chefs with a delicious combination of sushi rolls and appetizers. It's a meal in a box that's perfect for grabbing on the go.



LOCAL FLAVORS



You'll Find it in Cooking Connection.



O-M-GHEE This Is One GOOD CHOP

For an alternative to traditional butter that will make you say O-M-Ghee, try **Tin Star Foods Ghee** out of Austin. Made with grassfed, cultured Irish butter, it has a high smoke point that makes it perfect for all your frying, grilling and baking needs. Try it with our **H-E-B Natural Pork Center Loin Chop**, raised in the U.S. with no antibiotics, you can feel good about serving it to your entire family.

Cooks evenly in our new heavy duty **Cocinaware® 3 Piece Fry Pan Set**.

Their uniquely beautiful exterior enhances your presentation, while the non-stick coating makes clean up a breeze.

NEW!



Cocinaware

NEW! HOLY SALSA!

Texans love their chips and salsa and now you don't have to go to a restaurant to get that restaurant quality chip and salsa flavor. **Salsa God Restaurant Style Salsas** use only simple, fresh ingredients like fresh herbs and lime juice, to make their mouthwatering blends. Try the **Medium Fire Roasted Red** or the new **Smoky Garlic Chipotle** paired with the **Siete Grain Free Tortilla Chips with Lime or Sea Salt** for a quality restaurant experience right in your own cocina.



We're BOILED Over With EXCITEMENT...

...about Gulf Shrimp Season! **H-E-B Wild Gulf Shrimp** is ready for your next shrimp boil, fry or grill out. These locally caught Texas Gulf Shrimp are renowned for their delicious

flavor that comes from their unique habitat and diet. But it's not just the flavor that's important to us here at H-E-B. We oversee the harvesting, inspection, and transportation of shrimp from the seas to your H-E-B. And we're deeply committed to the development of thriving fishing communities to ensure they will play a vital role in delivering the highest quality seafood to our customers for generations to come.

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FRESH JUICE WITHOUT the HASSLE

If you love the taste and nutritional benefits of juicing, but hate the hassle of doing it yourself, open a bottle of **Just Made Juice** and enjoy! These convenient, fresh made juices are full of delicious fruits and vegetables. Cold pressed and made in Texas using tropical ingredients, they are available in refreshing blends of Papaya Passion, Berry Bliss, Kale Karma and more. **Located in the dairy section.**



From Wackym's Kitchen TO YOUR COOKIE JAR

Satisfy your craving for caramel with the sweet, salty taste of **Wackym's Kitchen Salted Caramel Cookies**. These delicious brown sugar butter cookies topped with sea salt are made in Dallas using only fresh ingredients with no artificial flavors or preservatives. The result is a crisp, crunchy texture and a "just out the oven" taste that will keep you putting your hand in the cookie jar.



ONLY AT
H-E-B

Like a Harvest IN EVERY SIP

Nothing announces the arrival of a Texas Fall quite like a delicious peach pie baking in the oven. Now you can skip all the steps of baking homemade dessert and pop open an **H-E-B Pure Cane Sugar Just Peachy Soda**. Back for another season, these delightful drinks are made with pure cane sugar right here in Texas. But you better get 'em while they last, because just like Fall, they will be here and gone before you know it!



MONKEY Around With BREAKFAST

When it comes to starting the day with a good breakfast, we recommend monkeying around with a bowl of **Zen Monkey Overnight Oatmeal**. This breakfast in a bowl combines apple juice soaked oatmeal with plain nonfat Greek yogurt, and real fruit for a trifecta of delicious flavor! An H-E-B Quest for Texas Best Finalist, this San Antonio made product is easy to enjoy--all you have to do is open the lid, grab a spoon, and go bananas!



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HAVE A HAPPIER HOUR

When you serve your favorite wine in our **Kitchen & Table™ Stemless Wine Glasses**. Handcrafted in Bavaria using centuries old methods, this beautiful barware is ready for your pour. We recommend filling them with **Paris Valley Road Cabernet Sauvignon**. With aromas of plum, cherries, and sweet tobacco, it has a roasted coffee bean and cocoa powder finish that pairs well with your favorite fall dishes.



The SWEET SMELL of Home

Spread the Texas love far and wide with a **Made In Texas Candle**. As rustically elegant as it is fragrant, it makes a beautiful addition to your mantle or tabletop. Perfect for a hostess or housewarming gift, or for anytime you want to bring a little piece of the Lone Star State home.



FROM WINE TO SHINE



HERITAGE RANCH
by H-E-B

DIGESTION
— Blend —

Supports Digestive Health



CHICKEN IS THE #1 INGREDIENT
NO CORN, WHEAT OR SOY

TREAT YOUR PET TO GOOD DIGESTION

You care about what you feed your pet---so do we! That's why we've made **Heritage Ranch by H-E-B® Functional Treats** with ingredients to support a healthy digestive system. You'll love that they're filled with essential fatty acids and dietary fiber, and free of corn, wheat, and soy. Your pet will love the delicious tail waggin' taste. It's only our best for man's best friend.



You'll Take A SHINE

To This DETERGENT



You know how well Lemi Shine cleans your dishes—now it can do the same for your clothes. Made with natural citrus extracts and non-toxic, **Lemi Shine Liquid Laundry Detergent** is gentle enough for baby clothes, yet tough enough to whiten, brighten, and tackle your toughest stains. Safe for all washing machines, **it's exclusive to H-E-B.**



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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.