

# My **H-E-B** PRIMO★PICKS

OCTOBER 2018

Show us your favorite Primo Pick #primopicks

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

## Pour A Glass of APPLE PIE

Uncork all the goodness of your favorite Fall dessert when you pour a glass of **Oliver Winery Apple Pie Wine**. Combining the

tart taste of fresh pressed Midwest apples with soft vanilla, hints of cinnamon and brown sugar, and notes of "à la mode," it's everything you love about apple pie----no fork required.



## SAVOR THE FALL Y'ALL



## You'll Be Over THE HALF MOON For This Pasta

Named for its half-moon shape,

**H-E-B Butternut Squash Mezzelune** is premium artisan filled pasta created with ingredients locally sourced from the farmlands around Verona, Italy. Every delicate, tender ravioli is filled with the sweet taste of butternut squash and topped with grated cheese. Add some protein to your pasta with the savory taste of **H-E-B Italian Style Pork Meatballs**. Made in the Italian tradition using a blend of H-E-B Prime 1 Ground Beef, H-E-B Market Spicy Italian Sausage and plenty of flavorful Italian seasonings. For the pièce de résistance, add creamy, velvety **Orti Di Calabria Vodka Pasta Sauce**. Imported from Southern Italy, it combines the sweetness of tomatoes with rich cheese and a hint of vodka for a taste unlike any other.



[heb.com/primopicks](http://heb.com/primopicks) recipe

## Brussels Sprouting with GOODNESS

Delicate, earthy flavor with a hint of nuttiness are what you get in every bag of **H-E-B Brussels Sprouts**. Each hearty green nugget is low in calories and full of the fiber your body needs. Roasted with maple syrup, sautéed in butter with shallots and herbs, or simply steamed, they pack a powerful punch in every bite. **Look for more recipes like this Brussels Sprouts Agrodolce at [heb.com/primopicks](http://heb.com/primopicks).**





# COZY Autumn COMFORTS



## ROTISSERIE To Your RESCUE

Want a quick and easy main dish for a busy weeknight? Pick up our **H-E-B Seasoned Rotisserie Chicken with Bacon**. Piping hot and ready to serve, it's hand-rubbed with special seasoning and topped with real bacon. Pair it with a frosty mug of **Breckenridge Vanilla Porter**. Real vanilla beans from Madagascar combined with caramel and roasted Munich malts give this beer a smooth and balanced flavor.



## We've SOUPED UP PUMPKIN

Chilly Fall nights call for warm soup, and our **H-E-B Pumpkin Harvest Soup** is made to warm you through and through. With real cream, delicious pumpkin, and a hint of cinnamon and nutmeg, it's like autumn in a bowl. Top it with crumbled hardwood smoked, extra thick **H-E-B Hayride Bacon**. Only available in the Fall, it is 20% thicker than your average thick cut bacon for hearty taste. Made in small batches using cinnamon, cloves, nutmeg and a small amount of pumpkin for delicious Fall flavor. Still want more? Add **Beemster Pumpkin Spice Cheese**. This classic North Holland Dutch Gouda is made with hints of cinnamon, nutmeg and traditional pumpkin spices. Grate it over the top and soup's on!



## RAISING THE BAR ON Seasonal Snacking

Enjoy the delicious taste of pumpkin in two different but delicious new snack bars. We've loaded our **H-E-B Pumpkin Seed & Spice Crunchy Granola Bars** with pumpkin seeds and just the right amount of sweetness for a big Fall flavor in every crunchy bite. Or try the decadent blend of pumpkin and cream cheese in our **H-E-B Pumpkin Flavored Muffin Bars with Cream Cheese Filling**. They're a snack you can feel good about serving.



LIMITED Time Only

## That's One SWEET SHEET

Want to steal the show at your holiday dinner? Bring an **H-E-B Select Ingredients Pecan Praline Texas Sheet Cake**. A Texas tradition, this dense white cake is covered in a smooth pecan praline frosting that tastes so good no one will know it isn't homemade—and we won't tell! Serve it up with a scoop of **H-E-B Creamy Creations Limited Edition Pumpkin Premium Ice Cream**. Made with real dairy cream, pumpkin, nutmeg and spices, it's everything you love about Fall.



LIMITED Time Only

NEW!



NEW!

LIMITED Time Only

## MIX THINGS UP...

...when you use **H-E-B Select Ingredients Fall Harvest Baking and Bread Mix** to bake up a batch of treats. Prepared with apples, cinnamon, nutmeg, and brown sugar, these mixes make it easy to turn out sensational seasonal goodies like pancakes, muffins, and breads.



## Trick Or (Dog) TREATS

The furry members of our family enjoy holiday flavors just like we do. That's why there's **Heritage Ranch by H-E-B Baked Pumpkin Flavored Dog Snacks** to help them celebrate the seasons with us. This ultra premium dog biscuit has no added colors, artificial flavors, corn, or soy, and it's the perfect way to keep Fido feeling festive.



## Pumpkin Spice EVERYTHING

You don't need to go to a fancy coffee shop to enjoy the seasonal taste of Pumpkin Spice. **Cafe Olé by H-E-B Pumpkin Spice Coffee** delivers all the warm, spicy flavor you love right in your own kitchen. With hints of nutmeg, vanilla and cinnamon, it's like pumpkin pie in a mug. Enhance the fall flavor even more with a dash of **Twang Cafe Zuca Pumpkin Spice Flavored Sugar Topping**. Created just for H-E-B, it lets you customize your coffee, baked goods, pastries and more.



And when you're on the go, keep your coffee warm for hours with our New 16 Oz. **H-E-B Kodi Coolers Mug**.

NEW!



## A Chip Off The OLD PUMPKIN

Pumpkin tortilla chips sprinkled with cinnamon give **H-E-B Cinnamon Spice Crisps** a satisfyingly sweet crunch that goes perfectly with **Adams Reserve Pumpkin Pie Dip Mix**. Simply mix with 8 ounces of sour cream and 8 ounces of cream cheese for a creamy, dreamy dip that will be the hit of your next party or pregame gathering.



LIMITED Time Only



H-E-B PRIMO PICKS



# FALL For These NEW SEASONALS

LIMITED Time Only



## Keep It SIMPLE!

With a growing list of holiday to-dos, the last thing you want to worry about is what's for dinner. Thanks to our **H-E-B Meal Simple™** line of foods, you have a delicious dish in no time. From protein to side dish, it's all included. Like **Pork Tenderloin Medallions with Apple Herb Butter & Pecan Praline Topped Butternut Squash and Apples**. It's a delicious way to work Fall flavors into your busy schedule without the work. Here for a limited time only.

Limited TIME ONLY



## PUMPKIN SPICE TASTES SO NICE...

...and it never tastes better than in our **Central Market Pumpkin Spice Sandwich Cookies**. Creamy pumpkin spiced flavored cream cheese is sandwiched between 2 crispy wafers. And if that wasn't enough, there are hints of ginger and nutmeg in every bite, making these cookies a pure Fall delight.

LIMITED Time Only



## SEASONAL SIPPIN'

Inspired by your favorite Fall fruit flavors, our **Central Market Organic Apple Vanilla and Apricot Almond Italian Sodas** are bubbling with deliciousness. Imported from Italy and made with Italian mineral water, these tart and tasty treats are refreshing ways to sip into autumn.



## FALL In Love with DOING DISHES

NEW!



LIMITED Time Only

We're celebrating the Fall Harvest Texas style with our new collection of **H-E-B Seasonal Ultra Concentrated Dishwashing Liquid**. Choose from three scentsational fragrances including **Texas Pumpkin Harvest**, **Texas Apple Harvest**, or **Texas Wine Harvest**. All three will fill your home with the delicious aromas of Fall, while the tough cleansing action of H-E-B ultra-cleaning power leaves your dishes sparkling clean. Get them while they last because like Fall in Texas, they won't be here for long.

## 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.



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.