

My

H-E-B

PRIMO★PICKS

NOVEMBER 2017

Show us your favorite Primo Pick #primopicks

Give THANKS For FALL FLAVORS

This Turkey's A NATURAL CHOICE

When it comes to the centerpiece of your holiday feast, turkey is the natural choice. Especially when it's an H-E-B Natural Texas Raised Turkey. Texas born and raised on a 100% vegetarian diet, these birds are all natural and 100% antibiotic free with no added hormones or artificial ingredients. Cover in our H-E-B Texas Tough® Aluminum Foil while baking for even, golden-brown results.



NEW!
Say
OMGhee
to SWEET
ROLLS

You don't have to travel far to get **Select Ingredients Sweet Aloha Rolls**—just stop by your H-E-B Bakery. Not your average dinner rolls, they have just a touch of sweetness that complements any holiday dish. Want to make your guests say OMG? Spread them with **Simply Ghee Maple Cinnamon Ghee**. This clarified butter is enhanced with robust maple sugar, Saigon cinnamon, and a pinch of salt for a flavor that tastes like fall.



**HOLLY
JOLLY
Tamales**

No Texas holiday is complete without tamales on the table. Now, thanks to **Mi Tienda Tamales**, it's easier than ever to enjoy this tasty Texas tradition! Each hand wrapped tamale is made using fresh, stone ground masa, authentic corn husks, and zero filler. Satisfying enough to be a main dish, they're ready to heat and eat for easy entertaining. Choose from chicken, beef, pork or a spicy jalapeño and cheese blend. Find in the Market Department.

DISCOVER
UNIQUE FINDS
From Texas and
Around the World.



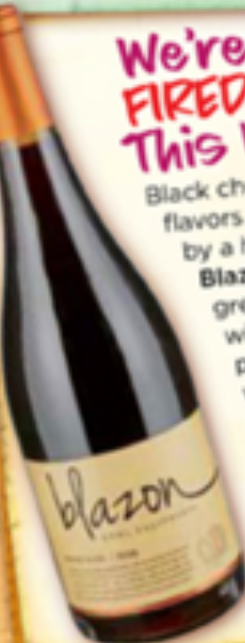
You Can't BEET THIS ORANGE and ROSEMARY EVOO

The tangy flavor of Florida orange oil and the distinctive taste of rosemary come together in **Sonoma Gourmet Orange & Rosemary Extra Virgin Olive Oil**. Created by two chefs in Sonoma, California, it's delicious as a dipping oil for your favorite breads. Or, for a colorful, flavorful addition to your holiday menu, try it in this mouthwatering **Roasted Beet Salad** recipe. You can't beet the taste! Find recipe at heb.com/primopicks



We're
FIRED UP About
This Wine

Black cherry and currant flavors are accented by a hint of spice in **Blazon Pinot Noir**. A great red to enjoy with any meal, it pairs especially well with simple, rich foods that allow its delicacy and texture to shine. Try it with grilled salmon, roast beef, or roasted lamb.



WARMING AUTUMN DISHES



WARM YOUR BONES...

... with **American Pantry Rosemary Lemon Chicken Bone Broth**. Rich in nutrients, this hearty bone broth contains 9 grams of protein per serving. Available in 6 enriching flavors, you can enjoy the rich bold flavor in your holiday cooking or for convenient sipping on-the-go! Enjoy the benefits of bone broth in just one cup a day!

NEW SOUP FOR YOU!

Spice up your enchilada sauces or add a kick to your queso and casseroles with our new **H-E-B Select Ingredients Cream of Jalapeno Condensed Soup**. Made with Texas taste buds in mind, it's sure to be a hit for those who like it hot!



SOUP UP YOUR MEALS

Looking for something to serve with that leftover turkey sandwich? Or just in the mood for a quick and hearty meal? Look no further than **H-E-B Baked Potato Soup or Casserole Kit**. With baked potatoes, mild cheddar, fully-cooked bacon, onion, chives and spices, it's everything you need for an easy to assemble meal that can be enjoyed two ways—as a soup or as a casserole. Serve it up in a ceramic **Haven & Key™ Pumpkin Shape Casserole Dish**. Festive and functional, it goes from oven to table with ease.

Have A LITTLE BRITTLE

For a snack that packs a punch, bite into our **Spicy Pumpkin and Sunflower Seed Brittle**. This brittle is made in-house with a blend of pumpkin seeds, sunflower seeds and a dash of Cayenne pepper that will satisfy all your sweet and spicy cravings. Also available in a variety of flavors including Peanut, Sesame and Hunter's Mix. Find it in the bakery.



Only At
H-E-B



THE CHILI OF CHAMPIONS

Cocinaware



What happens when a Texan and a New Yorker get in a heated chili debate? A cook-off of course! Terlingua, Texas has been the home of the Chili Appreciation Society International Cook-Off since 1967. Now you can enjoy the taste of Terlingua at your table with our **Casi Terlingua TX Championship Chili Recipe Mix**. Inspired by 50 years of championship chili recipes, it's made exclusively for H-E-B. Serve it up in our **Cocinaware® Aluminum Dutch Oven** with copper handles and watch it disappear.

IT'S A PARTY IN A PAN...

... when you use **Lamb's Fiesta Cornbread Mix**. Made with Lamb's famous stone ground cornmeal, it's filled with whole kernel corn, peppers and spices for a taste that's worth celebrating. For a picture perfect presentation, bake in our **Kitchen & Table™ Copper Loaf Pan**. With its rich color and non-stick coating, it's every baker's best friend.



ELEVATE Your Pork Chops

For a holiday meal to remember, add **Taste Elevated Boozy Cran-Cherry Chutney** and perk your pork chops right up! Made in Castroville, TX by the Krieger family, this tart and tangy treat has seasonal appeal, and turns any meal into a culinary masterpiece. Try this recipe for **Sweet BBQ Glazed Pork Chops** and see what we mean by next level flavor. Find this recipe at heb.com/primopicks



H-E-B Primo PICKS

Seasonal SWEETS and Brand New Treats

SWOON For SALTED CARAMEL TRUFFLE **NEW!**

Grab a spoon and prepare to swoon! Loaded with rich caramel ice cream, caramel filled chocolate truffles, and lush caramel swirls, Swoon™ by H-E-B Salted Caramel

Truffle Ice Cream is seriously indulgent. Churned right here in San Antonio, it's free from high-fructose corn syrup and artificial flavors. Just authentic, delicious flavor that will knock you off your feet!



ORANGE You

Glad They're Back?

It's the most wonderful time of the year when our famous H-E-B Honey Drop Mandarins are back in season. A traditional stocking stuffer, these honey sweet treats are bursting with flavor that can be enjoyed alone, in your favorite seasonal salads, or as part of a seasonal cocktail. Just drop a couple of Honey Drop slices into a glass of Central Market Organic Pomegranate Italian Soda, and add your favorite spirit, for a festive treat.



These POTS Hit the SPOT

Decadent, creamy pudding handmade by a Michelin-trained chef? Yes, please! That's what you get in every POTS & Co Pudding Pot. These exceptional, award-winning desserts are cooked and served in reusable ceramic pots for even heat distribution, resulting in top quality restaurant results. Each indulgent flavor is crafted using the best and finest ethically sourced ingredients with nothing artificial added. Choose from Sticky Orange Lava Cake, Chocolate Fudge with a luxurious molten ganache center, or one of the other delicious flavors we carry.



Cookies with A SPICY TWIST

If you love cookies, cocoa and fiery cinnamon candy, you can have it all in our H-E-B Select Ingredients Mexican Hot Chocolate Twisters™ Sandwich Cookies. Inspired by traditional Mexican stone-ground chocolate, the bold sweet filling is spiced with bright cinnamon to warm the soul. Serve with an ice cold glass of milk and enjoy!



TARTS From the HEART

You don't have to be a pastry chef to turn out picture perfect tarts. Just start with Clearbrook Farms Shortbread Tart Shells. Crafted by French artisans, they are buttery and crisp with scalloped edges for a beautiful presentation. Prebaked and ready to fill with the tropical taste of Clearbrook Farms Vanilla Bean Fruit Tart Filling. So rich and creamy, no one will know you didn't make it from scratch!



POUNDS of PIE

No holiday meal is complete without a fresh-from-the-oven pie. Especially when it's a four-pound Apple Raspberry Crostata. We start with a tender, flaky crust and fill it with piles of delicious apples and raspberries for an authentic homemade look and taste. Find it in the bakery. And since pie without coffee is just, well, pie, serve it with a cup of Cafe Olé by H-E-B Texas Pecan.



SPLISH SPLASH

Give Your Dishes A Bath

Cleaning up the holiday dishes is a lot more fun when you use H-E-B Pear & Fig Dishwashing Liquid. It's tough-on-grease formula has a delicate, crisp fragrance to keep people in a festive mood long after the meal is over. With seasonal dish soaps, doing dishes doesn't have to stink!



Taste 200 YEARS of BEERS

This Fall marks the 200th anniversary of the first Guinness export from Dublin, Ireland to the United States—and we've been thankful ever since! To commemorate this milestone in Stout brewing, they're offering a Guinness 200th Anniversary Sample Pack. This 12-pack features a collection of Stouts that Guinness has brewed over the past two centuries that will renew your appreciation for this dark malt beverage.



"I'm Dreaming of a WHITE CHOCOLATE CHRISTMAS!"



If you like the taste of white chocolate, you're going to love H-E-B Creamy Creations' Winter Wonderland. Made with select ingredients, we start with fresh H-E-B milk, real dairy cream and natural flavor to create a rich and scrumptious white chocolate base. We then mix in crunchy almond pieces with red and green flakes for a holiday dessert that'll have everyone asking for more.



Pastries POPPING With FLAVOR

What do you get when you spread a Texas Pie Company Original Pie Dough Puck with Mom's Blackberry Peach Pie Filling? A pastry that's popping with flavor! Simply thaw, roll, spread and bake on one of our Kitchen & Table™ Copper Half Sheet Pans for a treat so flaky and delicious, no one will ever know you didn't make it from scratch—and we won't tell! Find the recipe at heb.com/primopicks



EASY AS PIE!

Love a homemade pie but don't have time to make it from scratch? We've got a solution that's easy as pie! Roll out a Texas Pie Company Original Pie Dough Puck into a piepan and fill with BelChef Devon Custard and voila! Dessert is served! This creamy, dreamy custard has all the flavor and none of the work of homemade. Made with all natural ingredients, it's ready to eat straight out of the can. For an extra homemade touch, serve it on our Kitchen & Table™ Marble Cake Stand. Made with a rich, acacia wood base, it's the perfect way to display all your (ahem) hard work.



It's Okay to Be FLAKY

...when you are talking about buttery, flaky Central Market Mini Croissants. These

artisan pastries are a warm, inviting addition to any breakfast table. You can indulge your every craving. Enjoy them with jam, or use them to make this deliciously decadent Citrus Spiced Croissant French Toast. Oui oui! Find them in the frozen bread aisle and this recipe at heb.com/primopicks



GREAT DESSERTS Don't Need LUCK - Just A PIE PUCK



Seasonal Apple Makes a CAMEO IN DESSERTS

No holiday is complete without a juicy apple pie on the dessert table. And what better way to celebrate this seasonal treat than by using a seasonal apple. The Cameo Apple is a hearty, crisp apple that's a cross between the red and golden delicious varieties. Mouthwatering and juicy, it's perfect for using in our Apple Pie With Sugar Cookie Streusel recipe. Enjoy! Find the recipe at heb.com/primopicks



Be Your Own BARISTA...

...when you pop a Cafe Olé Single Cup into your brewer. Made from 100% Arabica beans, these robust brews were made with Texas tastes in mind. Sweeten the deal with Cafe Zuca Dulce de Leche Flavored Sugar Topping. This premium blend of sugars adds a little something special, helping you create a personal coffee experience. Nothing goes better with breakfast!



Only At H-E-B

FLOUR POWER!

With so many Texas Pure Milling Flour products to choose from, you've got flour power at your fingertips. Sourced and milled in Texas, these premium flours and baking mixes come in resealable pouches for convenience. From sweet treats like our Easy Caramel Apple Scones to starts like our Breakfast Sausage and Cheese Bites, Texas Pure Milling Flour is perfect for all your holiday baking. And you can feel good knowing that your purchase helps support Texas farmers.



Cinnamon RO-RO is SO SO GOOD!



Want to get the whole family gathered around the breakfast table? Put a batch of RoRo's Cinn-A-Rolls in the oven and let the delicious aroma wake them up! Family owned and operated in Dallas, RoRo's Baking Company hand makes each RoRo's Cinn-A-Roll and bakes them to ooey-goey perfection. They are sold in a pan and ready for the oven. All you have to do is heat them up and enjoy. Look for them in the frozen breakfast aisle.

The 'HOLE' BAGEL

Have you ever wondered what happens to the center of a bagel? They become portable, pop-able Bagel Dots! This 2016 H-E-B Quest for Texas Best Winner is great for holiday entertaining or snacking at family gatherings. Available in four great tasting varieties ready to heat and eat. Or try this recipe for Cinnamon Crunch Bagel Bites for a taste of holiday goodness. Find them in the frozen breakfast section.



Recipe available at heb.com/primopicks

TIME SAVERS!



PRESTO PESTO!

Delicious and easy to prepare, our H-E-B Meal Simple™ Simply Prep Pesto Salmon Meal Kit for 2 includes fresh never frozen Atlantic salmon, cheesy and herbaceous basil pesto, orzo pasta, baby heirloom tomatoes and fresh zucchini. No need to search for a recipe or shop for ingredients. It's all here in one easy kit! Try one tonight! Simply prep, cook and serve!



H-E-B
SUSHIYA

A TRIO of TEXAS TASTES.

...is what you get in the H-E-B Sushiya® Texas Trio Combo Pack. Inspired by the flavors of San Antonio, Austin and the Gulf Coast, these rolls are filled with the flavors and spicy goodness of our great state. Rolled fresh in store daily, it's the perfect size for your holiday parties.

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 1/28/17. 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.



TURKEY and All The Trimmings

Who says you can only enjoy turkey on the holidays? Not us! Thanks to our H-E-B Meal Simple™ Turkey Breast Cutlet Meal you can enjoy your favorite holiday comfort food anytime you want. This tender turkey breast is served up with a side of sweet potatoes and broccoli for a festive feast without the fuss.



A SIDE That STEALS the Show

When you have to bring a side, choose H-E-B Meal Simple™ Cinnamon Glazed Brussels Sprouts and Butternut Squash. Tossed with pecans and cranberries in a light maple glaze, it's a sweet and savory side that complements any holiday meal.

A HOLIDAY BLUE YOU'LL WANT

World Beer Cup gold medal winner, Blue Point Toasted Lager is brewed with a blend of six specialty malts for a uniquely rich flavor that brings out the best in seafood. The balanced malt and hops make for easy drinking, while the special lager yeast produces an exceptional, long lasting, and smooth finish. Holiday blues never tasted so good!

