

# seasons

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# seasons

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Please recycle after use.

# Letter

## DEAR FRIENDS,

Like many people, I find that the alluring sights and smells of fall often take my thoughts back to events of my childhood. Those were such magical times.

When I was about 8 years old, I tagged along with my mom on a memorable trip to our local Save U More Discount Food Store (once operated by Hy-Vee). I had my eye on a giant pumpkin—it seemed bigger than me—that the store was giving away. Some lucky shopper would win it and I was certain that it could be me. It would be so cool to have this enormous orange symbol of the season on display at our house.

My mom registered my name, thinking she was merely humoring me. Some time later, however, the surprise was on her when I got the call from the store. I won the pumpkin! It was so exciting. Still, I recall having to bug my mom repeatedly before she would take me to pick up my humongous prize. Once we got it home, though, I was so proud. I still have an old snapshot of me with my giant pumpkin, carved and ready for Halloween, see *below*.

It's 30 years later and here I am managing my own store. I want customers to feel the same excitement I did when I was young. I also hope for similar memories to come along for my son, Dylan, and daughter, Cheyanne.

As you will see in this issue of *Hy-Vee Seasons* magazine, autumn provides many opportunities to build memories. Make this the most amazing Halloween ever with inspiration from “Great Pumpkin Ideas” on *page 4*. To discover the secrets to a perfectly choreographed holiday turkey, read “Turkey Day Triumphant!” on *page 48*. And treat yourself and others to the great Midwestern tastes in “For the Love of Wine & Cheese” on *page 40*; “A Passion for Prosciutto” on *page 26*; and “Hot Stuff: Baking Stone Breads” on *page 14*.

Take the time to enjoy all this season has to offer. After all, it won't be long before the next season arrives.

Kristi Masterson  
Store Director, Sioux Falls, SD



# Great Pumpkin Ideas

*Not all Halloween pumpkins play in the dark outside. Some positively dazzle with paint, jewels and accessories for indoor decor. From dramatic to spooky, funky to functional, an array of pumpkins create assorted moods for one howling Halloween.*

TEXT: JULIE MARTENS PHOTOGRAPHY: ADAM ALBRIGHT

Traditionally, pumpkins earn their keep each fall as decorative accents alongside corn stalks, light the night with spooky gins or decorate a Thanksgiving scene. Beyond these anticipated seasonal appearances, the humble pumpkin has even more to offer. As pumpkin patches sprout at your local Fry-Vee, gather choice specimens, large and small, for clever culinary and decorative uses.

## FALL WELCOME

Light up a porch on crisp autumn evenings with jack-o'-lanterns, carved with a conventional face or a silhouette of a cat, ghost or witch. Set a votive candle inside each pumpkin to cast an eerie, flickering glow. Cut crisscrosses in the undersides of the ribs, then rub the cuts with cinnamon and nutmeg. The flames' warmth will release a spicy scent.

For an autumn-theme still life, sack and scatter pumpkins along a porch or walkway. Cluster them with bales of straw, corn stalks, mums or ornamental cabbage for traditional autumn ambience.

## SEASON WITH COLOR

Infuse interior rooms with pumpkins, plain or dressed up, to suit a special occasion or decor. Use multiple pumpkins for big drama on a tiny budget, line small to medium size pumpkins on a shelf or measure a range mini-pumpkins with gourds in a large basket or fill an empty firebox with a mound of multi-size pumpkins. Fall spice goes uptown when

pumpkins are dressed black tie for a special dinner or cocktail party. Or, take your seasonal decorations to the max with crystal-studded designs inspired by upscale blouses and jeans, *opposite and page 7, top left.*

When displaying pumpkins, protect furniture and shelf surfaces by placing them on plates, trays, cake stands or wax paper cut slightly smaller than the bottom. Indoors or outdoors, and reposition the fruits every few days, checking for mold or soft spots.

## PAINT THE PERFECT PUMPKIN

Pumpkins are a blank canvas, just begging for a creative paint treatment. For best results select a fresh, unblemished pumpkin with a firm surface and intact stem. Spray or brush on acrylic paint—flat, glossy, textured or metallic. It may take more than one coat to get the coverage desired. For smooth finishes, such as the silver metallic painted look, *opposite*, let each coat dry before applying the next. For a white pumpkin with textured surface, *opposite* (small pumpkin, foreground), apply a heavy coat of glitter while the paint is wet. Wearing plastic gloves, press glitter into the paint.

Polka dots, *page 7, bottom left*, look professional when painted using a pattern. On heavy cardstock, trace around a small plate, cookie cutter or glass, and cut it out. Using a stylus, follow the pattern, making an indentation on the pumpkin. Paint the circles. To make stripes, mask off areas for every other stripe, then paint where pumpkin skin shows.

A photograph of several decorative pumpkins on a table. In the foreground, a large black pumpkin with intricate gold dot patterns sits on a gold pedestal. To its left is a white pumpkin. Behind them are a silver pumpkin and a smaller gold pumpkin. In the background, a large black pumpkin sits on a gold stand. Two lit tealight candles are on the table. The background shows a window with white frames.

*Decorations of the Season*

Celebrate fall with pumpkins dressed to bedazzle. Clad them in black, shimmering white, silver and gold.



Pumpkin is the unmistakable autumn icon, stealing the decorating scene while turning up in the season's tastiest dishes.

Put a spider web on a pumpkin, *opposite*, by painting freehand with a line brush and metallic craft paint, or using a fine-tip metallic marker. With a ruler and pen, mark the lines, then paint or draw over them. Stencils or paper doilies can be held to the pumpkin surface with a temporary adhesive and painted on with a dry brush to transfer the design to the surface. Purchase a colorful spider.

#### DAZZLING DESIGNS

Paper, fabric and craft stores are full of baubles, bangles and beads that can embellish your gourd. Crystal motifs, such as the scroll work on the black pumpkin, *page 5*, and the skull and crossbones, *opposite*, are sold in preformed designs on clear plastic sheets with adhesive backs. Simply press design in place. Chunky crystal heads on thumb tacks or glue-on beads can adorn a pumpkin as a belt or polka-dot. Check out scrapbook page borders or stick-ons. The cream-painted pumpkins, *above left*, are banded with black

scallops created from precut paper strips. It's a one-minute craft that looks hand painted.

#### A CUT ABOVE

Transform your pumpkin into a work of art using mini power saws, kitchen knives or clay or wax tools. To show an artistic, grown-up side of jack-o'-lantern carving, etch a delightfully spooky scene in the outermost skin of a pumpkin, *above right*. Draw freehand or trace around a purchased template, then barely cut away the orange skin, leaving the yellow flesh exposed. As a candle flickers inside, it will cast a moody glow. For more ideas, carving instructions and tool information, see *page 8*.

Scallop the upper edge of a pumpkin to make a natural soup tureen, *opposite*. The one-time-use serving dish is a festive and seasonally appropriate vessel for Holiday Pumpkin Soup with Caramelized Pumpkin Seeds, *page 10*.



## ALL ABOUT GOURDS

Natural, beautiful, and often unusual, gourds complement autumn pumpkin displays. When shopping at Hy-Vee, look for two types of gourds—ornamental and hard-skinned.

Ornamental gourds have soft skins like those of pumpkins. Skin may be smooth, ridged or warty in orange, green, gold, white or brown. Shapes vary tremendously. Use the gourds fresh or dry them to store and reuse.

Hard-skin gourds include the familiar birdhouse, bottle and dipper shapes, among others. Gourds vary in size and are used dried.

For long-lasting displays, select a variety of bright-color gourds with stems attached. For pleasing displays, follow these tips:

- Protect surfaces. Gourds, like pumpkins, tend to develop mold when in contact with a surface.

- To display gourds for two weeks or longer, seal them with spray paint or varnish. Before sealing, clean gourd surfaces with a cloth dipped in alcohol or a baby wipe; avoid getting the stem and blossom (bottom) ends damp. Dry gourds with a soft towel, then seal.

- Don't pierce skins. To attach gourds to a wreath or an autumn garland, tie wire or string around the stems or use hot glue.

- Use a Candle Carver to remove a candle-sized plug. Insert a votive or tea light.

- Guild gourds using glue and gold leaf or spray with gold paint for long-lasting elegance.

- Place floating votive candles and mini gourds in a deep water-filled dish for a centerpiece.

- To preserve gourds, dry them for up to six months until thoroughly dry inside and out.



Homegrown Gourds 10/\$5.00

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**homegrown**  
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## PUMPKIN CARVING 101

After selecting a Hy-Vee pumpkin, decorate it with a carving of a haunted house or other spooky scene. Keep in mind the positive and negative areas of the design. The skin remains intact in the positive areas, while skin in negative areas is removed.

1. Open the pumpkin from the bottom rather than the top to provide a large, unblemished decorating surface as well as a stable foundation and an intact stem. Remove the pulp and seeds.
2. Trace a stencil or draw a scene freehand. Using a pumpkin carving tool, clay- or wax-carving tool or crafting stylus, make a clear outline. Break through the outer skin only along edges of the design's negative areas.
3. Remove skin from the design's negative areas using a sharp tool, such as a pumpkin carving tool, mat knife or clay-carving tool. Vary the flesh thickness slightly to add dimension. To check thickness, stop occasionally and place a lighted candle in the pumpkin to judge the quality of the glow.
4. Perch your carving for display. You may need as many as four tea lights to achieve the best glow. Warning: Never leave a burning candle in the house unattended. LED Pumpkin Tea Lights provide a safe alternative.

To carve this and other masterpieces, look for the Pumpkin Masters Power Saw, the Pumpkin Masters Pumpkin Carving Kit, Halloween design stencils and LED Pumpkin Tea Lights at Hy-Vee.

## DOUBLE-LAYER PUMPKIN PIE

Accompany warm pieces of pumpkin pie with mugs of spicy cider. Yum!

Serves 8.

- 1 Hy-Vee refrigerated piecrust
- 1 (8-ounce) package Hy-Vee cream cheese, softened
- $\frac{3}{4}$  cup Hy-Vee granulated sugar, divided
- 3 Hy-Vee large eggs
- $\frac{1}{2}$  teaspoon Hy-Vee nutmeg
- 2 tablespoons rum or 1 tablespoon Hy-Vee vanilla
- $1\frac{1}{4}$  cups pumpkin from a (15-ounce) can Hy-Vee pumpkin or Homemade Pumpkin Puree, (recipe page 12)
- 1 cup Hy-Vee evaporated milk
- 1 teaspoon Hy-Vee cinnamon
- $\frac{1}{2}$  teaspoon Hy-Vee ground ginger
- $\frac{1}{4}$  teaspoon Hy-Vee ground cloves
- $\frac{1}{4}$  teaspoon Hy-Vee salt
- $\frac{1}{4}$  cup packed Hy-Vee brown sugar

- 2 tablespoons Hy-Vee all-purpose flour
- 2 tablespoons Hy-Vee butter
- $\frac{1}{2}$  cup Hy-Vee pecan pieces
- Rum Whipped Cream, for serving (recipe right)

Preheat oven to 350°F. Place piecrust in a deep-dish pie plate; set aside.

Beat cream cheese,  $\frac{1}{4}$  cup of the granulated sugar, 1 egg, nutmeg and rum with electric mixer until smooth. Spread evenly in prepared piecrust.

In a large bowl, stir together pumpkin, evaporated milk, remaining 2 eggs, remaining  $\frac{1}{2}$  cup granulated sugar, cinnamon, ginger, cloves and salt until thoroughly combined. Begin pouring near the edge of the pie and slowly pour pumpkin mixture over cream cheese layer. Bake for 50 minutes.

Meanwhile, make streusel topping. Combine brown sugar and flour in a small bowl. Cut in butter until mixture resembles wet sand. Stir in pecans.

Sprinkle streusel topping evenly over pie. Bake 10 minutes more or until center is nearly set

and topping is golden. Cool to room temperature. Cover loosely and chill. If desired, serve with Rum Whipped Cream.

Nutrition facts per serving: 480 calories, 28 g fat, 13 g saturated fat, 0 g trans fat, 130 mg cholesterol, 400 mg sodium, 48 g carbohydrates, 2 g fiber, 30 g sugar, 9 g protein. Daily values: 100% vitamin A, 2% vitamin C, 15% calcium, 8% iron.

## Rum Whipped Cream

Serves 16 (2 tablespoons each).

- 1 cup whipping cream
- 2 tablespoons Hy-Vee granulated sugar
- 1 teaspoon rum or Hy-Vee vanilla extract

In a chilled medium mixing bowl, beat whipping cream, sugar and rum or Hy-Vee vanilla extract with an electric mixer on medium-high speed until soft peaks form. Cover and chill until serving time.

Nutrition facts per serving: 60 calories, 6 g fat, 3.5 g saturated fat, 0 g trans fat, 20 mg cholesterol, 5 mg sodium, 2 g carbohydrates, 0 g fiber, 2 g sugar, 0 g protein. Daily values: 4% vitamin A, 0% vitamin C, 0% calcium, 0% iron.



## Foods of the Season

Versatile pumpkin covers all courses of the meal from bread to soup to casserole to dessert.



Mrs. Smith's 8" Spiced Pumpkin Pie  
27 oz. \$2.77



Pillsbury Frozen Pie Crust: selected varieties 10 or 12 oz. \$2.29



Hy-Vee Whipped Topping:  
selected varieties 8 oz. \$0.98



World Classics Hot Cocoa Mix:  
white, double chocolate or hazelnut  
12 oz. \$3.88



Bakery Fresh Pumpkin Bread  
24 oz. \$3.88



Bakery Fresh Pumpkin Muffins  
4 ct. \$3.00



Edy's Ice Cream: selected varieties  
1.5 qt. \$3.59

### HOLIDAY PUMPKIN SOUP WITH CARAMELIZED PUMPKIN SEEDS

Experience the savory side of pumpkin in this sophisticated, healthful, low-fat soup containing flavor-enhancing sage, thyme, onion and garlic.

Serves 8 (1 cup each).

- 2 tablespoons Grand Selections olive oil
- 1 medium onion, chopped
- ½ cup chopped celery
- 2 cloves garlic, minced
- 1½ teaspoons dried sage leaves
- ½ teaspoon dried thyme leaves
- 1 teaspoon Hy-Vee salt
- 6 cups Hy-Vee chicken broth or vegetable broth, divided
- 1 (29-ounce) can Hy-Vee pumpkin or 3½ cups Homemade Pumpkin Puree, (recipe page 12)

Freshly ground Hy-Vee black pepper, to taste  
 8 tablespoons Hy-Vee sour cream, for garnish  
 Caramelized Pumpkin Seeds, for garnish  
 (recipe right)

Heat olive oil over medium heat in a large saucepan. Add onion, celery and garlic; cook and stir until onion is translucent and celery is soft, about 5 minutes. Stir in sage, thyme and salt. Stir in 4 cups broth. Bring to boiling. Reduce heat to low; cover and simmer for 10 minutes.

Stir in pumpkin; cover and simmer for 10 minutes more.

In several batches, carefully puree pumpkin mixture in food processor. Return to saucepan; stir in 1 cup broth. If soup is too thick, gradually stir in more broth until desired consistency is reached. Heat through. Season to taste with freshly ground black pepper.

Ladle into serving bowls. Garnish with sour cream and Caramelized Pumpkin Seeds.

Nutrition facts per serving: 80 calories, 4 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 1,030 mg sodium, 10 g carbohydrates, 5 g fiber, 5 g sugar, 2 g protein. Daily values: 310% vitamin A, 4% vitamin C, 4% calcium, 6% iron.

#### Caramelized Pumpkin Seeds

Makes 1 cup.

- 1 medium pumpkin
- 2½ teaspoons Hy-Vee vegetable oil, divided
- ½ teaspoon Hy-Vee salt
- 2 tablespoons Hy-Vee brown sugar

To roast seeds, preheat oven to 300°F. Scoop seeds from pumpkin; remove fibers from seeds and discard fibers. (Rinsing seeds is not necessary but if you do, pat them dry with paper towels.) Place 1 cup seeds in a bowl. Add 1½ teaspoons oil and salt; toss to coat evenly. Place seeds in a single layer on a baking sheet. Roast, stirring seeds occasionally, for 30 to 45 minutes or until seeds make a popping sound and become golden.

To caramelize seeds, in a medium skillet heat remaining 1 teaspoon oil over medium-high heat. Stir in roasted pumpkin seeds. When seeds just begin to sizzle, stir in brown sugar, stirring constantly for 20 to 30 seconds or until seeds are coated with melted sugar and turn deep brown. Be careful not to scorch. Remove from heat and transfer to a sheet of foil. Let seeds cool, breaking up any clumps.





Nordic Ware Pumpkin Loaf Pan \$19.99

**PUMPKIN-BANANA BREAD WITH DARK CHOCOLATE BUTTER**

*The rich chocolate butter introduces enticing flavor to the bread.*

Serves 12.

- Nonstick cooking spray
- 2 cups Hy-Vee all purpose flour
- 1½ teaspoons Hy-Vee baking powder
- 1 teaspoon Hy-Vee ground cinnamon
- 1 teaspoon grated orange zest
- ½ teaspoon Hy-Vee baking soda
- ½ teaspoon Hy-Vee salt
- ½ teaspoon Hy-Vee ground ginger
- ¼ teaspoon Hy-Vee ground cloves
- 1 (15-ounce) can Hy-Vee pumpkin or 1¼ cup Homemade Pumpkin Puree, (recipe page 12)
- 2 Hy-Vee large eggs
- 1 cup Hy-Vee granulated sugar
- ½ cup mashed ripe banana
- ½ cup Hy-Vee vegetable oil
- Hy-Vee powdered sugar (optional)
- Dark Chocolate Butter (recipe rig

Preheat oven to 350°F. Spray a 9×5-inch loaf pan with nonstick cooking spray.

Stir together flour, baking powder, cinnamon, orange zest, baking soda, salt, ginger and cloves in a medium bowl.

Stir together pumpkin, eggs, sugar, banana and oil in a large bowl. Stir flour mixture into pumpkin mixture just until combined.

Pour batter into prepared pan. Bake for 55 to 60 minutes or until a toothpick inserted near the center comes out clean.

Cool in pan on wire rack for 10 minutes; remove bread from pan and cool completely. If desired, sprinkle with powdered sugar. Slice bread and serve with Dark Chocolate Butter.

Nutrition Facts per serving: 250 calories, 10 g fat, 1.5 g saturated fat, 0 g trans fat, 35 mg cholesterol, 230 mg sodium, 37 g carbohydrates, 2 g fiber, 19 g sugar, 4 g protein. Daily values: 60% vitamin A, 2% vitamin C, 2% calcium, 6% iron.

**DARK CHOCOLATE BUTTER**

Makes ⅔ cup (12 servings).

- ⅓ cup Hy-Vee granulated sugar
- ¼ cup Hy-Vee baking cocoa
- 3 tablespoons water
- ¼ cup Hy-Vee unsalted butter
- ¼ teaspoon Hy-Vee vanilla extract

In a small heavy saucepan, stir together sugar, cocoa and the water until smooth. Add butter; cook and stir over medium-low heat until bubbly. Reduce heat to low; cook, stirring constantly, for 3 minutes. Remove from heat; stir in vanilla. Pour into a small bowl. Cool for 1 hour. Cover and refrigerate until serving time.

Nutrition facts per serving: 50 calories, 4 g fat, 2.5 g saturated fat, 0 g trans fat, 10 mg cholesterol, 0 mg sodium, 5 g carbohydrates, 1 g fiber, 4 g sugar, 0 g protein. Daily values: 2% vitamin A, 0% vitamin C, 0% calcium, 2% iron.



Tone's Cinnamon Sticks 1 oz. \$1.39



Bear Creek Soup: selected varieties  
7 to 13 oz. 2/\$6.00



Spice Island Grinders or Spices:  
selected varieties 0.5 to 3.5 oz.  
\$2.00 off



Nordic Ware Turkey Mold \$19.99



Lawry's Seasoning 16 oz. or  
Garlic Salt 11 oz. \$2.48



Hy-Vee Home Helpers Slider Storage or  
Freezer Bags 10 to 20 ct. 2/\$3.00



Farmers Market Organic  
Canned Pumpkin 15 oz. \$2.49

## HOMEMADE PUMPKIN PUREE

Although canned pumpkin is prized for convenience, you might discover that the satisfaction of preparing your own pureed pumpkin is worth the effort. Though baking time and water content vary with pumpkin size and variety, any pumpkin can be seeded, baked and pureed for use in recipes calling for canned pumpkin. One pound of raw, untrimmed pumpkin yields about 1 cup of pureed pumpkin. When a recipe calls for a 15-ounce can of pumpkin, use 1¾ cups of puree; a 29-ounce can contains 3½ cups. Follow these three steps:

1. Preheat oven to 350°F. Cut a clean sugar pumpkin in half from stem end to the bottom. Scrape insides with a metal spoon to remove seeds and fibers, reserving seeds, if desired. Place halves, cut sides down, in a roasting pan. Add 1 cup of water. Bake for 60 to 75 minutes or until flesh is tender when pierced with a fork.

2. When cool enough to handle, scoop out pumpkin flesh with a spoon, draining off any excess liquid and avoiding browned portions. Puree in blender or food processor or mash with potato masher until smooth. Place puree in a cheesecloth-lined sieve set over a deep bowl. Bring ends of cheesecloth over puree to cover. Place a 1-pound can on top as a weight. Allow to drain about 1 hour or until puree is the consistency of solid pack canned pumpkin. (Or cook puree over low heat, stirring frequently, until any free water is evaporated.)

3. Place puree in 1¾-cup portions in freezer-safe resealable plastic bags or containers, leaving ½ inch of headspace between the top of pumpkin and the top of bag seal or container rim for expansion during freezing. Seal, label, date and freeze for up to nine months. Thaw before using in recipes.



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### PUMPKIN-PECAN BUTTER

Move over, jam! Wholesome, sweetly spiced pumpkin butter turns your morning English muffin or bagel into a scrumptious treat. But the uses of this flavorful topping go far beyond dressing up toast (see "Pumpkin Butter Pairings" below).

Makes about 4½ cups.

2 (15-ounce) cans Hy-Vee pumpkin or  
3½ cups Homemade Pumpkin Puree,  
(recipe opposite)

¼ cup water (if using canned pumpkin or if  
pumpkin puree seems extra thick)

2 cups Hy-Vee granulated sugar

¼ cup Hy-Vee lemon juice

2 teaspoons Hy-Vee ground cinnamon

¾ teaspoon Hy-Vee ground ginger

½ teaspoon Hy-Vee ground cloves

½ teaspoon ground allspice

¼ cup ground Hy-Vee pecans

In a large heavy saucepan, combine pumpkin, water (if needed), sugar, lemon juice, cinnamon, ginger, cloves and allspice. Heat and stir over medium-high heat until pockets of steam begin to escape from the thick mixture.

Reduce heat to medium-low. Simmer, stirring frequently, for 20 minutes. Stir in pecans; cook and stir 5 to 10 minutes more or until mixture is thick and mounds on a spoon. Remove from heat. Cool about 1 hour. Cover and refrigerate up to 2 weeks. Or transfer to jars or freezer containers, leaving ½ inch headspace between top of pumpkin butter and jar rim for expansion; freeze for up to 3 months.

Nutrition facts per serving: 60 calories, 0.5 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 0 mg sodium, 13 g carbohydrates, 1 g fiber, 12 g sugar, 0 g protein. Daily values: 70% vitamin A, 0% vitamin C, 0% calcium, 2% iron.

## Pumpkin Butter Pairings

Spreading Pumpkin-Pecan Butter on an English muffin is only the beginning. Go to [www.Hy-Vee.com](http://www.Hy-Vee.com) for the following recipes, which include this sweet butter.

- Brie and Pumpkin Tartlets
- Oatmeal-Crusted Pumpkin Bars
  - Pumpkin Parfait
- Pumpkin-Pecan Sweet Rolls

Kane Dinner Plate \$2.99



Pumpkin Masters Pumpkin Carving Kit \$3.99



Pumpkin Decoration Stickers 2.99



Pumpkin Masters Power Saw \$6.99



Halloween Pumpkin Stands: choose from four styles \$5.99



Black and White Pumpkins \$9.98



LED Pumpkin Tea Light 2 pk. \$2.99



# Hot Stuff: BAKING STONE BREAD

*Discover the natural goodness of Baking Stone Bread. This new star of your Hy-Vee Bakery comes fresh from the oven each day.*

TEXT KATHY EASTMAN PHOTOGRAPHY ANDY LYONS

Directly behind a case holding an assortment of Baking Stone Bread—crusty baguettes, focaccia topped with glistening veggies, and seed-studded braids—Brian Ansley reigns as king of the baked goods. As bakery manager of the Des Moines Fleur Drive Hy-Vee, Brian oversees the daily mixing, rising and baking of hundreds of loaves of fresh bread, cakes and pastries.

His breads bake in an authentic old-world style. Instead of the encyclopedic list of ingredients common today, Baking Stone loaves contain the basics: flour, water, yeast and salt. Some recipes call for adding eggs, sugar or spices—ingredients that naturally enhance taste and texture rather than extend shelf life.

On a recent afternoon, Brian, a 30-year Hy-Vee baker, prepares loaves of Baking Stone Bread. Just as bakers have done for centuries, he mixes flour, water and yeast. The dough that rises produces dense, chewy loaves of bread.

As a backdrop to his work, racks of cooling breads and sweets surround his butcher-block worktable. The kitchen is awash in fragrances. The floury-yeasty scent of fresh-baked breads blends with hints of savory garlic and Parmesan and sweet tinges of brown sugar and cinnamon. There are also distinctive bakery sounds, such as staccato chopping as Brian cuts chunks of dough. In contrast is the soothing cadence of the mechanical bread hook as it kneads the next batch.

Brian times every move just so to maintain an efficient rhythm. As he works, he discusses the backward process of mixing and kneading late in the day and baking in early morning.

“Bread develops flavor by resting overnight in a cooler. Chilling slows down the rising process,” he says. What happens during aging is an almost-magical chemical reaction, he explains. The natural sugars in the dough consume yeast and emit gases. This allows the sugars to move to the exterior of the loaf and, during baking, these sugars give the crust its golden color and rich sweetness.

As he works the elastic dough to form loaves, Brian talks about the Baking Stone concept, which ensures the best results with every batch baked in every store that carries the line. “All Hy-Vee specialty breads are brought together under the Baking Stone label and are made using a consistent recipe and name,” he says. Baking Stone is not available currently at all Hy-Vee locations. Look for it in more Hy-Vee stores this fall.

Baking Stone baked goods incorporate wholesome ingredients. Some recipes are a simple flour-yeast-water mixture; others include a base of sugar and flavorings. Still other recipes add a natural enzyme to promote freshness.

After aging overnight, loaves are taken from the cooler as early as 3 a.m. for baking to begin within the hour. After cooling, the breads are packaged and placed in the bakery display. Because Baking Stone Breads are preservative-free, many have only a one-day store shelf life. Customers are guaranteed straight-from-the-oven freshness along with delightful texture and taste. At the Fleur Hy-Vee, they can select from mouthwatering loaves of Asiago Batard, Honey Whole Grain and Seed, Honey Raisin Pecan, Pretzel Bread and focaccias, including Garlic and Parmesan Black Pepper.



HyVee

**BRIAN A.**  
BAKERY MANAGER  
FOOD SAFETY MANAGER  
HY-VEE STORE # 1000000000

## SERVING SUGGESTIONS

To round out a meal, simply tear off pieces or slice a loaf of Baking Stone Bread. Serve the pieces or slices with butter or olive oil and freshly ground pepper. Brian and the Hy-Vee dietitians offer other taste-tested suggestions for serving Baking Stone Breads to your family or guests:

- Dip Pretzel Bread into hot nacho cheese or honey-mustard sauce. Or sweeten this salty bread by dipping it into melted butter and rolling it in cinnamon and sugar.
- Split Jalapeño-Cheddar Focaccia and spread the inside with warmed refried beans. Replace the top and pile on sour cream, black olives and salsa. (This is Brian's favorite.)
- Serve Honey Whole Grain or any seeded bread with Peach-Honey Butter. To make the spread, drain a can of unsweetened peach halves and place the peaches in a large bowl along with  $\frac{3}{4}$  cup butter. Add 1 teaspoon cinnamon and 2 tablespoons honey. Mash the mixture to the consistency of applesauce.
- Spread toasted Honey Raisin Pecan bread with peanut butter and jelly (another of Brian's favorites) or cream cheese. Or make French toast with the bread.
- Pair toasted rye bread with strawberry jam.
- Use focaccia as a base for a panini or pizza.
- Make fresh croutons by cutting bread into cubes. Toss the cubes with olive oil or melted butter and your choice of herbs. Toast at 400°F for about 15 minutes.
- For bruschetta, brush olive oil on slices of savory breads. Crisp briefly in the oven then serve with spreads, such as hummus.
- Incorporate sweet or savory breads into stratas. Prepare the versatile bread, egg and cheese casseroles in the evening, refrigerate overnight and bake in the morning.



1. Pretzel Bread ea. \$1.99
2. Garlic Crown Bread 1 lb. \$2.99
3. Focaccia Breads 1 lb. \$3.99
4. Oregon Bread Knife \$14.99





# SIMPLE THANKS

TEXT WANDA VENTLING

PHOTOGRAPHY ADAM ALBRIGHT AND TOBIN BENNETT

It used to be easy to spot the hostess at Thanksgiving dinners—she was the one without makeup wearing a gravy-splattered pant suit tied with a frumpy apron. She'd sacrificed sleep and the cute dress she'd hoped to be wearing to stage a stylish and memorable holiday meal for family and friends. Today, hosting a big dinner needn't mean choosing between dressing the turkey or yourself. The overarching rule of the day—and of modern designers—is “Keep it simple.” This means the dinner and table setting are smart and satisfying while letting the hostess or host in on the fun.

## FRESH FOUNDATIONS

Leave the table cloth in the linen closet and switch to a simpler table cover. Ready-made runners are quick dress ups and are available in such easy-care fabrics as canvas, burlap, quilted wovens and velveteen. Table runners can be found in non-traditional places. For example, a beaded scarf or pashmina, a woven rug or a length of fabric you edge with trim. Or, go super simple and make a runner from paper, *opposite*. Layer parchment paper (brown parchment paper from Hy-Vee's Health Market; white parchment paper from Hy-Vee's baking aisle) so the upper layer is slightly smaller than the lower. Leave paper plain or treat with calligraphy that shares Thanksgiving sentiments. For a personal touch, wrap a favor box with a band of parchment paper topped with a family photo.

## BEAUTIFUL BASICS

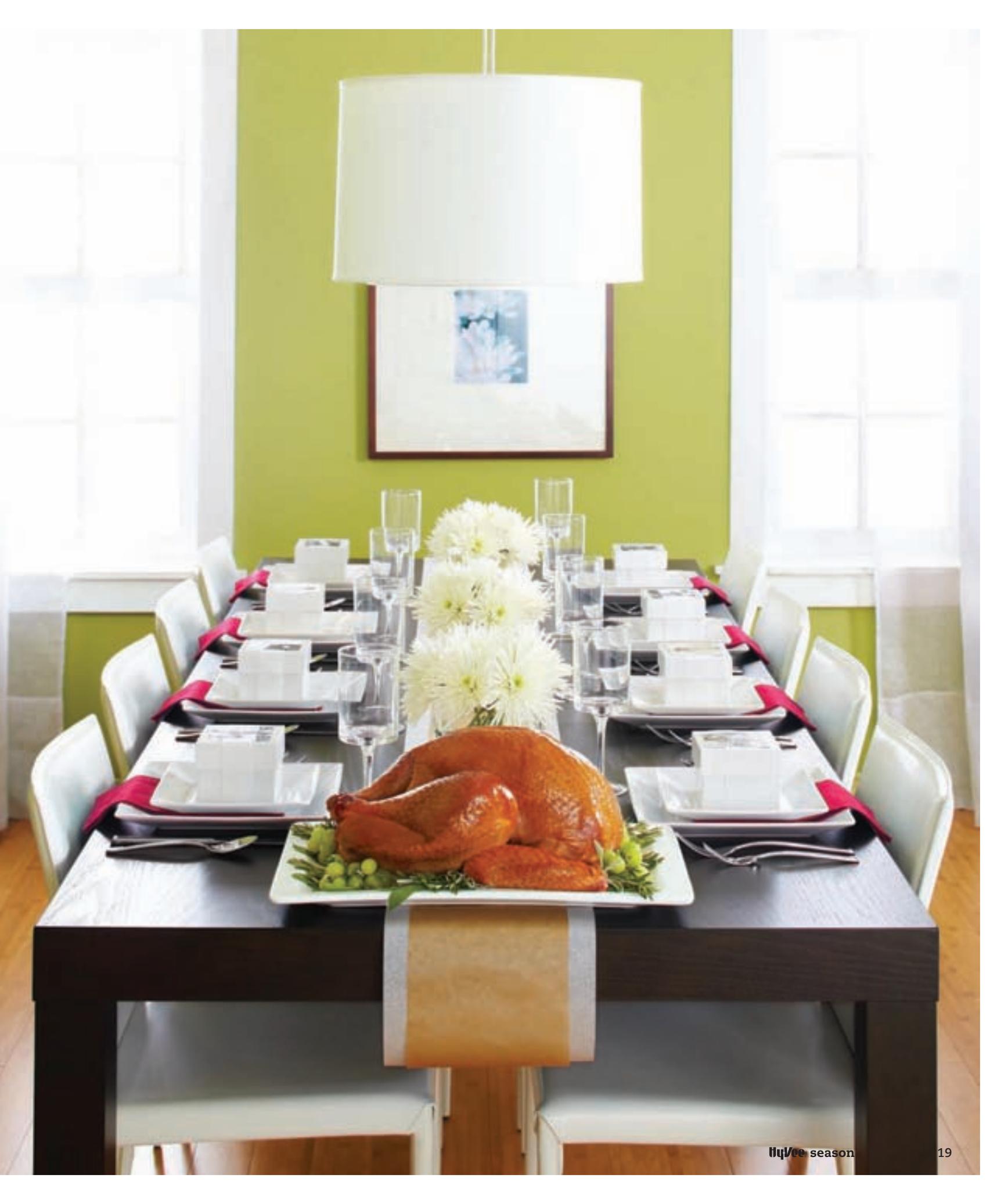
Plain white plates, clear glass stemware and quality silverware are all you need for an elegant table service. White porcelain dishware and serveware come in many price points and offer classic good looks for holidays, yet are durable enough to use everyday. White dishes are the perfect canvas for foods as they make colors pop—such as the reds of tomatoes and the burnt orange cast of a pumpkin pie—so everything looks fresh and visually appealing. Clear glasses showcase the refreshing sparkle of beverages.

## STYLE SETTERS

Punch up the serene setting with brightly colored napkins and fresh cut flowers. Use cloth napkins especially for special occasions. Simple arrangements, *opposite* and *pages 24–25*, can be made in minutes. Clip ends of white spider mums and drop into vases of cool water; repeating vases down the table adds drama.

## SMART CUISINE

De-stress by preparing high-quality, quick-to-make or specially prepared foods that celebrate good taste. Look to your Hy-Vee Kitchen for complete meals with turkey, ham, beef and other entrées, plus sides, *page 20*. These all-stars can be seasoned and garnished at home in minutes to add a personal touch.



## GET HELP FROM THE HY-VEE KITCHEN

Offering outstanding value and convenience, the **Family Feast Turkey Dinner** from the Hy-Vee Kitchen lets you spend more time enjoying the season. In addition to a the turkey, it includes 48 oz. Gourmet Kitchen Turkey Gravy with real cream, garlic and onion; and 24 of Hy-Vee's finest dinner rolls. It serves up to 12 for just \$89.95 (\$7.49 per person). Choose six family-size side dishes and/or desserts from the following options:

- Gourmet Kitchen Mashed Potatoes
- Gourmet Kitchen Green Bean Casserole
- Gourmet Kitchen Scalloped Potatoes
  - Gourmet Kitchen Poultry Stuffing
  - Gourmet Kitchen Cornbread Stuffing
- Gourmet Kitchen Sweet Potatoes
  - 16 oz. Sweet Cranberry Relish
- Bakery Fresh 10" Hy-Vee Homestyle Pumpkin Pie
- Bakery Fresh 10" Hy-Vee Homestyle Cherry Pie
- Bakery Fresh 10" Hy-Vee Homestyle Apple Pie

Order in the store, over the phone or online. To order online, visit [www.Hy-Vee.com](http://www.Hy-Vee.com). Create an account, select the meal and accompaniments and specify a pickup date. It's that simple! Because dinner packs are refrigerated, allow two hours for reheating time.





NEW TRADITIONS



Rainbow Rotini Salad per lb. \$4.50



Green Onion Egg Potato Salad  
32 oz. \$5.75



Sargento Ricotta Cheese: Old Fashioned  
or Light 15 oz. \$2.99



Pompeian Olive Oil: extra virgin,  
light or pure 16 oz. \$3.99



Marie Callender Frozen Pie: selected  
varieties 28 to 46 oz. \$6.99



Nordic Ware Pie Baking Kit \$18.99



Ore Ida Potatoes: selected varieties  
19 to 32 oz. \$2.69

**PASTRY CUT IN THE SHAPE OF  
AUTUMN LEAVES FORMS  
SWEET TOPPERS FOR  
FRESH PUMPKIN PIE.  
THE DELICIOUSLY  
DECORATIVE  
ADDITIONS  
DELIGHT  
GUESTS.**





QUICK SIDE DISHES & DESSERTS



Bowl Fillers: pinecone and nuts or pumpkin and gourd \$9.98



Ceramic Pumpkins 6" or 8.5" \$9.98



Wooden Turkey or Witch 32" \$29.98



Fall Scents Reed Diffusers 6 oz. \$8.99



Halloween Candle 15 oz. \$5.99



Candle Warmer \$6.99





## SIMPLE CENTERPIECES

For a fresh take on autumn, Hy-Vee Fall Seasons Bouquets feature long-lasting blooms: chrysanthemums, roses, carnations and more—that were carefully selected for their seasonal beauty. Arrange the stems to create one of these eye-catching centerpieces to dress your holiday table:

- (1) stems hand-tied with ribbon
- (2) a band of ribbon wrapped around a cylindrical vase
- (3) stems grouped by type into mini bouquets
- (4) stems hand-tied with string



Fall Seasons Bouquets \$20.00  
(String, vase and rocks not included.)

# A PASSION FOR Prosciutto

*For centuries, Italians were unchallenged at making prosciutto, a salt-cured, air-dried pork delicacy that's sliced paper-thin. Now La Quercia—a small company based in Norwalk, Iowa—is competing with the best that Italy has to offer.*

TEXT VICKI L. INGHAM PHOTOGRAPHY ADAM ALBRIGHT AND ANDY LYONS

The feelings that Herb and Kathy Eckhouse have for prosciutto transcend mere appreciation. It's a love, a passion.

The couple first encountered the delicious dried meat almost 25 years ago while living in Parma, Italy, a city where prosciutto making is an art. After that first memorable sampling, Iowa-born Herb was inspired: Iowa contains six times as many pigs as people. What better place to develop an American prosciutto?

Fast-forward to the year 2000. The couple was back in the Midwest, ready to begin years-long experimenting, testing and tasting to see if they could come up with marketable dried-meat formulas. Wisely, they chose not to listen to naysayers.

"People said you can't make prosciutto here," recalls Kathy. "The breeds are different; the air is different."

## PROSCIUTTO BY THE BOOK

To get educated about the process, the couple bought a book about prosciutto making and set up a simple test kitchen in their garage. In those days, it was common for the Eckhouses to spread out pork legs across a banquet table for salting.

"We would go out with our scale and salt, and I would read the instructions from the book about how to trim it out," Kathy says. "And it worked." Consultation with artisans in Italy helped the Eckhouses refine their approach.

In 2005, they were ready to transform their passion into a business. The couple built a neat white factory in Norwalk, Iowa, and filled it with imported Italian machinery. To honor the Italy-Iowa connection, they called the company La Quercia (pronounced la kwair-cha), which means "oak." The oak tree is a symbol of Parma and it is also Iowa's state tree.

## ONLY THE BEST

Making high-quality prosciutto starts with the pig—the right breed raised on the right food. La Quercia uses Berkshire and

Berkshire Cross pigs, which produce delectable meat. For the Eckhouses, the right hog feed is an organic diet of soy and corn with no doses of antibiotics or hormones. They buy only from pork producers who adhere to humane practices: farms that allow the animals access to the outdoors, with room for them to congregate (pigs being social animals).

Most suppliers are small farmers or farmer-owned operations located within a 200-mile radius of Norwalk. Two of the farms finish pasture-raising by letting pigs get their fill of acorns. This follows a method originated in Italy centuries ago and provides meat for an exclusive line of La Quercia Acorn Edition hams.

In their Norwalk plant, the Eckhouses seek to replicate the seasonal conditions that govern the curing, drying and aging of pork in Italy. They use no additives or chemicals, just sea salt to draw out the water and air to dry the meat. During the aging process, they slather the hams with *sugna*, a mixture of cornmeal, raw lard and spices, to prevent further drying and enhance the flavor and texture.

At Hy-Vee, customers can purchase La Quercia prosciutto and pancetta. The prosciutto has a light, sweet ham flavor. It's tasty eaten alone, on crackers with cheese or wrapped around vegetables. Pancetta, with more fat on it, is a flavor enhancer for cooking. Recipes on the pages ahead give you tempting ideas for prosciutto for breakfast, lunch and dinner.

## CRITICS CHOICE

Wolfgang Puck served La Quercia's Green Label Organic prosciutto at the 2008 Academy Awards Governor's Ball. Perhaps the most gratifying accolade came from *Cook's Illustrated* magazine, where tasters sampled La Quercia Prosciutto Americano alongside two of the best Italian brands. The magazine editors declared "the newcomer from Iowa ... the hands-down winner."

La Quercia Sliced Prosciutto or Pancetta  
Americano 3 oz. \$4.99  
Fresh Cut Cantaloupe per lb. \$2.99



mini phyllo shells. Fill each shell with about 1 tablespoon cheese mixture. Bake for 12 to 15 minutes or until tops are golden.

Nutrition facts per serving: 50 calories, 3 g fat, 1 g saturated fat, 0 g trans fat, 25 mg cholesterol, 210 mg sodium, 3 g carbohydrates, 0 g fiber, 1 g sugar, 4 g protein. Daily values: 2% vitamin A, 0% vitamin C, 4% calcium, 2% iron.

## PROSCIUTTO BREAKFAST BRUSCHETTA

Topping an egg with prosciutto doesn't make this a bacon sandwich. The taste here is lighter and sweeter.

Serves 4.

- 4 ¾-inch slices French bread
- 1 tablespoon Grand Selections olive oil
- 4 ½-inch slices fresh mozzarella cheese
- 1 teaspoon white vinegar
- 4 Hy-Vee large eggs
- 8 thin tomato slices
- 8 thin slices La Quercia prosciutto
- 8 fresh basil leaves
- Freshly ground Hy-Vee black pepper
- Sea salt

Heat a skillet over medium-high heat (or use broiler). Brush both sides of each bread slice with olive oil, and toast the bread in the skillet. Reduce heat and place a slice of mozzarella on each bread slice. Place bread in a 9-inch pie pan and tent with foil to slightly melt the cheese.

In a large skillet, bring 2 to 3 inches of water to boiling. Add vinegar and ¼ teaspoon salt; reduce heat to low. Break 1 egg at a time into water, being careful not to break the yolk. Cook for 5 minutes or until whites set and a thin translucent film forms over the yolk. (For a firmer yolk, cook an additional minute.) Use a slotted spoon to lift eggs out of water and place on a paper towel to drain. Cover loosely with foil to keep warm.

Place a slice of cheese-topped bread on each plate and top each slice with 2 slices tomato, a poached egg, 2 slices prosciutto, 2 basil leaves and pepper. Season to taste with salt.

Nutrition facts per serving: 370 calories, 18 g fat, 7 g saturated fat, 0 g trans fat, 250 mg cholesterol, 1,050 mg sodium, 31 g carbohydrates, 3 g fiber, 4 g sugar, 24 g protein. Daily values: 15% vitamin A, 6% vitamin C, 20% calcium, 15% iron.



## PROSCIUTTO-AND-CHICKEN PENNE PASTA

Prosciutto, garlic, cayenne pepper and more combine to promise a flavorful experience.

Serves 4.

- 4 tablespoons Grand Selections olive oil
- 2 boneless, skinless chicken breasts
- 3 cups Hy-Vee whole wheat penne pasta
- 1 tablespoon Hy-Vee butter
- 2 cloves garlic, minced
- 1 shallot, minced
- 1 (3-ounce) package La Quercia prosciutto, chopped
- 1½ cups heavy whipping cream
- ¼ cup dry white wine
- ½ teaspoon cayenne pepper
- ½ teaspoon white pepper
- ¾ cup grated Asiago cheese
- 1 cup roma tomatoes, chopped
- ¼ cup fresh basil, chopped

In a medium skillet, heat olive oil over medium-high heat and sear chicken breasts on both sides. Reduce heat, cover and cook chicken until juices run clear. Transfer chicken to a cutting board to cool. Slice into strips; set aside.

Meanwhile, bring a large pot of lightly salted water to boiling. Add pasta and cook for 8 to 10 minutes or until al dente; drain and set aside. (Pasta should be timed to be done just as the sauce is finished.) While the pasta is cooking, heat butter in a large sauté pan and sauté garlic, shallot and prosciutto until shallot is transparent. Add cream, white wine, cayenne pepper and white pepper. Bring to a simmer and cook, stirring almost constantly, for about 5 minutes. Stir in cheese and cook for 2 to 3 minutes more. Add pasta, sliced chicken and tomatoes to cream sauce; toss to blend. Sprinkle chopped basil over top.

Nutrition facts per serving: 800 calories, 55 g fat, 28 g saturated fat, 1 g trans fat, 205 mg cholesterol, 880 mg sodium, 50 g carbohydrates, 7 g fiber, 4 g sugar, 33 g protein. Daily values: 50% vitamin A, 15% vitamin C, 25% calcium, 15% iron.

Meanwhile, remove skillet from heat and carefully pour in wine. Loosen brown bits on the bottom of the skillet. Stir in mushrooms. Cook until mushrooms are tender, about 5 minutes. Stir in cream and rosemary sprig and gently simmer for 5 minutes or until sauce is thickened slightly. Remove rosemary sprig and stir in spinach. Cook until spinach is wilted, about 2 minutes. Season to taste with freshly ground black pepper. Place chicken on plate and spoon spinach sauce around breast.

Nutrition facts per serving: 550 calories, 39 g fat, 16 g saturated fat, 0 g trans fat, 165 mg cholesterol, 700 mg sodium, 8 g carbohydrates, 2 g fiber, 1 g sugar, 37 g protein. Daily values: 30% vitamin A, 6% vitamin C, 20% calcium, 8% iron.



Smart Chicken Boneless Skinless  
Chicken Breasts per lb. \$4.99

# Backyard Creature Feature:



What do you get when you mix *Frankenstein*, *Cyclops sandwiches* and a full moon during a Halloween scary-movie fest in your backyard? Monsters, aliens and vampires! Oh, my!

TEXT JENNY MCCUEN AND JENN HINDMAN PHOTOGRAPHY KING AU

Darkness has descended. Flip on the projector. Cue creepy music.

King Kong scales the Empire State Building once again. *Frankenstein's* monster still sports a pair of electrodes on his neck. *The Mummy* remains a little too tightly wrapped.

It's all part of the fun when you host a Backyard Creature Feature movie night. Ridiculous Hollywood creatures are the draw, along with popcorn and fun. Think wild, weird, wonderful, astounding, terrifying, electrifying, or all the stuff of slightly scary, slightly silly movies.

Many films that once seemed frightening are now family fun. This Halloween, pick an old-fashioned scary movie (see our list of favorites, *page 33*) and treat friends to a movie before or after trick-or-treating. You'll need a DVD player, a home theater movie projector, a screen and lawn chairs.

## THE PLOT

First, make a guest list for planning purposes. Not only will it help you determine how much food and how many chairs you need, it will also help you figure out which movie strikes the right balance for your guests. *Frankenstein* or *The Creature from the Black Lagoon* won't scare older kids, but very young children might be frightened. For something safe for all ages, opt for the animated goofiness of *Monsters, Inc.*

Design invitations that look like movie tickets if there's time. Or send out e-mail invitations.

Rent a movie projector or, if you plan to make outdoor movie screening a regular event, purchase one. A passable model costs about \$100; other projectors start at about \$350. A white sheet hung on the garage door or on the side of the house works as a movie screen. Add clarity to the image by using an inflatable

screen, which usually provide a better picture than a sheet. The darker the spot for the screen, the better. Well before the party, test the projection setup so you work out any lighting kinks.

Renting theater-style seats can be fun, even though this will be a backyard event. For casual viewing, let friends bring lawn chairs or blankets so they can sit or stretch out where they want.

## SNACK ATTACK

Any great creature feature event needs ghoulish treats. To counteract the trick-or-treat sugar rush, supply your concession stand with healthful snacks. Make treats that look appropriately creepy yet appealing. Here are some creative possibilities:

- **Mummy Dogs:** Wrap hot dogs in crescent roll dough, leaving a bit of each dog peeking out as a face. Bake until lightly browned.
- **The Jell-O Blob:** Follow the common Jell-O Jigglers recipe. Pour Jell-O into individual odd-shape cups of aluminum foil. Chill and set the mini Blobs in the fridge. Tell guests to "Beware the Blobs!"
- **Strawberry Screammers:** Dip whole berries in white chocolate, then attach mini chocolate chips for eyes and piped-on melted chocolate for the O-shape mouths. Twist leafy tops to resemble scared-stiff hairdos.
- **Bagel Cyclops:** Make mini-bagel sandwiches of lunch meat, cheese, and cream cheese; fill bagel centers with whipped cream cheese then press in halved pimiento-stuffed olives.
- **Veggie Frankenstein:** Cover a plastic-foam cube with leaf lettuce. Skewer celery, broccoli, carrots, radishes, green pepper strips and asparagus on toothpicks; stick the skewers into foam.
- **Ghostly PB&Js:** Assemble peanut butter and jelly sandwiches. With cookie cutters, stamp out ghosts, pumpkins, black cats and other Halloween-friendly shapes.



## 7 FIENDISHLY EASY COSTUMES

Here's a frightening thought: Overspend for a Halloween getup. Ahhhhhh! Instead, create a scary look with a few inexpensive supplies and a bit of imagination. Try one of these ideas.

**Frankenstein.** Dress in an oversize black suit or a black jacket and black pants. Paint your face green and use black eyeliner to draw on a few stitches. Using skin-safe adhesive such as spirit gum, attach silver-painted corks to your neck for realistic looking bolts. For extra authenticity, respond only with the phrase: "Rrrrrrr."

**Damsel in Distress.** What's a scary movie without a fainting heroine? Dig through the closet for a flared skirt or dress and heels. Apply makeup in retro-Hollywood fashion. The key is to play the part: Scream like your life depends on it.

**Mummy.** Dress in plain white clothes and apply lifeless gray face paint. Attach loose and frayed strips of cheesecloth—the more, the scarier—by winding around the body from head to foot. Tie in place or attach with safety pins. Leave some ends unraveled.

**Creature from the Black Lagoon.** Dress in green sweats. Make gills from strips of green crepe paper to attach to the neck with a skin-safe adhesive. For webbing, adhere green crepe paper across fingertips.

**Martian.** Wrap in aluminum foil to fashion this costume, covering each body section separately for easy movement. Try to keep the costume fairly easy to remove, particularly for children.

**Mad Scientist.** Pair a lab coat or a large white button-front shirt with oversize black frame glasses or goggles. Fill pockets with plastic vials holding colored liquid. Wear oversize latex kitchen gloves and a frightful-looking wig.

**King Kong.** Dye a bag of cotton batting brown. Use fabric glue to adhere tufts of the batting to brown sweatpants, sweatshirt, gloves and a pair of dark slippers. Wear smeared brown face paint. For an additional gag, download an image of the Empire State Building from the Web and make a small color print of it. Cut the print into a badge and wear it over your heart.





Halloween Candy Bowl  
\$14.98

## 10 CREATURE FEATURES ON DVD

Check out these 10 top monster movies (listed in no particular order). They are rated G, PG and PG-13. Older movies are unrated.

1. *The Creature from the Black Lagoon* (1954 – unrated) Universal
2. *War of the Worlds* (2005 – PG-13) DreamWorks Video  
or (1953 – unrated) Paramount
3. *King Kong* (2005 – PG-13 or 1933 – unrated) Universal
4. *Little Shop of Horrors* (1986 – PG-13) Warner Home Video
5. *Monsters vs. Aliens* (2009 – PG) Paramount
6. *Ghostbusters* (1984 – PG) Columbia Pictures
7. *Frankenstein* (1931 – unrated) Universal
8. *Young Frankenstein* (1974 – PG) 20th Century Fox
9. *Monsters, Inc.* (2001 – G) Disney/Pixar
10. *Cloverfield* (2007 – PG-13) Paramount



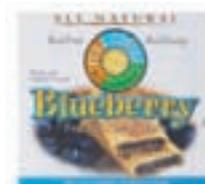
Halloween Sticker Boxes: Great Treats  
\$2.99



Xcell Autumn Sprinkles 1 ct. 2/\$5.00



Heritage Mint Halloween Cookie Jars:  
Skeleton, Ghost or Pumpkin \$14.99



Full Circle Organic Cereal Bars:  
blueberry, strawberry or apple  
7.9 oz. \$2.77



Halloween Paper Dinnerware  
8 to 18 ct. \$1.79



Betty Crocker Assorted Fruit Snacks:  
selected varieties 4.5 to 9 oz. \$1.88



Potion Glass Jars \$2.49

## HAREBRAINED FOOD & DECOR

You'll be aghast at how easily a picnic table and umbrella morph into a sinister buffet, *opposite*. Cover the table with ripped, torn and tattered gauzy material. Stack pitch-black dishes on clear glass blocks for height. Chill soda in an ominous black urn. String a ghastly large spider from a sticky web. (To make a spider, pin black pom-poms to cover a plastic-foam sphere; attach eight chenille stems for legs.) Generously sprinkle the table area with plastic spiders, webs, rodents and creepy mosses to amuse your guests.

Check at Hy-Vee for more spooky touches, such as Potion Glass Jars, Halloween Pumpkin Stands (repurposed to hold up Veggie Frankenstein) and the Wood Haunted House centerpiece. Also browse aisles for inspiration for making Halloween treats and decorations of your own device.

You can also make:

- The Jell-O Blob, *above*
- Strawberry Screamers, *left top*
- Bagel Cyclops, *left center*
- Mummy Dogs, *left bottom*



Halloween Feather Witch Hat \$9.98

Halloween Costume Accessories: horror characters,  
fun hair spray or eyelashes \$3.99

Halloween Felt Treat Bag 6" \$2.49

## SAFE & SOUND

### The National Safety Council offers these trick-or-treating tips:

- Attach reflective tape and armbands to costumes so kids can be seen clearly by passing cars.
- To identify your child should you become separated, pin a slip with name and address in his/her costume.
- Be sure costumes are short enough that they don't present a tripping hazard.
- To keep vision unobstructed, use facial makeup rather than masks.
- Make certain any masks that are worn have nose and mouth openings and large eyeholes.
- Have a trusted adult or older youth supervise children under the age of 12.
- Review all safety and pedestrian rules with your children.
- Plan the route the kids should follow and make certain that they know the names of their companions.
- Teach your children to avoid unlit areas and not to enter a stranger's home.
- Tell kids to walk—not run—from house to house. They should avoid crossing yards and lawns where unseen objects and uneven terrain present possible tripping hazards.
- Have trick-or-treaters walk on the sidewalks, not in the street. If there are no sidewalks, they should walk on the left side of the road, facing traffic.
- Agree on a return time.
- Have children return home before eating any treats. Look over the treats with them. When in doubt, throw it out.



Halloween Toddler Costumes \$15.98

## DECISIONS, DECISIONS

What'll it be this year? Cuddle-worthy cow? Stealthy ninja? Wicked witch of the Midwest? After finding the perfect costume at Hy-Vee and defining your kid's persona for the evening, it's time to accessorize. Face paint, gruesome false teeth, swords and all the other items they beg for can be found at your local store. Be sure to find an appropriate treat bag; they come in a variety of sizes and styles.

Safety remains the top concern, so check Hy-Vee for safe trick-or-treating costumes, coordinating safety lights and face paint, which offers kids unobstructed vision as they travel from house to house.

Don't forget about the family dog. Find a fun, comfortable disguise for Fido, too.



Halloween Child Costumes \$9.98

Assorted Halloween Treat Bags \$1.99



Halloween Dog Costumes: selected varieties small or large \$4.99



Skittles, Starburst, or Life Savers  
41 oz. \$5.49



M&M's: plain, peanut or  
pretzel 30 or 42 oz. \$7.49

Snickers, Twix, Milky Way or 3 Musketeers  
8 pk. 4/\$5.00



Tootsie Roll 140 ct. \$4.19

Tootsie Roll Frooties: selected varieties  
360 pc. \$4.39



Russell Stover Pumpkin Multi Pack  
6 pk. 2/\$5.00

Russell Stover Pumpkin Singles:  
selected varieties .75 to 1.25 oz. 2/\$1.00

## SCARY MOVIE TREATS

Set up a scary, yummy movie-treats table for your Backyard Creature Feature guests. Find a centerpiece, such as the Halloween Tinsel Tree and a metal sign to send a haunting message. Assembling the Wilton Haunted House Cookie Kit provides a fun activity for kids, then the creation doubles as a whimsical table decoration.

Customize packages with themed labels. (Visit [www.Hy-Vee.com](http://www.Hy-Vee.com) to download labels for takeout boxes, beakers and popcorn cartons or bowls.) Wrap cookies from the Hy-Vee Bakery in individual cellophane bags tied with black ribbon. Fill small paper bags with candy, then tie with ribbon and decorate with shimmering black Halloween stickers. Add drama with black plates, fake creepy-crawlies and cobwebs.

On table, below, counterclockwise from left: Skittles and Starburst beakers, Tootsie Roll takeout boxes, Bakery Fresh Iced Pumpkin-Shaped Cookies, candy-popcorn mix with batty Snickers bars, take-home goodie bags, Halloween Tinsel Tree with Metal Sign, Wilton Haunted House Cookie Kit.

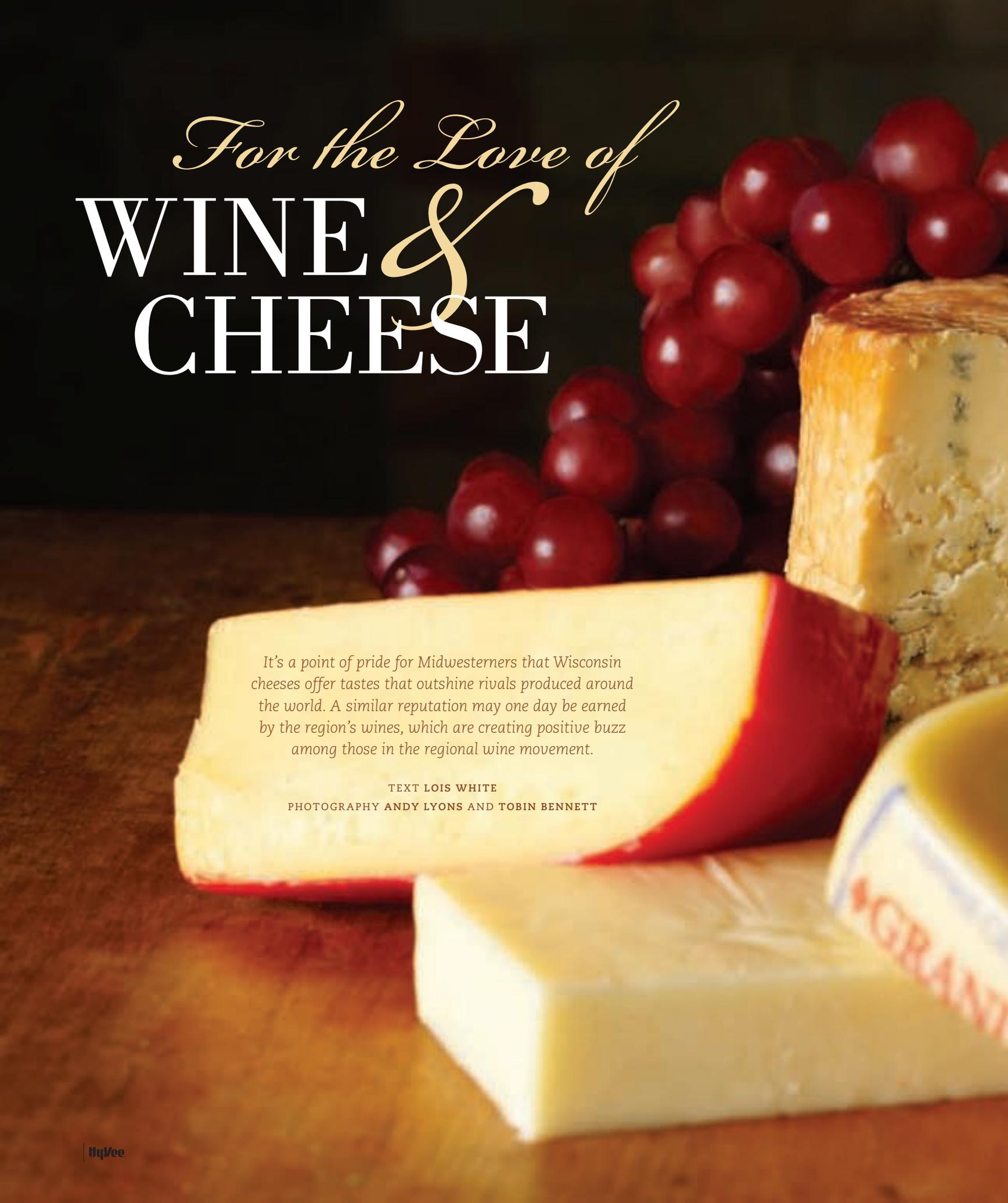


Wood and Metal Signs: "Eek," "Boo," "Scary," "Trick or Treat" \$4.99

Halloween Tinsel Tree \$15.95

Bakery Fresh Iced Pumpkin-Shaped Cookies 6 ct. \$3.99

Wilton Haunted Cookie House Kit \$12.99



*For the Love of*  
**WINE &  
CHEESE**

*It's a point of pride for Midwesterners that Wisconsin cheeses offer tastes that outshine rivals produced around the world. A similar reputation may one day be earned by the region's wines, which are creating positive buzz among those in the regional wine movement.*

TEXT LOIS WHITE

PHOTOGRAPHY ANDY LYONS AND TOBIN BENNETT



As strongly as Americans feel about the nation, they are equally loyal to the regions where they live. For proof, just ask a Midwesterner about regional foods and cuisines.

For example, those who live on the Great Plains are devoted to the fine cheeses produced by Wisconsin neighbors. Now, wine is added to the list of regional flavors. In the last five to ten years, small wineries and vineyards have blossomed across the Midwest, uncorking an increasingly robust industry.

Enjoyed together, there is a wonderful serendipity to wine and cheese. It's a satisfying match. Discover for yourself by getting to know more about each and by taking home a palate-pleasing combination of regional food and drink from Hy-Vee.

### CHEESE: WISCONSIN'S PRIDE AND PASSION

Any discussion of cheese begins in America's Dairyland: the rolling green hills of Wisconsin, where pastures populated by grazing cows are a common sight. Wisconsin farm families have committed generation after generation to transforming the state's high-quality milk into cheeses—wonderful cheeses.

Recently, during a visit to Wisconsin, about 60 Hy-Vee staff members, including delicatessen managers, learned about the art of making cheese. Each expanded his or her knowledge of cheese, becoming an expert who can steer customers in the right direction when planning recipes or parties. As the group toured cheese factories, sampling was a must as every maker offered surprisingly creative flavors, such as fruity Parmesan, rosemary-rubbed Asiago and Mango Fire, a cheddar laced with mango and chile peppers.

"It's hard not to fall in love with cheese that tastes this great. I completely love it," says Sue Jansen, delicatessen manager at

Hy-Vee in Dubuque, Iowa. Words such as "sharp," "nutty," and "crazy, awesome!" were echoed as tasters broadened their culinary knowledge and became more cheese-savvy. "You've got to taste the quality to enjoy it and get the real appreciation," says Kenan Judge, assistant vice president of meat operations at Hy-Vee.

How big is the cheese industry in the upper Midwest? Honoring old-world techniques, about 140 Wisconsin cheese plants craft more than 600 varieties and styles of cheese. This dairy state is the leading domestic producer of cheddar, Colby, brick, Muenster, Limburger, and several Italian-style cheeses.

At several cheese-making facilities, managers learned effective approaches to building cheese displays. One way is to include a mammoth wheel of cheddar, which depending on size, can weigh 150 pounds or more. The wheels, custom stamped for Hy-Vee, are guaranteed to turn a few heads.

Providing a variety of regional cheese stirs customer interest, encouraging people to discover new specialty blends. For example, Sartori Foods has recently developed fresh spins on flavor for its award-winning Bellavitano, including raspberry, Merlot, black pepper and balsamic.

"Consumers are developing more sophisticated tastes with cheese," says Jim Sartori, president of Sartori Foods.

Jodi Carroll, delicatessen manager at Hy-Vee in Bettendorf, Iowa, hopes customers will also try Henning's cheddar seasoned with a special blend of chipotle spices. She says, "If they like this as much as we all do, it'll fly off the shelves."

While Wisconsin cheeses can stand alone nicely, they also pair well with wines. See for yourself. Sample from the cheese and wine combinations listed in "Pairs for Your Palate," page 47.



**Dofino Chili-Lime Gouda** (*above*) Mild and wild with a citrus accent, this cheese will surprise your guests. Try it with salsa and chips, a tomato slice or toasted Italian bread.

**BelGioioso Fresh Mozzarella** This is the star ingredient in caprese, a salad of tomatoes, basil and mozzarella drizzled with olive oil and balsamic vinegar (or lemon juice). Also serve sliced mozzarella with roasted red peppers on a roast beef sandwich or along with antipasti.



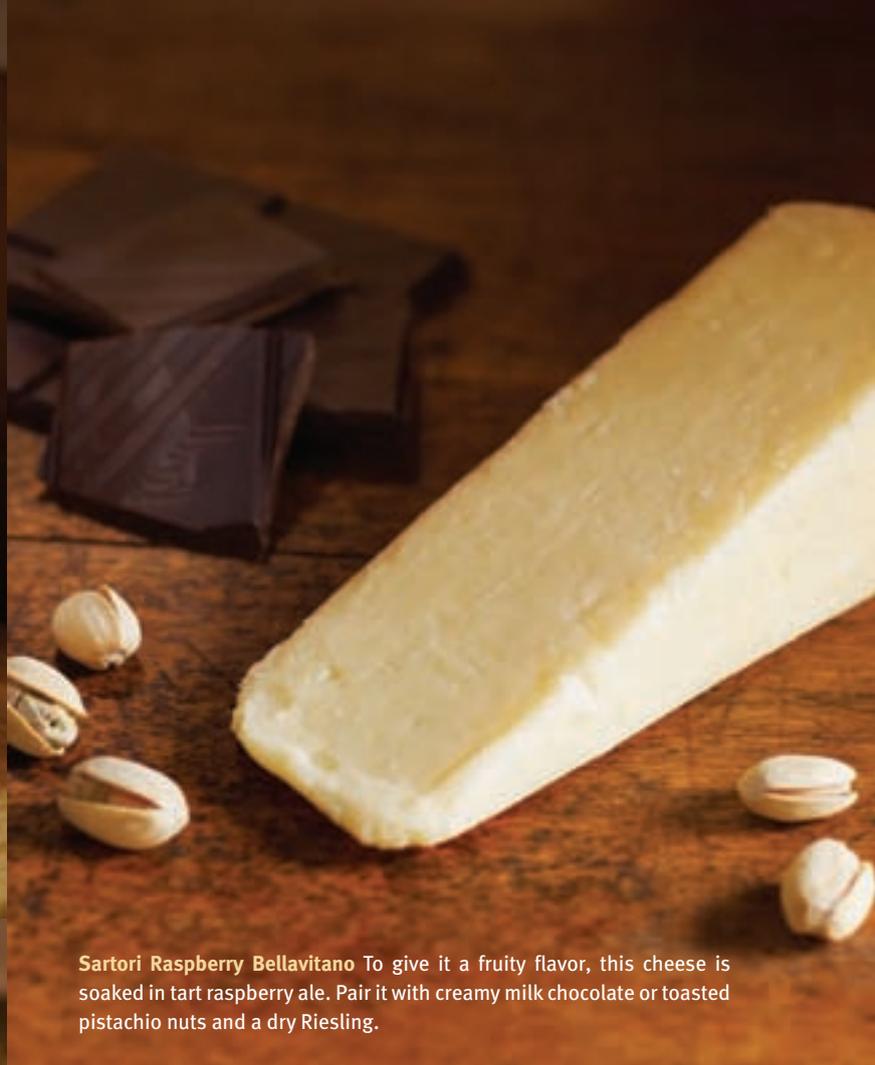
BelGioioso Fresh Mozzarella per lb. \$5.39

**Sartori Reserve Asiago Rosemary & Olive Oil** (in background *below*) This flavored cheese achieves perfection with subtle hints of rosemary and olive oil, which enhance the buttery-cheese flavor without overwhelming it. Serve this Asiago with pear slices and hazelnuts.

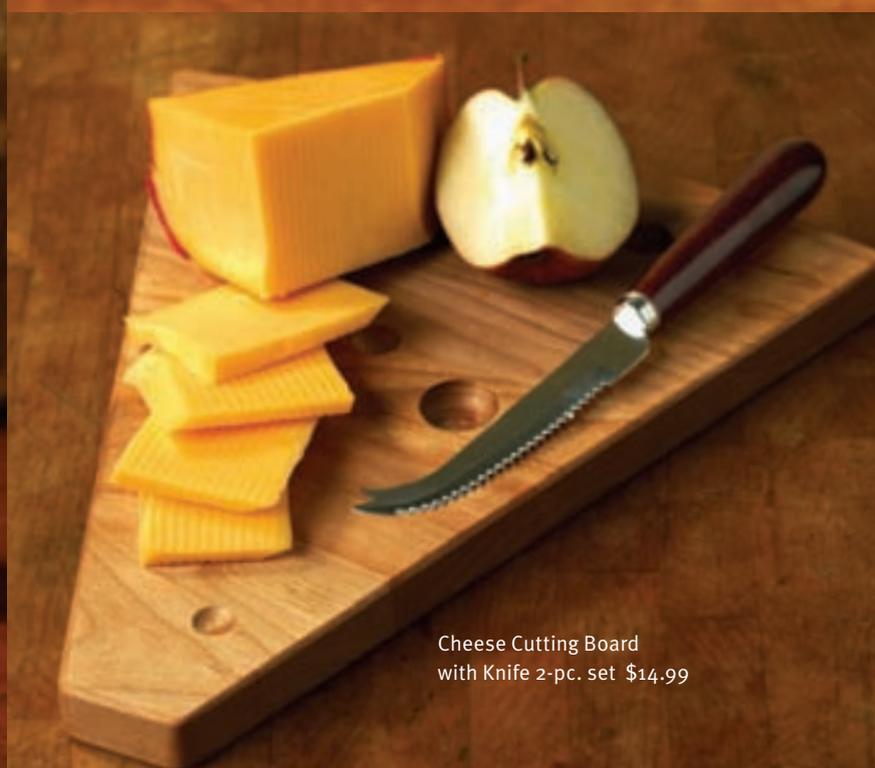


**Henning's Cheddar Cheese with Onion and Chives** (*above left*) This mellow, rich cheddar is accented by the fragrant wild-onion hardness of chives. Shred and use as a topper for hash browns or baked potatoes.

**Ostenborg Havarti Peppadew** from Roth Käse (*with sliced pieces above right*) This mellow Havarti cheese gets a wake-up call with the addition of sweet, piquant Peppadew pepper from South Africa. This cheese pairs well with halibut or, for a light meal, with eggs on a toasted croissant.



**Sartori Raspberry Bellavitano** To give it a fruity flavor, this cheese is soaked in tart raspberry ale. Pair it with creamy milk chocolate or toasted pistachio nuts and a dry Riesling.



Cheese Cutting Board with Knife 2-pc. set \$14.99

**Dofino Gouda** This subtle, gentle cheese takes its name from the Dutch city of Gouda. Put a slice on a sandwich, enjoy it a slice of apple or just take an enjoyable nibble.



Henning's Mammoth Cheddar Cheese per lb. \$3.99

## HOW CHEESE IS MADE

The real thrill of a Wisconsin cheese factory tour is helping to whip together a fresh batch of cheddar.

A group of Hy-Vee delicatessen managers got this hands-on experience recently at Henning's Wisconsin Cheese Factory in Kiel, Wisconsin. Famous for its Colby cheddar, this fourth-generation family business has produced mammoth cheese wheels weighing as much as 12,000 pounds.

Helping conduct the Hy-Vee session was Master Cheesemaker Kerry Henning, who's been toting a cheese rake since he was big enough to reach over the side of the vat. Today, the Hennings are among the state's most skilled makers of Wisconsin cheddar, Colby and Monterey Jack.

Great cheese starts with quality milk from local dairy farmers, says company president Kert Henning. The milk used for Henning's cheeses comes from Holstein cows fed on lush green grasses and natural grains.

"There's actually fat in the grass that adds complexity to the cheddar flavor," Kert says.

Cheese making turns out to be a demanding occupation. Long before the Hy-Vee group arrived, workers were busy at the Henning's factory by 4:30 a.m., making preparations for the day. An essential enzyme called rennet was added to the first batch of milk, which was held in huge stainless-steel troughs. In smooth, fluid motions, mechanical paddles continuously stirred the milk in the troughs.

Over a few hours, the stirring separated the milk into curd and whey. Curd is the chunky, casein-rich part of the milk. The protein-packed ingredient is a primary part of most cheeses. Whey, the watery part of the milk, is used for only a few cheeses, such as ricotta. Some whey becomes a bakery additive or a supplement to animal feed.

Back on production line, once stirring had done its job, workers began the next step. Using long-handled rakes, they pulled wet curd against the

troughs' hard outside walls, which squeezed out the watery whey. Soon each trough was lined with drying curd and a river of whey flowed down the middle. The cheddaring process was about to begin.

Turns out *cheddar* is not just a noun. It's also a verb. As such, cheddaring is the process of dividing curd into slabs, which are then cut and stacked and recut, rolled and flipped, only to be restacked. Curd slabs are heavy, which helps to wring out yet more whey when stacked.

Flipping 30-pound slabs doesn't phase Patrick Tinder, delicatessen manager at the Hy-Vee in Madison, Wisconsin. "I'm just thrilled to get to work with the folks who make the cheese. It's a lot of hard work, and everyone here is so passionate about it."

When the curd slabs were nice and firm, they were fed through a mill that cut the curd into tiny pieces. The curd pieces were then salted and packed firmly in molds called daisy hoops. They were ready for aging.

Good cheddar ages anywhere from three months to nine years, Kerry says. During this time, enzymes and bacteria continue to ferment, which creates a distinctive sharp flavor.

Once the cheese has aged, it is wrapped or waxed. The wax coating is like a layer of skin. It helps prevent the cheese from getting moldy or drying out. And, like all other steps in the cheese-making process, it results in the freshest, most flavorful cheese.

With their raking and cheddaring complete, the Hy-Vee crew sampled Henning's new flavored cheddars, including cranberry-cinnamon and blueberry cobbler, which will be available at Hy-Vee.

"The flavors are pretty amazing!" says Jodi Carroll, delicatessen manager at Hy-Vee in Bettendorf, Iowa. "I can't wait to offer some of these at our next wine tasting. And I can even tell my customers how the cheese is made because I've been here."



*Above left:* Jim Sartori, left, of Sartori Foods, and Kenan Judge, right, of Hy-Vee, show off the product.

*Above center:* A workman smears brine on a cheese block. The salty liquid supports yeast and bacteria growth, which enhances the cheese flavor.

*Above right:* Three generations of the Hennings are currently involved in the cheese business. They include, left to right, Kert Henning, Everett Henning, Mindy Ausloos, Kay Schmitz and Kerry Henning.



## WINE: FRUITFUL MIDWEST VINEYARDS

A decade or so ago, local wine choices for those living in Missouri, Iowa, Minnesota, Wisconsin and South Dakota barely existed. Today the dilemma is selecting one or two wines from among the array of offerings. It may be a little presumptuous to draw comparisons to Napa Valley wines; but maybe California growers should be looking over their shoulders.

Many Midwestern viticulturists have had so much success with their vineyards that they've opted to plant grapes, forgoing the usual corn and soybeans. Full wine production doesn't happen overnight, however. On average, it takes about five years to establish a vineyard and another three to four years to produce a good wine.

"We're seeing an explosion of craft wineries—small wineries that are producing a unique product," says Dr. Murli Dharmadhikari, director of the Midwest Grape and Wine Industry Institute at Iowa State University.

Although Midwestern grape growers face tougher name-recognition challenges than do those in Napa, our grape-growing neighbors make some superior wines that are helping the region establish its credentials. A good number of Midwest wineries are developing into tourism destinations, providing vineyard tours, wine tastings and gourmet meals without the added expenses for Midwesterners of airfare, hotel accommodations and rental cars.

The local food movement has influenced Midwestern wine culture. "People have always been interested in wine. Now they're becoming increasingly fond of wines made in their region, not just California," Dharmadhikari says.

Growing grapes in the Midwest has its advantages and disadvantages. Growers have adapted and found ways to prosper:

- Soil. Much of the soil in the Midwest is too rich for good grape production. Still, growers have found that grapes thrive in sunny areas with sandy, well-drained soil.
- Temperatures. Given the cold winters, the *Vitis vinifera* grapes that do so well in Europe and California are not hardy enough to survive in the Midwest. Instead, grape growers cultivate several native and hybrid varieties that do well in this climate, including new cold and hardy grape hybrids that withstand temps as low as -33°F when they receive proper care.

- Sweetness. Although grapes are most commonly used in winemaking, such fruits as cherries, rhubarb, and berries are used in some Midwest wines. These produce sweet wines with an advantage. The fruit wines have a short growth cycle of six months to maturity, instead of the one- to two-year cycle needed by grapes.

The Hy-Vee Wine and Spirits staff are continually gaining new knowledge and insights into their products. Check with these experts when planning a quiet dinner for two or your next party.



(From left to right): Soaring Wings Vineyard Winter White, Springfield, Nebraska; Jasper Winery All-Night White, Des Moines, Iowa; Soaring Wings Vineyard Dragon's Red, Springfield, Nebraska; Breezy Hills Vineyard Misbehavin', Minden, Iowa; Prairie Berry Winery Calamity Jane, Hill City, South Dakota

## PAIRS FOR YOUR PALATE

Treat your guests to those pleasurable moments when good cheese meets an inviting wine. Wineries listed below suggested cheeses to go with their sweet Midwestern wines. The taste experts in the Cheese and Wine and Spirits departments at Hy-Vee can add flavor combinations to your list for sampling.

**PAIR:** Asiago with White Riesling from Wollersheim Winery in Wisconsin, or a Merlot or Pinot Noir  
*Hard, nutty cheese; berry-driven wine for contrast*

**PAIR:** Blue cheese with Norton or Port from Stone Hill Winery in Missouri  
*Crumbly, sharp, robust cheese; fortified sweet port for contrast*

**PAIR:** Monterey Jack with White Riesling from Wollersheim Winery  
*Mild-flavor, slightly tangy cheese with apple and pear slices; lengthy, buttery finish to wine*

**PAIR:** Farmer cheese with Vidal Blanc from Stone Hill Winery  
*Clean, fresh-milk cheese; rich, fruit-driven wine*

**PAIR:** Gruyère with Winter White from Soaring Wings Vineyards in Nebraska  
*Nutty, rich, earthy-flavor cheese; fresh-fruit wine*

**PAIR:** Cheddar with Domaine du Sac from Wollersheim Winery  
*Contrast in tastes, as when fruits enhance nuts; herbal-aroma wine*

Grassy pathways separate rows of fruitful grapevines at the Tassle Ridge Winery vineyard in Leighton, Iowa.



(From left to right): Wollersheim Winery Prairie Fumé, Prairie du Sac, Wisconsin; Prairie Berry Winery Red Ass Rhubarb, Hill City, South Dakota; Fireside Winery Storyteller, Marengo, Iowa; Lavender Crest Winery Colona White, Colona, Illinois; Minnestalgia Winery Raspberry Honeywine, McGregor, Minnesota.

# TURKEY DAY

*After hours of activity, the kitchen is quiet. Your prettiest china and linens announce that all is ready.  
Give thanks for the blessings of health, happiness, family and, of course, a wonderful golden turkey.  
Follow our plan to realize this perfect Thanksgiving.*

TEXT JOY TAYLOR PHOTOGRAPHY KING AU



# TRIUMPHANT!

Thanksgiving falls on November 25 this year. Those who cook and prepare for the big day want to awaken on November 26 assured that every guest left the annual turkey banquet pleasantly satisfied. Here's how to accomplish the feat of roasting and stuffing the main entrée.

## PLANNING THE DAY

Before shopping for the Thanksgiving Day turkey, address a few questions: How many dinner guests do you expect? Do your family members look forward to leftovers? Do they like stuffing? Armed with answers, determine how many pounds of turkey to buy and how much dressing to fix.

Inventory the kitchen to make sure you have the following essential equipment for preparing the feast for guests to enjoy.

**Roasting pan:** For a golden brown turkey, use a shallow heavyweight roasting pan with a dark interior. The pan should be large enough to contain the turkey legs and wings. In a pinch, a broiler pan or disposable aluminum pan can be used for a small bird. Use caution with a disposable pan because it can tear when pulled across an oven rack, causing a messy leak of pan drippings.

**Roasting rack:** Use a rack to hold the turkey above the bottom of the pan and out of pan juices (which steam the bird), allowing oven heat to reach the bottom of the bird for even cooking and browning.

**Meat thermometer:** For roasting perfection, this tool is essential. Either insert an oven-safe thermometer into the bird for the duration of roasting or intermittently check the internal temperature of the bird with an instant-read thermometer.

**Basting bulb:** During roasting, use this tool to baste the bird with drippings, creating a beautiful color, crispness and moistness.

**Aluminum foil:** Foil comes in handy to tent the bird to prevent overbrowning as it roasts, to cover the turkey as it stands before carving and for wrapping leftovers.



## BUYING THE BIRD

The smallest bird you'll find in the Hy-Vee fresh or frozen poultry case weighs 10 to 12 pounds, a size adequate to serve a gathering of six to eight people with minimal leftovers. Figure 1 pound of uncooked turkey per person without much leftover turkey. If you love turkey sandwiches or plan to prepare a casserole or two later, buy a 20- to 24-pound turkey. This size turkey amply feeds 10 to 12 guests, and you're guaranteed plenty of leftovers.

Fresh or frozen? Plan to purchase a frozen turkey the weekend before Thanksgiving so it can begin thawing in the refrigerator at home. If you haven't shopped ahead and allowed for days of thawing, purchase a fresh turkey.

Butter-basted or not? You'll find some turkeys labeled as "basted" or "self-basted," which means the bird has been injected with a flavorful solution, often containing butter, to help keep the meat moist during roasting. If you follow our foolproof roasting directions, be assured that you'll serve a moist, flavorful turkey without the expense of purchasing a basted bird. Whichever type of turkey you choose this year, you will find fresh, frozen, basted and unbasted birds at Hy-Vee.

## THAWING THE TURKEY

"The turkey is still frozen!" That's the most common cry from panicky cooks prepping for the big day. Avoid a rock solid bird by thawing a frozen turkey (in its wrapper) in the refrigerator for three to six days ahead of roasting day. Figure 24 hours of refrigeration thawing per each 4 pounds. The fridge method is the safest and easiest way to thaw a bird. Never thaw a turkey by letting it stand on the kitchen counter. If the bird is still frosty on T-Day, put the wrapped turkey, breast down, in a sink of cold water and change the water every 30 minutes (one reason to rise early on feast day). Although a turkey can be thawed in a microwave oven, don't expect a 20-pounder to fit into the small oven.

## DRESSING: IN OR OUT

You say "dressing," some say "stuffing." Whatever you call it, it's all good. Purists say stuffed turkey is the best because the bread absorbs flavorful juices during roasting. Casserole-style dressing is easier—no spooning dressing into the turkey cavities then scooping it out again. Plus, the dressing can cook in a microwave oven while the turkey roasts in the oven. If this dish is one of the most popular on your table, prepare a double batch—one for stuffing the bird, the other baked or heated in a microwave—and count on some leftovers.

Plan to stuff the turkey immediately before roasting it. Remove

the giblets and the neck from the body cavity (many an embarrassed cook has only just discovered giblets at carving time). Spoon the dressing into the neck cavity, and fold the excess skin over the filling. Secure the flap with short metal skewers or twist the wings back to hold the neck skin in place. Next, loosely spoon the stuffing into the body cavity; don't pack it in. Position the legs over the cavity and tie together with kitchen string. Place a small piece of foil where the stuffing peeks out to keep it moist during roasting.

## ROASTING PERFECTION

Position the oven rack low in the oven and preheat the oven to 325°F. Place a stuffed or unstuffed turkey, breast side up, on a wire rack in the roasting pan. Insert an oven-safe meat thermometer into the thickest part of the thigh, not touching bone. Brush the skin with vegetable oil to keep it moist and to aid in browning. Loosely cover the breast with aluminum foil, removing the foil after 1 to 1½ hours of cooking to allow for browning. After removing the foil, use a bulb baster to extract pan drippings and drizzle them over the entire turkey; repeat this step about every 30 minutes until the turkey finishes cooking.

For roasting in a convection oven, which is the recommended method for achieving a golden brown turkey, set the oven at 300°F. Because roasting is faster in a convection oven than in a conventional oven, check the internal temperature of the bird more frequently.

## IS IT DONE YET?

Use the timings that appear on the turkey wrapper (remember to save it!) as a guide for roasting time. Some turkeys have a pop-up device that indicates when the bird is done. Pop-ups are fairly reliable, but also check for doneness with a thermometer. Thigh meat should reach 180°F. Reposition the thermometer and check the breast, which should reach 170°F. The temperature of the stuffing inside a bird must be at least 165°F before removing the turkey from the oven. Check temperatures often toward the end of estimated roasting time, so you triumphantly bring a roasted-to-perfection golden turkey to your dinner table.

## WHO TO CALL FOR HELP

Turkey experts at the USDA Meat and Poultry Hotline are on call at 888-674-6854 weekdays from 9 a.m. to 3 p.m. (Central time) and on Thanksgiving from 7 a.m. to 1 p.m. (Central time) to handle last-minute questions. Or e-mail your questions before the holiday to [mphotline.fsis@usda.gov](mailto:mphotline.fsis@usda.gov). Expert assistance is also available by calling your local Hy-Vee.



Hy-Vee Kitchen Helpers 6 pc. Roaster Set: includes two lifters, baster, V-rack, roaster pan and meat thermometer \$24.99



Hy-Vee Stuffing Mixes: turkey, chicken or pork 6 oz. \$0.79



Swanson Broth or Cooking Stock: selected varieties 26 or 32 oz. 2/\$4.00



Oster Electric Knife Set \$19.99



Tru Bamboo Large Cutting Board \$19.99

## TURKEY CARVING 101

There's more than one way to carve a turkey, but for most of us, tried-and-true approaches are the way to ensure success. Before carving, let the turkey cool, covered with foil, for 20 minutes. Remove any stuffing, strings or clamps before slicing.

1. Begin carving by removing one drumstick/thigh together. Holding the end of a drumstick to steady the bird, slice down along the crease between the drumstick and body. As the drumstick begins to separate from the body, press it down until it is almost flat on the cutting surface. Cut through the hip joint where the drumstick and thigh attach to the body. Set the drumstick/thigh aside. Repeat on the opposite side. Slice meat off drumstick, if desired, and cut off thigh meat for serving.

2. Slice off each wing by cutting down through the crease between the wing and body. Feel for a socket joint where the wing attaches and cut through the joint.

3. Use a carving fork to steady the body while cutting. To remove half of the breast for easy slicing, cut along the side of the breast bone.

4. Keep the body steady and make a horizontal cut along the base of the breast. Remove the breast as one large piece. Remove the second breast half using the same steps.

5. For breast meat slices that stay intact, place a breast half on a cutting board and slice across the width of the breast. Repeat to cut and slice the second breast half.

6. Arrange slices and drumsticks on a platter and serve.

For carving and slicing, a traditional carving knife and electric knife were used. Either do a good job. For best results, sharpen traditional blades before carving.



**SWEET DIANA'S  
CORN BREAD STUFFING**

*As a change from typical bread-cube stuffing, expand flavor and texture by using corn bread this holiday. Corn bread adds a slightly nutty taste and texture to a meal that usually has many smooth textures—mashed and sweet potatoes and jellied cranberries. For dessert, drizzle leftover stuffing with a bit of honey.*

Serves 24.

**2 (15 ounces each) boxes**

**Krusteaz natural honey corn bread mix**

**1½ cups Hy-Vee 2% milk**

**2 Hy-Vee large eggs**

**⅔ cup Hy-Vee vegetable oil**

**1 medium sweet onion, chopped**

**½ cup Hy-Vee dried cranberries**

**1 tablespoon Grand Selections olive oil**  
**½ cup sliced celery**  
**⅓ cup chopped Hy-Vee dried apricots**  
**½ cup Hy-Vee pecans, toasted, chopped**  
**½ tablespoon fresh sage, chopped**  
**1 tablespoon poultry seasoning**  
**½ cup Hy-Vee butter, melted**  
**1 (10.5-ounce) can condensed Hy-Vee cream of mushroom soup**  
**1 (14.5-ounce) can Hy-Vee chicken broth**  
**½ cup Hy-Vee unsalted butter, melted**

Preheat oven to 350°F. Prepare corn bread according to package directions using milk, eggs and vegetable oil. Bake as one batch in a greased jelly-roll pan for 20 to 25 minutes or until golden. Remove from the oven; let cool.

Lightly grease a 3-quart casserole; set aside. Meanwhile, in a medium skillet, sauté onion and cranberries in olive oil for 3 to 4 minutes;

add celery and cook until tender. In a large bowl, crumble corn bread. Stir in apricots, pecans, sage, poultry seasoning and warm onion-cranberry mixture.

In a separate medium bowl, stir together cream of mushroom soup, broth and butter. Gently add to corn bread mixture, stirring just until the dry ingredients are moist (do not overmix). Place in a greased baking dish and bake, covered, for 30 to 35 minutes. Remove cover and bake another 10 minutes for a crispy top.

Nutrition facts per serving: 290 calories, 17 g fat, 4.5 g saturated fat, 0 g trans fat, 30 mg cholesterol, 410 mg sodium, 32 g carbohydrates, 2 g fiber, 12 g sugar, 4 g protein. Daily values: 4% vitamin A, 2% vitamin C, 6% calcium, 4% iron.

**BUMP UP THE FLAVOR**

For a signature holiday side dish, enhance basic bread stuffing with any of these stir-ins:

- Toasted pecans, walnuts or almonds
- Dried fruits, such as cranberries, apricots, apples or golden raisins
- Melted unsalted butter
- Chopped vegetables, such as carrots, butternut squash or parsnips
- Fresh herbs such as sage, rosemary or flat-leaf parsley



New! Green Toys Dump Truck or Tea Set: made from recycled milk jugs \$17.99



New! Hy-Vee Whole Wheat Flours 5 lb. \$1.99



New! Hy-Vee Harvest Whole Grain Chips: selected varieties 10 oz. \$1.99



New! Hy-Vee Deluxe Flavored Tortilla Chips: selected varieties 9 to 11.5 oz. \$1.69



New! Hy-Vee Spice Grinders: selected varieties 4.8 to 9.5 oz. \$3.99



New! Hy-Vee Spice Jars: selected varieties 5.9 to 15.7 oz. \$4.88

# New at Hy-Vee

TEXT JENN HINDMAN PHOTOGRAPHY TOBIN BENNETT



We know the importance of health and happiness for your entire household, especially with the bustling holidays right around the corner. To help, we picked new products that will enrich life—from toys made from recycled plastic to foods made with whole wheat flour.

## BEYOND THE GROCERY AISLES

Your child's favorite new toy might be a milk jug reimagined in another form. Hy-Vee welcomes Green Toys to its store shelves. The conscientious company converts recycled plastic milk containers into clever, fun and simple toys. Made in the U.S., tested thoroughly for safety and packaged lightly in recycled corrugated boxes, Green Toys saves energy on every step of the production process—energy equal to 3,000 AAA batteries for each pound of recycled milk jugs. Visit [www.GreenToys.com](http://www.GreenToys.com) for more information.

## COOKING & EATING

For holidays or ordinary days, healthy food is part of a healthy household. Whole wheat flour is an easy substitution that contains four times as much dietary fiber as all-purpose white flour. It's also naturally rich in B vitamins, Vitamin E and protein. Now you can find premium all-natural whole wheat flour under the Hy-Vee label, which you can trust and afford.

Hy-Vee Spice Grinders and Spice Jars have arrived just in time to take your fall grilling and holiday cooking up a notch. Flavors include a broad spectrum of pantry staples and exotic spices, from Steak & Burger to Tex-Mex Chipotle and Malabar Black Pepper. They are all-natural, Kosher-certified products packaged in fully recyclable containers.

Hy-Vee Premium Tortilla Chips offer four brilliantly authentic flavors, including Margarita Lime, a sweet and salty chip with a lime twist. Hy-Vee Harvest Chips also come in four fun flavors that contain at least 18 g of whole grains per serving. Because they are made with sunflower oil, which is high in vitamin E and low in saturated fat, the result is a better-for-you snack that's truly satisfying. The makers of these Hy-Vee chips are taking care of our world, too. These snack foods are made in the first manufacturing plant in the world to achieve LEED Platinum Certification for an energy-saving, sustainable building.

## A World of Difference

One Bounce dryer sheet is a small way to make a big impact on a dryer full of clothes. Did you know it also impacts the life of someone half a world away? That's why Hy-Vee carries trustworthy brands from Procter & Gamble, whose many charitable initiatives aim to better people's lives around the world. By enjoying Bounce in your home, along with other P&G brands, you help provide someone the chance to enjoy things that are often taken for granted: enough food, education, proper hygiene, even clean drinking water.

Bounce Softener Sheets: selected varieties  
100 or 120 ct. \$4.99



Tide Laundry Detergent: selected varieties  
100 oz. \$10.94



Cascade Dish Detergent: selected varieties  
75 oz. or 20 pk. \$3.99



Febreze Luminaries: selected varieties  
ea. or 2 pk. refills \$4.48



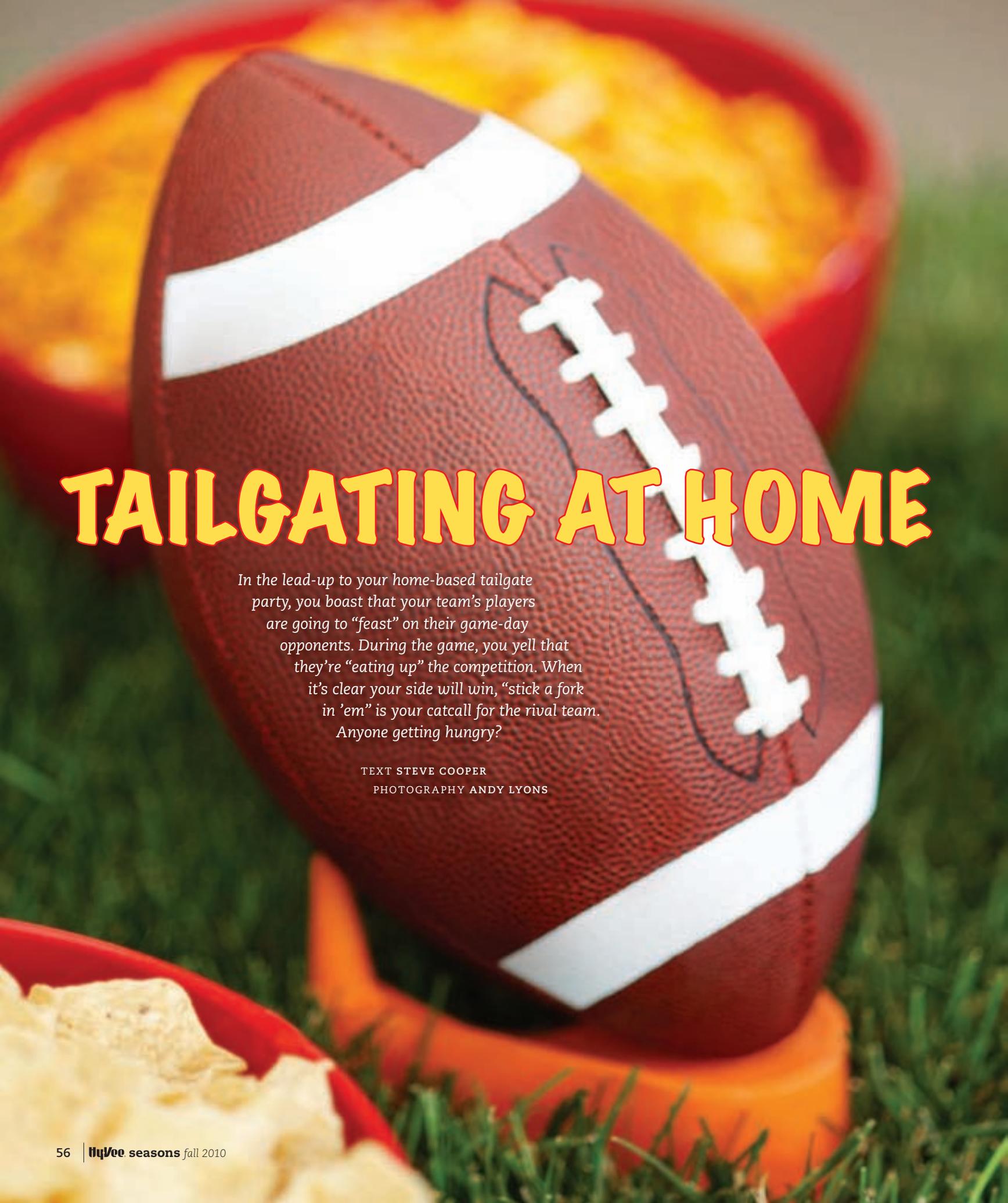
Febreze Candles: selected varieties  
5.5 oz. \$4.99



Febreze Noticeables: selected varieties  
2 pk. refills \$7.98



Febreze Air Effects: selected varieties  
9.7 oz. \$2.49



# TAILGATING AT HOME

*In the lead-up to your home-based tailgate party, you boast that your team's players are going to "feast" on their game-day opponents. During the game, you yell that they're "eating up" the competition. When it's clear your side will win, "stick a fork in 'em" is your catcall for the rival team. Anyone getting hungry?*

TEXT STEVE COOPER  
PHOTOGRAPHY ANDY LYONS



IMAGE ON TELEVISION  
SCREEN BY HANK YOUNG



Fantastic Medium Fruit Platter (serves 8–12) \$25.00  
Premier Large Vegetable Platter (serves 12–16) \$40.00

## PARTY LIKE A PRO

Football and food go together like a quarterback with a golden arm and a receiver with sticky hands. Victory is in the air as one completes the other.

It's safe to say that you'll eat your way through upcoming Saturdays watching college games and Sundays enjoying National Football League (NFL) pros. Invite friends to join you by throwing a tailgate party at home. Just setting out a bowl of chips is as passé as a dropkick field goal. You have to play smart. Impress your friends by creating a menu and an atmosphere that will set this game apart from the rest of the season.

### LOOK LIKE A FAN

As an official sponsor of the NFL Kansas City Chiefs at Arrowhead Stadium, Hy-Vee has a special relationship with the team. Hy-Vee stores in Missouri and Kansas offer official team goods, including apparel and headgear.

College fans will also find fan-oriented college hats, shirts and chairs throughout the store. Cheering your team to another victory is more satisfying when you are surrounded by team colors.

### ROOTING WITH FOOD

Instead of putting together a generic menu, develop a spread with a strong connection to the teams involved in the game you are watching. Choose foods that focus on your favorite team or serve foods that subtly mock your team's opponent.

Suppose you are a Chiefs fan, for instance. Serve buffalo wings to honor Kansas, where the buffalo is the state animal. Or throw grill-ready beef brisket from Hy-Vee on the grill and do a slow sizzle with Kansas City-style barbecue sauce, see recipe *page 60*. For easy side dishes, purchase fruit and vegetable platters.

Or focus the food on the opponent. When the Chiefs play the Arizona Cardinals on November 21, serve Rock Cornish game hens, with little arrow-shape cocktail stirrers sticking in them. As a side dish, put out platters of peanuts, cashews and almonds. Nuts to the those dead birds, the Cardinals!

To support the Green Bay Packers, stuff chile peppers with pieces of Johnsonville brats. Cut out the middle third of a large pepper and shape the remaining two pieces to look like miniature football helmets. Not pulling for the Pack? Show your disdain by skewering cheddar chunks with plastic drink-stirring swords.



**ENTER TODAY!**

## **WIN THE ULTIMATE TAILGATE PACKAGE**

As great as it is watching football from the couch, attending a game and tailgating at the stadium is even better. Become a tailgating titan by winning the Ultimate Tailgate Package from Hy-Vee. The prize package includes eight tickets to watch the home-team Kansas City Chiefs battle the Denver Broncos on December 5 at Arrowhead Stadium. The winner also receives a parking pass for the game, a new grill with accessories, Kansas City Chiefs apparel and food and beverages for the entire party. Find rules and entry form at [www.Hy-Vee.com](http://www.Hy-Vee.com) October 6, 2010, through November 3, 2010. Don't wait, or you may just miss your chance for the ultimate tailgating experience!



## SMOKED BEEF BRISKET

Give beef brisket time to cook slowly. Don't rush it. The smoky flavor then comes from the meat and the sauce just adds some tang.

Serves 12–18 (4 ounces each).

3 tablespoons kosher salt

3 tablespoons Hy-Vee ground black pepper

1 (7½- to 8-pound) untrimmed whole beef brisket

1 (12-ounce) bottle beer

½ cup water

¼ cup Hy-Vee canola oil

2 tablespoons Hy-Vee Worcestershire sauce

2 large cloves garlic, peeled and smashed

6 cups applewood, mesquite wood or hickory wood chips, soaked in cold water for at least 1 hour

12 Hy-Vee Bakery kaiser buns

Kansas City-style barbecue sauce

Combine salt and pepper. Rub a liberal amount on the meaty side of brisket and a smaller amount on fat side. Wrap in plastic wrap, place on a rimmed baking sheet. Refrigerate overnight.

To make the mop, combine beer, water, canola oil, Worcestershire sauce and garlic. Cover and refrigerate.

Prepare charcoal grill for indirect grilling. When charcoal is ash gray, drain 1 cup wood chips and scatter evenly over charcoal. Bring grill to 200°F to 225°F, regulating the temperature by opening vents wider to increase temperature and closing slightly to reduce temperature.

Place brisket fat side up on a double layer of heavy-duty aluminum foil on hot grill rack over indirect heat. Cook, with grill covered,

for 8 to 10 hours or until very tender when pierced with a fork. Turn brisket over for the last 30 minutes of grilling.

Every 1 to 1½ hours: Add enough charcoal to maintain a single layer of charcoal and to maintain 200°F to 225°F. Also add 1 cup drained wood chips. Liberally brush brisket with chilled mop each time grill is opened.

Transfer brisket to platter; let stand, covered, for 15 to 30 minutes. Thinly slice brisket across grain. If desired, serve on toasted buns with barbecue sauce.

Nutrition facts per serving: 170 calories, 8 g fat, 3 g saturated fat, 0 g trans fat, 70 mg cholesterol, 650 mg sodium, 0 g carbohydrates, 0 g fiber, 0 g sugar, 23 g protein. Daily values: 0% vitamin A, 0% vitamin C, 0% calcium, 10% iron.





Bush's Variety Beans: selected varieties 15 to 16 oz. \$0.79



Lawry's Marinades: selected varieties 12 oz. 2/\$4.00



Dole Fruit Bowls or Fruit Jars: selected varieties 4 pk. or 24.5 oz. 2/\$4.00



Orville Redenbacher's Microwave Popcorn: selected varieties 6 or 10 pk. 2/\$6.00



Betty Crocker's Large Size Tacos: selected varieties 10.5 to 15 oz. 2/\$5.00



Tailgate Theme Reusable Bag \$1.25

## OTHER NECESSITIES

Once the menu is set and you've decorated with team colors to establish the mood, you still need a few more items that will make all the difference to the success of your party.

- Choose proper plates and flatware. If you use disposable, make sure they are up to the task. Avoid tiny forks and paper plates that can't handle a man's meal. Industrial-strength napkins are good, too.
- If you plan to host future parties, purchase plates with attached cup holders. These allow

your guests to hold a plate with one hand while loading up food with the other.

- Keep the focus on the game at hand by using football-shape serving plates and chip bowls.
- Make sure you have large trash bags, wet wipes and paper towels on hand for accidents. You know how your friends behave.
- Keep a camera handy. A still camera is fun; a movie camera is better.
- Pick up miniature footballs or foam footballs. Watching the game won't be enough; your guests will want to play.



Wimmer's Little Smokies: selected varieties 14 or 16 oz. \$2.88



World Classics Gourmet Crackers: selected varieties 4.4 to 8 oz. \$1.77



Hy-Vee Elite Essentials BBQ Tools: selected varieties 1 ct. \$5.99



Blue Bunny Ice Cream: selected varieties 1.75 sq. qt. \$2.99



Newman's Own Frozen Pizzas: selected varieties 13.2 to 14.7 oz. 2/\$10.00



New! ECO-Foil from Handi-Foil: selected varieties \$2.77



Family Size Doritos, Tostitos, Lays or Dips: selected varieties 14 to 24 oz. 2/\$7.00



Collegiate Spirit Jersey Shirts: selected varieties \$19.98

Collegiate Spirit T-Shirt: selected varieties \$9.98

## SHOW YOUR SCHOOL COLORS

Follow the same food plan for your favorite college teams as you do with the pros. Serve dishes that pay tribute to those you root for and choose foods that subtly dig at their opponents.

- To support the University of Nebraska Cornhuskers, prepare mini corn dogs with Wimmer's Little Smokies. Not pulling for the Huskers? Set up a large centerpiece made with less-than-appealing dry corn husks and dry cobs.

- Cheer on Southern Illinois University—the Saluki dogs—by savoring some nicely loaded hot dogs or dog-shaped cookies with icing in SIU maroon and white. Not so hot on the Salukis? Send the message by serving hush puppies.

Also prove your fanhood with the gear you wear. Look for hats, T-shirts and other necessities that are available at Hy-Vee for your favorite college and pro teams.



## Call for Backup

Sure, dogs and burgers might get all the glory, but what are they without a great bun? Better stock up on Sara Lee buns and bread.



Sara Lee Whole Grain Hot Dog or Hamburger Buns 8 ct. \$1.99

Sara Lee Deluxe Bagels: selected varieties 13 or 20 oz. \$1.99

Sara Lee Whole Grain White or Honey Wheat Bread 20 oz. \$1.88



Collegiate Spirit Chairs: selected varieties \$19.99

## Farm-Fresh is Best

Easy to grill up or mix in, Farmland meats turn ordinary dishes into hearty foods fit for even a linebacker's appetite.

Farmland Specialty Cut Ham Steaks, Cubes or Slices: selected varieties 14 or 16 oz. \$3.77

Farmland Smoked Rope Sausage: selected varieties 14 or 16 oz. \$2.99





Hy-Vee Natural Cheese Chunks:  
selected varieties 16 oz. 3/\$10.00



Hy-Vee Heavy Duty Napkins  
200 ct. \$2.29



Hy-Vee White Coated 100 ct. or Super  
Strong Paper Plates 80 ct. \$2.29



Hy-Vee Heavy Duty Plasticware:  
forks, spoons or combo 48 ct. \$1.00



Hy-Vee Ketchup 20 or 24 oz. \$0.88



Wimmer's Big N Meaty or Big N Cheesy  
Summer Sausage 20 oz. \$4.29



Kingsford Charcoal: selected varieties  
11.1 to 16.6 lb. \$7.99



Johnsonville Fresh Brats or Italian  
Sausage 16 to 19.7 oz. \$3.49

## GO DOGS!

Score one for the team by putting a little rah-rah into your dog or brat. For instance, fire up the flavor for your Chiefs. A Shocker fan might wake up those taste buds with chili. Or a Patriot might add some sour cream to an American tradition. Step into the pocket and let the fixin's fly.

### KANSAS CITY CHIEFS

Red and green peppers  
Melted cheese  
Jalapeño peppers

### WICHITA STATE SHOCKERS

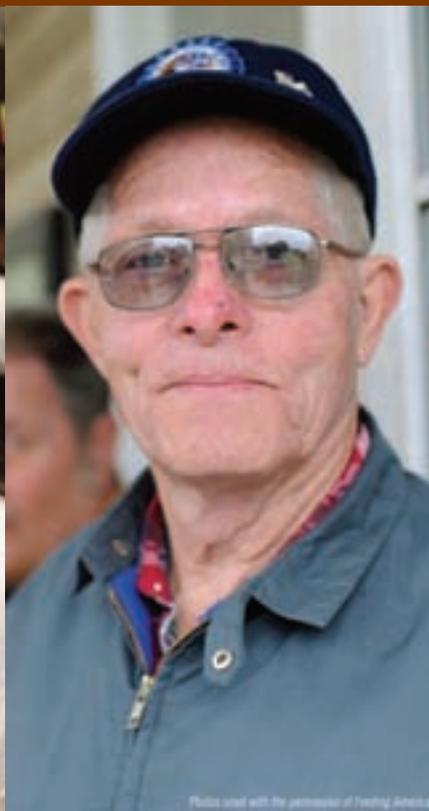
Chili (extra hot)  
Tortilla chips  
Shredded cheddar cheese

### NEW ENGLAND PATRIOTS

Lettuce & tomato  
Onion  
Sour cream



# JOIN US IN THE HUDDLE TO FIGHT HUNGER



## DID YOU KNOW?

More than **49 MILLION AMERICANS** are struggling with hunger.\*

\* USDA/ERS Household Food Security in the United States; 2008

Feeding America serves **1 IN 8 INDIVIDUALS** in the U.S.†

**NEARLY 17 MILLION CHILDREN**

do not have consistent access to enough nutritious food to learn & grow.†

**35% OF HOUSEHOLDS WITH SENIORS**

served by Feeding America's network have to choose between paying for food & utilities.†

† Mathematica Policy Research Inc. Hunger in America 2010

Kraft Foods & Hy-Vee are donating **1,000,000 MEALS TO** on behalf of local food banks.\*



\*The monetary equivalent of meals will be donated. \$1 donated = 7 meals secured by Feeding America on behalf of local food banks. Donation of 1,000,000 meals represents 500,000 meals donated by Kraft Foods and 500,000 meals donated by Hy-Vee.

To learn more, go to [HuddleToFightHunger.com](http://HuddleToFightHunger.com)

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Kraft Soft Philadelphia Cream Cheese: selected varieties 8 oz. \$1.77



Planters Peanuts: selected varieties 10 to 12.5 oz. \$2.18



Nabisco Large Snack Crackers: selected varieties 12 to 16 oz. \$3.79



Crystal Light 8 qt. or on the go packets: selected varieties 2/\$4.00



*Healthy Meal Makeover:*  
Lighter Lasagna

*Resist the temptation to reach for high-fat frozen meals. Homemade foods can be tastier, more healthful and less expensive. Here are ways to improve the nutrition profile of a popular comfort food.*

TEXT KRISTI THOMAS, R.D. PHOTOGRAPHY KING AU

Homemade lasagna often tops the list of best-loved casseroles. Unfortunately, it usually doesn't earn kudos for being healthful. A frozen version can be a nutrition nemesis, too. Our makeover suggestion cuts fat and calories from homemade lasagna and boosts the nutritional value without slashing flavor. Try the following ideas to make the casserole dishes you serve to your family more health-friendly.

### **SUBSTITUTE LOW-FAT MEAT**

Lasagna typically contains ground beef or sausage, which can be high in fat. By using lean ground turkey, you cut the calories and fat. Look for ground turkey breast, which has only 100 calories and 1.5 grams of fat in a 3-ounce serving. By comparison, 3 ounces of extra-lean ground beef contains 218 calories and 13 grams of fat. Read labels and ask; be certain to purchase turkey breast. Generic ground turkey includes white and dark meat, and perhaps skin, may have up to 200 calories and 11 grams of fat. To elevate the flavor in the lasagna recipe, purchase ground turkey breast pre-seasoned with Italian spices, which is also a good choice for chili and tacos.

### **USE 100% WHOLE GRAINS**

Eating 100-percent whole grains, such as whole wheat pasta, adds fiber to the diet and offers many health benefits. Fiber helps ward off such diseases as colon cancer, heart disease, obesity and diabetes. Fiber also helps to regulate blood glucose levels, promote regularity, and satisfy hunger longer than low-fiber foods. Additionally, fiber absorbs fat from food and carries it out of the body, which means fewer calories convert to fat. For a fiber-rich diet, choose whole grain pastas, breads and cereals, plus brown rice, barley (not pearl barley) and oats.

### **SNEAK IN SOME VEGGIES**

Getting kids to eat vegetables can be challenging. To amp up the vitamins in lasagna, add a few veggies, slightly disguised. Zucchini, yellow summer squash and red sweet pepper are three nutrition powerhouses added to our lasagna recipe. If your kids typically ferret out vegetables to avoid, try adding shredded sweet potatoes, parsnips or carrots to sneak nutritional gold into casseroles.

### **CHOOSE THE RIGHT CHEESE**

When adding cheese to any dish, it's easy to go overboard. To keep calories and fat in check, use only the amount called for in the recipe. Low-fat cheeses melt better in cooked dishes and shred more easily than nonfat cheeses. Also consider using hard cheeses, such as Parmesan and Romano, which are fairly low in fat and go further because of their strong flavors. A tablespoon of Parmesan cheese, for example, has only 2 grams of fat yet yields a big flavor nudge. Ricotta and mozzarella cheeses partner excellently in lasagna while they keep down fat and calories. Look for "part skim" rather than "whole milk" on labels when choosing cheeses. Many low-fat versions of popular cheeses are available; look for low-fat cheddar, Swiss, Monterey Jack, provolone and more. Hy-Vee carries many reduced-fat choices in its cheese section.

### **ADD A FLOURISH OF HERBS OR SPICES**

Stir in or sprinkle on fresh herbs and spices for savory or robust flavors that diminish the desire to add salt. Try fresh herbs from the Hy-Vee produce aisle or dried versions from the spice aisle. Basil, sage, thyme, oregano, rosemary and cilantro offer delightful additions to a wide variety of recipes. Basil, a complementary herb for lasagna, is easy to grow; but if you don't grow it, count on Hy-Vee for a fresh supply of leafy stems. You'll quickly learn to appreciate the flavor and health impact fresh herbs make in many recipes. Occasionally choose a new one from the wide variety available at Hy-Vee to sprinkle on your latest creation.





Not Less Than 93% Fresh Lean Ground Beef Roll 16 oz. \$2.99



Full Circle Organic Applesauce: natural, sweetened or cinnamon 25 oz. \$3.29



8th Continent Soymilk: selected varieties 64 oz. \$2.69



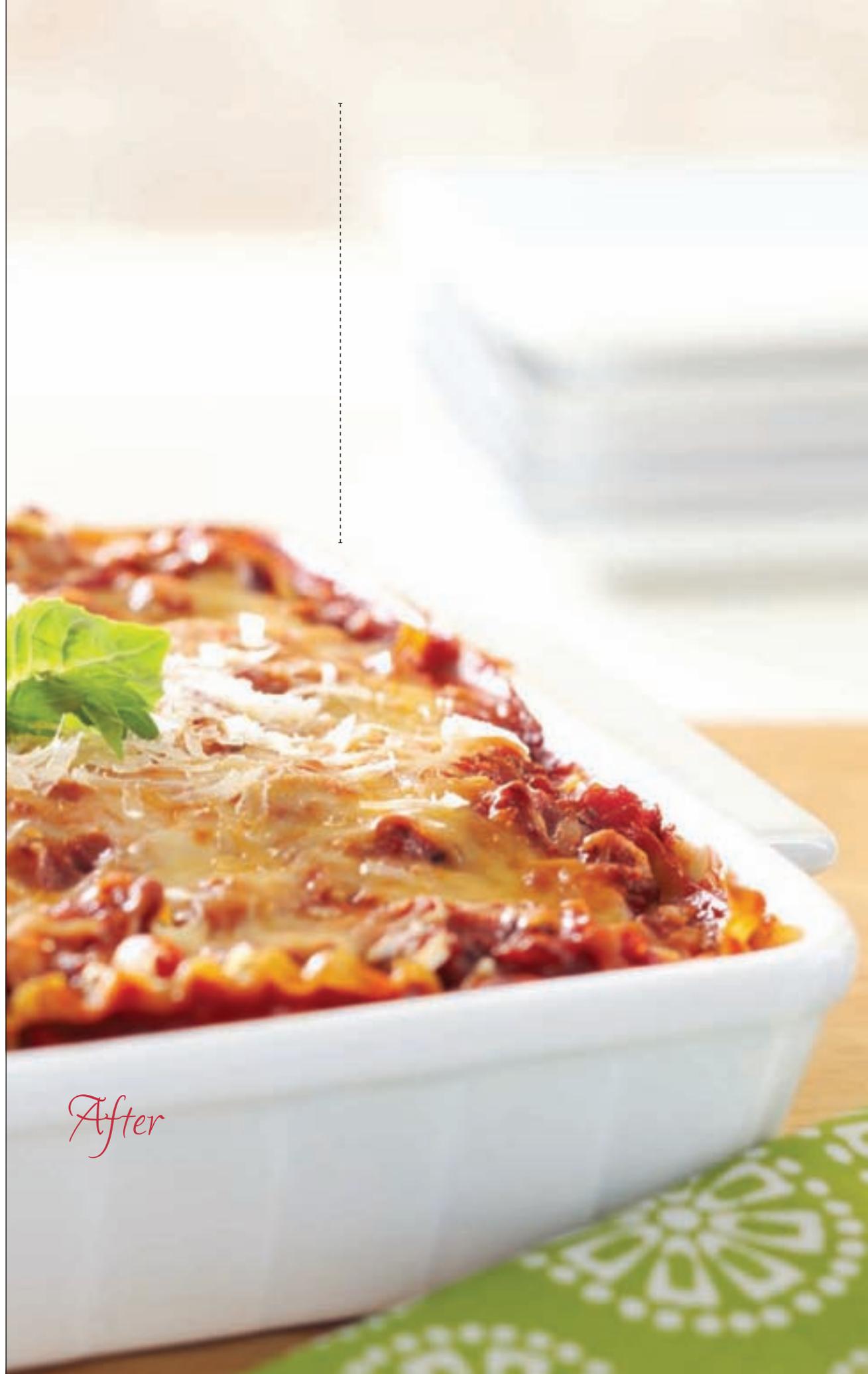
Mrs. Dash Seasonings: selected varieties 2 to 2.5 oz. 2/\$5.00



Naked Juice: selected varieties 15.2 oz. 2/\$5.00



Bigelow Tea: selected varieties 18 or 20 ct. \$2.29



*After*

## THE WINNER IS ...

Is homemade lasagna really more nutritious than a quick-to-fix frozen version?

Comparing NuVal scores for the two approaches indicates that homemade is more healthful. But there is no NuVal score for ground turkey breast, so it's a judgment call. We call it a win for homemade, but others may see it as inconclusive.

NuVal is a 1- to 100-point system: The higher the number, the more nutritious the food. A popular-brand frozen lasagna scored a 23 NuVal score, so that was our target.

Homemade lasagna is scored by each ingredient, which came in at 91 for whole wheat lasagna noodles, 49 for Newman's Marinara Sauce, 96 for zucchini, 96 for red pepper, 98 for yellow squash, 23 for ricotta cheese and 20 for mozzarella cheese. Ground turkey available has not been scored by NuVal, but ground turkey breast is very low in fat. Looks like a win for homemade.

## Complete.

Dannon Activia keeps digestion regular, aids in the body's absorption of nutrients, and comes in eight flavors delicious enough for dessert. Why not make Dannon Activia part of your diet makeover?

Dannon Adult or Kids Multi-Pack Yogurt: selected varieties 4 or 6 pk. 2/\$4.00

## NUTRITION MADE EASY: NUVAL

You might have noticed that many foods at your local Hy-Vee are given a NuVal score. Program scores are part of the price labeling attached to grocery shelves.

NuVal Nutritional Scoring System was developed by an independent team of nutrition and medical experts from leading universities and health organizations. Based on a scale of 1 to 100, foods with higher scores are generally higher in nutritional value than foods with lower scores.

Scoring is based on the presence of more than 30 nutrients, including carbohydrates, fat, sodium, cholesterol, fiber, vitamins, protein, minerals and antioxidants. Scores reflect how these nutrients influence health, and how they relate to the recommendations of the Dietary Guidelines from the U.S. Department of Agriculture and those of the Institute of Medicine Dietary Reference Intakes.

Scores are formulated so side-by-side comparisons of nutrition values can be made at a glance, while you shop. Simply compare NuVal numbers for similar products, then purchase the one with the

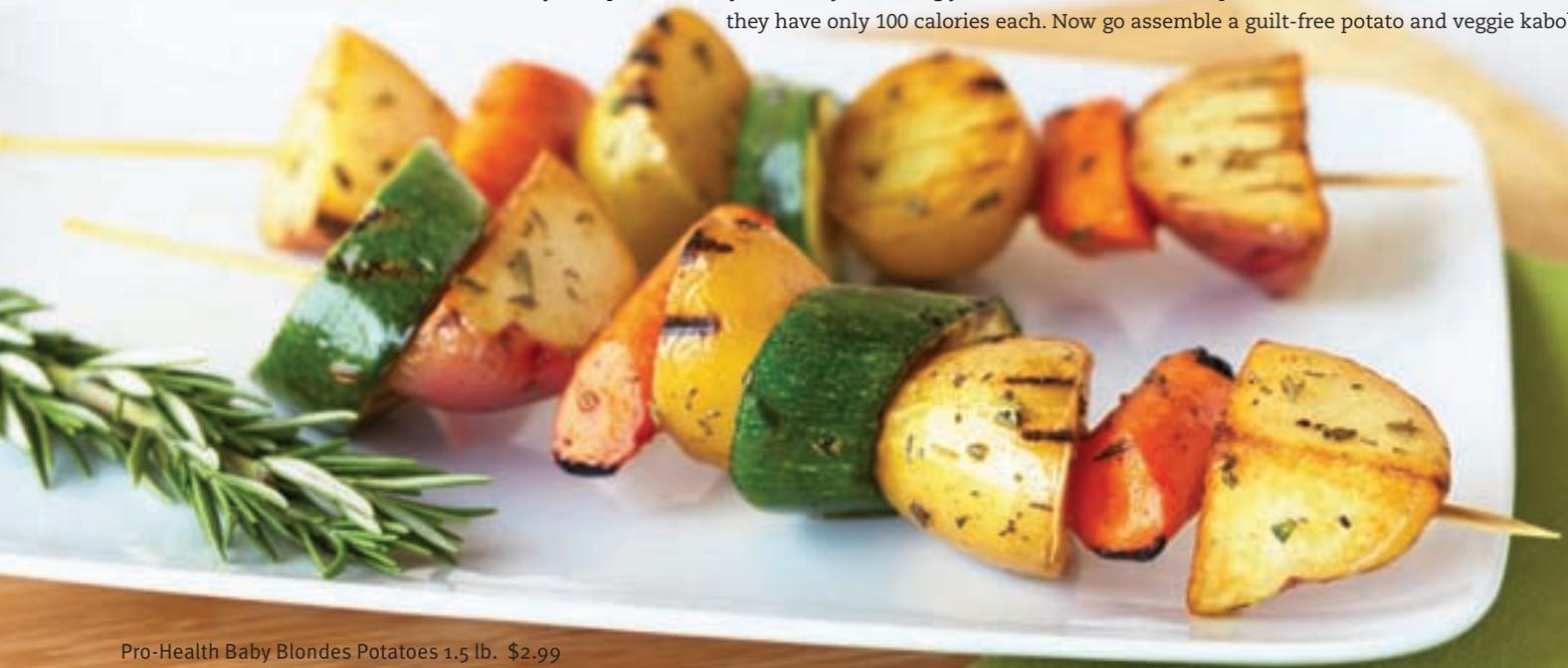
higher score. For example, suppose you are shopping for a loaf of bread. One heavily processed white bread may score only 14 NuVal points, while a healthful whole wheat loaf earns a score of 42. Go with the whole wheat.

Although thousands of food products have already been scored, NuVal officials are working toward having all foods sold at Hy-Vee within the system, including Hy-Vee brand items. This will make choosing healthful foods easier than ever. For more information on the Nuval Scoring System, visit [www.nuval.com](http://www.nuval.com).

	<b>HV WHOLE GRAIN RICE CAKES PLAI 4.9 OZ.</b>	<b>1.59</b>
	<b>UNIT</b> 	

*Smarter, Better*

Go ahead. Leave on the crunchy nutrient-dense skins of Pro-Health Smart Potatoes. Pro-Health potatoes are meticulously cleansed using the Pure Wash System, then shipped in innovative packaging that keeps the potatoes unbelievably fresh and clean. Potato-washing days are in the past. It's all part of Pro-Health's commitment to provide the very best potatoes for your family. Watching your diet? Potatoes are 100-percent fat- and cholesterol-free, and they have only 100 calories each. Now go assemble a guilt-free potato and veggie kabob.



Pro-Health Baby Blondes Potatoes 1.5 lb. \$2.99

Pro-Health Strawberry Red Potatoes 1.5 lb. \$2.99

Hy-Vee Russet Potatoes 10 lb. \$1.97

*For inspiring recipes,  
go to [www.DiLussoDeli.com](http://www.DiLussoDeli.com)*

*Simply nutritious.*

Bring wholesome, delicious DI LUSSO® meats and cheeses to your table. No artificial ingredients, no fillers, no MSG.



Serving Suggestion

Dilusso Premium Deli Deluxe Sliced Ham per lb. \$4.99

Dilusso Premium Sliced Hard and Genoa Salami and  
Pepperoni per lb. \$4.99



*When It's DiLusso, It's Delicious®*

# GOOD FOR YOU JUST GOT EASIER FOR YOU!

*Enjoy an easy family classic filled with the nutrition you need and the savory fall flavors you love.*

## ITALIAN PASTA SKILLET

- PAM® Original No-Stick Cooking Spray
- 1 pound Italian turkey sausage
- 1 (14.5-ounce) can Hunt's® Diced Tomatoes with Basil, Garlic and Oregano, undrained
- 1 (8-ounce) can Hunt's® Tomato Sauce-No Salt Added
- 1¼ cups hot water
- 8 ounces dry multigrain bow tie pasta, uncooked (8 ounces = about 3½ cups)
- 1 (6-ounce) package baby spinach leaves
- ½ cup shredded part-skim mozzarella cheese

## Ready in 30 Minutes

Spray a large skillet with cooking spray; heat over medium heat. Add sausage, cook and crumble until no longer pink; drain.

Stir in undrained tomatoes, tomato sauce, water and pasta. Bring to boiling.

Reduce heat; cover and simmer for 15 minutes or until pasta is tender, stirring occasionally. Add spinach; cook and stir until spinach wilts. Sprinkle with cheese.

Visit [HY-VEE.COM](http://HY-VEE.COM) for more quick & affordable recipes.



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Egg Beaters®: selected varieties  
15 or 16 oz. \$2.18



Hunt's® Tom...: selected varieties  
14.5 oz. 5/\$4.00



PAM® No-Stick Cooking Spray:  
selected varieties 5 or 6 oz. \$2.59



Healthy Choice® Fresh Mixers® or Marie  
Callender's® Home-Style Creations™:  
selected varieties 6.4 to 7.95 oz. 2/\$6.00



Healthy Choice Steaming Entrees, or  
All Natural or Select Entrees: selected  
varieties 8 to 10 oz. \$1.77



Healthy Choice® Soup: selected varieties  
14 or 15 oz. 10/\$10.00



Healthy Choice Complete Meals or  
Café Steamers: selected varieties  
9.5 to 12.5 oz. 2/\$5.00



Hebrew National Beef Franks: selected  
varieties 11 or 12 oz. 2/\$6.00



**MEET THE PEOPLE WHO MAKE THE DIFFERENCE**

**We're here to help you.**

With the cold and flu season upon us, it's time to check your household's supply of helpful over-the-counter remedies. Talk to your Hy-Vee pharmacist to determine what treatments and preventatives will be most effective for your situation. If you need flu shots, these are available at most store locations. Visit [www.Hy-Vee.com](http://www.Hy-Vee.com) for more information.



*rethink Suave®*



more than half of American households use Suave.\*

\*Based on US household penetration for 12 months ending Dec. 2008



Suave Shampoo or Conditioner: selected varieties 22.5 oz. 2/\$3.00

Suave Body Wash: selected varieties 12 or 18 oz. 2/\$3.00

Suave Hand & Body Lotion: selected varieties 18 oz. 2/\$5.00

Suave Anti-Perspirant or Deodorant: selected varieties 2.6 oz. 2/\$3.00

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# Next Issue

## HOLIDAY

Tell the truth: One reason that you love this time of year is because you're expecting good things to come your way. You're expecting delicious foods, beautiful decorations, appealing color and fabulous finds. You must be thinking about the next issue of *Seasons*. It's all that and more. For home delivery, visit [www.Hy-Vee.com/seasons](http://www.Hy-Vee.com/seasons).





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