

rise & shine

HyVee
EMPLOYEE OWNED

Ad prices effective April 18 - 24, 2012



1.99

Farmland bacon
select varieties 12, 16 oz. or 2.1 oz.
fully cooked (limit 4)

4-16
NEW

[f](#) [t](#) Follow us on Facebook and Twitter



2/4.00

Grape tomatoes garden fresh 1 pint



19-23
New!

2.97 Hy-Vee shredded
cheese select varieties 12 oz.



4.99 lb. Di Lusso®

deluxe ham sliced in our
delicatessen



93
New!

.77 lb.

Vidalia onions first of the season
from Bland Farms



96
New!

2/3.00

Hy-Vee
homegrown.
PICK FRESH. CHOOSE LOCAL.

Monterey whole white
mushrooms 8 oz. pkg.



6.99 lb. Belgioioso fontina
cheese made in Wisconsin

1.99 Bakery Fresh
English muffin bread 20 oz.



2/5.00 Bakery Fresh
jumbo muffins 4 ct.



4-47
New!

2.99 Simply juice
select varieties 59 fl. oz.



24-29
New!

1.99 Hy-Vee waffles
select varieties 12 or 12.3 oz.



4
New!

2/3.00 Hy-Vee toaster
pastries select varieties 14.6 oz.



7.99 Gevalia premium coffee
select varieties 12 oz.



23-30
New!

2/5.00 Post
honey bunches of oats
select varieties 13 to 18 oz.

rise & shine



3.99 Smothered hashbrowns
and toast (served during regular breakfast hours)

1.18

Hy-Vee grade A fresh
large eggs 12 ct.



1.99

Nabisco snack crackers
or Ritz crackers select varieties 5.5 to 16 oz.
2-38



3

2/1.00 Jiffy
corn muffin mix 8.5 oz.



2-3

3.99 M&M's
chocolate candies
select varieties 15.4 to 19.2 oz.



7

1.48 Hy-Vee deluxe
macaroni & cheese 14 oz.
or shells & cheese 12 oz.



2-25

2/6.00 Bugles,
Gardetto's or Chex Mix
select varieties 10.5 to 15 oz.



My number one responsibility is to make sure your shopping experience is a good one.

And I have found more and more that my customers are pressed for time and need their shopping trips to be quick, easy and convenient. Helping you find a product, track down a special order, point you in the direction of a

**A HELPFUL SMILE,
IN EVERY AISLE**

great deal or give you an idea of what to cook for dinner tonight is not just a part of my job; it is my job. And if you need help determining this week's dinner menu, check out our latest Hy-Vee Seasons magazine. It's full of recipes and meal ideas for your family. Grab one on your way out. It's free. And you can't find a better deal than that.

I'm John Abrego. I'm an assistant manager in Albert Lea, MN.

And I'm here to help.

2/5.00

Doritos or Ruffles
select varieties 8.5 to 11.5 oz.

6-25





53-58 

.88 Chicken of the Sea chunk light tuna in water or oil 5 oz.



3-28 

5/5.00 Knorr sides select varieties 3.8 to 6.4 oz.

1.38

Hy-Vee cottage bread white or wheat 20 oz. 



8-29 


1.68 Hy-Vee apple sauce original or cinnamon 48 oz. or natural 46 oz.



16-24 

2.98 Hy-Vee oil select varieties 48 fl. oz.



3.99 Jif peanut butter creamy, crunchy or natural 28 oz. 



2/3.00 Hy-Vee kettle cooked 8.5 oz. or potato chips select varieties 11 to 12.25 oz.

3-27 

3/2.00

Green Giant vegetables
select varieties 14.5 to 15.25 oz.

25-51



3/\$12 Coke products
12 pack cans 12 fl. oz. or 6 pack bottles
24 fl. oz. (deposit where required)



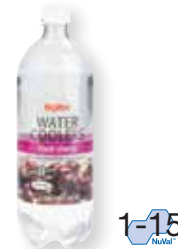
4.99 Gatorade sports
drink 8 ct. or Propel fitness
water 12 ct. select varieties



2/5.00 Lipton tea
select varieties 6 to 24 ct.



2/5.00 Crystal Light
drink mix makes 10 or 12 quart



2/1.00 Hy-Vee
water coolers or refreshers
select varieties 1 liter



.69 Powerade sports drink
select varieties 32 fl. oz.



2.88 Hidden Valley salad
dressing select varieties 16 fl. oz.



3/\$11 7•Up products
12 pack cans or 8 pack bottles
select varieties 12 fl. oz.
(deposit where required)



2/4.00 Del Monte
fruit cups select varieties 4 or 8 ct.



.99 Del Monte tomatoes 14.5 oz.
or Contadina pizza sauce 15 oz.
select varieties



3/5.00
Ragú pasta sauce
select varieties 16 to 24 oz.
16-60



1.18

Barilla pasta
select varieties 12 to 16 oz.

61-91



7.99 Beringer Founders'
Estate wine select varieties 750 ml.



15.99 Michelob Ultra
18 pack cans 12 fl. oz.



7.99 Angry Orchard
6 pack bottles 12 fl. oz.



23.99 Crown Royal
Canadian whisky 750 ml.



15.99 Keystone Light or
Keystone Ice 30 pack cans 12 fl. oz.



5.99 Leinenkugel's
6 pack bottles select varieties 12 fl. oz.



5.59 Barefoot wine
select varieties 750 ml.



9.99 Barton vodka
1.75 liter



ONLY AT HY-VEE

6.49

8 oz. Amana® boneless beef
rib eye steak 100% natural 12 oz. - **\$9.69**

30
Natural



2.49 Baking Stone
garlic foil 16 oz. or garlic
crown bread 20 oz.

ONLY AT HY-VEE



26
Natural

2/6.00 Fresh
ground beef 80% lean, 20% fat
16 oz. roll



30
Natural

6.99 Amana® boneless beef
tenderloin steak 100% natural, 5 oz.



100
Natural

.99

Dole classic iceberg 12 oz.
or coleslaw 14 oz. all natural



3/5.00 Marinated
boneless skinless chicken
breast 6 oz.



23-25
Natural

4.99 lb. Boneless beef
petite tender, boneless arm
steak or cube steak Fresh Blue
Ribbon, value pack



2/5.00 Harvester
sandwiches chicken salad, tuna
salad, ham salad 6 oz.



8-18
Natural

2/4.00 Oscar Mayer
meat hot dogs, bologna or cotto
salami select varieties 16 oz.

BUY 10 ITEMS, SAVE \$10

**BUY 10
SAVE**

\$10

on your next purchase. Coupon will print at register.

Coupon Valid: April 25 - May 1, 2012





3.29

Kellogg's cereal

frosted mini wheats bite size 24 oz., frosted flakes 23 oz., froot loops, apple jacks or corn pops 17 oz.

23-33
NuVal

**BUY
SAVE**

Purchase any 10 items on these pages and you will
get a coupon at checkout for \$10 off your purchase.

Coupon Valid: April 25 - May 1, 2012



2.79

Kellogg's Nutri-Grain
select varieties 7.8 or 10.4 oz.

23-34
NuVal



2-3
NuVal

2.49

Milano cookies

select varieties 5 to 7.5 oz.



8-46
NuVal

2.99

V8 V-Fusion

select varieties 36, 46 oz., 4 or 6 ct.



11-21
NuVal

4.99

Marie Callender's Bakes

select varieties 24 to 31 oz.



9-32
NuVal

3.98

**Lloyd's or Chi-Chi's
seasoned meat**

select varieties 18 oz.



5-31
NuVal

2.49

Hormel Compleats

select varieties 10 oz.

10 E

\$10

ages,
ur next purchase.



rain Bars

2.49

Ragú pasta sauce
select varieties 45 oz.

42-51
NuVal



2.49

Act II popcorn
select varieties 6 or 8 ct.

13-25
NuVal



2.99

Crest 4 to 8.2 oz. Glide 25 to 50 un. or yd.
Fixodent 1.4 oz. or Oral B floss picks
75 ct. or toothbrush select varieties



6-14
NuVal

2.28

Kraft Velveeta Shells or
Deluxe macaroni & cheese
select varieties 9.4 to 14 oz.



20-68
NuVal

4.99

Planters nuts
select varieties 8.75 to 10.25 oz.



13-22
NuVal

2.49

Skippy peanut butter
select varieties 15 or 16.3 oz.

to limit quantities.





TRI AS A TRIO

BUILD YOUR TEAM TODAY!

hy-veetriathlon.com

 **HyVee
triathlon**

09.02.12

LABOR DAY WEEKEND

DES MOINES



.99 lb. Chicken
drumsticks or thighs Hy-Vee
100% natural, value pack
28-30

6.99 lb. Fresh
catfish fillets U.S.A. farm raised
82



29

2/5.00 Boneless pork
loin butterfly chops or thick
cut America's cut chops
Fresh Blue Ribbon 8 oz.



82

16.99 lb.
Fresh grouper fillets



10/\$10 Twice baked
potatoes 5 oz.



28

3.77 lb. Fresh
certified ground chuck
85% lean 15% fat



23-33

2.99 Oscar Mayer deli
shaved meat or chicken strips
select varieties 5.5, 6, 7, 8 or 9 oz.



6-11

3.88 Johnsonville bratwurst
or Italian sausage
select varieties 16, 17.6 or 19.7 oz.

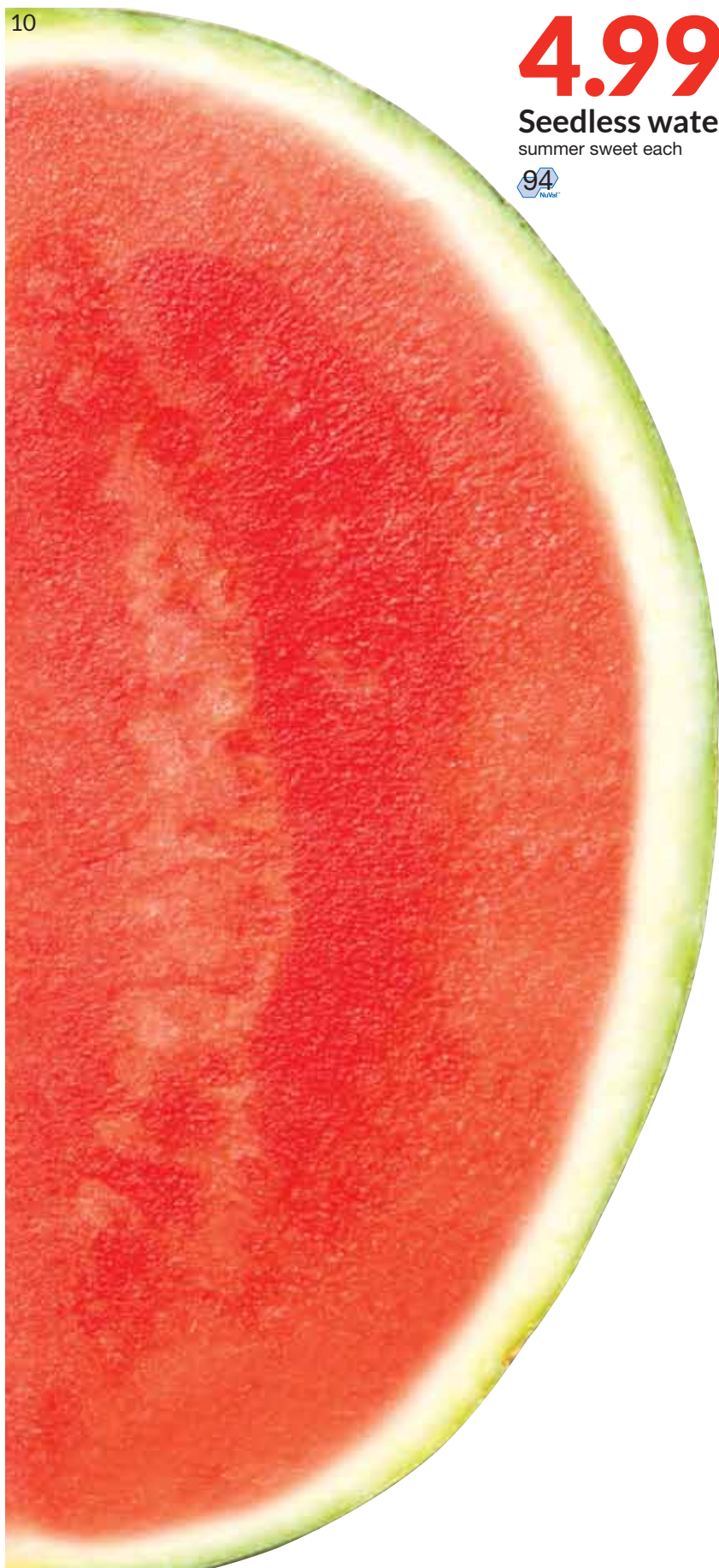
2.59 lb. 1 1/4"
thick cut loin or center
cut pork chops Fresh Blue Ribbon
25



4.99

Seedless watermelon

summer sweet each



23-30
NuVal

4/5.00

Del Monte fruit naturals select varieties 6 or 7 oz.



100
NuVal

1.28

Lettuce green leaf, red leaf or romaine each



99
NuVal

ORGANIC

1.69

Bunny-Luv organic whole carrots
32 oz. pkg.



96
NuVal

1.28lb.

Stemilt anjou pears
fresh from Washington



99
NuVal

.99

Grimmway baby carrots 16 oz. pkg.



EASY ASPARAGUS OMELET

Prep Time: 10 minutes | Total Time: 20 minutes

Serves 4

ALL YOU NEED:

- 15 thin asparagus spears, tough ends trimmed
- ½ tsp olive oil
- 12 large eggs
- ½ tsp salt
- ½ tsp freshly ground black pepper
- 1 tbsp unsalted butter
- 2 ounces Fontina or Gouda cheese, shaved into thin slices*

*To make it easier to shave the cheese, place it in the freezer for 30 minutes before slicing it.

**Alternatively, you can use two 10-inch-diameter nonstick, ovenproof sauté pans to make 2 smaller omelets.

ALL YOU DO:

1. Preheat broiler. Cut asparagus tips into 3-inch lengths, then cut remaining asparagus stalks on slight diagonal into ½-inch-thick slices. Toss asparagus tips in small bowl with oil to coat. Whisk eggs, salt and pepper in a large bowl to blend well.
2. Melt butter in a 12-inch-diameter nonstick, ovenproof sauté pan** over medium heat, swirling pan to coat it with butter. Add asparagus slices and sauté 1 minute. Add eggs and gently stir with a silicone spatula, lifting cooked egg off bottom of skillet and stirring it into uncooked portion. Be careful not to over-stir omelet. As omelet begins to set, give one last gentle stir, then lay cheese slices and asparagus tips over omelet.
3. Place pan under broiler and cook for about 1 minute, or until omelet is set on top and cheese melts. Using silicone spatula, loosen omelet from pan and slide it onto a platter. Cut omelet into wedges and serve.

1.69lb.

Fresh green
asparagus





1.99

Hy-Vee cottage cheese

1% or 4% small curd or 4% large curd 24 oz.

18-24
New



People often ask what being an employee-owned company means to me, and what it means for our customers. Simply put, it means I am empowered

to make decisions that are

in the best interest of my customers. To meet their needs and to exceed their expectations day in and day out. I take pride in knowing I can make a difference. Whether that is showing customers where they can save money and stick to their budget, or introducing them to a tool like our Hy-Vee mobile app to make their shopping more convenient.

**A HELPFUL SMILE,
IN EVERY AISLE**

Either way, as an employee-owner, I have the pleasure of knowing I made my customers lives a little bit easier, healthier and happier.

I'm Rejan Wiertzema. I'm a Hy-Vee assistant manager.

And I'm here to help.



30
New

3.59 Hy-Vee 1%
chocolate milk gallon



13-28
New

2/3.00 Dean's dip
select varieties 12 or 16 oz



3-6
New

3.28 Country Crock
spread 45 oz. or butter 12 oz.
select varieties

10/\$10 Oikos greek
yogurt select varieties 5.3 oz.

24-91
New



11-25

1.99 Hy-Vee garlic
bread, rolls or toast
select varieties 8 to 16 oz.



5-29

4/\$10 Stouffer's meals
select varieties 8.38 to 12.75 oz.



4-23

2/7.00 Ben & Jerry's
or Starbucks ice cream 16 oz.
or Magnum novelties 3 ct.
select varieties



3-45

3.88 Breyers ice
cream or frozen dessert
select varieties 1.5 quart



23-30

2/4.00 Banquet
boneless chicken
select varieties 12 to 15 oz.



4/\$10

Jack's pizza
select varieties 15 to 19.4 oz.

10-20

DINNER FOR FOUR



11.99
8 piece chicken pack
includes 2 sides



7.00 8 oz. sirloin with salad,
green beans and garlic toast
dine in or carry out

Thursday
only
4:00 to 7:00
p.m.



5.49 Angel Soft bath tissue 9 mega, 12 double
or 24 regular rolls or Sparkle paper towels 6 pick a size or 8 print rolls



Buy one, Get one
free Duracell batteries
AA or AAA 4 ct., C or D 2 ct. or 9V each



6.99 Midwest Country Fare
cat food 16 lb.



3.18 Hefty One
Zip storage bags
select varieties 12 to 40 ct.



2/5.00 Green Works
cleaner select varieties 22 to 32 fl. oz.



4.49 Cat's Pride
scooping cat litter 14 lb.



3/2.00 Hy-Vee Complete
dog food select varieties 13.2 oz. can



4/\$10 Mulch 2 cu. ft.



7/\$10 Top soil 40 lb. bag



1.18 Midwest Country Fare
bleach 96 fl. oz.



7.98 Tide laundry detergent
select varieties 50 fl. oz.



3.99 Reynolds Wrap
aluminum foil select varieties
30 to 75 sq. ft.



2/5.00 Dixie napkins 200 ct.
plates, cups or bowls select varieties 14 to 48 ct.
or Vanity Fair napkins 100 ct.



7.99 Aleve pain reliever
select varieties 80 to 130 ct.



6.88 Playtex gentle
glide or sport tampons
select varieties 36 ct.



3.49 Softsoap body wash,
soap or Irish Spring body wash
select varieties 4 bar or 15 to 32 fl. oz.



Hy-Vee
Floral Shop
where available

7.50 Signature bouquet
regular price \$14.88 (vase not included)



2/3.00 Ella's Kitchen
baby food select varieties 3.5 oz.



12.59 Hy-Vee Mother's
Choice® baby formula
select varieties 23.2 or 25.7 oz.



2.99 Tresemmé
hair care select varieties
4.2 to 32 fl. oz.



17.49
Luvs diapers
select varieties 66 to 108 ct.



2/3.00

Sweet cantaloupe each



93
Nutra

5/\$10

Hy-Vee pop

select varieties 12 pack 12 fl. oz. (deposit where required)



1.48

Hy-Vee orange juice

not from concentrate, regular or with calcium 64 fl. oz.



29-49
Nutra

Great savings all week at **Hy-Vee**®



81-100
Nutra

.69

Hy-Vee

frozen vegetables regular 16 oz.,
steam quick 12 oz. or brown rice 10 oz. select varieties



16.88

Budweiser, Select, Select 55 or
Bud Light 24 pack cans 12 fl. oz.

Products not available at all locations. Plus deposit on applicable items.
Alcoholic beverages not available in Minnesota.



6
Nutra

10/\$10

Hormel little sizzlers
select varieties 12 oz.