

*"Making Lives Easier, Healthier, Happier"*

# HyVee® Dietitian e-Newsletter



JUNE IS DAIRY MONTH!

The 2010 Dietary Guidelines for Americans encourages children and adults nine years and older to enjoy **three servings** of low-fat or fat-free milk, cheese or yogurt every day.

At just 25 cents per glass, milk provides one of the richest sources of well-absorbed calcium in the American diet. It takes 3 cups of broccoli to equal the calcium in one cup of milk!















Fun ways to eat more dairy this month:

- Start your day with a nutritious smoothie made from yogurt, fruit & ice.
- Whip up a veggie dip using Greek yogurt & seasonings for snacking.
- Grill a panini with 2% cheese.
- Bake a homemade pizza using part-skim mozzarella cheese.
- Assemble a fruit, yogurt and granola parfait for dessert.
- Pour a glass of ice cold milk with dinner.

*For more dairy recipe ideas, click here:*

<http://www.midwestdairy.com/0t8p14/recipes/>

# NuVal™: Trade up for health in DAIRY!

<i>If you normally buy this...</i>			<i>Try this!</i>	<i>Why?</i>
whole milk 		skim milk 		Less fat and fewer calories but <u>same</u> amount of calcium & vitamin D.
Yoplait® original 		Yoplait® light 		Less fat, fewer calories, lower in sugar.
Kemps® small curd cottage cheese (4% fat) 		Kemps® fat-free cottage cheese 		Less fat, fewer calories, more calcium, more protein.
Daisy® sour cream 		Fage® 0% Greek yogurt 		Lower in fat but higher in protein. So creamy! Works great in mashed potatoes!!

***The higher the NuVal™ score, the higher the nutritional value!***



# Road Construction Rewards (Dietitian-Approved!)

½ gallon pre-cut  
fruit or veggies

## \$2 OFF



Valid ONLY at Hy-Vee North.

LU # 11111

*Expires July 1, 2011*

1 pound of bananas

## FREE



Valid ONLY at Hy-Vee North.

LU # 11112

*Expires July 1, 2011*

Omega 3<sup>®</sup> Chia seed (16 oz)

## \$1 OFF



Valid ONLY at Hy-Vee North.

LU # 11113

*Expires July 1, 2011*

Hy-Vee<sup>®</sup> omega 3 pasta

## 50¢ OFF



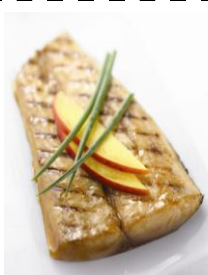
Valid ONLY at Hy-Vee North.

LU # 11114

*Expires July 1, 2011*

Salmon fillets (5 oz each)  
(purchase of 2 required)

## \$1 OFF 2



Valid ONLY at Hy-Vee North.

LU # 11115

*Expires July 1, 2011*

DiLusso<sup>®</sup> salad

Buy 1 at regular price & get second

## ½ PRICE



Half-price salad must be of equal or lesser value.

Valid ONLY at Hy-Vee North.

LU # 11116

*Expires July 1, 2011*

Sushi: Made fresh in store!

## \$1 OFF



Valid ONLY at Hy-Vee North.

LU # 11117

*Expires July 1, 2011*

Hy-Vee<sup>®</sup> whole wheat flour (5 lb)

## 50¢ OFF



Valid ONLY at Hy-Vee North.

LU # 11118

*Expires July 1, 2011*

Hy-Vee<sup>®</sup> frozen blueberries (16 oz)

## 50¢ OFF



Valid ONLY at Hy-Vee North.

LU # 11119

*Expires July 1, 2011*

Hy-Vee<sup>®</sup> Baking Stone Bread  
Honey Grain & Seed (20 oz)

## \$1 OFF



Valid ONLY at Hy-Vee North.

LU # 11120

*Expires July 1, 2011*





Your Hy-Vee dietitian invites you to become a  
**HEALTHIER, HAPPIER**  
version of you!

**Your Hy-Vee North dietitian is offering a ten-week lifestyle management program.**

The program will focus on weight control, fitness and eating for good health.

Class runs June through August.

Participants can choose to attend daytime sessions on Wednesdays or Fridays.

Cost is just **\$99** per person.

*The "Biggest Loser" will receive a \$100 Hy-Vee gift card!*

To register: Contact Kaitlin Anderson, RD, LD at 507-289-0266 or [1548dietitian@hy-vee.com](mailto:1548dietitian@hy-vee.com)

**100% of participants have reported they would recommend the program to a friend.**

*"I thought I knew a lot about nutrition and I learned so much more. So happy I joined. Highly recommend it."*

*"This has changed the way I shop and eat."*

## Hy-Vee Partners with Chef Curtis Stone to Celebrate “Food, Family, Fun”



Hy-Vee has teamed with celebrity chef Curtis Stone to develop a series of recipes designed to bring families together for meals that are easy, affordable and fun.

Stone, a native of Australia and classically trained in London, is the host of *Top Chef Masters* on Bravo and appeared as an investor/mentor on NBC's *America's Next Great Restaurant*. “Under the exclusive agreement with Hy-Vee, he will be prominently featured in the company’s TV commercials, print ads and in-store promotional materials over the next two years,” said Randy Edeker, president and chief operating officer of Hy-Vee, Inc.

Edeker said Hy-Vee contacted Stone after hearing him describe his philosophy when it comes to cooking and eating – a philosophy that mirrors Hy-Vee’s mission of **making lives easier, healthier and happier**.

“We are excited to be teaming with one of world’s most popular chefs to help our customers prepare and serve fresh, wholesome meals for their families,” Edeker said. “Hy-Vee’s partnership with Curtis Stone came about because we share the same passion for making mealtime a celebration of food, family and fun.”

Stone said he’s looking forward to working with Hy-Vee to put the fun back into cooking at home.

“For a lot of people, putting together a great meal is the opposite of relaxing, but it doesn’t have to be that way,” he said. “With the right ingredients, the right tools and the right tips, everyone can make healthy, affordable meals their families will love. The recipes I’m developing for Hy-Vee are easy to prepare and serve, leaving families with more time to linger around the table and enjoy each other’s company. That’s important to me, and it’s important to Hy-Vee.”

Stone’s talent for developing delicious recipes and his winning personality have made him one of television’s most sought-after celebrity chefs. In addition to his starring roles on two current shows, he has hosted TLC’s top-rated *Take Home Chef* and appeared as a contestant on *Celebrity Apprentice*. He’s also the author of several books, including *Relaxed Cooking with Curtis Stone*, and is a regular guest on NBC’s *Today* and *The Biggest Loser*.

Stone’s recipes for Hy-Vee will emphasize fresh, high-quality, seasonal ingredients and ease of preparation. New recipes will appear each month in the company’s print ads, on its website and in stores. Television commercials will feature Stone shopping for ingredients in Hy-Vee stores and helping customers cook and serve the featured dishes at home.

Edeker said Hy-Vee’s ultimate goal for the campaign is to promote the importance of the family table – the place families and friends gather at home to relax, reconnect and enjoy nutritious, affordable meals.

“Research shows, without a doubt, that when families eat meals together, the positive effects ripple through society,” Edeker said. “Relationships improve, children do better in school, and people make healthier food choices. We believe our collaboration with Curtis Stone can be a catalyst to make that happen in communities throughout the Midwest.”

<http://www.hy-vee.com/company/press-room/press-releases/hy-vee-partners-with-curtis-stone-to-celebrate-food-family-fun.aspx>