

seasons

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EMPLOYEE OWNED

HELPFUL PRODUCTS AND IDEAS FOR HEALTHY LIVING



SUMMER 2009
\$3.95 FREE
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FOOD . FAMILY . SUMMER



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2. Bakery Fresh Garlic Bread Heat & Serve 1 lb. \$2.49
3. Kitchen Salads: all varieties 3 lb. \$4.99
4. Our Signature Fresh Brats: all varieties 3.75 oz. 10/\$8.00
5. Our Famous Gourmet Steakhouse Burgers: selected varieties 6 oz. 2/\$3.00
6. Mini Sweet Watermelon: 1 each \$2.99



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DEAR FRIENDS,

Summer is hands down my favorite season. Like most Midwesterners, I love autumn's changing leaves and winter's first snowfall. The smell of cleansed earth after a gentle spring rain is pretty hard to beat, too.

But when the heat of summer arrives, a different kind of energy kicks in. You can see it and feel it all around. People seem so alive and as busy as ever, yet they appear happy, casual and carefree. Personally, I am at my busiest during the dog days of summer. I race out of work to get to a local Little League field so I don't miss my son's first pitch. I juggle carpool schedules between basketball camps and swimming lessons. I dash through Hy-Vee in search of items needed for evening activities. (S'more makings and bug spray may be on that list.)

Finding balance between the rigors and the simple joys of the day can be a challenge. But because summer goes by so quickly, it seems even more important to relax, live in the moment and make even the simplest of experiences special.

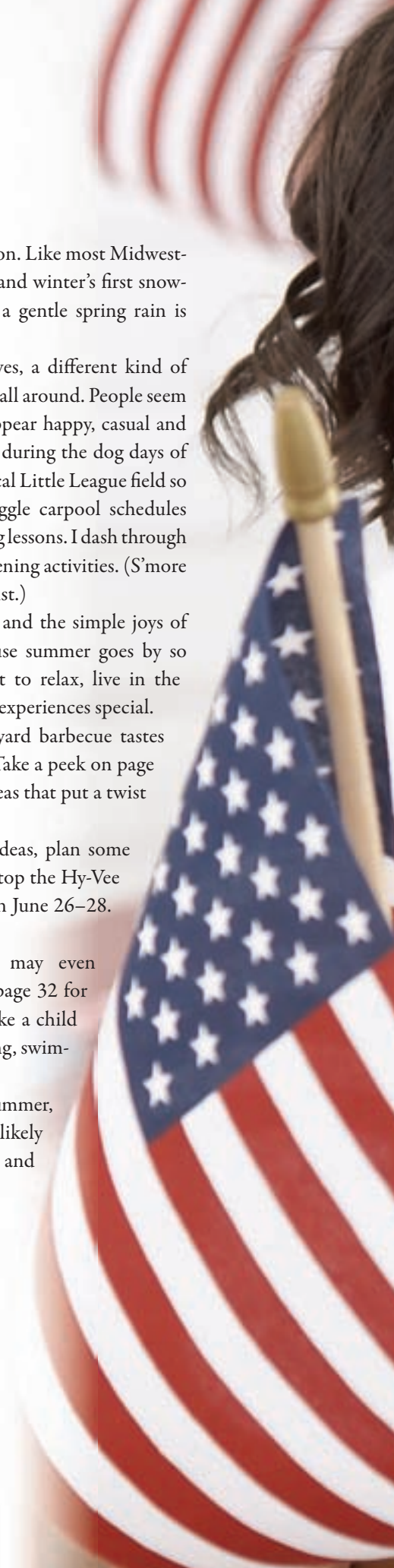
For example, a neighborhood backyard barbecue tastes best when it is spontaneous or simple. Take a peek on page 2 for stress-free summer entertaining ideas that put a twist on favorite grilled foods.

If you're looking for minivacation ideas, plan some Midwestern day-trips. Make your first stop the Hy-Vee Triathlon in West Des Moines, Iowa, on June 26-28. See highlights on page 28.

Attending the Hy-Vee Triathlon may even inspire you to get into shape. Turn to page 32 for fun ways to get fit outdoors. Just act like a child and try simple family activities like biking, swimming or hiking.

No matter what your plans for the summer, the best moments and memories most likely will be unscheduled ones with family and friends. Enjoy every single warm day!

Donna Tweeten
Assistant Vice President,
Communications





seasons

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Hy-Vee Seasons recipes are tested by the Hy-Vee Test Kitchen food technologists to guarantee that they are reliable, easy to follow and good-tasting.

Hy-Vee, Inc.:

senior vice president, marketing: **JON WENDEL**
assistant vice president, graphic design: **MATT NANNEN**
creative staff: RYAN NEVILLE, LINDSEY FUNK, BRITT BUSCH,
DAWN LAUER, MINDY VAN GUNDY, HILLARY HALSTEN

Grey Dog Media, LLC Integrated Marketing:

director of business operations: ADAM VENTLING
business director: ANDREW VENTLING
editorial director: WANDA J. VENTLING
art director: JAN M. CARLSON
premedia/imaging director: MICHAEL GOSHON
senior editor: ALISON VENTLING
senior editor: KRISTI JACKSON
text manager: LOIS WHITE
associate editor: MEGAN THOMPSON
assistant stylist: ASHLYN OWENS
copy editors: JENNIFER RUISCH, LIZ ANDERSON
proofreader: KATHY ROTH EASTMAN
food stylist: SUSAN STRELECKI
hair and makeup stylists: RONA MARTINO, CARASUE HALL
cover and this page photographer: ADAM ALBRIGHT
back cover photographer: ADAM ALBRIGHT

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Please recycle after use.





SUMMER SIZZLE

This Fourth of July, let freedom ring! Liberate yourself from kitchen duty, and let Hy-Vee help you make this star-spangled holiday as stress-free and fun as a great nation's birthday party should be.

WRITTEN BY EILEEN WOLF PHOTOGRAPHED BY ADAM ALBRIGHT AND KING AU



Vibrant parade floats and carnival rides set the stage for dazzling sparklers and awe-inspiring fireworks on the sweetest day of summer. The Fourth of July evokes wonder in young and old alike. As the Stars and Stripes waves in the breeze and patriotic tunes ring out, you can't help but feel overwhelming gratitude for the men and women who have sacrificed so much for our great nation.

When the text of the Declaration of Independence was finalized by the Continental Congress on July 4, 1776, our founding fathers officially declared the 13 American colonies to be separate from the British Empire. The United States of America was born, and everyone had reason to celebrate. The colorful, annual festivities still elicit pride in Americans across the country.

Independence Day is ideal for dining outdoors, so prepare a bounty of food to serve amid a swirl of red, white and blue. Plan a barbecue with everyone's favorite summer side dishes, such as baked beans and potato salad. Let the aroma of grilling meat tempt your guests' taste buds as they lounge in the sun and enjoy each other's company.

A trip to Hy-Vee is all it takes to pull off a memorable patriotic bash. You'll find the food you need to treat your crowd to a feast and decor to create a lasting, visual impression. Hy-Vee carries patriotic-themed dinnerware along with flags, sparklers and other decorations. The festive frills let guests know right away that they're in for a very merry Fourth.

What's to eat? Our recipes for zippy Pepper-Jack Bacon Burgers and bold Beer-Braised Brats show you how to combine quality ingredients from Hy-Vee to make delicious flavor combinations. Or try Mini-Size Tandoori Turkey Burgers and celebrate America's culinary diversity by bringing ethnic flair to a tantalizing burger.

The splendidly varied Grilled Vegetable Platter with Lime-Tarragon Butter can add a windfall of color, flavor and texture to your table in one easy dish. Rounding out the offerings are popular salads from the Hy-Vee Deli, making the spread hearty enough for a hungry crowd. Come dessert time, satisfy everyone with s'mores (see page 5 for ideas), which fit right in with the easygoing spirit of the day.



Americana Outdoor Decorations: selected varieties 1 ct. \$6.99

coming next issue

It's time to swing into a new school year! Get off to a smart start with tips on getting organized for school, decorating new living quarters, fixing nutritious breakfasts and more. Watch for the September issue of *Hy-Vee Seasons* at your local Hy-Vee or in the mail.

PHOTOGRAPHED BY KING AU

HOORAY FOR RED, WHITE AND BLUE!

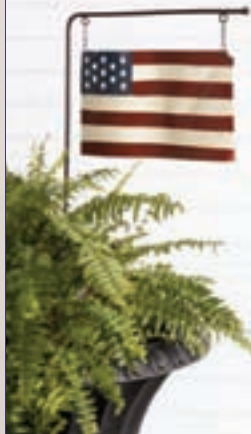
Show your true colors on July 4. Hy-Vee makes it easy for you because this time of year just about everything in the seasonal aisle comes in one of three colors: red, white or blue.

Blue and white plates paired with red napkins and a red-and-white checked table runner or tablecloth set the stage. Build on the color scheme with bundles of flowers from the Hy-Vee Floral Department, which stocks plenty of red, white and blue choices for the holiday. Tie red ribbon around canning jars or vases and let flags unfurl over the flowers.

It's our nation's birthday—and what's a birthday bash without some presents to open? Wrap up boxes of sparklers, using recycled brown paper bags, and put one at each place setting for everyone to enjoy after the sun goes down.

Decorate in red, white and blue in your family's style, and tap into one of our most cherished rights of all: the freedom of expression.

Patriotic Flag 1 ct. **\$9.99**





PUT S'MORE FUN IN YOUR S'MORES

Summer's favorite dessert just got easier, thanks to the S'more Maker available at Hy-Vee. This clever contraption's basket holds three s'mores, making it easy to get a batch over the heat and onto the table quickly.

To turn s'more making into a group activity, set out bowls filled with the traditional fixings—marshmallows, graham crackers and chocolate squares—as well as a few unexpected ingredients to let everyone give the treats a distinct twist. Use these ideas to get you started.

- **Pineapple-Coconut S'Mores:** Mix a little toasted coconut and crushed pineapple into some marshmallow crème, and substitute a slather of the mixture for the marshmallows. Use dark chocolate squares for a gourmet touch.

- **Turtle S'Mores:** Use traditional s'more ingredients, but dip half of each marshmallow into some caramel sauce and roll the caramel-dipped half into a dish of chopped pecans.

Check out the ideas that come with the S'more Maker for other delicious ingredients to use, including trail mix, peanut butter, bananas and strawberries.

Nabisco Honey Maid Grahams: selected varieties 14.4 oz. **\$3.18**

Jet-Puffed Marshmallows: selected varieties 10 or 10.5 oz. **\$.99**

Hershey's Candy Bars: milk chocolate 6 pk. **\$2.96**

S'more Maker: 1 ct. **\$5.99**





BEER-BRAISED BRATS

Serves 5 (1 brat each)

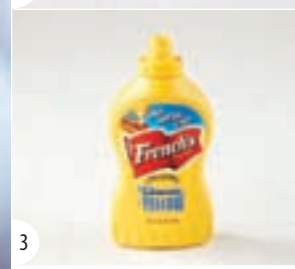
ALL YOU NEED

- | | |
|--|--|
| 1 (19.76-ounce) package Hy-Vee original brats | 3 (12 ounces each) bottles Boulevard™ beer |
| 1 small yellow onion, halved and thinly sliced | 1 tablespoon Hy-Vee butter |
| 1½ teaspoons caraway seeds | 5 Hy-Vee bakery fresh brat buns, split |
| 1 teaspoon Hy-Vee coarsely ground black pepper | Stone-ground mustard, optional |

ALL YOU DO

Using a toothpick, pierce casing on each brat several times. Place brats, onion slices, caraway seeds and pepper in a large saucepan. Slowly pour in beer. Stir to combine. Bring to a boil. Reduce heat to medium and simmer for 25 minutes or until internal temperature of brats reaches 180°F. Drain. Reserve onions. Meanwhile, prepare grill. Melt butter in a disposable foil pan over medium-hot coals. Add onions and cook, stirring occasionally, until onions are golden brown, about 10 minutes. Grill brats over medium-hot coals for 5 to 7 minutes to crisp the skin, turning frequently. If desired, lightly grill the buns. Place brats in buns. Top with grilled onions. Slather with stone-ground mustard, if desired.

Nutrition facts per serving: 520 calories, 29 g fat, 11 g saturated fat, 0 g trans fat, 70 mg cholesterol, 1,220 mg sodium, 43 g carbohydrates, 2 g fiber, 20 g protein, 4 g sugar. Daily values: 2% vitamin A, 2% vitamin C, 6% calcium, 15% iron.



1. Pepperidge Farm Buns or Rolls: selected varieties 12.5 to 14.5 oz. **2/\$5.00**
2. Monterey Steak Mate Mushrooms: 12 oz. **\$2.97**
3. French's Mustard: regular or honey 12 or 20 oz. **\$1.49**
4. La Choy Soy or Teriyaki Sauce: 10 oz. **\$1.48**
5. McCormick Black Pepper: 4 oz. **\$1.99**
6. Spice Island Grinders or Spices: selected varieties .5 to 3.5 oz. **\$2.00 off 1**



PEPPER-JACK BACON BURGERS

Serves 4

ALL YOU NEED

- | | |
|--|---|
| 1 pound lean ground beef | 2 slices Hy-Vee pepper jack cheese, each cut into four pieces |
| 1 tablespoon Hy-Vee steak sauce | 1 medium red onion, sliced |
| 1½ teaspoons Hy-Vee Worcestershire sauce | 1 yellow bell pepper, seeded and sliced |
| 5 slices Hy-Vee bacon, cooked and crumbled | 4 Hy-Vee whole wheat hamburger buns |

ALL YOU DO

Combine beef, steak sauce, Worcestershire sauce and bacon in a large bowl. Mix lightly but thoroughly. Divide mixture in half. Divide each half into four thin patties. Top four of the patties each with two pieces of cheese. Top each patty with a remaining patty, sealing edge. Grill covered, for 15 minutes or until internal temperature of burgers reaches 160°F, turning once halfway through grilling time. During the last 5 to 10 minutes of grilling, add onion slices and pepper slices to grill. Grill, turning occasionally, until tender-crisp. Serve burgers in buns with onion and pepper slices.

Nutrition facts per serving: 480 calories, 27 g fat, 11 g saturated fat, 1 g trans fat, 100 mg cholesterol, 660 mg sodium, 27 g carbohydrates, 4 g fiber, 32 g protein, 6 g sugar. Daily values: 4% vitamin A, 90% vitamin C, 15% calcium, 20% iron.



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1. Weber Grill Creations Seasonings: selected varieties 2.5 to 2.75 oz. **\$1.18**
2. 4th of July Themed Dinnerware: assorted styles and sizes **2/\$3.00**
3. Handi Foil Cook N Carry Line: selected varieties 1 or 3 ct. **2/\$5.00**
4. Hy-Vee Utility Lighter: 1 ct. **\$2.39**
5. Hy-Vee Kitchen Utilities **25% off**
6. Hy-Vee Kitchen Helper Stovetop Cookware **25% off**



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GRILLED VEGETABLE PLATTER

Serves 12

ALL YOU NEED

- 1 red onion, sliced
- 12 asparagus spears, trimmed
- 6 medium carrots, peeled, halved lengthwise and quartered
- 12 ounces fresh green beans
- 1 medium yellow bell pepper, seeded and cut into wedges

- 1 medium red bell pepper, seeded and cut into wedges
- 2 medium zucchini, cut into ¼-inch slices
- Grand Selections olive oil, to taste
- Hy-Vee salt and Hy-Vee pepper, to taste
- Lime-Tarragon Butter, optional

ALL YOU DO

Drizzle vegetables with olive oil and season with salt and pepper. Place vegetables in a grill basket or lay on top of foil. Grill over medium heat for 30 to 35 minutes or until veggies are tender and lightly browned. Serve vegetables with Lime-Tarragon Butter, if desired.

Nutrition facts per serving: 40 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 25 mg sodium, 9 g carbohydrates, 3 g fiber, 4 g sugar, 2 g protein. Daily values: 120% vitamin A, 80% vitamin C, 4% calcium, 4% iron.

Lime-Tarragon Butter: Combine ½ cup Hy-Vee butter, softened; ½ teaspoon freshly grated lime peel; and 2 teaspoons snipped fresh tarragon. Chill 1 hour for flavors to blend. Set butter out to soften for 30 minutes before serving.



1. Patriotic Gel Clings: 1 ct. 2/\$3.00
2. Patriotic Wind Chime 14" or Flag 1 ct. \$9.99
3. Hy-Vee Instant Lighting Charcoal: 13.5 lb. \$6.75
4. Stainless Steel 4 Burner Grill: model PS9400 \$299.99
5. Raid Insect Repellents or Off Citronella Candle: selected varieties 11 to 19 oz. \$3.88
6. Fiesta Garden Fresh Salsa assorted flavors: regular, hot or black bean 12 or 16 oz. \$3.69

Find gas and charcoal grills for all your barbecue and grilling needs. Purchase in stores or online at www.hy-vee.com





MINI-SIZE TANDOORI TURKEY BURGERS

Serves 8

ALL YOU NEED

- | | |
|---|---|
| 1 (1.2-pound) package lean ground turkey breast | 1 tablespoon Grand Selections olive oil |
| 1 clove garlic, minced | ½ cup light mayonnaise |
| 2 green onions, finely chopped | ½ teaspoon curry powder |
| 1 tablespoon grated fresh gingerroot | 1 tablespoon Hy-Vee apricot preserves |
| 1½ teaspoons ground cumin | 8 Hy-Vee cocktail buns, toasted |
| ½ teaspoon Hy-Vee salt | 8 tomato slices |
| ¼ teaspoon Hy-Vee pepper | 8 lettuce leaves |

Honeysuckle White Fresh Ground Turkey: 1.2 lb. \$1.98

ALL YOU DO

Combine turkey, garlic, onions, gingerroot, cumin, salt and pepper in a large bowl. Mix lightly but thoroughly. Shape turkey mixture into eight miniature-size burgers. Brush tops of patties with oil. Grill covered, for 8 to 10 minutes, turning once, or until internal temperature of burgers reaches 160°F. Meanwhile for apricot-curry mayonnaise, combine mayonnaise, curry powder and apricot preserves. Serve burgers in buns with apricot-curry mayonnaise, tomato slices and lettuce leaves.

Nutrition facts per serving: 220 calories, 8 g fat, 1 g saturated fat, 0 g trans fat, 55 mg cholesterol, 390 mg sodium, 20 g carbohydrates, 2 g fiber, 21 g protein, 6 g sugar. Daily values: 25% vitamin A, 10% vitamin C, 2% calcium, 8% iron.



Put more Blue into the Red-White-and-Blue Holiday

For this holiday, declare your independence and pick up some juicy, succulent Hy-Vee Blue Ribbon Beef.

For some families, the Fourth of July can only mean one thing: sizzling steak! If that sounds familiar, check out Hy-Vee Blue Ribbon Beef—high-quality beef that comes in tender, juicy cuts just right for cooking over the coals.

Made from hand-selected cattle mostly raised in the upper Midwest, Blue Ribbon Beef is guaranteed to be consistent in quality time after time. Each piece is hand-trimmed and naturally aged, offering the rich, beefy taste you crave at your best gatherings but at the affordable prices you've come to expect from Hy-Vee.

Not all beef cuts carry the Blue Ribbon label. Look specifically for this brand in its innovative leakproof packaging. Serving suggestions and “use by” or “freeze by” dates on every package of Blue Ribbon Beef take the guesswork out of grilling or cooking your purchase.

As with all meats, Blue Ribbon Beef should be stored in the coldest part of the refrigerator (for up to three days) or in the freezer for longer storage.

1. Hormel Always Tender® Pork Loin Baby Back Ribs: per lb. \$3.98
2. Grill Ready Beef and Vegetables Kabobs: 10 oz. 2/\$7.00
3. Fresh from our service case
Trimmed Boneless Skinless Chicken Breasts: per lb. \$2.98

Great Tastes from Sea to Shining Sea

Who says meat is a must on the Fourth? America is all about the pursuit of happiness and if seafood makes you happy, put it on the grill!

Even food lovers in the land-locked Midwest can savor sparkling seafood at its freshest best and hot off the grill on the Fourth of July. Hy-Vee is the only Midwest supermarket chain to employ a full-time inspector from the USDC (United States Department of Commerce, the seafood equivalent of the USDA). This voluntary program attests you always find top-quality fresh fish at your local Hy-Vee.

Even if you get more practice grilling burgers, there's nothing tricky about cooking fish over the coals, especially when you follow these tips:

* Use a grilling basket. A basket helps you avoid breaking the fish as you turn it. To prevent sticking, spray the inside of the unheated basket with cooking spray before placing the fish inside.

* Only turn fish once, halfway through the cooking time.

* Avoid overcooking fish. Take it off the grill when it begins to flake when tested with a fork. As with meat, fish continues to cook after you take it off the grill.



1. Cherrystone Clams: per lb. \$2.28
2. Shrimp Skewers: 1.6 oz.
10/\$10.00
3. Fresh Sea Scallops: per lb. \$11.99





Boulevard Beer Tastes Great

BEST BEER AND FOOD PAIRINGS

Boulevard Brewing Company's diverse portfolio of locally produced Midwestern beers makes learning about food-and-beer pairings a fascinating pursuit. Jeremy Ragonese, director of marketing for Boulevard, suggests these ideas to get you started.

- * Match the weight of the beer to that of your food. Heavy foods often overpower light beers; likewise, heavy beers overpower light foods. Grilled fish, light salads and creamy cheeses partner well with Boulevard's ZÖN and Unfiltered Wheat beers. Bully Porter and Boulevard Stout buddy up best with foods such as meaty stews and stronger cheeses.

- * Look for like flavors in the food and beer. For example, the hint of sweetness in Lunar Ale meshes marvelously with sweet barbecue sauces and the irresistible caramelized flavor foods get on the grill.

- * Remember that opposites attract, too. For example, the roasted malt and alcohol flavor of Bully Porter makes the chocolate in a chocolate cake spring to life. The sweetness of Long Strange Tripel Beer (from Boulevard's limited-edition Smokestack Series line) plays nicely with fruity flavors but complements vinegar-based salads, too.

- * Pair more bitter beer with spicy foods. Beer hounds refer to the pleasantly bitter flavor in their brews as "hoppy", and hoppy beers classically partner with spicy dishes. If you like grilled foods fired up with Cajun or blackened spices, reach for Boulevard Pale Ale or the even hoppier Single-Wide IPA.

Boulevard Beer: selected varieties 12 pk. bottles **\$11.99** (plus deposit where required)

Boulevard Smokestack Series: selected varieties 750 ml. **\$7.49** (plus deposit where required)

Libby Pilsner Glasses: 4 ct. **\$9.99**



SAVOR MIDWEST PRIDE WITH BOULEVARD BEER

The Fourth of July offers a great time to celebrate the proudly individualistic spirit of our nation, and a pleasure-packed way to celebrate is with a one-of-a-kind beer produced for a one-of-a-kind place.

Boulevard Brewery Company in Kansas City crafts specialty brews exclusively for beer lovers in the Midwest. "Our beers are made in a style that specifically appeals to Midwestern tastes," says Jeremy Ragonese, director of marketing for Boulevard Brewing.

Founded in 1989 in a turn-of-the-20th-century brick building on Kansas City's historic Southwest Boulevard, the brewery has become the Midwest's largest specialty brewer. Every step of the company's brewing process—such as using only malted barley (rather than rice or corn fillers) and avoiding shortcuts in the brewing and fermentation processes—ensures consistently fresh, flavorful beers.

Boulevard beer is available in six varieties year-round. Seasonal selections and limited-edition brews make much-anticipated appearances on shelves now and then throughout the year. The company's number-one selling beer is its light, refreshing Unfiltered Wheat beer. Ragonese says the light body and subtle citrus flavor make the beer a standout for summer cookouts. He also recommends ZÖN, an extremely refreshing Belgian-style Witbier (wheat beer) released only in summer. So get it while it's hot . . . outside!



Hy-Vee offers an attractive metal bucket that holds plenty of ice and favorite beverages so guests can grab their own during parties and backyard bashes. Remember to drink responsibly.



1. Goose Island or 312 Urban Wheat Ale: selected varieties 6 pk. bottles **\$7.49** (plus deposit where required)
2. Sierra Nevada: selected varieties 6 pk. bottles **\$6.99** (plus deposit where required)
3. Welch's Frozen Cocktails or Blends: selected varieties 11 or 11.5 oz. **\$1.24**
4. Metal Ice Bucket: 20" **\$19.98**

STOCK UP

The arrival of summer is the perfect time to refresh your pantry so you'll always have the right items on hand for quick family meals and easy entertaining.

WRITTEN BY KATHY ROTH EASTMAN PHOTOGRAPHED BY KING AU AND TOBIN BENNETT

Take stock of the provisions in your pantry and refresh your supplies for a seasonal change in your family's eating habits. Summer dining is big on grilling, salads, quick sandwiches and dishes based on fresh produce, so fill your cupboards with great go-alongs that let you whip up tasty bites on the spur of the moment.

CLEAR OUT, STOCK UP

Spend an hour or two now to organize your pantry for easy mealtimes all summer long.

Pull out your supply of cans, boxes and jars. Check expiration dates and discard any foods that have expired. If you find unexpired items in your pantry that you know you won't use, donate them to a local food bank. Plan a few meals based on items that must be used soon or those that aren't summer-friendly so you can replace them with seasonal supplies.

Group ingredients in storage baskets, pullout bins and Lock & Lock containers. Keep a tub filled with ingredients for a quick meal, so dinner is ready to roll on particularly harried days. Maintain a shopping list so you can easily replenish ingredients from Hy-Vee.

MAKE THE LIVING EASY

With the kids home from school and entertaining and picnicking opportunities galore, summer meals need to be quick to fix. Let your pantry reflect that easygoing attitude.

For the kids, keep a basket filled with nutritious snacks and another with easy lunch foods so the kids can grab and go. You'll be able to keep tabs on what they eat and ensure they make nutritious choices.

Summer brings plenty of options for impromptu gatherings. You may invite coworkers or neighbors over for beverages and snacks after work, or out-of-town guests may stop by for a visit on their way to a vacation destination. With ingredients stocked in the pantry, last-minute entertaining remains enjoyable, not frazzling. Just head to the patio and turn on the grill for prime-time entertaining.

Lock & Lock Rectangular Storage Containers: 5.5 cup,
8 cup or 8.4 cup 1 ct. **\$3.99**



THE WELL-STOCKED SUMMER PANTRY

Fill your cupboard with these staples and you'll have a wealth of options for impromptu gatherings, kids' lunches and simple family dinners.

PRODUCE (that stores well in a pantry)

- Garlic bulbs
- Onions
- Potatoes (red, yellow, russet, sweet)

CANNED, JARRED AND PACKAGED FOODS

- Canned tomatoes: diced, paste, sauce
- Dried tomatoes
- Canned vegetables
- Green chiles, diced
- Beans (black, pinto, refried)
- Soups
- Tortillas (flour, corn)
- Tuna and chicken
- Cake and brownie mixes
- Canned fruits and applesauce
- Peanut butter
- Dried pastas (fettuccine, macaroni, spaghetti, ramen noodles, shells, tortellini)
- Packaged pasta meals
- Pizza crust mixes or ready-made crusts
- Nuts (almonds, cashews, dry-roasted peanuts, pecans, walnuts)
- Olives (green, kalamata, ripe)
- Boxed cereals and instant oatmeal

SNACKS

- Baked chips
- Pretzels
- Tortilla chips
- Microwave popcorn
- Dried fruits
- Crackers (snack, graham)
- Pudding cups
- Fig cookies and other low-fat sweets
- Granola bars, cereal bars, fruit bars
- Fruit juices

CONDIMENTS

- Ketchup
- Specialty mustards
- Mayonnaise
- Barbecue sauces
- Honey
- Preserves (strawberry, orange marmalade)
- Teriyaki sauce and marinades
- Vinegars (apple cider, balsamic, rice, white wine)
- Roasted red peppers
- Pickles
- Artichoke hearts
- Pestos
- Salsa
- Salad dressings (honey mustard, Italian)
- Olive oil
- Hot pepper sauce
- Worcestershire sauce

OTHER

- Spices and herbs (barbecue blends and others used for grilling)
- Pita breads, buns, specialty sandwich breads (only buy a week's supply or freeze extras)
- Beverages, including tea or coffee (for iced drinks); lemonade mixes; juice; wine, spirits and beer; soda and flavored water; mixes for alcoholic beverages

SUPPLIES

- Reusable storage bags
- Aluminum foil
- Plastic storage containers
- Napkins
- Toothpicks
- Disposable dinnerware and flatware (and/or plastic reusable items)
- Paper towels



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1. Hy-Vee Deluxe Macaroni and Cheese Dinners: selected varieties 12 or 14 oz. **\$1.38**
2. Hy-Vee Marinades: selected varieties 12 oz. **\$1.68**
3. Hy-Vee Long Grain Rice 5 lb. **\$3.69**
4. Hunt's Tomato Sauce: regular, unsalted or Italian herb 8 oz. **2/\$.88**
5. V8 V-Fusion Beverages: selected varieties 46 oz. **\$3.28**
6. Bertolli Olive Oil: original, extra virgin or extra light 25.5 oz. **\$8.69**



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Post a grocery list inside your pantry to keep track of items you need to buy. Check the list and stock up when you do your weekly shopping.

HOT SUMMER COMBOS

Keep staples on hand so you can always make a healthful dish fast when entertaining opportunities arise. Purchase produce and perishables weekly to round out your pantry's offerings.

Antipasto platter: Load a tray with items from your pantry and fridge. Include olives, pickles, artichoke hearts, roasted red peppers and canned tuna from the pantry, then raid the fridge for cheese chunks, salami slices and veggie sticks. Serve with assorted crackers and bakery breads.

Salads: Create a cool pasta salad with either a creamy or vinaigrette salad dressing. Toss in fresh bite-size veggies and drained and rinsed canned garbanzo beans. In addition, keep ingredients on hand for other summer specialties, such as taco or three-bean salads.

Grilling: Keep a supply of marinades, sauces, rubs and seasonings so you can vary both your meats and their flavorings. Alongside the meats, grill great go-alongs, such as foil packets of sliced potatoes, sweet potatoes and onions (just drizzle the veggies with olive oil and seasonings). While the entrée cooks, serve appetizer-size grilled French bread slices topped with pesto or tapenade. For a kid-pleasing dessert, toast marshmallows for s'mores as the grill cools down.

Make room in your pantry for Kraft Products.

Kraft Barbecue Sauce: selected varieties 16.25 or 18 oz. \$1.00

Kool-Aid, Tang or Sugar Free Kool Aid: selected varieties 8 to 12 qt. or 10 to 12 pk. \$1.59

Nabisco Large Snack Crackers: selected varieties 12 to 16 oz. \$3.69

South Beach Living or 100 Calories Bars: selected varieties 5.88 or 6.15 oz. \$2.68





Our Entire Selection of Water Slides - 25% off

Birthday Splash Bash

Make it a soaking good time with wet and wild games and easy-to-prepare foods.

WRITTEN BY COURTENAY WOLF PHOTOGRAPHED BY ADAM ALBRIGHT AND PETE KRUMHARDT



Our Entire Selection of Water Blasters - 25% off

Popsicle Pops 18 to 30 ct., Klondike or Breyers Novelties 6 or 12 ct. 2/\$5.00

Plan a Birthday Splash Bash. The mission: Everyone gets wet and has fun right in your own backyard! It's easy on the budget, and the kids have a blast. Plus for busy parents, your local Hy-Vee carries almost everything you need from splash, splash and slide toys to water guns to party decor, favors and food.

The Splash Bash is easy to pull together. Start with a trip to the Hy-Vee Bakery. Make it a special outing and let your child pick colors and motifs for a custom cake or cupcakes. Then slip over to the Hy-Vee Photo Department for some help designing a unique invitation that reminds guests to come in swimming suits and bring extra towels. While you're at Hy-Vee, be sure to pick out party favors. Mini squirt guns and bubble soap are always a hit.

What kinds of activities should you include at your party? Start with kiddie pools, splash and slide toys, and sprinklers, then add activities. Kids of all ages enjoy water games. Fill plenty of balloons partially full of water. Toss them in a kiddie pool and let everyone try to pop the slippery balloons by sitting on them. Divide older kids into teams and let them toss balloons back and

forth, moving farther apart with each toss. The team with the fewest dropped or popped balloons wins.

Water guns are a perennial favorite and every year they get more elaborate. Set the kids loose after designating a few "safe bases" and covering safety rules, such as no shooting water in the eyes or face. Once the older kids have soaked each other, they can shoot at targets. Divide the kids into teams, set lightweight cups on a fence post or table and let them compete to see how many they can knock down in a designated time.

The Splash Bash party is great for kids ages 3 to 12. Ask parents of younger children to stay and help supervise, and keep it simple and not longer than 1½ hours. Older kids are more independent and can handle longer parties and more organized games. You'll need a few parents to help you oversee kids and activities. Be sure to have plenty of waterproof sunblock and towels available.

Get ready for a wet, wild and wacky birthday party everyone will love.



Set the Stage

Set up your party food and gift tables in a dry and shaded area, well away from the water games. A deck, patio or a decorated garage provides a good spot. A blue vinyl tablecloth, accented with tropical fish, says this party is all about watery fun. The fish placemats are easy to fashion from crafts foam or construction paper and a pattern you'll find at www.hy-vee.com.

The clever cake stand is a simple bowl from the Hy-Vee Floral Department. The bottom is covered in blue jelly beans. Small plastic fish and a frog complete the scene. Helium-filled fish balloons are also found in the Floral Department. You'll find other fun items in the seasonal merchandise and stationery aisles. Sand pails double as ice buckets to hold juice drinks for a boost of healthful energy. Colorful cozies personalized with crafts foam keep drinks cold on a warm summer day, and a selection of snacks keeps kids going at this high-energy party.

To make things easy at serving time, scoop ice cream into small paper cups before the party and store them in the freezer, then bring out the individualized servings when you cut the cake.



Party Checklist

6 weeks ahead

- ✂ Choose a theme.
- ✂ Decide on a location.
- ✂ Make reservations, if necessary.

1 month ahead

- ✂ Make a guest list.
- ✂ Plan the food.
- ✂ Order the cake.
- ✂ Send invitations.
- ✂ Ask friends or relatives to help.

2 weeks ahead

- ✂ Make party favors.
- ✂ Determine the decorations.
- ✂ Shop for paper goods (plates, napkins, streamers).
- ✂ Plan activities.
- ✂ Purchase game supplies.

1 week ahead

- ✂ Purchase nonperishable foods.

1 day ahead

- ✂ Begin food preparation.
- ✂ Prepare the location.
- ✂ Begin decorating.

Party day

- ✂ Pick up the cake.

1. Mattel Peek A Boo: 1 ct. \$6.59
2. Mattel Cars: mini 2 pk. \$5.99
3. Large Solid Color Gift Bags: assorted colors 13" 2/\$3.00
4. Glow in the Dark Bracelet: 1 ct. \$.89
5. Fisher Price Geo Trax Remote Control Set \$24.99



Looking for the perfect gift idea?
Choose from a variety of
gift cards offered at your
local Hy-Vee.

Gift cards to grant every birthday wish



Create a Splashing Invite

Simply go to www.hy-vee.com and select Photos. You'll find a large selection of colorful templates and easy step-by-step instructions. The program walks you through uploading a photo or scanned image, placing it in the template and adding text. You can also upload designs you've made in other programs. From the Web site, you can send the electronic file and your order directly to your local Hy-Vee and pick up the invitations at your convenience.

If you need some help with the design or don't have access to a computer, take your photo or image to your Hy-Vee Photo Center. A Hy-Vee staff member will help you create a special invitation at the easy-to-use Kodak Picture Kiosk, where available.

After the party, upload your digital photos to share with attendees, create a memory book to capture the hilarity of the day or simply have your photos printed at the Photo Center.

Photo Processing 4" x 6" prints in store and online \$.12 each

Select party invitations, greeting cards and announcements 25% off—online only





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1. Hy-Vee Designer Plates or Cups: selected varieties 24 to 60 ct. \$2.18
2. Wilton Birthday Baking Supplies: selected varieties 1 to 75 ct. \$1.99
3. Happy Birthday Singing Balloons, Hannah Montana, Princess, Dora or Elmo \$14.99
4. Kodak FunSaver One Time Use Camera 27 exp. \$4.99
5. M&M's Bag Candy: milk chocolate or peanut 42 oz. \$7.49
6. Duracell Batteries: AA 8 ct., AAA 8 ct., 9V 2 ct., C or D 4 ct. \$5.99

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1. Banquet Family Pack Chicken: selected varieties 26 to 28.8 oz. \$3.99
2. Healthy Choice Simple Selections: selected varieties 8 to 10 oz. \$1.98
3. Reddi Wip: selected varieties 7 oz. \$2.18
4. ACT II Micro Popcorn: selected varieties 6 or 8 pk. 2/\$5.00
5. Hebrew National Beef Franks 12 oz. \$2.99
6. Chef Boyardee Can Pasta with Meat or Micro Cups: selected varieties 7.25 to 15 oz. \$1.00
7. Hunt's Ketchup: 36 oz. \$1.48
8. Hunt's Manwich: original or bbq 15 or 15.5 oz. \$1.18

POPPED ACT II POPCORN IN DECORATED BAGS MAKES A FUN FAVOR.



BBQ RANCH CHICKEN & BACON WRAP

Ready in 15 minutes

- | | |
|--|-------------------------------|
| 12 Banquet Original Chicken Breast Tenders | 1 cup shredded lettuce |
| ¼ cup ranch dressing | ½ cup chopped tomato |
| 2 tablespoons Hunt's Original Barbecue Sauce | 8 slices bacon, cooked crisp |
| 4 flour tortillas (8-inch) | ½ cup shredded cheddar cheese |

Prepare chicken tenders according to package directions. Combine dressing and barbecue sauce in small bowl. Spread tortillas evenly with dressing. Cover each tortilla with ¼ cup lettuce; press lightly into dressing. Top evenly with tomato, chicken, bacon and cheese. Roll up tightly.

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(Recipe provided; not Hy-Vee Test Kitchen tested.)



1. Kraft Bagel-fuls: selected varieties 10 oz. 2/\$4.00
2. Cool Whip: aerosol, regular, extra creamy or lite 7 oz. \$1.99
3. Kraft Deli Fresh Natural Sliced Cheese: selected varieties 7 or 8 oz. \$2.79
4. Oscar Mayer Family Sized Sliced Meats: selected varieties 16 oz. \$2.99
5. Oscar Mayer Deli Creations or South Beach Wraps: selected varieties 4.9 to 7.85 oz. 2/\$5.00
6. Oscar Mayer Beef Franks or Beef Bologna: selected varieties 10 to 16 oz. \$2.88
7. DiGiorno For Ones or California Pizza Kitchen For Ones: selected varieties 5.3 to 10.2 oz. 4/\$10.00
8. Jack's Naturally Rising Pizza: selected varieties 28.1 to 30.5 oz. 2/\$8.00

Kool-Aid, Tang or Sugar Free Kool-Aid: selected varieties 8 to 12 qt. or 10 to 12 pk. \$1.59



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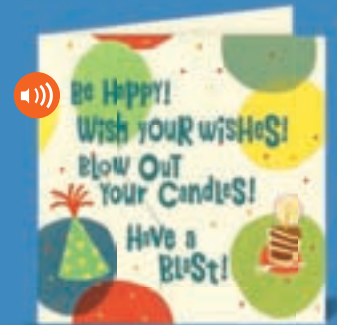
EVERY BIRTHDAY IS A BIG ONE.

Celebrate another year of love and laughter with the perfect card and wrap. Expressions from Hallmark. Available in our card aisle.



RECORDABLE CARDS WITH MUSIC \$6.99

Record the perfect birthday message to play over and over.



CARDS WITH SOUND \$4.99

A favorite song makes a birthday wish even more memorable.

25% OFF
HALLMARK
GIFT BAGS



BIRTHDAY GIFT BAGS

A great way to tell (and show!) someone happy birthday.

expressions
from
Hallmark



MOVING INSPIRATION



WEST DES MOINES, IOWA | JUNE 27 & 28, 2009

presented by  PEPSICO



The 2009 Hy-Vee Triathlon promises a great family-fun venue. A field of more than 3,000 competitors includes some of the world's elite triathletes.

PHOTOGRAPHED BY KING AU AND TOBIN BENNETT

On your marks! Set! Jump into summertime fun and excitement when thousands of amateur and professional athletes compete in the 2009 Hy-Vee Triathlon on June 27 and 28. This year's event promises to be more spectacular and more family-friendly than ever, with a variety of talent levels that comprises some of the best athletes in the world and imaginative planning that centers the Triathlon at easily accessible Raccoon River Park in West Des Moines.

"This year's Triathlon is specially designed to be a fun-filled spectator event," says Cindy Sulzman, Hy-Vee director of event mar-

keting. "Because each of the legs of the Triathlon begins and ends at Raccoon River Park, all the action occurs right at one location, which makes it easy for people to watch the races and have a great time. We'll have covered grandstands, lots of parking and a festival atmosphere with plenty of food and tons of things for folks to do."

From the first mass plunge for the 1.5-kilometer swim to the high-speed thrills as the bicycles flash by on the 40K cycling leg to the inspiring 10K run for the finish line, the annual Hy-Vee Triathlon is one of the Midwest's premier spectator sporting events.

This year more than 3,000 athletes of all ages will test their abilities and stamina, and the Saturday schedule includes two professional races sanctioned by the International Triathlon Union (ITU) where top triathletes will compete for the \$200,000 grand-prize purses.

Sunday's main Hy-Vee Triathlon will be limited to 3,000 entrants who will tackle the Olympic-regulation course in 12 separate gender- and age-related start times. Participants can compete on their own or sign up for two- or three-person relay teams. The signature event will be capped later in the day by the 2009 Hy-Vee ITU Triathlon Team World Championships.

"We're thrilled and honored to have world-class ITU talent enter our Triathlon," Cindy says. "Last year we had representatives from 23 countries, and this year we expect to top that number. Many of these exceptional athletes will have the chance to earn points toward qualifying for the Olympics, which makes our Triathlon even more special."

Even with plenty of premier skill and ability on display, Sulzman says Saturday's Kids Triathlon is in a class all its own. Swimming, biking and running a modified course, about 1,000 youngsters ages

5 through 12 will provide plenty of entertainment and not-to-be-missed photo opportunities.

"It's definitely the most fun event of the weekend," Cindy says. "They dress up their bikes and have the best time out there. When you see these kids crossing the finish line with these big smiles on their faces, it's simply a wonderful feeling."

Even if you or your kids aren't suiting up for the races, the Hy-Vee Triathlon offers nonstop activities to keep the whole family cheering. When spectators aren't watching the races from the comfort of covered grandstands or on one of two live-feed jumbotrons, they can stroll the grounds and sample food, beverages and merchandise from the many vendor tents.

"We wanted to create a fairlike atmosphere that people would enjoy throughout the day," Cindy says. With an obstacle course, arts and crafts booths, an inflatable moonwalk, a special helicopter landing courtesy of the Iowa National Guard and the excitement of the athletic contests close at hand, the 2009 Hy-Vee Triathlon promises to be the have-fun event of the summer.

For more information and to register for the Triathlon, visit the Hy-Vee Triathlon Web site at www.hy-veetriathlon.com.

Suave Shampoo or Conditioner: selected varieties 22.5 oz. 3/\$5.00

Suave Body Wash: selected varieties 12 to 18 oz. 3/\$5.00



RUNDOWN OF EVENTS

Here are some of the highlights of this year's action-packed Hy-Vee Triathlon weekend. For a complete list of scheduled events and registration information, visit the Hy-Vee Triathlon Web site at www.hy-veetriathlon.com

FRIDAY, JUNE 26

- Kids Clinic, presented by the USA Triathlon association, 8 a.m.
- Prerace swims
- Mandatory age group race briefings
- Race registration

SATURDAY, JUNE 27

- Kids Triathlon, 8 a.m.
- ITU Elite Cup for women, 12:30 p.m.
- ITU Elite Cup for men, 3:30 p.m.

SUNDAY, JUNE 28

- Triathlon, 6 a.m.
- 2009 ITU Triathlon Team World Championships, 12:30 p.m.
- Awards ceremony, 3 p.m.



Advil: tablet or liqui-gels 40 or 50 ct. \$6.99
 Centrum Men's or Women's Multi Vitamin: 100 ct. \$9.98



1. Right Guard Professional: 1.8 or 6 oz. \$6.27
2. Right Guard Xtreme: selected varieties 2 to 4 oz. \$3.28
3. Right Guard Sport Aerosol: original, fresh or sport 6 or 10 oz. \$2.98
4. Dry Idea Clinical Complete: 1.8 or 3.5 oz. \$6.88



CHEW MORE. SNACK LESS.

When the clock strikes 3 p.m. and you're tempted to snack on something sweet but you know you shouldn't, chew gum. Research shows that chewing gum before snacking can control your appetite and reduce cravings for sweets.

Wrigley's Eclipse Gum: selected varieties 60 pc. **\$2.77**



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1. Extra Gum: selected varieties 15 pc. **\$.88**
2. Life Saver, Creme Saver or Life Saver Gummie Peg Bags: selected varieties 2.75 to 7 oz. **2/\$3.00**
3. New Orbit Mist: mango, watermelon or peppermint 12 or 14 pc. **\$1.18**
4. Orbit Gum: selected varieties 3 pk. **\$2.28**
5. Wrigley's Slimpack Gum: selected varieties 8 or 10 pk. **2/\$4.00**

"Orbit Mist—the Wettest Gum in the World."



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1. Benadryl: selected varieties 4 oz., 10 to 24 ct. **\$4.28**
2. Johnson & Johnson Baby Care: 3 ct., 5 to 15 oz. **\$3.49**
3. Listerine: all varieties 500 ml. **\$3.88**
4. Neosporin: 10 ct. or .5 oz. **\$3.88**
5. Stayfree Feminine Products 16 to 24 ct. **\$2.99**



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Johnson & Johnson Band-Aids: selected varieties 10 to 80 ct. **\$2.58**

Neutrogena or Aveeno Sun Care: selected varieties 3 to 6 oz. **\$6.99**

Zyrtec Allergy: 30 ct. **\$17.77**

Sun Safety

Athletes and spectators at outdoor sporting events should avoid sunburn and skin damage by applying sunblock lotion or cream. The American Academy of Dermatology recommends that all exposed skin be protected by a broad-spectrum sunscreen with a sun protection factor (SPF) of at least 15, even on cloudy days. Sunblock is especially important for children and babies. For best protection, reapply every hour.

FUN & FIT

Learn from your kids this summer. Follow them outdoors for some daily playtime. You'll have fun in the fresh air with the ones you love and get fit at the same time.

WRITTEN BY JENNIFER RUISCH PHOTOGRAPHED BY TOBIN BENNETT

Warm breezes call to young and old alike, begging everyone to take advantage of long, sun-soaked days while school is out. “Kids call physical activity ‘playing,’ but adults call it ‘exercise,’” says Christy Frese, Hy-Vee dietitian, Cedar Rapids, Iowa. “Maybe adults should learn to call it playing again.”

This is possible when moms and dads regularly schedule time for the whole family to “play” together. Christy suggests beginning with a brainstorming session. “Sit down as a group and have everyone brainstorm different kinds of activities. Write each activity down on a slip of paper and throw it in a box,” Christy says. “Whenever there’s a free afternoon, pick an activity out of the box—such as in-line skating, playing tennis, going to the pool or flying a kite.”

According to Christy, summer is about making time for active living. This can be accomplished several ways. “A lot of people are trying gardening for the first time as a family. It takes energy to dig holes and carry water,” she says. The goal of physical activity should not be burning calories, but rather reaping the benefits of

time spent together. Fitness results are an added bonus.

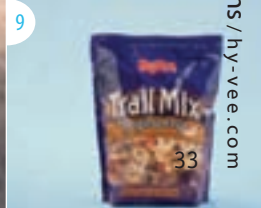
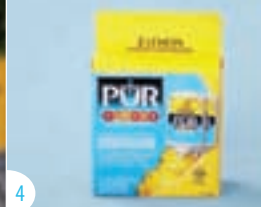
Getting physically active as a family doesn’t have to be complicated. “Take the dog for a walk and stop by a playground to climb on the equipment,” Christy says. “Or throw a basketball in the car and drive to a nearby park for a pickup game.” Even something as simple as shooting hoops helps kids develop hand-eye coordination and muscular strength.

Regardless of the activities you prefer, Christy encourages families to spend at least an hour a day engaged in outdoor play. “Instead of watching a movie together, go to a local park or trail,” she says. Information on local nature centers, bike trails and campgrounds can be found easily on the Internet. Or check with your local YMCA or rec center to learn about the organized activities that are available.

Christy also recommends planning ahead for outdoor activities on family vacations. “Throw a Frisbee or ball and glove in the trunk of your car before you leave—then get out at rest stops and use them.”



1. Omron Auto Blood Pressure Monitor or Wrist Monitor: 1 ct. \$39.99
2. Hy-Vee Vue Sunglasses 25% off
3. Pur Stage 2 Oval Pitcher with Raspberry Flavor Cartridge 1 ct. \$29.98
4. Pur Flavor Cartridge: 2 pk. \$9.49
5. Bolthouse Juice: selected varieties 450 ml. 2/\$5.00
6. Dole Fresh Cut Vegetables: selected varieties 12 oz. 3/\$5.00
7. Smart Water 1L or Vitamin Water: selected varieties 20 oz. \$1.00
8. Naked Juice: selected varieties 15.2 oz. 2/\$5.00
9. Hy-Vee Trail Mix: selected varieties 24 or 28 oz. \$4.38



BICYCLE SAFETY

As part of your family's effort to play outside this summer, begin a tradition of a weekly family bike ride. As the gang pedals in sync with the warm breeze, everyone will enjoy exploring new trails and discovering shortcuts around the neighborhood. Review bicycle safety rules before heading out. Here are a few quick reminders:

- **Wear a helmet.** You might tire of hearing it, but wearing a helmet is the single most important safety measure you can take. Bike helmets are so instrumental in preventing head injuries that the government sets special safety standards for them. Make sure your helmet comes with stickers that shows it meets Consumer Product Safety Commission (CPSC) standards.
- **Wear bright clothing and put reflectors on your bike.** This helps other people on the road spot you more easily.
- **Wear tennis shoes.** Flip-flops, sandals and other favorite summer footwear easily slip off pedals. No one should ride barefoot.
- **Leave the MP3 players at home.** Music distracts you and prevents you from hearing important noises such as honking horns.
- **Stay on the sidewalk or bike trail.** Keep off streets whenever possible. If your family must cross a road, walk your bikes single file through a marked crosswalk. Ask the group to refrain from riding on gravel, through big puddles and over curbs.
- **Keep both hands on the handlebars.** Full control while steering avoids accidents.



Glass of skim milk with graham crackers



Dole fresh-cut veggies with low-fat ranch dip



String cheese with Hy-Vee multigrain crackers



Snack kabobs of low-fat cheese and grapes



Whole wheat mini-size bagel with strawberry cream cheese and banana slices



Popcorn, pretzels and dried cherries



Apple wedge dipped in peanut butter



Hy-Vee trail mix



Strawberry, kiwi-fruit, cantaloupe and/or pineapple with yogurt

Grab-and-Go Snacks

On the bike trail, at the tennis court, in the pool or on the playground, active family members expend a lot of energy during the summer. Everyone needs healthful, delicious ways to refuel during activity breaks. Denise Boozell, Hy-Vee dietitian, Indianola, Iowa, suggests you keep a stash of nutritious snacks on hand, including those above, that offer optimum health benefits.

If you plan a road trip, take along healthful snacks to satisfy big appetites. Good nonperishable snacks that can be held at room temperature during a trip include dried fruit, such as banana chips, apricots and apple slices; baked pita or bagel chips; dry whole grain cereal; nuts; peanut butter crackers and snack bars. These types of finger foods are the easiest options for a car ride. Keep the food in containers or resealable plastic bags that are easily accessible and spillproof. If you take perishable snacks, such as sandwiches, hard-cooked eggs, salads, low-fat dairy products and cut-up fresh fruits or vegetables, keep them in an insulated cooler with ice packs. For healthful beverages, choose bottled water, 100% fruit juices or unsweetened tea.

Your guests deserve DI LUSSO®

The makers of DI LUSSO® deli meats and cheeses understand that simple flavors make every meal wonderful. Find a full selection of ready-made sandwiches and salads at Hy-Vee.

DI LUSSO® Large Salads are guaranteed fresh and delicious. A great meal option for home or work, DI LUSSO® salads are packed with crisp, fresh greens, fruits, vegetables, nuts and meats. Choose from eight selections including a Cobb salad, chicken Caesar salad, Greek salad and more. Stop by your nearest Hy-Vee to pick up a DI LUSSO® Large Salad today!

DI LUSSO® Vera Cruz Chicken or Mad Greek Ciabatta Sandwiches 10 oz. **\$4.48**

DI LUSSO® Colby Jack or Provolone Cheese: per lb. **\$3.99**

DI LUSSO® Berry Chicken, Black and Bleu or 7-Layer Salad: large **\$5.99**



EXCLUSIVELY AT HY-VEE






Preserving SUMMER'S BOUNTY

WRITTEN BY LOIS WHITE PHOTOGRAPHED BY KING AU AND PETE KRUMHARDT

Despite what you may think, canning foods at home is surprisingly simple. In fact, anyone who has access to locally grown and fresh Hy-Vee produce, a few good reliable recipes and some helpful instructions can do it successfully. So grab your apron and prepare to enjoy the sun-kissed flavor of the season's treasures year-round.

Ball or Kerr Jars: pint, quart or ½ gallon jars 6 or 12 ct. 10% off



*H*ome canning may sound like an old-fashioned activity best left for your mother or your grandma. Not so! With the high interest in nutrition and food quality these days, canning is fashionable again. Locally grown produce is more widely available than ever, and home canners have access to a bountiful supply of high quality fruits and vegetables found in the produce aisle. Canning is also fun to try, especially if you've never done it before. By the end of summer, your pantry will be brimming with jar after colorful jar of summer's great bounty. The rewards come later when you can grab something off the shelf for a quick family meal that's also budget-friendly. Another great advantage: Your family will benefit by eating more fruits and vegetables than ever before.

If you're eager to start canning, you'll be relieved to know you don't have to invest in a lot of fancy equipment. Canning essentials boil down to a large pot to use as a boiling-water-bath canner, a rack, a few jars and lids, and a jar lifter for handling hot jars safely. Chances are you may want to can a few low-acid vegetables, too, such as corn or green beans. Then you'll want to invest in a pressure canner, which processes food at a higher temperature. For your convenience, Hy-Vee carries these canning necessities throughout the summer season.

Hy-Vee also offers a bumper crop of fruits and vegetables harvested at their peak of freshness and flavor from local farms. Check for the special "locally grown" displays in the produce aisle. You'll see signs posted among the tomatoes, green beans, zucchini, sweet corn and cucumbers with information about the growers. By purchasing locally grown produce, you'll get far better quality and flavor for the price because the food travels a shorter distance.

To get the freshest locally grown products, check the produce display several times a week. Talk with the produce manager to see if he or she can clue you in on the arrival of a particular fruit or vegetable. You may even be able to reserve a few dozen tomatoes or ears of corn so you can put up several batches of food at a time. A rule of thumb: Try to do all your canning the same day you purchase the produce so you lock in the superior flavor and nutrients. For safe, reliable recipes, refer to the following pages or choose a source that features the most up-to-date canning techniques.



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CANNING BASICS

- Select and sterilize jars and lids. Use only standard canning jars and lids, because they withstand the high heat inside a canner. Examine jars and discard any with nicks, cracks or rough edges. Only smooth jar rims will give you an airtight seal. Use screw bands and flat metal lids that have a built-in sealing compound, and prepare them according to the manufacturer's directions. Wash empty jars in hot, soapy water—either by hand or in your dishwasher. Keep them hot in the water heated in your canner. This prevents breakage when you fill the jars with hot food and when they go into the canner for processing.

- Fill jars, allowing the right amount of headspace. A wide-mouth funnel is handy for packing food into jars. You also need a ruler to measure the headspace from the top of the food to the jar rim. Using the headspace called for in the recipe helps form a vacuum to create a good seal. Wipe the jar rims clean before topping them with the metal lids and screwing on the bands. Just hand-tighten the lids. Process according to your recipe.

- Handle processed jars safely. Remove jars from the canner and place them on a rack or on towels in a draft-free area to cool for 12 to 24 hours. Most lids seal with a pop sound as they cool. When the jars are completely cool, test each lid for a proper seal. Lids should curve downward and not move when you press them with a finger. Refrigerate any jars that didn't seal and use the food in them within two to three days.

- Label jars, showing contents and the date. Then remove the screw bands from the sealed jars, and wash and store the bands for later use. Store canned food in a clean, cool, dark and dry place in temperatures between 50°F and 70°F.

1. *The Joy of Pickling or The Joy of Jams, Jellies and Other Sweet Preserves* \$14.99

2. Pro Health Russet Baking Potatoes: each 3/\$1.00

3. Seal-a-Meal Food Sealer: 1 ct. \$39.99

4. Seal-a-Meal Quart or Gallon Size Bags: 1 ct. \$8.99

5. Fresh Zucchini or Yellow Squash: per lb. \$.99

6. Del Monte Gold Pineapple: each \$3.48

7. Ziploc Freezer or Storage Bags: selected sizes 10 to 50 ct. \$1.88

CORN AND BLACK BEAN SALSA

Makes 7 pints

ALL YOU NEED

5 pounds ripe tomatoes	½ cup Grand Selections white wine vinegar
2 (15 ounces each) cans Hy-Vee black beans, rinsed and drained	5 cloves garlic, finely chopped
4 cups fresh sweet corn (or thawed Hy-Vee frozen corn)	4 jalapeño peppers, seeded and finely chopped
1 cup chopped onion	2 teaspoons kosher salt
1 cup chopped fresh cilantro	1 teaspoon Hy-Vee freshly ground black pepper

ALL YOU DO

Peel, seed, core and coarsely chop tomatoes, yielding about 10 cups tomatoes. (To peel tomatoes, cut an X in the bottom of each tomato, drop into boiling water for a few seconds and then place in cold water.) Combine tomatoes, black beans, corn, onion, cilantro, vinegar, garlic, jalapeño peppers, salt and pepper in a large saucepan. Bring to boiling. Reduce heat to medium and simmer for 20 minutes, stirring occasionally. Ladle hot salsa into hot, clean, sterilized pint canning jars, leaving a ½-inch headspace. Wipe jar rims and adjust lids. Process in a boiling water canner for 15 minutes. Remove jars and cool.

Nutrition facts per 2-tablespoon serving: 15 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 60 mg sodium, 3 g carbohydrates, 1 g fiber, 1 g protein, 1 g sugar.

Daily values: 4% vitamin A, 6% vitamin C, 0% calcium, 2% iron.



GRANDMA'S VEGETABLE SOUP

Makes 11 quarts

ALL YOU NEED

1 large head cabbage, chopped	1 cup peas
6 cups peeled, sliced carrots	1 cup packed Hy-Vee brown sugar
6 medium onions, chopped	¼ cup Hy-Vee salt
4 cups chopped celery	1 teaspoon Hy-Vee ground black pepper
3 cups fresh sweet corn	12 cups water
3 cups cut green beans	32 cups chopped tomatoes

ALL YOU DO

Combine all ingredients except tomatoes in a large stew kettle. Place the tomatoes in a separate large stew kettle and heat both over high heat for 1 hour or until vegetables are tender. Add tomatoes to vegetable mixture and mix well. Ladle hot soup into hot, clean sterilized quart canning jars, leaving 1-inch headspace. Remove air bubbles, wipe jar rims and tighten lids. Process filled jars in a pressure canner at 11 pounds pressure for 75 minutes. Allow the pressure to come down naturally. Remove jars from canner; cool on racks.

Nutrition facts per 1-cup serving: 80 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 680 mg sodium, 18 g carbohydrates, 4 g fiber, 2 g protein, 12 g sugar. Daily values: 80% vitamin A, 50% vitamin C, 6% calcium, 4% iron.





PROCESSING POINTERS

Choose one of the following processing methods based on the type of food you plan to can. Before you begin, place the filled jars on a rack in the canner and position them so they don't touch other jars or the canner.

Boiling-water-bath method: Jars of food are heated by being completely covered with boiling water. This method is safe for high-acid foods such as fruits, tomatoes (with added lemon juice) and pickles as well as jams, jellies and other preserves. You can use any large cooking pot or even a pressure canner (without pressure) if it has a rack, a tight-fitting lid and enough depth for briskly boiling water to cover the jars by 1 inch.

Pressure-canning method: This is the only safe way to can low-acid foods such as vegetables, meats, poultry and seafood. Because of the danger of botulism, you need to can these foods in a pressure canner, which is a large heavy pot with a rack and tight-fitting lid, a vent (or petcock), a dial or weighted-pressure gauge and a safety fuse. Pressure canners heat food to a temperature of at least 240°F.



HONEY-SPICED PEACHES

Makes 4 quarts

ALL YOU NEED

10 pounds firm ripe peaches
 1½ cups Hy-Vee granulated sugar
 2½ cups Hy-Vee honey
 5½ cups water

4 sticks cinnamon
 4 teaspoons whole cloves
 1½-inch piece fresh ginger, peeled and sliced

ALL YOU DO

Wash, peel and pit peaches. Leave peaches in halves or cut into slices, if desired. Combine sugar, honey and water in a 6-quart stockpot. Tie cinnamon sticks, cloves and ginger in a double thickness of cheesecloth and add to pot. Bring to boiling. Reduce heat and simmer, covered, for 10 minutes. Add peaches to hot syrup. Bring to boiling. Reduce heat and simmer for 10 minutes. Remove spice bag and discard. Pack hot peaches into hot, clean, sterilized quart canning jars. Ladle hot syrup over peaches, leaving ½-inch headspace. Wipe jar rims and adjust and fit lids. Process in a boiling water canner for 25 minutes. Remove jars and cool.

Nutrition facts per ½-cup serving: 170 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 0 mg sodium, 43 g carbohydrates, 2 g fiber, 1 g protein, 40 g sugar. Daily values: 10% vitamin A, 15% vitamin C, 0% calcium, 2% iron.

A Treat for the Senses

WRITTEN BY KATHY ROTH EASTMAN PHOTOGRAPHED BY PETE KRUMHARDT

Imagine reaching into a tree and handpicking the ripest, most luscious-looking peach, plum or nectarine you've ever seen. Then picture yourself biting into the plump, juicy fruit and feeling the juice dripping down your chin.

Just your imagination? It doesn't have to be. Except instead of plucking fruit from a tree, you can pick up Ripe 'n Ready peaches, nectarines and plums at Hy-Vee. The fruits are raised just for Hy-Vee customers by seven farm families near Fresno, California.

For example, the Thonesen family farm operation has been around since 1905; each family member contributes to the goal of maintaining a healthy environment. The family commits to caring for the soil, treating employees well and enhancing the farm's wildlife habitat.

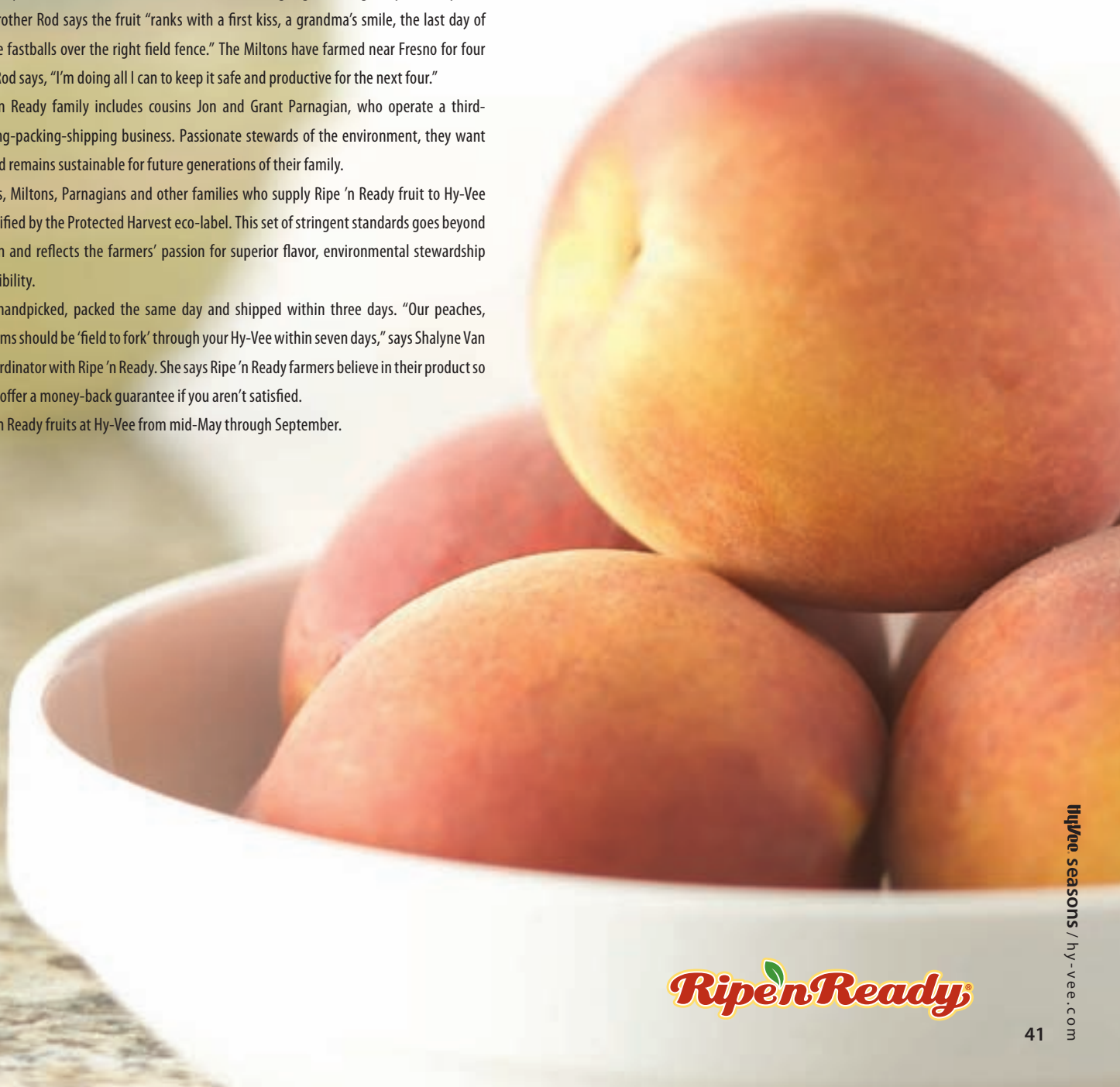
The Milton family farm includes a father and brothers working together to grow peaches, plums and nectarines. Brother Rod says the fruit "ranks with a first kiss, a grandma's smile, the last day of school and outside fastballs over the right field fence." The Miltons have farmed near Fresno for four generations, and Rod says, "I'm doing all I can to keep it safe and productive for the next four."

A third Ripe 'n Ready family includes cousins Jon and Grant Parnagian, who operate a third-generation growing-packing-shipping business. Passionate stewards of the environment, they want to ensure their land remains sustainable for future generations of their family.

The Thonesens, Miltons, Parnagians and other families who supply Ripe 'n Ready fruit to Hy-Vee customers are certified by the Protected Harvest eco-label. This set of stringent standards goes beyond organic production and reflects the farmers' passion for superior flavor, environmental stewardship and social responsibility.

All fruits are handpicked, packed the same day and shipped within three days. "Our peaches, nectarines and plums should be 'field to fork' through your Hy-Vee within seven days," says Shalyne Van Worth, quality coordinator with Ripe 'n Ready. She says Ripe 'n Ready farmers believe in their product so strongly that they offer a money-back guarantee if you aren't satisfied.

Look for Ripe 'n Ready fruits at Hy-Vee from mid-May through September.



Ripe 'n Ready[®]



Love Story

Create an unforgettably special wedding day filled with joy, laughter and love. Our wedding experts at Hy-Vee help you bring your dreams to life.

WRITTEN BY VICKI INGHAM AND COURTENAY WOLF PHOTOGRAPHED BY TOBIN BENNETT



Elegant Dining

As your wedding day dawns, you are swept up in the romance and beauty of the moment. You and your partner take center stage, sharing your love with the special people in your lives. Fresh flowers, luscious cake and delicious food create an ambiance that invites friends and family to enjoy your special day.

Coordinating your wedding reception, flowers and cake needn't be stressful. Our Hy-Vee wedding experts will help you every step of the way. To get started, call the catering coordinator for an appointment (in some stores, this person may be the kitchen manager). He or she can help you schedule consultations with the Hy-Vee Bakery and Floral departments as well. Allow about an hour for each of the initial planning meetings.

At the first meeting with the catering coordinator, you'll talk about the type of reception you want—a sit-down meal, appetizers, or something unusual, such as a chocolate fountain with items for dipping. For a midday or midafternoon wedding, you might opt for hors d'oeuvres because the reception falls between meal-times. For a late-afternoon wedding, a sit-down dinner followed by dancing extends the celebration into the evening.

Hy-Vee offers a well-rounded selection of popular hors d'oeuvres, ranging from fresh fruits, vegetables and cheeses to smoked salmon and shrimp. Depending on the individual store, entrée options may include everything from BBQ Ribs for a picnic-style reception to Tuscan Chicken Breast, Coconut-Encrusted Tilapia or prime rib for something fancier. "We're very flexible on what you can choose," says Ken Warren, kitchen manager at the Hy-Vee in Topeka, Kansas. "We try to work with you to make sure you get what you need."

A selection of salads, vegetables and potato and rice dishes lets you mix and match to create a meal worthy of a fine restaurant. If you want to provide for special dietary considerations, such as a preference for vegetarian choices, the kitchen manager will help you develop an appropriate menu.

"For the second meeting, we'll set up a tasting," Ken says. "We prepare samples of everything you're considering for the menu and let you choose which items you want. Once you make your food choices, we can advise you on how much food to plan for depending on the number of guests."

Continued on page 48







Romantic Cakes

Your wedding cake is the centerpiece of your reception—pulling together the theme of your wedding in one creative, delicious package. It draws the attention of your guests and features prominently in your photos. Whether you imagine a stately traditional cake or something whimsical, the wedding specialist in the Hy-Vee Bakery will create the perfect cake for you.

For your first consultation with the cake designer, take along pictures of cakes you like, as well as bridesmaid dress fabric samples, colors and any inspirational photos you've collected to suggest a theme or style for your overall wedding look. "We also have albums for brides to look at, to gather ideas," says Nancy Childers, bakery manager at the Hy-Vee in Topeka, Kansas.

Stacked cakes are traditional and popular, but if you want a chic modern look, consider going for extra-tall layers or alternating square and round layers (with a square on the bottom for visual stability). Tiered cakes lend themselves to elegant, formal weddings with the current trend toward shorter columns between the tiers. "It's more contemporary. Many brides want a sleeker, cleaner look," Nancy says.

Another major decision is whether to have fondant or buttercream icing. When you meet with the Hy-Vee Bakery Department for the first time, you'll get to sample both types. Fondant's smooth, hard surface creates an elegant, sophisticated look and allows for decoration that imitates lace, ribbon or fabric. It's more labor-intensive, however, and may cost up to twice as much as a cake with buttercream frosting. Buttercream is tasty, has a more traditional appearance and can be easily manipulated to form flowers and piping. Like fondant, it can be tinted to match your color scheme, although you'll probably want to avoid intense colors such as blue and red except for the embellishments. "Buttercream requires large amounts of dye to achieve an intense color," Nancy explains, "and the icing can stain lips, teeth or clothing."

For the cake itself, Hy-Vee offers the classic flavor favorites—white, chocolate and marble—or you can order red velvet, spice, strawberry, lemon or carrot cake. Pricing is based on a per-slice cost, which includes basic decoration. Embellishments such as gum-paste flowers, fresh flowers, unusual fillings (such as fresh fruit) and hand-painting add to the cost but allow you to make a unique personal expression with your cake.

Another popular option is to offer cupcakes instead of a wedding cake. "They're a little less expensive and they're easier to serve," Nancy says. Iced with fondant or decorated with gum-paste flowers and set on tiered stands, they can be just as elegant as a traditional cake. Some couples also like to include a sheet cake decorated to reflect the groom's interests. Whatever your desire, your Hy-Vee wedding specialist can bring it to life.







Continued from page 44

If your state allows grocery stores to sell liquor, ask the head of Hy-Vee's Wine and Spirits Department to advise you on beverages to accompany your food choices.

Just as important as the food for your wedding is the presentation. The Hy-Vee Catering Department has developed a display style that emphasizes the occasion as special while making it easy for guests to serve themselves. When you hire Hy-Vee to cater the reception, the catering staff handles delivery and setup, keeps the buffet stocked and takes care of cleanup and packing leftovers to travel. Disposable china and silverware look-alikes are available from the store. The catering manager can help you find rental companies for tables, chairs, table linens and tents to create a comfortable setting for the reception.

Wedding favors are a thoughtful way to thank your guests for coming and sharing in your celebration. Edible favors are popular, and Hy-Vee's confectionary counter offers a variety of special candies that you can package individually. Or consider ordering cookies frosted and decorated with a personalized message; slip one or two into a clear cellophane bag and tie the bag with a satin ribbon for a flavorful take-home memento.

Brides who use Hy-Vee for flowers, cake and catering receive a special discount, which varies by store and location. But even more important, they find a friendly and professional team of wedding experts who understand how important it is that everything be perfect on this memorable day so you can relax and enjoy being the guests of honor at your gala event.





Something Sweet



LOVE IS IN BLOOM

Flowers are synonymous with weddings. They set the tone and create the mood, complementing your dress and adding the exquisite beauty of nature. Roses speak of tradition, while lush tropical blooms inspire an island vibe and tulips add a contemporary flair. With an amazing variety of colors and blooms to choose from, you'll want to start planning early. For your first meeting with your Hy-Vee floral designer, collect photos of flowers, arrangements and bouquets you like, along with color schemes that inspire you. Include photos and fabric samples of your dress and bridesmaid's dresses. This will help your designer get to know you and your style.

Anita Williams, a floral designer at the Hy-Vee in Lawrence, Kansas, likes to find out about a bride's personality and interests to gather ideas for individual touches that make the bride's flowers unique. She may incorporate a beloved grandmother's handkerchief in the bouquet or include dried grasses from a favorite outdoor spot.

Hy-Vee designers can accommodate any wedding style and budget, but if cost is a concern, Anita advises choosing seasonal flowers. "If you're getting married in December and you choose spring flowers, you'll pay more because they are raised in greenhouses and shipped in from Holland," she says. Your designer can help you stretch your budget by suggesting flowers that will be readily available in your colors on your wedding day.

Begin by choosing your bridal bouquet. The two most common types are cascade and hand-tied. Cascades offer an elegant, traditional look, while the simpler hand-tied bouquets look natural and fresh. The flowers you choose determine how formal either style looks as well as the cost. Anita likes to assemble cascade bouquets with grasses and flexible-stemmed flowers to give them movement and a looser, more relaxed line.

Bridesmaids' bouquets are similar to the bride's but smaller and less showy. A signature flower from the bride's bouquet repeats as boutonnieres for the groom and groomsmen. Today, mothers of the bride and groom seem to prefer nosegays to corsages. "A nosegay is easier to handle, and you don't have to worry about it getting crushed when you dance," Anita says.

The flower arrangements you need for the wedding and reception depend on their locations. A flower-covered pergola frames the bride and groom in a romantic outdoor setting. Garlands caught in swags dress up indoor and outdoor architecture. Flowers transform a plain room, bringing your reception to life. Use them to adorn the head table and guest tables, and to complement your cake and gift tables. The talented floral designers at Hy-Vee will help you create the mood you envision.

Beautiful Blooms



LAUNDRY 101

Make this our dirty little secret: Laundry becomes a breeze with these sorting and stain removal tips.

WRITTEN BY KATHY ROTH EASTMAN PHOTOGRAPHED BY KING AU

LIGHTEN THE LOAD

Hung up on laundry detail? Think it's a dirty job, but someone has to do it? Here's how to clean up your act for efficiency and to protect your clothing.

- Organize. Make your laundry area efficient, with shelves for supplies, tubs for soaking and hangers for dry clothing. Label laundry baskets so family members can sort their items. Remind them to check pockets for tissues, coins and gum wrappers, and to set aside stained clothing for pretreatment.

- Sort properly. Everyone knows lights and darks don't go together but also sort by: similar fabric-care label instructions (wash in cold water), fabric type (separate synthetics from natural fibers to avoid pilling), weight (lightweight, heavier) and dirtiness. Another tip: For the cleanest clothes and less wear, split one jam-packed load into two smaller ones.

- Perform prewash prep. Treat stains first, because some require soaking time. Undo collar buttons to avoid wear, turn sweaters inside out to prevent pilling, protect delicates in mesh bags, close zippers and clasps to stop snags, and turn dark clothing inside out to hamper fading.

- Use the right water temperature, detergent and bleach. Check clothing and product labels, but generally, hot water whitens whites while darks require cooler temps to prevent fading. Powdered detergents remove ground-in dirt, while liquids eliminate oily stains. Color-safe bleach fights stains but doesn't whiten; chlorine bleach is hard on fabrics, so use sparingly for whitening.

STAIN REMOVAL SAVVY

The sooner you treat a stain, the better. Use a dull knife to scrape off dirt, ketchup or other residues. Spray or stick stain removal products and enzyme pretreatments work wonders on stains, as does pretreating with liquid detergent or a dry-detergent paste and then using color-safe bleach in the washer. Whenever possible, test a small area of fabric to make sure the treatment doesn't cause fading. When pretreating, rub gently, from the inside of the garment if possible. If the stain isn't removed, repeat the process before drying, which sets the stains. Many stains (not greasy and oily ones) should be rinsed in cool water. Wash all fabrics in the warmest water recommended on the care label.

LIGHTER, BRIGHTER, WHITER

To keep your summer whites looking pristine:

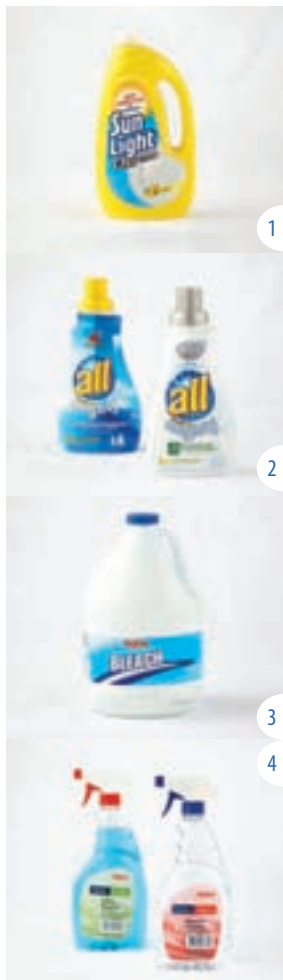
- Wash whites immediately each time after wearing to avoid perspiration buildup.

- Pretreat stains thoroughly and immediately because whites show stains more clearly than colors. Use chlorine bleach sparingly; while it does whiten some fabrics, it turns others yellow and damages threads.

- Wash whites separately. Dinginess results from colors fading from other fabrics onto whites.

- Don't add too much detergent; residue is a dirt magnet.

- Wash in the hottest water allowed by the fabric; check care labels for directions.



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1. Sun Light Dish Detergent or Power Pack 20 ct. or 75 oz. gel **\$3.28**
2. All 2X Liquid Laundry Detergent: 32 oz. to 50 oz. **\$4.77**
3. Hy-Vee Bleach: all varieties 96 oz. **\$1.38**
4. Hy-Vee Home Helpers Household Cleaners: selected varieties 16.9 or 32 oz. **3/\$5.00**

Spray 'n Wash: selected varieties 4.3 to 30 oz. **\$2.19**
 Resolve Carpet Cleaner: regular, foam or pet 22 oz. **\$3.99**



Sterilite Hip Hold Laundry Basket: 1 ct. **\$5.97**

Lysol All Purpose Cleaners: selected varieties 20 to 40 oz. or 28 ct. **2/\$5.00**





QUICK COOKING TIPS

Sauté swordfish for a fast and healthy dinner. Using a skillet and medium-high heat, cook swordfish steaks in a small amount of hot butter or oil, turning once halfway through cooking. Season with salt and pepper and, if desired, a fresh snipped herb such as parsley, dill or rosemary. Cook the fish until it is opaque and begins to flake when tested with a fork (4 to 8 minutes). Serve it with steamed carrots, zucchini and lemon slices that diners can squeeze over the fish before eating. Swordfish is also a good choice for cookouts because it holds its shape well when grilled.

USDC Lot Inspected Fresh Swordfish Steak: per lb. \$9.99

Seafood...

A Fresh Summer Choice

Delicious and easy to prepare Hy-Vee fish and seafood offer healthy alternatives for your family and the planet.

WRITTEN BY COURTENAY WOLF PHOTOGRAPHED BY PETE KRUMHARDT

The warm summer months are a wonderful time to include fish and seafood in your family's diet. They are quick and easy to prepare and provide rich sources of vitamins, minerals and omega-3 fatty acids. The American Heart Association recommends eating fish at least twice a week. Broil, pan-fry or grill fish or seafood and combine it with fresh vegetables or a healthy salad for a low-fat and delicious meal.

You can be confident that you'll find only the freshest fish and seafood at your Hy-Vee market. "We're one of a few retailers that uses a U.S. Department of Commerce (USDC) inspector to check for freshness and quality," says Mike Smith, Director of Real Estate and Sustainability for Hy-Vee and leader of the company's Seafood Green Team.

The team is part of the Hy-Vee company-wide sustainability efforts, which are aimed at ensuring the company does business in a manner that protects customers, employees, communities and the global environment. "We recognize that certain types of seafood can be harvested in a way that endangers the environment or other sea life," Mike says. "Our team is therefore charged with ensuring our seafood purchases are safe, fresh and safe for the environment."

The group meets regularly to talk through the issues and share what members are learning. This includes working closely with suppliers and also working to understand the science and complexities of the issues involved. "We're really putting our hearts into this," Mike says. "A significant part of our work is an educational process. There are diverse opinions and we have to sort those through. We believe that by sourcing our fish and seafood from companies that use sustainable methods, we're promoting those methods and helping to maintain the health of our customers and the environment."

Mike says being concerned about the environment is only natural for a company that is focused on its customers' health. "Our number one concern is protecting our customers, and we see an important link between the health of the environment and individual health."

If you need new ideas for how to spice up your menu, check out the Fish and Seafood recipes complete with nutrition information at www.hy-vee.com.



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ON HOT DAYS
TRANSPORT FISH,
SEAFOOD AND OTHER
PERISHABLES IN AN
ICE-FILLED
COOLER TO MAINTAIN
PEAK FRESHNESS.

1. Igloo Earth Series Cooler: 24 can **\$27.99**
2. Igloo Earth Series Cooler: 2 gallon **\$15.99**
3. Igloo Earth Series Cooler: ½ gallon **\$5.99**

Frosty Treats & Summer Sweets

WRITTEN BY LOIS WHITE PHOTOGRAPHED BY KING AU



Here's the scoop! Turn your favorite store-bought ice cream into a real treat with super cool desserts—from sandwiches and sundaes to frosty fixes with flavorful stir-ins. Whether you want a kid-friendly treat or one a little more sophisticated, these scrumptious ideas make everyone scream for ice cream in the heat of summer.

Hy-Vee Ice Cream: vanilla or flavors 4.5 qt. **\$4.77**





M&M's, Skittles or Starburst Candy:
3.4 oz. box \$.88

M & M Mars Skittles or Starburst Candy: 13.3 or
14 oz. bag \$2.48



ONE GOOD STIR-IN LEADS TO AN EVEN GREATER ICE CREAM

A simple dish of creamy vanilla ice cream may offer the perfect frosty fix on a hot day. But that's just the beginning. Unleash your creativity and customize the plain-vanilla treat with a flavorful stir-in or two. Choose from among popular candies, chunks of dark chocolate, flakes of toasted coconut, hunks of cookies—the possibilities are endless. First, soften the ice cream in a large bowl. Then fold in as many goodies as you like, adding 1½ to 2 cups of stir-ins to 1 quart of ice cream. Return the ice cream to the freezer and chill firmly before you serve it.

Ice cream and summer go hand in hand. In fact, ice cream is such an important part of American summers that July has been designated national ice cream month.

If you crave ice cream snacks, try making one of the creamy treats featured on these pages. For the Ice Cream Cookie Sandwiches, *pages 56–57*, you don't even need to heat up the oven. Just head to the Hy-Vee Bakery for an assortment of soft, chewy cookies ideal for sandwiching ice cream. While at the store, pick up a few cartons of Hy-Vee ice cream. (Or grab a large pail to make sundaes or other treats.) You'll find a new flavor, root beer float, that's available now through the end of summer. Other popular flavors include vanilla, chocolate, butter crunch and strawberry.

When you get home, cut away the ice cream carton. Using a large, heavy-duty knife, cut 1-inch-thick slices of ice cream. Trim the slices to fit the size of the cookies, or cut the slices with a cookie cutter. Next, sandwich each ice cream slice between two cookies. Place the assembled sandwiches on a cookie sheet and freeze immediately. When the treats are frozen, wrap each one in plastic wrap and freeze in an airtight container for up to three months. Chances are they'll disappear long before that!

HINTS FOR HANDLING ICE CREAM

- When purchasing ice cream, make the frozen food aisle your last stop in the store. Request an additional brown paper bag at checkout to insulate the ice cream on the way home. Even better, keep a cooler in your car for ice cream and other perishables, or purchase a reusable tote for carrying hot or cold items.
- Store ice cream in the main part of your freezer. Avoid placing it in the freezer door, where temperatures fluctuate as the door opens and shuts.
- When you make ice cream treats, be sure adequate room exists in your freezer for freezing them. Organize your work space and gather treat-making equipment and ingredients before you take the ice cream out of the freezer.

GUILT-FREE OPTIONS

You don't need to pass up ice cream if you're cutting down on carbs or saturated fat. Try light or low-fat ice creams, which are decadent, creamy and often as good as their full-fat counterparts. Sherbets, sorbets and frozen yogurts offer more ways to indulge in icy treats while keeping calories in check.

Freeze-with-ease pudding pops

HOW TO MAKE FROSTY PUDDING POPS

Choose from among a variety of Kozy Shack Pudding flavors, including tapioca, chocolate and vanilla.

1. Place pudding cups in a pan or on a tray that fits your freezer shelf. Cut a small slit in the center of each pudding snack lid. Insert a wooden pop stick through each slit and into the pudding. Freeze for 4 hours or until firm.

2. To release the frozen pudding pop from the cup, carefully remove the lid. Run a thin knife along the edges of the cup to release the pop. Avoid twisting or pulling on the stick.

Kozy Shack Pudding: selected varieties 4 pk., 6 pk. or 22 oz. **\$2.48**

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1. Hy-Vee Breadsticks or Dinners Rolls: 11 or 11.3 oz. **\$1.77**
2. Hy-Vee Cinnamon, Regular, Reduced Fat Crescents or Big & Flaky Crescent Rolls: 8 to 13.9 oz. **2/\$3.00**
3. Promise Activ Super Shots: selected varieties 4 pk. **\$2.59**
4. Smart Balance Spreads: selected varieties 2 pk., or 7.5 to 15 oz. **\$2.68**
5. Daisy Sour Cream: regular or light 16 oz. **\$1.68**

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BROWNIE-MINT SUNDAE

Serves 1

ALL YOU NEED

- 1 prepared brownie*
- ½ cup Hy-Vee mint chip ice cream (about 3 small scoops)
- 1 tablespoon Hy-Vee chocolate syrup
- Chocolate liqueur, optional
- Purchased cookies, optional

ALL YOU DO

Cut brownie into quarters and place in dessert dish. Top with ice cream. Drizzle ice cream with chocolate syrup and, if desired, chocolate liqueur. Serve immediately with cookies, if desired.

Nutrition facts per serving: 330 calories, 12 g fat, 6 g saturated fat, 0 g trans fat, 40 mg cholesterol, 180 mg sodium, 52 g carbohydrates, 2 g fiber, 4 g protein, 35 g sugar. Daily Values: 0% vitamin A, 0% vitamin C, 8% calcium, 10% iron.

**Find Hy-Vee brownie mix in the baking aisle or make a special request from our Fresh Bakery.*

GROWN-UP BERRIES-AND-CREAM DELIGHT

Serves 1

ALL YOU NEED

½ cup Hy-Vee vanilla ice cream (about 3 small scoops)

¼ cup fresh raspberries

1 tablespoon raspberry liqueur, such as Chambord

ALL YOU DO

Scoop ice cream into dessert dish. Add raspberries. Drizzle with raspberry liqueur. Serve immediately.

Nutrition facts per serving: 250 calories, 7 g fat, 4.5 g saturated fat, 0 g trans fat, 25 mg cholesterol, 60 mg sodium, 20 g carbohydrates, 2 g fiber, 2 g protein, 12 g sugar. Daily Values: 0% vitamin A, 15% vitamin C, 8% calcium, 2% iron.



Farmland Fresh

The foods you feed your family can have a profound effect on your local farming community. Start shopping smarter today by choosing Farmland meats.

WRITTEN BY JENNIFER RUISCH PHOTOGRAPHED BY ADAM ALBRIGHT

As people are becoming more educated on food-related issues, they're growing curious about the origins of their daily sustenance. This has led them to ask some important questions: How far was my food shipped before it got here? How fresh is it? Were artificial flavorings or other chemicals added to it?

Farmland Foods has answers to these questions. The starting point for its high-quality meats has always been local farmers—men and women living in the Heartland who care deeply about their own family's health and well-being.

"Farmland has a long heritage of working alongside farmers to produce good, wholesome food," says Kent Hayes, Farmland regional sales manager. "Since 1959 we've been working directly with family farmers. Our products are produced right here in the Midwest, so they arrive fresh at Hy-Vee stores."

Kent explains that Farmland Foods adheres to the highest standards of excellence. "Our farmer partners must conform to strict regulations," he says. "We don't use any shortcuts when processing our meats."

For instance, hogs raised for ALL NATURAL* Farmland bacon receive no antibiotic growth promoters and no additional hormones. The hickory-smoked bacon is minimally processed and contains no artificial ingredients. The end result is all-natural bacon with the incredibly rich flavor you get only from hickory smoke. It's no wonder Farmland has been dubbed The Bacon Experts®.

Farmland hot dogs and premium pork and beef franks undergo a similar rigorous quality process that begins with hand-selected USDA-inspected cuts of meat. Light seasonings and hickory smoke are then added to bring out natural flavors. "We don't add MSG to our hot dogs," Kent says.

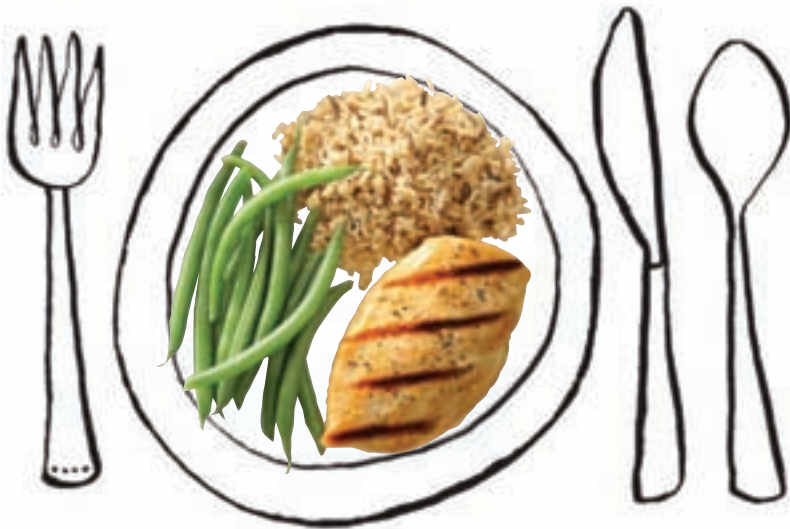
Sausage that bears the Farmland name tastes like it came from a specialty delicatessen. "Our dinner sausage has a natural casing, which means it has a better bite, color and shape," Kent says. When *Cook's Illustrated* magazine compared 14 different fresh and frozen breakfast sausages, Farmland sausage won "best overall sausage" for its authentic flavor and old-fashioned texture.

If you want to feel good about the meats you serve your family, begin shopping smarter by looking for the Farmland logo at your nearest Hy-Vee.

Farmland Jumbo Franks: beef or cheese 16 oz. \$2.88

*minimally processed and no artificial ingredients

Bare resolution.
Uncomplicate your plate.



Natural "Just Bare Chicken" Boneless Skinless Breast: 14 oz. **\$4.88**

Natural "Just Bare Chicken" Drumsticks: 20 oz. **\$1.68**

New! Just **BARE**™
Nothing But All Natural Chicken.

This year, make a promise to get back to good. To savor simplicity in your food and your life. To protect your health and the health of our planet.

Turn over a new leaf with Just BARE™ Chicken without additives you can't understand, let alone pronounce. And without the foam tray.



Enter the code online

- ✓ No added hormones.
- ✓ No antibiotics - ever.
- ✓ Cage free. Vegetable fed.
- ✓ Leakproof, recyclable tray.
- ✓ Traceable to the Midwest family farm where it was raised.

go minimal™

Get the story and recipes at justbarechicken.com

Farmland Boneless Hams: 5 lb. ham and water product **\$9.88**



Farmland Bacon: all varieties
2.1, 12 or 16 oz. **\$2.98**



Farmland Smoked Sausage: selected varieties 14 or 16 oz. **\$2.88**

HY-VEE PHARMACY

We're here to help you.





Enjoy all Hy-Vee has to offer online.
It's right at your fingertips.

recipes & tips | current promotions | plan your shopping | view weekly specials | ask a dietitian | place orders | prescription refills & more

www.hy-vee.com

