

seasons



126!
FABULOUS
MENU ITEMS

*bars, brownies,
and biscotti*
PAGE 50

**MASTERFUL
SEAFOOD
FROM HY-VEE
CHEFS**
PAGE 42

**POPCORN BALLS
REIMAGINED**
PAGE 38

**& HOLIDAY
CELEBRATIONS
FROM AROUND
THE GLOBE**
MENUS+TRADITIONS
PAGE 16

the best of

HOLIDAY

HOLIDAY 2015
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CONTENTS

FEATURES

16 A VERY GLOBAL HOLIDAY

Come with us as we sample holiday dinners from around the world. Despite people's differences, see how much we have in common.

26 EASY-TO-GIVE GIFTS

Make quick work of your Christmas list by giving gift cards or using our ideas for making presents from items available at Hy-Vee.

32 HOT COCOA

Chase away cold weather with a soothing, aromatic cup of hot chocolate. Our versatile mix also makes a luscious base, filling or topping for other spectacular desserts.

38 ALL POPPED UP

Popcorn balls need an injection of fun. Shake up the stark white snack you know by giving it a makeover with lively themes, shapes and colors.

42 A REEL CATCH

The ocean is filled with flavorful dinners: crab, lobster, salmon and more. Reel in a few delicious choices at the Hy-Vee seafood counter.

50 HOLIDAY BAKING

Try our amazing recipes for fudgy brownies, tangy citrus bars, crisp cranberry biscotti and jam-filled pastry squares.

58 COLOR IT CRANBERRY

With jewellike color and vivid flavor, cranberries make a tangy glaze for turkey. Or discover a new favorite dessert—Cranberry Potpies.

66 MAYTAG BLUE

Pungent and buttery, Maytag Blue cheese is unsurpassed for flavor. Sprinkle it on a burger, crumble it over a salad or spread it on a cracker.

CONTENTS

SECTIONS & COLUMNS

7 IN SEASON: PERFECT POTATOES

Peel away the secrets to the lightest, fluffiest mashed potatoes ever to grace your holiday table.

9 DIY BLOOMS: WOODLAND WINTER

White roses and vivid green ornamental kale combine to make a breathtaking holiday centerpiece.

10 OUR BEST: FLORAL WINNERS

Meet a pair of Hy-Vee Floral managers who have each won three national flower awards in the last four years.

13 COOKING 101: PRIME RIB ROAST

Love the captivating deliciousness of prime rib, but unsure how to cook it? Follow our steps for an exceptional meal.

9



8



IN EVERY ISSUE

3 EDITOR'S LETTER

78 TOP PICKS

81 NEXT ISSUE

EXPAND YOUR
VIEW OF MASHED
POTATOES BY
MIXING IN CARROTS,
TURNIPS, CHEESE,
ROASTED GARLIC
OR WHATEVER
WAKES UP YOUR
TASTE BUDS.
SEE PAGE 7.



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TONIGHT'S MENU

YOUR ENTRÉE IS CORDON BLEU. SAVORY HAM WITH SWISS AND AMERICAN CHEESES FILL A TENDER BREADED CHICKEN BREAST. THIS SOPHISTICATED CHOICE MAKES ANY COOK LOOK GOOD.



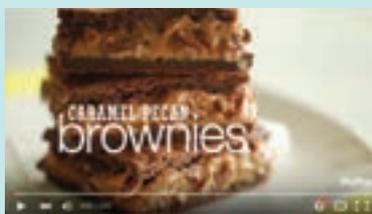
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Discover how to dress up holiday dishes, make gravy and carve a turkey. It's all on our Youtube page. youtube.com/user/HyVee



About Our Guest Editor:

Beginning in 2000, Justin Wacker started working his way up the restaurant food chain. Along the way, he fed the fortunate in several trendy Midwest restaurants and country clubs. Since 2013, Chef Justin has been at a Hy-Vee in Omaha, where he has introduced new recipes, added ethnic foods to the menu and taught cooking classes.

DEAR HY-VEE READER,

One thing you quickly learn as a Hy-Vee chef is that anything can happen with this job. The perfect example came last year when I had one of my best Christmas moments ever.

I was busy in the Hy-Vee Kitchen when I was told that a customer called seeking help. He was an older gentleman who had been married for 50 years. His wife—who had always done their cooking—had just had surgery, and would be coming home on Christmas Eve. The poor guy was having a breakdown. He knew a prime rib roast would lift his wife's spirits but he didn't know how to cook it. He was overwhelmed by questions. How big of a roast should he buy? Did he need string to tie it for roasting? What about a thermometer?

It was obvious the man couldn't make the meal. That wasn't his forte. Instead, I suggested that we put dinner together here at Hy-Vee for them. We included prime rib, Yukon gold potatoes, dressing, roasted Brussels sprouts, fresh baked bread, a cobbler and other items. Then I had it delivered. He was flabbergasted! Now, he calls about once a month, thanking me again for what we did. It was so gratifying that we could help him.

We're here to help you, too, by giving you another idea-filled issue of *Hy-Vee Seasons* magazine. You'll discover how foods are the center of celebrations the world over in "A Very Global Holiday," *page 16*; enjoy delicious seafood recipes from "A Reel Catch," *page 42*; and explore everyone's favorite sweet/tart fruit in "Color It Cranberry," *page 58*.

So grab a hot drink and settle into a comfy spot. Enjoy your new *Hy-Vee Seasons*.

Sincerely,
Justin Wacker, Chef
Omaha #11, Nebraska

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**FAMILY
SIZE**

SERVES 6



Marie Callender's Family Size
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For more ways to wow your guests this holiday season, visit readyseteat.com

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perfect potatoes

Buttery, creamy mashed potatoes—they're the heart and soul of the holiday table. Discover secrets to achieving fluffy taters that you smother with pan gravy or jazz up with delicious stir-ins. See recipe, *page 8*.

Russet

PICK A POTATO

Russet, Yukon gold and red potatoes are great for mashing. High-starch russets have a light texture, which produces smooth and tasty mashed potatoes. Yukon golds are naturally creamy and have a slightly buttery flavor all on their own. Fine-texture, white-flesh reds possess a mild flavor and creamy waxiness. A blend of russets and Yukon golds yields a nice potato flavor, but still boasts a light, delicate texture. If using red potatoes or Yukon golds, leave the skins on for added nutrients, color, flavor and texture.

COOK 'EM RIGHT

Cut potatoes into uniform shapes for cooking prior to mashing. Start with cold water (or chicken or vegetable broth), bring it to a simmer and cook the potatoes just until a paring knife passes through them without any resistance. Overcooked potatoes are mealy, and undercooked are too chunky to create a smooth mash.

MASH, RICE OR MIX

A handheld masher is the simplest tool for working hot potatoes, and you can mash them in the pan in which they were boiled. The result is a coarse-textured mound of potato. If you prefer very smooth, light, extra-fluffy potatoes, consider pressing the potatoes through a ricer, a specialty tool sold in kitchen shops. Using an electric mixer offers the easiest alternative for whipping up fluffy potatoes and eliminating lumps. Beat on low and avoid overbeating, which results in a sticky, gluey texture.

STIR IN LIQUID

Once the potatoes are mashed, gently stir in cream, milk and/or butter just until combined. Heat the liquid first in the microwave, because hot liquid absorbs better into hot potatoes. Start by adding a small amount of liquid and working it in with a masher. Continue adding liquid and working it in until the potatoes become light and fluffy—and perfectly heavenly!

Yukon Gold

Red

PERFECT MASHED POTATOES

Enhance the flavor of this beloved side dish by adding flavorful stir-ins after you add cream or milk.

Prep: 20 minutes | Cook: 20 to 25 minutes | Serves 5

2 pounds (4 large or 3 medium) potatoes, peeled if desired and chopped

¼ cup Hy-Vee butter, melted

¾ teaspoon kosher salt

¼ teaspoon Hy-Vee black pepper

½ cup hot cream or Hy-Vee milk

Melted butter, optional

1. In a large saucepan, cook potatoes in lightly salted boiling water, covered, 20 to 25 minutes or until tender; drain.

2. Mash with a potato masher or ricer, or beat with an electric mixer on low. Add ¼ cup butter, salt and pepper. Gradually beat in hot cream until potatoes are light and fluffy. Add desired stir-ins. If desired, top with additional butter.

Nutrition facts per serving: 310 calories, 18 g fat, 11 g saturated fat, 0.5 g trans fat, 55 mg cholesterol, 310 mg sodium, 34 g carbohydrate, 2 g fiber, 2 g sugar, 4 g protein. Daily values: 15% vitamin A, 15% vitamin C, 4% calcium, 8% iron.

Delicious Stir-Ins

Cheese: 1 cup (4 ounces) shredded or softened cheese, such as smoked cheddar, Gouda or goat cheese.

Root vegetables: Cooked carrots, turnips, rutabagas or parsnips with potatoes.

Herbs: 1 to 2 tablespoons chopped fresh parsley, rosemary, sage or thyme.

Roasted garlic: Trim top of a garlic bulb, keeping cloves intact. Place bulb in custard cup; drizzle with olive oil. Roast in 400°F oven for 25 minutes. Cool slightly and squeeze out flesh.

Pesto: 2 tablespoons.

LEFTOVERS? STIR ADDITIONAL WARM CREAM OR BUTTER INTO LEFTOVER MASHED POTATOES AND REHEAT IN THE MICROWAVE. YOU CAN ALSO REHEAT BAKED POTATOES, THEN MASH AND STIR IN THE LIQUID.



Woodland Winter

Bring natural beauty inside with a whitewashed Birch container available at your local Hy-Vee Floral Department. This elegant holiday centerpiece is designed with snowy white flowers, kale and pinecones.

WHAT YOU NEED

- TWO 3x4x9-INCH FLORAL FOAM BLOCKS
- 10-INCH ROUND WHITEWASHED BIRCH CONTAINER
- 3 ORNAMENTAL KALE
- 5 GARDEN ROSES
- 1 BUNCH WHITE MUMS
- 3 WHITE STOCK
- 3 PINECONES
- FLORAL WIRE
- SKEWERS

STEP 1: Press soaked floral foam into container, cutting as needed to fit.

STEP 2: Cut flower stems to about 3- to 4-inches taller than the top edge. Poke three kale into the arrangement, so they are positioned in an equidistant triangle. Place roses in between kale and fill in with the mums and stock.

STEP 3: Wire pinecones to skewers and trim. Poke into foam.

OUR BEST

Designing flower arrangements for shoppers takes more than creativity, say a pair of award-winning Hy-Vee Floral managers. It takes someone with compassion and empathy.

PHOTOS Tobin Bennett

A lot has changed since Beth Hennessy became Floral manager of Hy-Vee #5 in Cedar Rapids, Iowa, in the 1980s. In those days, Beth worked alone.

"I was a one-person team," she says. "When a customer needed flowers delivered, I had to design the arrangement, close down my little corner of the store, hop in my car and get the flowers to the wedding, the hospital or wherever the sale took me. It's amazing how far Hy-Vee has come since then."

Cheryl Overland, Hy-Vee Floral manager in Albert Lea, Minnesota, also started with the company in the 1980s, moving to Floral in 1999. Like Beth, she had no previous experience with flower design.

"My manager explained that since I am a people person, I could use those skills in any department. So I just needed to learn about the floral side of things," Cheryl says. "Fortunately, there were people around me with experience, and I took advantage of that. And it turned out that I had some natural talent, so I was able to grow into the job. Now, I wouldn't do anything else."

AWARD WINNERS

Since 2012, Cheryl and Beth have each taken home an elegant crystal Borgen Cup grand prize and two other awards in annual Merchandising Award of Excellence contests sponsored by Borgen Systems and *Super Floral* magazine. This is a major floral-display design contest for supermarket florists.

Cheryl won her Borgen Cup this year and Beth in 2012. Both managers say the cups actually belong to the teams they put together to create the winning displays.

"The contest is fun for everyone at Hy-Vee Floral. It gives managers a chance to get together for the competition, which becomes an opportunity to keep learning from each other," Cheryl says.



Cheryl Overland, Hy-Vee Floral Manager, Albert Lea, Minnesota.



Beth Hennessy, Hy-Vee Floral Manager, Cedar Rapids #5, Iowa.

MORE THAN SELLING FLOWERS

In Cheryl's first week after taking the job as Floral manager, she discovered the assignment was about a lot more than arranging flowers and ordering stock. Deep emotions often accompany the purchase of flowers.

"That was the hardest thing for me to learn—that I would feel such an emotional attachment to my customers once I learned about their reason for buying flowers. It's tough sometimes," Cheryl says.

Because people buy flowers to celebrate love, to welcome a baby into the world or to mark the passing of a loved one, a seller is drawn briefly into these situations.

"Sometimes it is a young man wondering about the best flower to get for a girl. But other times, it is someone completely distraught buying flowers for the funeral of a loved one. I'm always supposed to say the right things, but that can be hard. How do you counsel someone when you've had no counseling experience?" Cheryl says.

For Cheryl, the easier part of floral work has always been the flowers. She has learned to create beautiful arrangements, and some days are flat-out fun.

"You never know what's going to happen—like the day a young man asked me to hide an engagement ring in a bouquet. That kind of day is the best!" Cheryl says.

BUDDING RELATIONSHIPS

Having won her Borgen Cup a few years ago, Beth's experiences in the Floral Department are similar to Cheryl's. Beth, too, grew into the job.

"It has evolved over the years," she says. "With weddings, for instance, way back they were mostly done with silk flowers. Now they are so much bigger with such elaborate designs. I love it when we do weddings."

An element of the job that she enjoys is getting to know whole families through the years.

"I did a young lady's wedding and it turned out that I did the flowers for her mother's wedding too. Then recently an uncle in the family passed away and they couldn't find me because I had changed stores," she says.

The family asked around, discovered the location of the Hy-Vee where Beth currently works and ordered the funeral flowers from her.

"Relationships like that mean a lot to me. I was able to touch someone and make a connection that has lasted through the years. It's not a big deal, but I consider it a real benefit of this job," Beth says.

PICKING FLOWERS

FLOWERS ARE A GIFT FROM THE HEART, SO FINDING THE BEST IS IMPORTANT. HERE'S ADVICE FROM BETH HENNESSY AND CHERYL OVERLAND.

FOR THOSE WHO RARELY BUY FLOWERS

If you don't know a rose from a daffodil, trust your Hy-Vee florist. Tell the floral specialist why you are buying flowers. A bouquet could be for a new friend or a loved one. Or perhaps the flowers are for a funeral. Share that information with the florist. If you know the recipient's favorite colors or types of flowers, that helps in the selection. Let the florist guide you to flowers that are appropriate for the occasion. Follow the instructions for watering and cutting.

FOR EXPERIENCED FLORAL SHOPPERS

If possible, plan ahead so you can take full advantage of all the resources available to Hy-Vee florists. The flowers you desire may not be on hand that day, but they may be available the next day. After you receive your order, follow the florist's care directions. Hy-Vee florists will show you the best techniques for maintaining the color and vibrancy of your flowers.

"The primary message is that we are really creative. Trust us to design a special gift."

—CHERYL OVERLAND

FOR SOPHISTICATION
FOLLOWED BY SIMPLE
CLEAN UP, THE CHOICE
IS *crystal* CLEAR.

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a cut above



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Chinet White Plates or Bowls:
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PRIME RIB

For a regal holiday centerpiece, prime rib makes a succulent choice with its rich flavor and delicate brown crust. For all its glory, this roast is actually easy to prepare. The trick is to apply a savory coating and, for the most even oven cooking, use a gentle heat.

CRUSTED PRIME RIB

Prep: 30 minutes | Stand: 30 minutes |
Roast: 1½ to 2 hours | Rest: 20 minutes |
Serves 12

- 1 medium onion, roughly chopped
- ½ cup Hy-Vee panko bread crumbs
- ¼ cup Hy-Vee grated Parmesan cheese
- ¼ cup prepared horseradish
- 5 cloves garlic, chopped
- 3 tablespoons chopped fresh rosemary
- 2 tablespoons chopped fresh thyme
- 2 tablespoons kosher salt
- 2 teaspoons Hy-Vee black pepper
- 1 to 2 tablespoons Hy-Vee Select olive oil
- 1 (5-pound) beef rib roast, bones cut off and tied back on (For buying tips, see “Purchasing Prime Rib,” below right.)

For Beef Pan Gravy:

- ¼ cup Hy-Vee all-purpose flour
- 4 cups Hy-Vee reduced-sodium beef broth
- 1 bay leaf
- 1 sprig of thyme

1. For the crust, in a food processor combine onion, panko, Parmesan cheese, horseradish, garlic, rosemary, chopped thyme, salt and pepper. While processor is running, slowly add enough oil to create a thick paste.
2. Pat the paste all over the roast. Place roast, bone-side down, on a wire rack in a roasting pan. Let stand at room temperature for 30 minutes.
3. Preheat oven to 400°F. Cook roast for 30 minutes. Reduce heat to 325°F and roast for 60 to 90 minutes more or until an instant-read thermometer inserted into the center of the roast reaches 135°F for rare or 150°F for medium rare. If necessary, cover the roast loosely with foil to prevent the crust from overbrowning. Remove roast from oven and let rest, loosely covered, for 20 to 30 minutes before slicing. Meat will continue to cook as it rests.

Beef Pan Gravy

Transfer roasted meat to a cutting board with juice grooves. Pour pan drippings into a 2-cup glass measure. Remove ¼ cup fat from the drippings, and return to pan. Discard remaining fat and return remaining drippings to pan. Whisk in flour, combining thoroughly. Whisk in beef broth. Bring to boiling; reduce heat. Add bay leaf and thyme sprig, and simmer for 5 to 10 minutes or until thickened, stirring occasionally. Before serving, remove and discard bay leaf and thyme sprig.



STEP 1: Combine crust ingredients except olive oil in a food processor. With processor running, drizzle in oil until a thick paste forms.



STEP 2: Spread all of the paste over the roast's entire surface, then gently pat paste into a uniformly thick layer.



STEP 3: Place prepared prime rib, bone-side down, on a wire rack in a roasting pan, then transfer pan to a preheated oven.



STEP 4: After 60 to 90 minutes, check roast temperature in its thickest part. The temp should be 135°F for rare and 150°F for medium rare. Remove from oven and place on a cutting board (the roast's internal temperature will rise 10°F to 15°F as it rests).



STEP 5: To make pan gravy, place the roasting pan on the stove. Cook the fat drippings, flour and beef broth, whisking continually until the mixture is bubbly and thickened.



STEP 6: After the prime rib has rested 20 minutes, cut the strings that bind the roast and rib bones together, and set the bones aside. Use a long sharp knife to cut the meat into ½-inch-thick slices.

PURCHASING PRIME RIB



The classic holiday roast is prime rib, sometimes called a standing rib roast. It includes a large piece of beef attached to a rack of between two and seven ribs, depending on the size of the roast. The succulent, tender meat is considered by many to be the most desirable beef cut.

You can ask your Hy-Vee butcher to trim the prime rib to a desired weight, length or rib count. If you prefer a richer prime rib, request that the roast be taken from the “chuck” or “blade” end, which is more generously marbled. If you prefer a leaner prime rib, request that the roast be cut from

the “loin” or “short” end, which has less fat and a larger round of beef at the center (such as the prime rib shown here). Typically, the butcher cuts the ribs off the roast in one piece, then ties them back on with twine. This allows you to cook the meat along with the rib bones, which adds flavor and stability while the roast is cooking. The ribs also add visual appeal if the prime rib is presented as a dinner centerpiece.

When it's time to carve the roast, the affixed rib bones are easily removed by snipping the twine. The yield of a rib roast is about two 6-ounce servings for each pound of purchased beef.



HOLIDAY'15

- A VERY GLOBAL HOLIDAY • EASY-TO-GIVE GIFTS • HOT COCOA •
- ALL POPPED UP • A REEL CATCH • HOLIDAY BAKING
- COLOR IT CRANBERRY • MAYTAG BLUE

A VERY GLOBAL HOLIDAY

WORDS Steve Cooper PHOTOS Tobin Bennett

THE WORLD CELEBRATES FROM LATE FALL TO EARLY WINTER, WHETHER IT'S FOR CHRISTMAS, NEW YEAR'S, DIWALI OR SOME OTHER OCCASION. EVERYWHERE, FAMILIES COME TOGETHER TO EAT, TO GIVE AND TO HOPE FOR A BRIGHTER FUTURE. GET A GLIMPSE INTO FIVE MIDWESTERN HOMES AND SEE HOW MUCH WE SHARE IN COMMON, DESPITE THE DIFFERENCES IN OUR HOLIDAYS.



Holidays are celebrated worldwide this time of year. Each observance has its own origin, language, music, food, decorating and expectations. The celebrations are different in many ways, but look closer and you'll see they have many things in common. *Hy-Vee Seasons* worked with a diverse group of Midwesterners to share their special holidays and help others better appreciate some of the special occasions dear to our neighbors. Look for the common elements in five celebrations that make this time of year so special.

COMING TOGETHER

Special gatherings of extended family and close friends are a time to swap family information and lore. Who has given birth lately and who has died? Who has made a career advancement and who has hit on hard times? It's a time for children to listen

and absorb, a time for the elders to pass on family values and traditions, and a time for everyone to remember loved ones.

BOUNTIFUL AND DELICIOUS FOOD

Food and beverages, in generous supply, are an important part of celebrating. Hosts and hostesses want everyone at the table to be satisfied and well-fed. Cooks in the family hope to please everyone at their table. The celebrations that follow represent Asia, Africa, Europe and America, featuring our Midwest families' favorite fare and beautiful tables.

SHARING GIFTS

Though we differ in how much is given, people everywhere share the impulse to delight their families with gifts. It's widely believed that it's better to give than to receive.

Christmas is the day for celebrating the birth of Jesus Christ by exchanging gifts and sharing time with those dearest to us. The key visual elements include a baby in a manger, a guiding star at night and shepherds and Wise Men offering gifts to the newborn.

For Justin Wacker, Christmas memories often involve food, particularly his Greek grandmother's lamb stew and baklava. The food connection makes sense because he is now a chef at an Omaha Hy-Vee store. These days, he enjoys holidays with his parents, who also live in Nebraska, and his sister and her family in Chicago. Hy-Vee Seasons spoke with Justin about his Christmas spread, right.

Q: WHAT IS THE BEST MAIN COURSE AT CHRISTMAS?

A: I start with the prime rib. When you put it on the table, it's the center of attention. I like to introduce salt, pepper and sugar, but also essence and aromas while it's roasting. I have a rub with horseradish in it along with herbs, so while the meat roasts, the rub imparts a light flavor, an essence into it. God gave you a great gift in food. Give your roast time to cook and caramelize all those wonderful flavors. And always make pan gravy from the drippings.

Q: WHAT OTHER MEATS ARE GOOD TO SERVE GUESTS AT CHRISTMAS?

A: A traditional choice in the Midwest is ham. Many people like salmon, and turkey is still high on the list. Prime rib is a good choice, but a lot of people are switching to beef tenderloin.

Q: WHAT ELSE IS SERVED?

A: I have a simple salad with roasted corn, walnuts and mushrooms. There are Yukon gold mashed potatoes, to which I like to add crème fraîche along with cream and butter. Then there's dressing, of course, which I make with focaccia bread, andouille sausage and sage. I also serve roasted asparagus. I put a nice squeeze of charred lemon on it to bring out the natural flavors. I finish it all off with a Granny Smith apple cobbler.

"DON'T RUSH THROUGH COOKING A ROAST. GIVE IT TIME FOR THE FLAVORS TO CARAMELIZE."



PRIME RIB



SWEET CORN, ARUGULA AND WALNUT SALAD



ROASTED ASPARAGUS

MENU

SWEET CORN, ARUGULA AND WALNUT SALAD

PRIME RIB
Encrusted with Horseradish and Mustard

DRESSING, MASHED POTATOES,
ROASTED ROOT VEGETABLES,

ROASTED ASPARAGUS

APPLE COBLER

SPARKLING WINE



“SINCE WE ARE NOT BACK HOME, WE TRY TO MAKE DIWALI HERE EVEN MORE FESTIVE. I’VE HAD AS MANY AS 50 PEOPLE CELEBRATING AT MY HOUSE.”

MENU

SAMOSAS
Fried Indian Dumplings
Filled with Potatoes and Peas

CILANTRO CHUTNEY

DIPPING SAUCE

KADDU
Sweet-and-Sour
Winter Squash Stew

KADAI PANEER
Farmer’s Cheese Chunks
in a Spicy Tomato Sauce

MATAR PULAO
Rice with Peas

CHOLE
Spicy Sautéed Chickpeas

PURI
Fried Bread

GULAB JAMUN
Milk Curd Fritters
Soaked in Sweet Syrup

WATER

On the darkest October night each year, Diwali—the festival of lights in India—reaches its crescendo as the nation celebrates New Year’s. When the night sky turns black, Indians cheer the triumph of light over darkness, and families fill their homes with lights to symbolize the victory.

For Madhu Gadia, a registered dietitian and author of Indian cuisine cookbooks who now lives in Iowa, this is a favorite time of the year. Hy-Vee Seasons spoke with Madhu about how she celebrates Diwali.

Q: WHEN DID YOU COME TO THE U.S.?

A: I was 12 years old when I came here with my family from the northern India state of Haryana. My father had come to work on his doctorate.

Q: HOW IS DIWALI CELEBRATED IN YOUR HOMETLAND?

A: It was primarily a family time—the biggest festival of the year. It was a time to cook, clean the house and welcome family into our homes. Neighbors would come one by one to our house with their families to wish us a happy Diwali and we served sweets to welcome everyone.

Q: WHAT FOODS ARE ON YOUR TABLE AT DIWALI?

A: I spend three to four days, if not a week, getting the food ready and making the dishes for the meal. Food at Diwali is always vegetarian, even meat-eating Indians will not serve any meat or anything animal, except for milk. I make sweet-and-sour *kaddu*. It’s my personal

favorite way of cooking winter squash. Pumpkin is *kaddu* in the Hindi language. It’s served mashed. If pumpkin is not available, you can use butternut squash.

Another main dish we make is *matar pulao*, which is rice with peas. A newer cheese dish called *paneer* has become very popular. A modern dish, it has become a favorite the last 40 years because you can buy it in stores. We also have *puri*, a fried bread that makes any meal a celebration. Everyone—young or old—loves *puri*. It seems wrong to call this deep-fried bread a flatbread, because it puffs up like a balloon in the hot oil, but within seconds it loses its steam and gently falls flat.

Q: WHAT ABOUT DESSERTS?

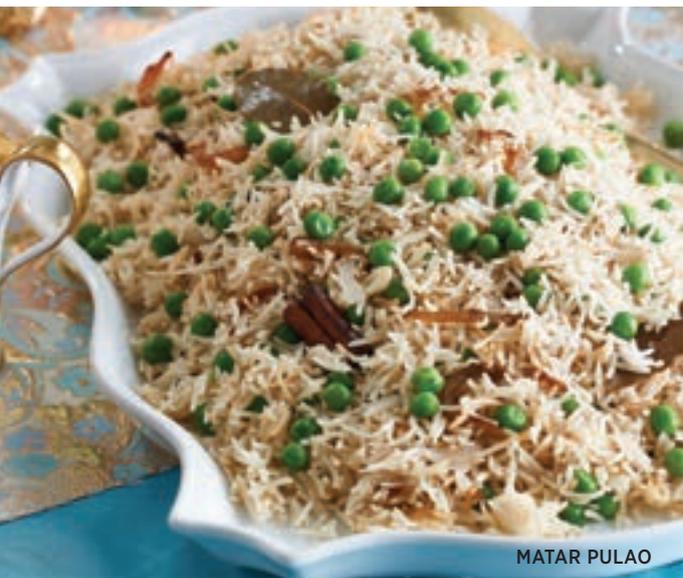
A: For every offering you give to God, there are sweets involved. So sweets are a huge part of the celebration. And in a way, Diwali is just like Christmas, which has its cookies, cakes and pies. During Diwali the amount of sugar you take in quadruples compared to other times of year. Even though everything is loaded with sugar, you keep eating it over all three weeks of Diwali.

Q: HOW IS DIWALI DIFFERENT HERE IN THE U.S. THAN IT WAS IN INDIA?

A: The big difference is that in India, Diwali is in the air. For a month before Diwali, you see it in every shop, every corner has something that says Diwali is coming and there are firecrackers being sold for two or three weeks ahead of time for use during Diwali.



KADAI PANEER



MATAR PULAO



GULAB JAMUN



BARBECUE SHRIMP SATAY



SPRING ROLLS



BEEF PHO



“IN ASIA, NEW YEAR’S DAY IS A VERY BIG DAY FOR US. IT’S A TIME TO EAT, PLAY AND SPEND TIME WITH FAMILY.”

MENU

SPRING ROLLS

TEA EGGS

Eggs Soaked in Tea
(results in a mottled look)

BEEF PHO

A Meatball and Noodle Soup with
Fresh Herbs

BARBECUE SHRIMP SATAY

RICE NOODLES WITH SHRIMP

MIXED VEGETABLE STIR-FRY

FRESH FRUIT

Such as Watermelon, Jackfruit and
Other Tropical Fruits

GREEN TEA

Known as Tet, the celebration of New Year’s Day in Vietnam arrives with a new moon in January or February. It announces the soon-coming spring and is a day of hope and family for the nation. It falls on the same day as Chinese New Year.

For Tuan Truong, who has been a Chinese Express chef at Hy-Vee in West Des Moines for 16 years, New Year’s Day is a time to cook his favorite dishes. *Hy-Vee Seasons* spoke with Tuan and his wife, Chi, about the occasion.

Q: WHEN DID YOU COME TO THE U.S.?

A: In April 1975, when all the Americans go back home, I leave when the North Vietnamese all come south and take away all the land of my family. I believe in freedom. I go at night with 134 people on a boat made of wood. We have no food, no water for three days and three nights. Then a ship from England rescue and take us to Hong Kong. We stay in camp in Hong Kong six months and 11 days. Then I fly all the way to Des Moines, Iowa. Des Moines is now my second hometown and I live here for almost 26 years now.

Q: HOW DID YOU CELEBRATE NEW YEAR’S IN VIETNAM?

A: Everybody has a lot of people come to the house and cook a lot of food. Many people come to our house. My mother has about 100 people in her family and my father’s is smaller, maybe 50. We wear new clothes and see all the

people we haven’t seen for a long time. Some of the old people give kids money to help them in the new year. We also light candles for family who have died that year. We sit there in the candlelight together to remember them.

Q: WHAT FOODS ARE ON YOUR TABLE AT NEW YEAR’S?

A: We make *pho*. This is beef and noodle soup. To make meatballs that go in it, I cook them for three hours in a big pot. Then I put in the beef broth, ginger, onions and have noodles on the side. I also make barbecue shrimp. I start making the meatballs the night before, then get started at 8 the next morning and cook most of day. Chopping up veggies, preparing shrimp, getting the egg noodles made. It is a busy time.

Every house has a bowl of cooked pork and hard-boiled eggs on the table. That is an old tradition. These foods will not spoil during the three days when no markets are open because of the celebrations. Every house must also have watermelon on the table for good luck.

Q: WHAT IS YOUR HOLIDAY LIKE HERE IN THE U.S.?

A: One thing is the same: We like to celebrate the American New Year in Vietnam, and then celebrate our own. New Year’s here is very similar for us because I can get most Vietnamese food here—almost 95 percent. One thing we cannot get is dried shrimp. It tastes really good—very strong and very salty. But if I gave you some, you wouldn’t know it is shrimp.

“IN UGANDA, KIDS GET A COKE OR OTHER SODA ON CHRISTMAS. THEY LIKE IT SO MUCH BECAUSE THEY DON’T GET A DRINK LIKE THAT EVERY DAY.”



In the broadest strokes, Christmas in the east Africa country of Uganda is much like it is in the U.S. Families gather for a big dinner, there may be gift giving, cards are exchanged and children decorate a Christmas tree. But the fine points are quite different.

Mercy Kabahuma, who grew up with four sisters in the capital city of Kampala, says the holiday was a joyous time with family and her church. *Hy-Vee Seasons* spoke with Mercy about Christmas.

Q: WHEN DID YOU COME TO THE U.S.?

A: I came in August of 2010 to work on my master’s degree in crop physiology at Iowa State University. I graduated with that degree in 2013 and started working at ISU also on my PhD in plant genetics with a minor in plant pathology and microbiology. I love Iowa. I really do. It reminds me of home because people are so welcoming and it is calm here. People are so nice and willing to help you.

Q: HOW DID YOU CELEBRATE CHRISTMAS IN UGANDA?

A: We have both Christmas and Boxing Day because that way the same meal is used for two days. It is a national holiday, so everyone gets together to eat and talk with family. We might get a new outfit, but not so many gifts are given. Trees are decorated, but there isn’t any decoration on the outside of the house. It is the same as everywhere, really; we celebrate the birth of Christ, eat too much and enjoy our families.

Q: WHAT FOODS ARE ON YOUR TABLE AT CHRISTMAS?

A: In Uganda you mainly have *pilau*—a rice dish with beef or chicken and a lot of seasonings in it. It shows the Indian influence in my country. You find that many of our meals are crossing from India to Uganda. We also have a chickpea dish, another rice dish and *chapati*, which is flatbread made with flour but no yeast. We also have watermelon, mangoes and pineapple. For this story, I wish I could have made a dish called *matooke* for you. It’s made with beef, tomatoes, onions and spices steamed in a pouch made of banana leaves. In Uganda, when we say that we want food, *matooke* is what we mean. At home, it is easy to get all the ingredients, but here it isn’t so easy to find the leaves you need to make it.

Q: WHAT ABOUT DESSERT?

A: We make *mandazi*, which are kind of like your doughnuts. They are balls of deep-fried dough with spices like cinnamon. You put sugar in them, but not too much. They’re not as sweet as the doughnuts in America.

Q: WHAT IS YOUR HOLIDAY LIKE HERE IN THE U.S.?

A: I have spent some Christmases with cousins who live here and I give their kids Christmas gifts. It makes me happy watching the joy they get from opening presents. Back home, kids also go nuts at Christmas—but it’s for getting so much food, not for getting presents.



MENU

CHAPATI
Flatbread

PILAU
Rice and Beef Spiced
with Cinnamon, Paprika, and Cumin

COLESLAW WITH TOMATO SLICES

**FRESH BANANAS, MANGOES, PINEAPPLE
AND WATERMELON**

MANDAZI
Ugandan Doughnuts
(not as sweet as the U.S. version)

**MANGO-PINEAPPLE JUICE,
SOFT DRINKS AND WATER**



MANDAZI



CHAPATI



PILAU



CANELONS



CREMA CATALANA



“SANT ESTEVE DAY IS VERY IMPORTANT IN CATALONIA—ALMOST AS IMPORTANT AS CHRISTMAS.”

The day after Christmas is celebrated as Sant Esteve Day, named for Stephen, the first Christian martyr. It's long been a tradition in Catalonia, the region of Spain where Paula Herrera grew up in the city of Barcelona.

Paula, a senior lecturer in physics at Iowa State University, has always appreciated the event as a great day for food. Hy-Vee Seasons spoke with Paula about the celebration of Sant Esteve Day.

MENU

CHARCUTERIE, CHEESE,
OLIVES, HORS D'OEUVRES

SPRING MIX WITH ONIONS
AND TOMATOES

CANELONS
A Stuffed Pasta Dish
(Spanish version of Italy's cannelloni)

CRUSTY BREAD

CREMA CATALANA
A Sweet-Set Custard
(similar to crème brûlée)

CAVA
A Dry Sparkling Wine from Spain

are gone and we just use the meat. We grind it up, then make a pasta and fill the pasta with the ground meat. The whole thing goes into the oven covered with béchamel, which is white sauce.

I'm not from a traditional Catalonian family, so I did not learn this until later. There is no negotiation about what everyone will eat that day—the food is very traditional.

Q: WHAT ELSE IS SERVED?

A: We serve something that could be like tapas, little small dishes with one bite or two. We serve some shrimp and clams. There's roasted vegetables and bread. We have cured meats, like prosciutto. It is a very meaty occasion.

We make a Catalonian version of crème brûlée. This is such an important dessert, we call it *crema catalana*. I grew up thinking this was our dessert, but I learned much later that the French do something similar. Ours are less sweet and always baked on very flat ramekins to maximize the surface. We like the burnt sugar, the caramelized part.

Q: HOW ARE THE HOLIDAYS DIFFERENT IN CATALONIA THAN IN THE U.S.?

A: The main decoration in our homes is a huge scene with a manger, the three kings and the camels. This is done in December. Children are in charge of getting the camels a little closer and a little closer to the manger every day. So by the time you get to Epiphany in early January, they reach baby Jesus.

Q: WHEN DID YOU COME TO THE U.S.?

A: I've been in the U.S. for 16 years and I've been at ISU for most of that time.

Q: HOW IS SANT ESTEVE DAY CELEBRATED IN CATALONIA?

A: The streets are always decorated with lights, especially the old streets in Barcelona. There's a commercial side of it that has been becoming more and more evident, too, over time.

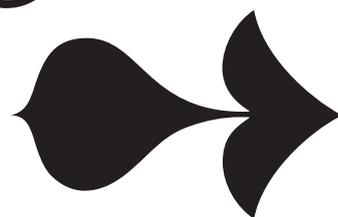
A big part of it is a little log called Tío. You paint a face on one end, usually a smiling face. Then a traditional red Catalan hat goes on it and you cover the back of it with a blanket. There is no Santa. Traditionally, Tío is the one who provides the presents.

Q: WHAT FOODS ARE ON YOUR TABLE FOR THE HOLIDAY?

A: The big dish is called *canelons*. These are made with leftovers of what was made to eat on Christmas day. On that day, we have a huge soup/stew made with chicken, beef and pork, along with vegetables. By Sant Esteve, the vegetables

DELICIOUS

Sifts



WORDS Steve Cooper PHOTOS Tobin Bennett

THE CLOCK IS TICKING DOWN TO CHRISTMAS AND YOU'RE IN THAT LAST RUSH TO FILL OUT YOUR LIST.  IT'S TIME TO STOP AT HY-VEE FOR THOSE LAST-MINUTE ITEMS THAT MAY PROVE TO BE SOME OF THE BEST. THERE ARE GIFT CARDS, FINE WINES, HELPFUL KITCHEN GADGETS, STOCKING STUFFERS AND OTHER GOODIES FOR FAMILY AND FRIENDS.



FOR WINE LOVERS

Introduce a friend to a bottle of Meiomi Pinot Noir, and it will become his or her new favorite. A bold red, this is a California wine brimming with fruit, body and balance. Tuck a Hy-Vee gift card along with the bottle into our "Wine Not?" bag, and suggest your friend visit a Hy-Vee Wine and Spirits Department.



* Bonus feature:
Build better baskets!
To make the gifts
shown here, follow
along with our
how-to video in the
free digital version of
Hy-Vee Seasons.

Downloading information
on page 3.

A GIFT TO WARM THE NIGHT

Start pulling this present together at home by making a batch of our recipe for Hot Cocoa Mix, *page 33*. Visit Hy-Vee to pick out a stylish mug, some mini marshmallows for topping the hot chocolate and a gift card for a restaurant meal. Make the round instruction tag using a template you can download at www.hy-vee.com/seasons



A TOUCH OF ITALY

For a spouse who loves pasta, give a night of delicious Italian cuisine. Fill a new colander from Hy-Vee with specialty pastas, a bottle of extra virgin olive oil, a block of Parmigiano-Reggiano and some pine nuts. And remember a gift card. *Molto buono!*



The best gifts have little to do with money. They have everything to do with hope & love.



FOR A MIDDAY RETREAT

Bundle a cheese board, cheese knives, crackers and olives, and it seems this is a gift of a meal. But this isn't really about food. This gift is meant to trigger a quiet conversation between friends. That's why we included a gift card that can be tapped to purchase a nice bottle of pinot noir or foods for an afternoon together.



FOR A NEW ARRIVAL

Make parents happy by giving gifts for their new arrival. Baby aisles at Hy-Vee are stacked with foods, diapers and other items that little ones need. For an added surprise, tuck a gift card into the package for dinner-for-two at a Hy-Vee Market Grille.

ALL THE HITS

Some of us like to listen to Taylor Swift, but others prefer to watch a Scarlett Johansson movie. Whatever the taste, it will be satisfied with a downloaded song or movie paid for with a gift card.



Merry Shopping

while you cross everyone off your list in just one trip



\$25 Gift Card = 

\$50 Gift Card = 

\$100 Gift Card = 



Buy gift cards from more than 50 retailers at Hy-Vee and earn fuel discounts.

See gift cards for details, terms and conditions and (if applicable) fees. All trademarks are property of their respective owners. Product offer may not be available in all stores or states. The gift cards featured are not sponsors or otherwise affiliated with this company.

Coke *Diet*

THE PERFECT BREAK





Coke 2 Liter:
select varieties
4/\$5.00

Coke Glass Bottle:
select varieties 8 fl. oz. 6 pk.
\$5.49

Coke Aluminum Bottles:
select varieties 8.5 fl. oz.
3/\$4.00

HOT COCOA

A MUG OF HOT COCOA MADE WITH A PURCHASED MIX IS CONVENIENT BUT CAN LACK DEEP CHOCOLATY FLAVOR. REMEDY THIS IN MINUTES BY CRAFTING YOUR OWN CHOCOLATE MIX AT HOME USING REAL CHOCOLATE. THIS DELICIOUS MIXTURE, *OPPOSITE*, INCLUDES PULVERIZED SEMISWEET CHOCOLATE CHUNKS BLENDED WITH SUGAR, VANILLA AND POWDERED MILK. STIRRED INTO STEAMING MILK, IT MAKES A LUXURIOUS BEVERAGE. WHAT'S MORE, THIS VERSATILE MIXTURE MAKES A LUSCIOUS CHOCOLATE BASE, FILLING AND TOPPER FOR OTHER SPECTACULAR DESSERTS.

WORDS Carlos Acevedo PHOTOS Cameron Sadeghpour

HOT COCOA MIX

This mix is the central ingredient needed to unlock chocolaty flavors in a variety of foods and drinks. It uses ground semisweet chocolate, making it ideal for hot cocoa and baked desserts. Here's our best advice: Always keep a batch on hand.

Prep: 10 minutes | Serves 7 (about ½ cup mix each)

1½ cups Hy-Vee semisweet chocolate chips

¾ cup Hy-Vee nonfat dry milk powder

½ cup Hy-Vee sugar

½ cup Hy-Vee unsweetened cocoa powder

1 teaspoon Hy-Vee vanilla extract

1. Process chocolate chips in a food processor until chocolate forms a fine powder. Add powdered milk, sugar, cocoa powder and vanilla. Cover and process for 10 seconds or until thoroughly combined. Store in an airtight container for up to 6 months.

Nutrition facts per serving: 270 calories, 12 g fat, 7 g saturated fat, 0 g trans fat, 0 mg cholesterol, 50 mg sodium, 45 g carbohydrates, 4 g fiber, 38 g sugar, 6 g protein. Daily values: 4% vitamin A, 0% vitamin C, 15% calcium, 10% iron.



▲
store
Place Hot
Cocoa Mix in a
container with
a tight-fitting
lid. Store in
a cool dark
place for up
to 6 months.

HOT CHOCOLATE THREE WAYS

For terrific-everytime hot cocoa, combine real chocolate and whole milk. These three variations—using white, milk and dark chocolate—all taste delicious.

Prep: 15 minutes | Serves 2

2 cups Hy-Vee half-and-half or Hy-Vee whole milk, divided

2 teaspoons Hy-Vee cornstarch

½ cup Hy-Vee sugar

¾ cup desired type of chocolate chips or finely chopped chocolate (see variations, below)

Additional Hy-Vee half-and-half or Hy-Vee whole milk, optional

1. In a small bowl, whisk together ¼ cup half-and-half and cornstarch until smooth; set aside.

2. In a small saucepan, combine remaining half-and-half and sugar over medium heat. Bring to a simmer. Whisk in cornstarch mixture; cook for 1 minute or until slightly thickened. Remove from heat.

3. Quickly whisk in chocolate until very smooth. Stir in additional milk to achieve desired consistency. To serve, pour into mugs or heatproof glasses.

Nutrition facts per serving (White): 940 calories, 57 g carbohydrates, 36 g saturated fat, 1 g trans fat, 100 mg cholesterol, 210 mg sodium, 93 g carbohydrates, 0 g fiber, 91 g sugar, 13 g protein. Daily values: 15% vitamin A, 4% vitamin C, 45% calcium, 2% iron.

For nutrition facts for milk and dark chocolate, go to our website at www.hy-vee.com/recipes

white

Use white chocolate chips. If desired, stir in a spoonful of caramel sauce and/or sprinkle with grated nutmeg.

milk

Use only ¼ cup sugar and use milk chocolate chips. If desired, add brandy or orange liqueur to taste.

dark

Use dark chocolate baking chips. If desired, stir in ½ teaspoon almond or hazelnut extract.





NANAIMO BARS

This Canadian favorite sandwiches a firm custardlike middle between layers of creamy chocolate and crispy chocolate.

Prep: 1 hour | Chill: 30 minutes plus 30 minutes plus 10 minutes | Serves 24

$\frac{3}{4}$ cup plus 2 tablespoons Hy-Vee butter, at room temperature; divided
 $\frac{1}{2}$ cup Hot Cocoa Mix (see recipe, page 33)
1 Hy-Vee large egg, lightly beaten
 $1\frac{1}{4}$ cups Hy-Vee graham cracker crumbs (about 12 whole graham crackers)
1 cup Hy-Vee sweetened shredded coconut
 $\frac{1}{2}$ cup Hy-Vee pecans, finely chopped
2 teaspoons Hy-Vee vanilla extract
 $\frac{1}{4}$ cup whipping cream
2 tablespoons Hy-Vee vanilla instant pudding mix
2 cups Hy-Vee powdered sugar
 $\frac{1}{2}$ cup Hy-Vee semisweet chocolate chips

1. Grease an 8×8-inch baking dish; set aside.
2. For crust, in a medium saucepan, melt $\frac{1}{2}$ cup butter over medium-low heat. Remove from heat. Stir in Hot Cocoa Mix, then gradually whisk in beaten egg. Return saucepan to heat and cook for 1 to 2 minutes or until the mixture is glossy and thick. Remove from heat and stir in graham cracker crumbs, coconut, pecans and vanilla. Mixture will be thick. Press evenly onto the bottom of the prepared dish. Cover and refrigerate for 30 minutes or until firm.
3. Meanwhile, for filling, in a large mixing bowl beat $\frac{1}{4}$ cup butter, cream and pudding mix with an electric mixer on medium to high until fluffy. Add powdered sugar and beat for 1 minute more or until smooth. Spread the filling evenly over the chilled crust. Cover and refrigerate for 30 minutes or until firm.
4. Place a heatproof bowl over a saucepan of simmering water. Add chocolate chips and remaining 2 tablespoons butter to bowl; stir until melted. Spread melted chocolate evenly over filling. Cover uncut bars with plastic wrap and refrigerate for 10 minutes or just until chocolate has set.
5. Using a sharp knife, cut into squares. Refrigerate in an airtight container for up to 3 days.

Nutrition facts per serving: 220 calories, 13 g fat, 7 g saturated fat, 0 g trans fat, 30 mg cholesterol, 60 mg sodium, 25 g carbohydrates, 1 g fiber, 19 g sugar, 2 g protein. Daily values: 6% vitamin A, 0% vitamin C, 2% calcium, 4% iron.

HOT COCOA BROWNIE MUG

Dessert doesn't get much easier than this. Stir together the hot cocoa mix, flour, milk and butter, then nuke. It's an instant brownie in a mug!

Prep: 2 minutes | Cook: 1 minute | Serves 1
¼ cup Hot Cocoa Mix (see recipe, [page 33](#))
¼ cup Hy-Vee all-purpose flour
¼ cup Hy-Vee whole milk
2 tablespoons Hy-Vee butter, melted
Hy-Vee vanilla ice cream, optional
Chocolate fudge sauce, optional

1. In a microwave-safe mug, stir together Hot Cocoa Mix, flour, milk and butter. Microwave on HIGH for 1 minute or until mixture is double in volume and set.
2. Cool for 1 minute. If desired, top with ice cream and chocolate fudge sauce.

Nutrition facts per serving: 630 calories, 37 g fat, 23 g saturated fat, 1 g trans fat, 70 mg cholesterol, 80 mg sodium, 72 g carbohydrates, 5 g fiber, 41 g sugar, 11 g protein. Daily values: 20% vitamin A, 0% vitamin C, 20% calcium, 20% iron.



▲

tip

You can premix the batter in mugs several hours ahead. Keep chilled until ready to microwave.



CHOCOLATE TRUFFLE TART

This elegant tart serves up a triple chocolate treat—a chocolate cookie base, a truffle filling and luscious ganache on top.

Prep: 30 minutes | Bake: 20 minutes | Serves 16

Hy-Vee nonstick cooking spray

1½ cups finely crushed Hy-Vee chocolate graham crackers (about 12 whole graham crackers)

5 tablespoons plus ¾ cup Hy-Vee sugar, divided

5 tablespoons plus 1 cup Hy-Vee butter, divided

1 cup Hot Cocoa Mix (see recipe, page 33)

¾ cup Hy-Vee all-purpose flour

6 Hy-Vee large eggs, at room temperature

¾ cup whipping cream

¾ cup Hy-Vee Select 60% cacao bittersweet chocolate baking chips

1. Preheat oven to 350°F. Spray a 9-inch tart pan with a removable bottom with nonstick spray; set aside.

2. For crust, in a large bowl, combine crushed crackers and 5 tablespoons sugar. Stir in 5 tablespoons melted butter. Press crust mixture onto the bottom and up the sides of prepared tart pan. Bake for 10 minutes or until set. Cool on a wire rack.

3. In a saucepan, melt remaining 1 cup butter over medium heat. Remove from heat; whisk in Hot Cocoa Mix and flour until thoroughly combined; set aside.

4. In a large mixing bowl, beat eggs and remaining ¾ cup sugar with an electric mixer on medium for 3 minutes or until double in volume. Turn mixer to low and add hot chocolate mixture all at once. Scrape sides of bowl and continue to mix for 30 seconds or until well-combined. Pour into baked tart shell.

5. Place tart pan on a large baking sheet. Bake for 20 minutes or until tart is just set. Remove from the oven and cool on a wire rack.

6. Place cream in a microwave-safe bowl. Microwave on HIGH for 60 seconds. Remove from microwave and stir in chocolate chips. Continue stirring until chocolate is melted and mixture forms a thick consistency. Remove tart pan ring and transfer tart to a serving dish. Pour melted chocolate over tart, spreading with a spatula as needed to form a smooth layer. Cool until set.

Nutrition facts per serving: 410 calories, 28 g fat, 17 g saturated fat, 0.5 g trans fat, 125 mg cholesterol, 95 mg sodium, 39 g carbohydrates, 2 g fiber, 27 g sugar, 5 g protein. Daily values: 15% vitamin A, 0% vitamin C, 4% calcium, 8% iron.

All POPPED UP

Old-fashioned popcorn balls are a favorite treat. Start a new tradition by inviting family and friends to create festive, holiday spins on this classic.

WORDS Lois White PHOTOS Tobin Bennett



Popcorn Truffle Balls

Form each Classic Popcorn Ball, recipe opposite, around an unwrapped truffle and a lollipop stick. Coat balls with melted white chocolate and dip in pearl candies. Embellish with ribbon.



Classic Popcorn Balls

This basic recipe is the foundation for all the popcorn creations in this story. When making a popcorn treat, start with this mixture.

Prep: 15 minutes | Serves 12

12 cups Hy-Vee air-popped white popcorn

3 tablespoons Hy-Vee unsalted butter

30 Hy-Vee large marshmallows

½ cup chopped almond bark (about 3 ounces)

1. Place popcorn in a large bowl; set aside.
2. In a large saucepan, heat butter and marshmallows over medium-low heat until melted, stirring occasionally. Add almond bark and stir until almond bark is melted.
3. Pour almond bark mixture over popcorn; stir until thoroughly coated.
4. Moisten hands with water and shape popcorn mixture into 12 balls.

Nutrition facts per serving: 180 calories, 10 g fat, 4.5 g saturated fat, 0 g trans fat, 10 mg cholesterol, 105 mg sodium, 22 g carbohydrates, 1 g fiber, 14 g sugar, 1 g protein. Daily values: 2% vitamin A, 0% vitamin C, 0% calcium, 0% iron.

Cranberry- Pistachio Stars

Stir ½ cup each dried cranberries and pistachios into Classic Popcorn Ball mixture. Flatten mixture on work surface. Use a star-shape cutter to cut out shapes; drizzle with melted white chocolate.



FIVE POPCORN DELIGHTS

These exquisite treats start with our Classic Popcorn Ball recipe, page 39. All shades of chocolate, melted caramel, candies and other embellishments create beautiful confections that please the eye and the sweet tooth.



NO. 2 NUTTY CARAMEL

Stir ½ cup pecans into the popcorn mixture. Form ball and roll it into melted caramels. Drizzle with melted dark chocolate.

NO. 1 Two-Tone Stars

Stir desired amount of melted dark chocolate into popcorn mixture. Use a star-shape cookie cutter to mold each shape. When each star is firm, partially dip it into melted white chocolate.



NO3 Sweet Swirls

Drizzle popcorn balls with melted white and dark chocolate, then drizzle with additional melted white chocolate tinted with blue paste coloring.



NO5 Peppermint Fudge

Form popcorn balls around candy canes. Partially dip popcorn balls into melted chocolate and coat with crushed peppermint candy.



NO4 Jolly Wreaths

Use a wreath-shape cutter to cut out shapes from popcorn mixture. Brush shapes with melted green mint baking chips. Insert gumdrops and red hot candies into wreaths. Add bows made from red fruit leather or fruit rolls.



the *Real*
CATCH

DELICIOUS SEAFOOD DINNERS



LOBSTER, CRAB, SALMON, SHRIMP AND SWEET SCALLOPS ARE ON THE MENU WHEN FIVE HY-VEE CHEFS SERVE CREATIVE SEAFOOD DISHES FOR YOU. THERE'S ALSO NEWS ABOUT NATIONAL RECOGNITION FOR HY-VEE'S COMMITMENT TO SAFE AND SUSTAINABLE SEAFOOD.

WORDS Carlos Acevedo PHOTOS Tobin Bennett



“HY-VEE MAINTAINED ITS MOMENTUM THIS YEAR,
GAINING OVER HALF A POINT AND MOVING PAST SAFEWAY
AND TRADER JOE’S TO ENTER THE GOOD CATEGORY.”

—From Greenpeace report *Carting Away the Oceans*

If you’re one of the growing number of seafoodies, then stop by Hy-Vee’s ice-cold seafood counters for the freshest fish and shellfish. Seafood staples at your local store include fresh salmon, cod, tuna, lobster, scallops, tilapia, king crab and shrimp.

“I’m amazed at how many more people cook seafood today than used to,” says Mark Prece, a chef at the Hy-Vee in Liberty, Missouri. He frequently demonstrates seafood recipes at the store to teach unsure customers the best ways to prepare the catch of the day. He also fields a lot of questions.

“A lot of them will ask, ‘What should I cook tonight?’” He gladly offers ideas and recipes to ensure dinner is easy and tasty.

Jane Parsons, a regular Hy-Vee West Des Moines customer, says she buys salmon and scallops from the seafood counter on a weekly basis and enjoys fishing for information from store chefs as well as fishmongers who work behind the seafood counter. Topics include freshness and how to prepare ingredients, and also where various species came from and if the seafood was caught in a responsible manner.

“Absolutely, this issue is important to me,” she says. “I really do appreciate knowing that the fish I buy here and take home to my family for dinner hasn’t been caught in a way that’s irresponsible or harmful to the environment.” Which is why she was thrilled to learn recently of her favorite grocery’s most recent seafood success story.

Hy-Vee’s approach to seafood has received high marks from Greenpeace, an ocean watchdog group best known for its campaign to save whales. The organization praised Hy-Vee’s efforts to ensure that the seafood it sells has been harvested in a way that protects the oceans and the fishers who work on them.

Greenpeace ranked Hy-Vee third out of the 25 major supermarket chains in the U.S. this year on

a scorecard that measures sustainable seafood efforts. This annual ranking report is called *Carting Away the Oceans* (available for free online at www.greenpeace.org/usa/).

Hy-Vee was evaluated in four key areas: its policies; initiatives; labeling and transparency; and reduction of Red List inventory, which includes 22 species threatened by bad fishing practices.

Hy-Vee ranked fifth last year, which was the first year the store was evaluated. That placing was considered a remarkable achievement and makes this year’s rise up the rankings a significant accomplishment.

“We are thrilled to move up to the third spot in the Greenpeace rankings this year,” says Nate Stewart, who oversees seafood sales as Hy-Vee vice president of perishables. “We continue to try to be the best in every aspect of seafood and to be ranked that highly among some great retailers is very exciting. We’ve worked very hard and we were glad to see our efforts pay off on this report, as they have in our sales.”

Greenpeace noted that Hy-Vee has developed strong sustainability standards and discontinued selling several Red List species. In fact, Nate wants all seafood at Hy-Vee to comply with the Red List rules by year’s end. “I don’t see any problem reaching that goal,” he says.

The environmental group also commended Hy-Vee for urging the U.S. Congress to take action against bad fishing practices and highlighted Hy-Vee’s “Seafoodie” blog (www.seafoodies.hy-vee.com), where customers can learn about Hy-Vee’s policies and practices, as well as the importance of sustainable seafood. The site also includes interesting videos and easy seafood recipes.

You’ll find several recipes in the pages ahead, as well. All are crafted by creative Hy-Vee chefs, including Chef Mark Prece, who shares tasty Shrimp Spiedini with Italian Farro, *page 47*.



“I’VE ALWAYS LOVED EATING AND COOKING WITH KING CRAB. IT’S RICHER AND MEATIER THAN OTHER CRABS. I DEVELOPED THIS RECIPE TO BRING OUT THE SWEETNESS OF THE MEAT.”

—Hannah Brown, Hy-Vee Ankeny #2, IA



KING CRAB RISOTTO

Take home succulent crab legs from Hy-Vee’s seafood counter. During prep, use kitchen shears to easily cut open the shell and tease out the meat.

Prep: 10 minutes | Cook: 23 minutes | Serves 6

4 cups Hy-Vee vegetable or chicken broth

2 tablespoons Hy-Vee butter, divided

1 tablespoon chopped shallot

2 large cloves garlic, minced

1½ cups Arborio or carnaroli rice

½ cup dry white wine

½ pound cooked king crab, meat removed and shredded

⅔ cup fresh orange juice

1 ounce pecorino cheese, grated (¼ cup)

2 tablespoons orange zest

2 tablespoons chopped fresh parsley

1. In a saucepan, bring broth to boiling; reduce heat and simmer.
2. In a large pot, melt 1 tablespoon butter over medium heat. Add shallot and garlic. Cook for 1 minute or until softened. Add rice; cook and stir over medium heat for 2 minutes or until rice begins to brown. Slowly add wine to the rice mixture, stirring constantly. Continue to cook and stir rice mixture over medium-low heat until liquid is absorbed.
3. Add ½ cup broth to rice mixture, stirring constantly. Continue to cook and stir rice mixture over medium heat until liquid is absorbed. Continue adding remaining broth, ½ cup at a time, and stirring until the liquid is absorbed. This should take 18 to 20 minutes.
4. Stir in crabmeat and orange juice. Remove from heat. Stir in remaining butter and the cheese.
5. Serve risotto topped with orange zest and parsley.

Nutrition facts per serving: 300 calories, 6 g fat, 3.5 g saturated fat, 0 g trans fat, 35 mg cholesterol, 1,060 mg sodium, 45 g carbohydrates, 2 g fiber, 4 g sugar, 13 g protein. Daily values: 15% vitamin A, 35% vitamin C, 6% calcium, 4% iron.

“ LOBSTER IS DEPICTED AS A LUXURY ITEM, BUT IT DOESN'T HAVE TO BE. WITH THE READY-TO-EAT PRODUCTS AVAILABLE NOW, IT'S ACCESSIBLE AND EASY TO USE IN EVERYDAY COOKING. ”

—Anne Cort, Hy-Vee Olathe, KS



LOBSTER MAC AND CHEESE

Make an easy everyday version of mac and cheese special by stirring in tender bites of lobster. The amazing blend of flavors will make this one of your favorites.

Prep: 15 minutes | Cook: 15 minutes | Serves 6

- 8 ounces cellentani or cavatappi pasta
- 2 cups Hy-Vee whole milk
- 8 ounces processed American cheese, cut into cubes
- 1 cup Hy-Vee shredded sharp cheddar cheese (4 ounces)
- 4 ounces Hy-Vee cream cheese, cubed
- 1 pound cooked Maine lobster meat, chopped
- 3 slices bacon, crisp-cooked, drained and chopped
- 2 teaspoons chopped fresh thyme, plus additional for garnish
- Hy-Vee salt and black pepper, to taste
- Hy-Vee crushed red pepper, to taste
- ¼ cup finely chopped green onions

1. Prepare pasta according to package directions. Drain and set aside.
2. Meanwhile, heat milk in a large pot over medium heat. Stir in American cheese, cheddar cheese and cream cheese. Cook and stir until cheeses are melted. Stir in pasta; cook over low heat for 5 minutes. Remove from heat. Stir in lobster, bacon and 2 teaspoons thyme. Season to taste with salt, black pepper and crushed red pepper.
3. Serve topped with green onions and additional thyme.

Nutrition facts per serving: 560 calories, 30 g fat, 17 g saturated fat, 0.5 g fat, 145 mg cholesterol, 1,210 mg sodium, 37 g carbohydrates, 2 g fiber, 7 g sugar, 37 g protein. Daily values: 25% vitamin A, 2% vitamin C, 70% calcium, 10% iron.



SHRIMP SPIEDINI WITH ITALIAN FARRO

This take on classic chicken spiedini skewers uses deliciously breaded shrimp, instead of poultry.

Prep: 15 minutes | Cook: 34 minutes |

Grill: 6 minutes | Serves 6

2 cups dry Hy-Vee Select farro, rinsed

4 cups plus ½ cup Hy-Vee chicken broth, divided

2 tablespoons Hy-Vee Select olive oil

3 tablespoons plus 2 tablespoons minced

fresh garlic, divided

1 cup chopped carrots

1 cup chopped zucchini

1 cup chopped onion

1 cup finely chopped fresh basil, divided

½ cup dry white wine

½ cup shredded Romano cheese (2 ounces)

1 cup Hy-Vee Select extra-virgin olive oil

3 tablespoons fresh lemon juice

1 tablespoon Hy-Vee salt

1 tablespoon Hy-Vee crushed red pepper

1½ pounds large shrimp (16–20 per pound),

peeled and deveined

1 cup Italian-style bread crumbs

Lemon halves and fresh basil leaves, for garnish

1. In a saucepan, combine farro and 4 cups broth. Bring to boiling; reduce heat. Simmer, covered, for 25 minutes. Drain and set aside. In a large skillet, heat oil over medium heat. Add 3 tablespoons garlic and chopped carrots, zucchini and onion. Cook and stir for 4 minutes. Add ½ cup chopped basil, wine and ½ cup broth. Bring to boiling; reduce heat. Simmer for 5 minutes or until liquid is reduced by a third. Stir in farro. Season to taste. Top with Romano cheese.

2. For shrimp, in a medium bowl combine extra-virgin olive oil, ½ cup chopped basil, lemon juice, 2 tablespoons garlic, salt and red pepper. Thread shrimp onto skewers. (If using wooden skewers, soak them in water for 30 minutes before grilling.) Generously brush shrimp with oil mixture and sprinkle with bread crumbs. Pat crumbs onto the shrimp to help the crumb coating adhere. Discard any remaining oil mixture.

3. Prepare a charcoal or gas grill (with a well-greased grill rack) for direct grilling over medium-low heat. Place skewers on grill rack; grill for 6 minutes or until shrimp turn opaque and begin to brown, turning once halfway through grilling. Serve shrimp with farro. If desired, garnish with lemon halves and fresh basil leaves.

Nutrition facts per serving: 720 calories, 29 g fat, 5 g saturated fat, 0 g trans fat, 190 mg cholesterol, 3,220 mg sodium, 76 g carbohydrates, 7 g fiber, 5 g sugar, 38 g protein. Daily values: 90% vitamin A, 20% vitamin C, 30% calcium, 20% iron.

“YOU CAN LEAVE THE TAILS ON FOR THIS RECIPE. THIS MAKES PEELING EASIER AND LOOKS NICE. PLUS, THE TAIL PROVIDES A CONVENIENT HANDHOLD FOR EATING SHRIMP.”

—Mark Prece, Hy-Vee Liberty, MO



“SCALLOPS ARE MY FAVORITE BECAUSE THEY ARE SO SIMPLE TO COOK: SALT, PEPPER, SEAR. WHEN THEY GET FIRM, THEY’RE DONE!”

—Jeremy Meyer, Hy-Vee Omaha #11



SEARED SCALLOPS WITH ANGEL HAIR PASTA

The combination of garlic, wine, butter and prosciutto forms an incredible savory sauce that complements seared scallops perfectly.

Prep: 10 minutes | Cook: 20 minutes | Serves 6

10 ounces Hy-Vee angel hair pasta
1 tablespoon Hy-Vee Select olive oil
18 medium sea scallops, trimmed (about 8 ounces)*
½ cup chopped prosciutto
1½ cups grape tomatoes, sliced
8 ounces mushrooms, sliced

1 teaspoon minced fresh garlic
½ cup dry white wine
¼ teaspoon kosher salt
¼ teaspoon Hy-Vee black pepper
¼ cup Hy-Vee butter
½ pound baby spinach
Fresh basil leaves, for garnish

1. Cook pasta according to package directions. Drain and set aside.
2. Meanwhile, in a large skillet, heat olive oil over medium-high heat. Add scallops and cook for 3 to 4 minutes per side or until golden brown; transfer to a platter and set aside.
3. In same skillet, cook prosciutto for 2 minutes over medium heat. Add tomatoes, mushrooms and garlic; cook for 2 minutes, stirring occasionally. Add

wine and simmer for 3 to 4 minutes or until liquid is reduced by half. Season with salt and pepper.

4. Add butter and spinach. Cook until spinach is wilted, stirring often. Add scallops and pasta, tossing to thoroughly combine. If desired, garnish each serving with basil.

***Note:** To trim each scallop, remove the small rectangular tag of tissue on the side. Just pinch it between your thumb and index finger, and tear it away. Otherwise, this bit is chewy once cooked.

Nutrition facts per serving: 360 calories, 12 g fat, 6 g saturated fat, 0 g trans fat, 40 mg cholesterol, 560 mg sodium, 42 g carbohydrates, 3 g fiber, 5 g sugar, 16 g protein. Daily values: 60% vitamin A, 25% vitamin C, 4% calcium, 20% iron.

MISO SALMON

For an Asian twist, add a little miso to dinner. The potent soybean paste gives oomph to a rich glaze that's perfect for salmon. Brush it on and bake until the fish flakes easily.

Prep: 20 minutes | Cook: 10 to 15 minutes | Serves 6

- ½ cup hoisin sauce
- ½ cup Hy-Vee packed light brown sugar
- ¼ cup miso paste
- ¼ cup fresh orange juice
- 1 tablespoon minced fresh ginger
- 1 teaspoon minced fresh garlic
- Nonstick cooking spray
- 6 (5-ounce each) salmon fillets
- ¼ cup thinly sliced green onion tops
- 2 tablespoons toasted white and black sesame seeds
- ½ cup snipped fresh cilantro, for garnish
- Lime slices, for garnish
- Hot cooked rice, for serving
- Hot sautéed spinach, for serving

1. Preheat oven to 375°F. For the glaze, in a blender combine hoisin, brown sugar, miso, orange juice, ginger, and garlic. Cover and blend until smooth. Set aside.
2. Coat a large rimmed baking sheet with nonstick spray. Place salmon on sheet. Generously brush miso sauce on each fillet.
3. Bake for 10 minutes or until fish flakes easily with a fork.
4. Sprinkle salmon with green onion and sesame seeds. If desired, garnish with cilantro and lime, and serve with rice and spinach.

Nutrition facts per serving: 340 calories, 11 g fat, 2 g saturated fat, 0 g trans fat, 75 mg cholesterol, 1,000 mg sodium, 25 g carbohydrates, 1 g fiber, 20 g sugar, 33 g protein. Daily values: 6% vitamin A, 10% vitamin C, 4% calcium, 6% iron.



“I LIKE TO COOK FRESH SALMON FROM HY-VEE WITH THE SKIN ON. IT PROTECTS THE FILLET AND SLIDES RIGHT OFF AFTER THE FISH HAS BEEN COOKED.”

—Noah Lobdell, Hy-Vee Fairfield, IA





HOLIDAY *Baking*

'TIS THE SEASON TO RAISE THE BAR! TRY SOME OF THESE AMAZING RECIPES FOR RICH FUDGY BROWNIES, TANGY CITRUS BARS, JAM-FILLED PASTRY SQUARES AND CRISP AND CRUNCHY CRANBERRY BISCOTTI. EACH HAS INCREDIBLE FLAVOR AND COMES BEAUTIFULLY DRESSED FOR HOLIDAY COOKIE TRAYS.

WORDS Lois White PHOTOS Cameron Sadeghpour



The image features three oatmeal bars arranged in a triangular pattern. Each bar is topped with a thick layer of chocolate drizzle that forms a decorative, web-like pattern. The bars are also garnished with several pieces of crushed candy canes, which are white with red stripes. The background is a plain, light color, and a portion of a red circular object is visible in the top left corner.

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**PEPPERMINT
CRUNCH CHOCOLATE
OATMEAL BARS**

Be daring. Smash candy canes for a topper to these treats, then drizzle chocolate outside the lines.

RECIPE, PAGE 55

Prep: 1 hour | Bake: 45 minutes | Cool: 30 minutes |
Makes 36 biscotti

1 cup Hy-Vee dried cranberries
Orange liqueur
2¼ cups Hy-Vee all-purpose flour
1¼ teaspoons Hy-Vee baking powder
6 tablespoons Hy-Vee butter, softened
¾ cup Hy-Vee sugar
2 Hy-Vee large eggs
1½ teaspoons Hy-Vee vanilla extract
¾ cup roasted and salted shelled pistachios
½ cup Hy-Vee semisweet chocolate chips
8 ounces white chocolate baking bars, chopped
2 teaspoons Hy-Vee shortening

1. Place cranberries in a small bowl. Add enough orange liqueur to cover cranberries; soak for 1 hour. Drain, discarding liqueur.
2. Preheat oven to 325°F. Line a baking sheet with parchment paper; set aside.
3. In a medium bowl, combine flour and baking powder; set aside. In a large mixing bowl, beat butter on medium for 30 seconds. Beat in sugar. Beat in eggs and vanilla. Beat in as much flour mixture as you can with the mixer. Stir in any remaining flour mixture. Stir in drained cranberries, pistachios and chocolate chips. (Dough will be soft.)
4. With lightly floured hands, shape dough into two 15×4-inch loaves. Place loaves 3 inches apart on prepared baking sheet; flatten slightly. Bake for 25 minutes or until a wooden toothpick inserted near

centers comes out clean. Cool on baking sheet for 30 minutes. Maintain oven temperature.

5. Carefully transfer loaves to a cutting board. Cut each loaf diagonally into ½-inch slices. Place slices, cut sides down, on same baking sheet. Bake for 10 minutes; gently turn slices over. Bake 10 minutes more or until dry. Transfer to a wire rack; cool.

6. In a microwave-safe bowl, combine white chocolate and shortening. Microwave on HIGH at 30-second intervals or until melted, stirring frequently. Partially dip biscotti into melted chocolate mixture. Place on a baking sheet lined with waxed paper. Let dry until set.

Nutrition facts per biscotti: 140 calories, 6 g fat, 3 g saturated fat, 0 g trans fat, 15 mg cholesterol, 45 mg sodium, 19 g carbohydrates, 1 g fiber, 11 g sugar, 2 g protein. Daily values: 2% vitamin A, 2% vitamin C, 2% calcium, 4% iron.

CRANBERRY -pistachio BISCOTTI

DRIED CRANBERRIES SOAKED IN ORANGE LIQUEUR ACCENT THESE CRISP AND CRUNCHY TWICE-BAKED TREATS. DIPPED IN WHITE CHOCOLATE, THEY'RE EXTRA FESTIVE FOR THE HOLIDAYS.



pineapple- COCONUT BARS

THESE TROPICAL BARS FEATURE A CHEWY, GOOEY PINEAPPLE-AND-COCONUT FILLING BAKED INSIDE A CRISP MACADAMIA NUT CRUST.

Prep: 30 minutes | Bake: 40 to 45 minutes | Serves 16

½ cup ground unsalted macadamia nuts

¾ cup plus ⅓ cup Hy-Vee all-purpose flour, divided

⅔ cup packed Hy-Vee brown sugar, divided

½ cup cold Hy-Vee butter, sliced

1 (8-ounce) can Hy-Vee pineapple tidbits, drained

2 cups Hy-Vee shredded sweetened coconut, divided

¼ teaspoon kosher salt

4 Hy-Vee large eggs

2 tablespoons fresh lime juice

1 tablespoon Hy-Vee vanilla extract

Red maraschino cherries, for garnish

1. Preheat oven to 350°F. Line a 9×9-inch baking pan with foil, extending foil over the edges of the pan. Grease foil; set aside.

2. Spread macadamia nuts out on a baking sheet. Toast for 10 minutes or until lightly brown. Cool.

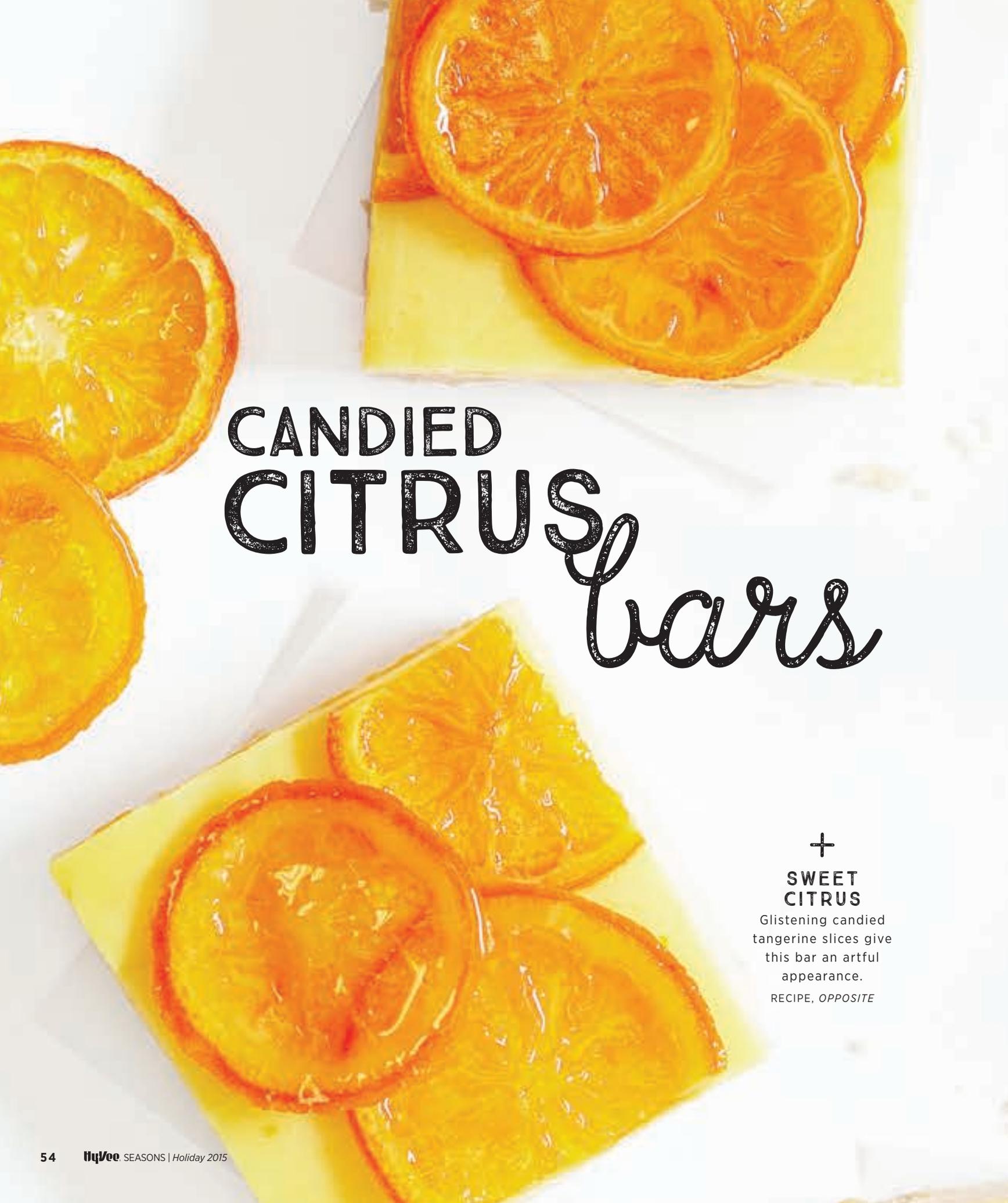
3. For crust, in a medium bowl combine ¾ cup flour and ⅓ cup brown sugar. Using a pastry blender, cut in butter until mixture resembles coarse crumbs. Stir in nuts. Press into bottom of prepared pan. Bake for 15 minutes.

4. Meanwhile, for filling, place pineapple and 1 cup shredded coconut in a bowl. Sprinkle with ⅓ cup flour, ⅓ cup brown sugar and salt. Stir to coat. In a medium bowl, combine eggs, lime juice and vanilla; add to pineapple mixture.

5. Spread filling over hot crust and top with remaining coconut. Bake for 25 to 30 minutes or until coconut turns golden brown. Cool completely in a pan on a wire rack before slicing. If desired, garnish each bar with a maraschino cherry. Cover and store in refrigerator for up to 3 days.

Nutrition facts per serving: 220 calories, 14 g fat, 8 g saturated fat, 0 g trans fat, 60 mg cholesterol, 55 mg sodium, 23 g carbohydrates, 1 g fiber, 14 g sugar, 4 g protein. Daily values: 4% vitamin A, 2% vitamin C, 2% calcium, 4% iron.



The image features two rectangular bars of yellow candy, likely nougat, with several slices of candied tangerine arranged on top. The slices are glistening and have a vibrant orange color. The bars are set against a white background.

CANDIED CITRUS bars

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SWEET CITRUS

Glistening candied tangerine slices give this bar an artful appearance.

RECIPE, *OPPOSITE*

CANDIED CITRUS BARS

 OPPOSITE

TO EXTRACT THE MOST JUICE, ROLL CITRUS ON A CUTTING BOARD WITH THE PALM OF YOUR HAND BEFORE JUICING THE FRUIT.

Prep: 30 minutes | Bake: 30 to 35 minutes |

Chill: 8 hours or overnight | Serves 16

Nonstick cooking spray

1 cup Hy-Vee all-purpose flour

½ cup Hy-Vee powdered sugar

4 tablespoons Hy-Vee cornstarch, divided

½ cup plus ¼ cup cold Hy-Vee butter, sliced, divided

6 egg yolks

1¼ cups strained fresh orange juice, (4 oranges)

¼ cup strained fresh lemon juice (2 lemons)

¾ cup Hy-Vee granulated sugar

Candied tangerine slices*

1. Preheat oven to 350°F. Line an 8×8-inch baking pan with foil, extending the foil over the edges of the pan. Spray foil with nonstick cooking spray; set aside.
2. For crust, in a medium bowl, combine flour, powdered sugar and 2 tablespoons cornstarch. Using a pastry blender, cut in ½ cup butter until mixture resembles coarse crumbs. Press into bottom of prepared pan. Bake for 15 minutes or until edges are light brown.
3. Meanwhile, for filling, in a medium saucepan, whisk together egg yolks, citrus juices, granulated sugar and remaining 2 tablespoons cornstarch. Cook over medium heat until thickened and bubbly. Remove from heat and whisk in remaining ¼ cup butter.
4. Pour filling over hot crust. Bake for 15 to 20 minutes or until center is set. Cool completely in pan on a wire rack. Cover and refrigerate for 8 hours or overnight. Just before serving, use an edge of the foil to lift uncut bars from the pan. Cut into bars; top each with candied tangerine slices.

**Note:* For candied tangerines, cut a tangerine into very thin slices. Place slices in a saucepan. Add water to cover. Bring to boiling; reduce heat. Simmer for 10 minutes. Drain. In same saucepan, combine tangerine slices with ¾ cup water and ¾ cup Hy-Vee granulated sugar. Bring to boiling; reduce heat. Simmer for 10 minutes or until slices are tender and translucent. Let cool. Cover and refrigerate for up to 3 days.

Nutrition facts per serving: 220 calories, 10 g fat, 6 g saturated fat, 0 g trans fat, 90 mg cholesterol, 5 mg sodium, 30 g carbohydrates, 0 g fiber, 21 g sugar, 2 g protein. Daily values: 8% vitamin A, 25% vitamin C, 2% calcium, 4% iron.

PEPPERMINT CRUNCH CHOCOLATE OATMEAL BARS

 PAGES 50-51

CRUSHED PEPPERMINT CANDIES ADD HOLIDAY FLAIR TO THESE MOIST AND CHEWY NO-BAKE BARS. FOR OTHER OCCASIONS, TRY TOFFEE BITS.

Prep: 20 minutes | Cool: 1 hour | Serves 16

4 cups Hy-Vee quick-cooking oats

½ cup Hy-Vee unsweetened cocoa powder

¼ teaspoon Hy-Vee salt

2 cups Hy-Vee sugar

½ cup Hy-Vee butter

½ cup Hy-Vee whole milk

1 teaspoon Hy-Vee vanilla extract

½ cup Hy-Vee semisweet chocolate chips

1 teaspoon Hy-Vee shortening

¼ cup crushed Hy-Vee peppermint candies

1. Line an 8×8-inch pan with foil, extending foil over the edges of the pan. Grease foil; set aside.
2. In a large bowl, combine oats, cocoa powder and salt; set aside.
3. In a medium saucepan, combine sugar, butter, milk and vanilla. Bring to boiling over medium heat. Continue boiling for 1 minute, stirring constantly. Pour mixture over oatmeal mixture and combine well. Spread into prepared pan. Cool for 1 hour.
4. Meanwhile, in a microwave-safe bowl, combine chocolate chips and shortening. Microwave on HIGH at 20-second increments until melted, stirring each time. Cool slightly. Transfer to a small resealable plastic bag. Cut one corner of the bag and drizzle chocolate mixture over uncut bars. Sprinkle with candy. Let stand until chocolate sets. Use an edge of the foil to lift uncut bars from the pan. Cut into bars.

Nutrition facts per serving: 260 calories, 9 g fat, 5 g saturated fat, 0 g trans fat, 15 mg cholesterol, 40 mg sodium, 46 g carbohydrates, 3 g fiber, 28 g sugar, 4 g protein. Daily values: 4% vitamin A, 0% vitamin C, 2% calcium, 8% iron.

HOLIDAY BAKING tips

THESE SMART TIPS RESULT IN THE YUMMIEST BARS AND BISCOTTI EVER.

INGREDIENTS: Every little detail matters in baking, especially the ingredients. Splurging on high-quality chocolate, caramels and even vanilla extract goes a long way in giving your bars and biscotti exceptional flavor. Nothing beats the richness and texture butter adds to baked goods. For best results, use butter in the form—cold, softened or melted—noted in recipe.

CRUSTED BARS: A smooth, even base creates the best texture in bars. After pressing the crust dough into the bottom of a pan, lay a piece of waxed paper over the dough and use a heavy block of butter to smooth the surface and tuck in all the corners.

FOIL-LINED PANS: Here's the slickest way to remove bars from a pan. Measure the foil to leave a 2- to 3-inch overhang on each side. For easy removal, use the overhanging foil as handles to carefully lift out uncut bars. Cut into bars, and gently peel off the foil. By using nonstick foil, you won't have to grease the pan.

CLEAN CUTS: To cut even squares, use a clean straight edge, such as the edge of a straight spatula, as a guide. Cut along your guide with a serrated knife for bars with straight edges.

PROPER STORAGE: Cool baked goods thoroughly before storing. Layer unfrosted biscotti between waxed paper sheets in an airtight container and store up to 3 days at room temperature or up to 3 months in the freezer. Store bars in an airtight container for up to 3 days at room temperature or in a refrigerator, as specified in the recipe.



Prep: 30 minutes | Bake: 30 minutes | Cool: 30 minutes |

Serves 16

½ cup Hy-Vee butter

⅔ cup Hy-Vee Select 60% cacao bittersweet
chocolate baking chips

¾ cup Hy-Vee sugar

2 Hy-Vee large eggs

1 teaspoon Hy-Vee vanilla extract

⅔ cup Hy-Vee all-purpose flour

¼ teaspoon Hy-Vee baking soda

½ cup Hy-Vee semisweet chocolate chips

26 Hy-Vee wrapped caramels (6 ounces)*

2 tablespoons whipping cream

⅓ cup broken Hy-Vee tiny twist pretzels (about 25)

1. In a medium saucepan, heat butter and bittersweet chocolate over low heat until melted; cool.

2. Preheat oven to 350°F. Line an 8×8-inch baking pan with foil, extending foil over edges of pan. Grease foil; set pan aside.

3. Stir sugar into chocolate mixture in saucepan. Add eggs, one at a time, stirring after each addition just until combined. Stir in vanilla. Stir in flour and baking soda just until combined. Stir in semisweet chocolate chips.

4. Spread batter evenly in prepared pan. Bake for 30 minutes or until a wooden toothpick inserted near center comes out clean. Cool in pan on a wire rack for 30 minutes.

5. Meanwhile, unwrap caramels. In a heavy saucepan, combine caramels and cream. Heat over medium-low heat until caramels are melted and mixture is smooth, stirring constantly. Spread caramel mixture over brownies. Sprinkle with pretzels. Cool completely. Use the edges of the foil to lift uncut brownies out of pan. Cut into bars.

*Note: Caramel bits or other brands of individually wrapped caramels can also be used, but because candies vary in size, always measure by weight.

Nutrition facts per serving: 240 calories, 12 g fat, 7 g saturated fat, 0 g trans fat, 45 mg cholesterol, 105 mg sodium, 32 g carbohydrates, 1 g fiber, 24 g sugar, 3 g protein. Daily values: 4% vitamin A, 0% vitamin C, 4% calcium, 4% iron.

GOURMET PRETZEL Brownies

FUDGY, RICH, SWEET AND SALTY—THESE CARAMEL-CROWNED TREATS OFFER IT ALL! TO GET NICE CLEAN CUTS, RINSE A THIN-BLADE KNIFE UNDER HOT WATER, WIPE THE BLADE DRY AND CUT THE BROWNIES. REPEAT AS NECESSARY.





raspberry LINZER BARS

BASED ON THE AUSTRIAN LINZER TORTE, THESE BARS EMBRACE THE NUTTY AND FRUITY ELEMENTS OF THE CLASSIC PASTRY. FILL THEM WITH YOUR FAVORITE PRESERVES OR MARMALADE.

Prep: 40 minutes | Chill: 35 minutes | Bake: 35 to 40 minutes | Cool: 1 to 2 hours | Serves 16

1 cup ground Hy-Vee almonds or hazelnuts

$\frac{3}{4}$ cup Hy-Vee butter

$\frac{1}{2}$ cup Hy-Vee granulated sugar

1 teaspoon Hy-Vee vanilla extract

3 egg yolks, divided

$1\frac{1}{2}$ cups Hy-Vee all-purpose flour

1 (18-ounce) jar seedless red raspberry jam

1 tablespoon heavy whipping cream

Powdered sugar, for dusting

1. Preheat oven to 350°F. Spread ground almonds out in a baking pan. Bake for 10 minutes or until toasted, stirring once; set aside.

2. Line a 9×9-inch baking pan with foil, extending foil over the edges of the pan. Grease foil; set aside.

3. In a medium mixing bowl, beat butter, granulated sugar and vanilla until fluffy. Beat in two egg yolks until well combined. Stir in flour and nuts.

4. Freeze one-third of dough for 20 minutes. Press remaining dough into prepared pan, pressing onto the bottom and $\frac{1}{2}$ inch up sides of pan. Spread raspberry jam evenly over dough within $\frac{1}{2}$ inch of edges.

5. Place chilled dough between two sheets of waxed paper. Roll into a square slightly larger than 9×9 inches. With a pastry cutter or pizza wheel, cut square into $\frac{1}{2}$ -inch strips. Lay half of the strips over the jam, spacing evenly. Lay remaining strips crosswise over first layer of

strips, again spacing evenly. Press ends into the edges of the bottom crust.

6. Combine remaining egg yolk and cream; brush pastry strips and crust edges with egg yolk mixture. Chill for 15 minutes. Bake for 35 to 40 minutes or until pastry is golden brown and filling begins to bubble. Cool on a wire rack. Just before serving, use foil to lift uncut bars out of pan. Sift powdered sugar over top of bars. Cut bars, and serve.

Nutrition facts per serving: 270 calories, 13 g fat, 6 g saturated fat, 0 g trans fat, 60 mg cholesterol, 0 mg sodium, 37 g carbohydrates, 1 g fiber, 26 g sugar, 3 g protein. Daily values: 6% vitamin A, 0% vitamin C, 2% calcium, 4% iron.



cranberry
potpies

Astound your guests with a simple dessert that's a love match between tangy and sweet.

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RECIPE, PAGE 62

COLOR IT

cranberry

PUT BOLD BEAUTY ON YOUR HOLIDAY TABLE WITH THIS SWEET-TART FRUIT. SPOON IT OVER YOUR ENTRÉE, MIX IT INTO A SALAD, COOK IT INTO A DESSERT OR USE AS A RELISH FOR LEFTOVERS. CRANBERRIES ALWAYS ADD LIVELY FLAVOR AND GORGEOUS COLORS TO THE MENU.

WORDS Richard Swearinger PHOTOS Tobin Bennett

Crack the flaky crust of a pie bursting with cranberries and you're suddenly surrounded by mouthwatering aromas of berries and spices, and dazzled by the ruby hues of the fruit. Or lift a forkful of turkey tenderloin glistening with a crimson glaze and enjoy the way the meaty richness of the turkey plays against the palate, clearing the tartness of the cranberries.

Whether you love them for their jewel-like colors or their lively flavor, cranberries are a welcome tradition at holiday meals, thanks to their versatility and easy preparation.

Cranberries often come to the table as sauce to accompany roast turkey (and as a condiment for leftover turkey sandwiches), but there are so many other ways to use them.

Quick breads, cakes and muffins benefit from a handful or two of chopped raw cranberries. As these items bake, the berries become tender pockets of tartness that contrast nicely with the sweetness around them. The neutral flavors of oatmeal and bread stuffing benefit from a swirl of this fruit. Freeze berries, and they make a colorful substitute for ice cubes in a glass of sparkling wine.

Cranberries' usefulness extends far past the holidays. Imagine how good a plate of Cranberry-Citrus Salad, *page 62*, or a glass of cranberry sangria would taste on a hot summer night. Plan ahead: Buy two or three extra bags of cranberries now for your freezer.

A FAMILY FARM

To find the best cranberries possible for Hy-Vee customers, our produce experts toured farms across Wisconsin, the nation's largest cranberry producer. The state's plentiful 2014 harvest was 539 million pounds—more than twice the amount of cranberries that were grown in the No. 2 state, Massachusetts.

After visiting some cranberry operations that didn't quite measure up and several more that were close calls, our crew arrived in the small town of Vesper, Wisconsin, population 584. There they met Dan and Sue Tritz, who run Twin Lake Cranberry Co.

Dan grew up on a dairy farm. After the couple married, they moved to a 150-acre farm and gathered a herd of 500 Holstein dairy cattle, plus they used hundreds of additional acres for growing hay to feed the animals. The help of their four sons was crucial to the success of the farm through the years.

"When the boys started going off to college, the workload got to be too much," says Dan. "But we had always been intrigued with cranberries."

So the family began adding cranberry marshes to its farm. Each marsh is a relatively compact 4 to 5 acres, which allows close management and easy harvesting. By 1996, the Tritzes transitioned from cows to cranberries, and opened Twin Lake Cranberry Co., naming the company after the two reservoirs they built on their property to provide water for the fruit.

WORKING SIDE BY SIDE

Between Dan and his sons, the family has about 85 acres under cultivation. They grow a few varieties, but most plantings are Stevens cranberries. This type is crisp, solid and has great keeping qualities, Dan says.

"It's a great life," Sue says, "and the cranberry beds are beautiful. Raising cows was a great start for us, but cranberries are right for us. And unlike cows, cranberries never get out at night."

Cranberry vines are tough, capable of living 100 years or more. But it takes diligence to produce the quality fruit on which the family's reputation rests. To reach this goal, work rarely stops during the eight-month growing season.

Vines get weeded by hand. In June, it's a full-time job for one person. Tasks such as irrigating and fertilizing provide more work.

Three of the Tritzes' sons are still connected with the farm. Jared, 38, designed and patented an electronic sorting machine used to sort out soft berries in the packinghouse. Kevin, 28, helps manage the existing acres, while Travis, 32, is currently planting acres of his own to be packed under the Twin Lake label. The farm's seasonal workforce grows each year to about 20, who pick, pack and ship.

The busiest time of year is the October harvest. The work of picking, sorting and packing the berries goes on all day long, and then someone remains up all night to watch for frost. To ensure the crop survives on cold nights, the berries must stay within a narrow temperature range. When the chill hits, the fruit is sprayed with water, which freezes and acts as an insulator.

Photographs of cranberry harvest usually show vast rafts of cranberries bobbing in shallow lakes, but cranberries headed for fresh eating spend almost no time in the water, Dan says. The fields are flooded to allow berries to float free once they're plucked from vines. They're quickly scooped up by a harvester and hustled to the packing house. Berries that get waterlogged will have a shorter shelf life. "It's absolutely essential to get them out of the water in a few seconds," Dan says.

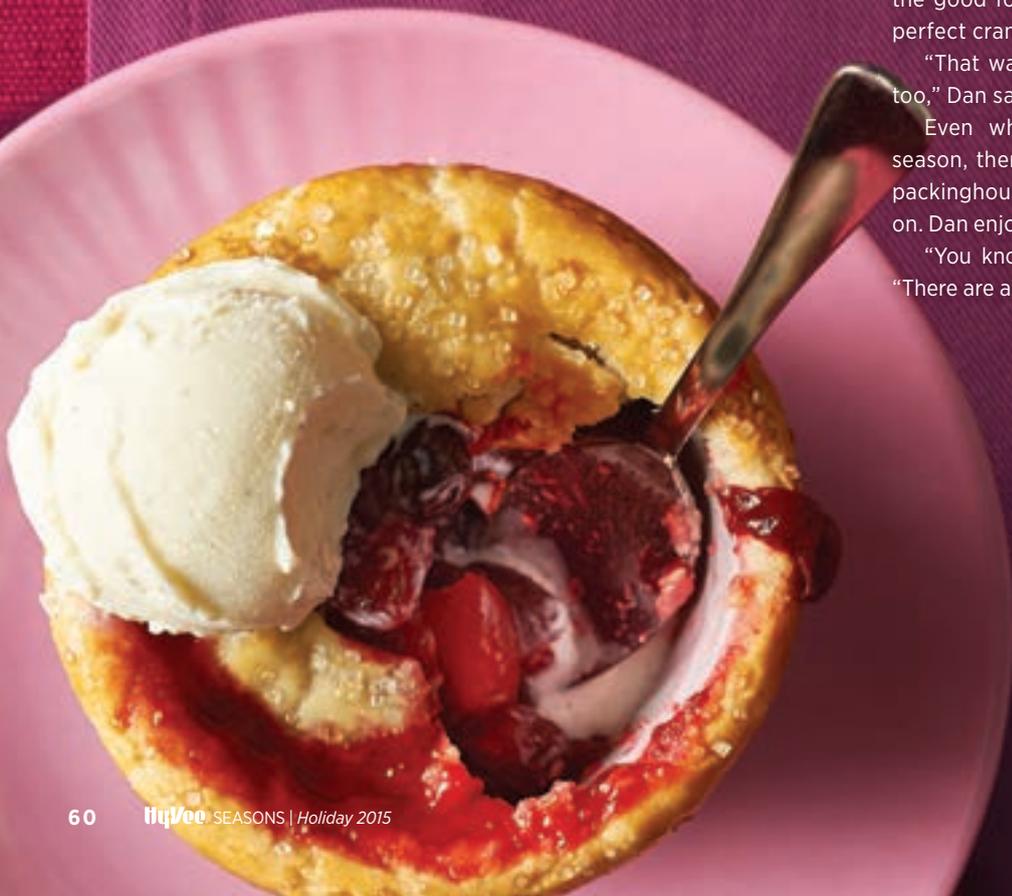
LOOKING FORWARD TO HARVEST

This year, the family expects to send about 1.3 million pounds of cranberries—the bulk of its harvest—to Hy-Vee stores. The serendipity of locking in such a large sale has prompted Dan and Sue to pass the good fortune along. They donate 60,000 pounds of not-quite-perfect cranberries to food pantries throughout the region.

"That way people who are less fortunate get to eat cranberries, too," Dan says.

Even when berries don't need attention or during the off-season, there's always plenty to do at Twin Lake Cranberry Co. The packinghouse needs attention and there's sorting equipment to work on. Dan enjoys even these tasks. He feels he has found his niche in life.

"You know how people say they're living the dream?" Dan asks. "There are a lot of days I feel like that."



turkey tenderloins with cranberry-maple sauce

Toss your can opener. This fresh
cranberry sauce is the new
staple for your holiday spread.

RECIPE, PAGE 62



cranberry recipes

CRANBERRY POTPIES

 PAGES 58 & 60

Made in individual ramekins, these adorable desserts reflect a trend—people love mini-size pies.

Prep: 20 minutes | Bake: 30 minutes |

Cool: 20 minutes | Serves 4

Hy-Vee butter, for greasing

4 cups fresh or frozen whole cranberries

1 cup Hy-Vee granulated sugar

2 tablespoons cranberry juice

2 pears, cored, peeled and chopped

1 Hy-Vee refrigerated piecrust

(½ of a 15-ounce package)

1 Hy-Vee large egg

1 teaspoon water

Coarse sugar

Hy-Vee vanilla ice cream, for serving

1. Preheat oven to 375°F. Line a baking sheet with foil; set aside. Butter four ¾-cup ramekins; set aside.
2. In a medium saucepan, combine cranberries, granulated sugar and cranberry juice. Bring mixture to boiling; reduce heat. Simmer for 8 to 10 minutes or until mixture thickens slightly.
3. Divide pears among ramekins; spoon cranberry mixture over top.
4. On a lightly floured surface, unroll piecrust. Cut out four rounds of dough, each about ½ inch larger than the diameter of the ramekins. Use a 1-inch cutter to cut out center of each round. Place a dough round on top of each ramekin and press the edges over the rim to secure.
5. Combine egg and water; brush mixture on the dough and sprinkle with coarse sugar.
6. Place ramekins on foil-lined pan and bake for 30 minutes or until the crust is golden and the cranberry juices are bubbly. Let cool for 20 minutes. Serve with ice cream, if desired.

Nutrition facts per serving: 530 calories, 15 g fat, 5 g saturated fat, 0 g trans fat, 55 mg cholesterol, 300 mg sodium, 103 g carbohydrates, 7 g fiber, 66 g sugar, 4 g protein. Daily values: 2% vitamin A, 30% vitamin C, 2% calcium, 8% iron.

TURKEY TENDERLOINS WITH CRANBERRY-MAPLE SAUCE

 PAGE 61

Make a great Thanksgiving dinner without roasting an entire bird. While the tenderloins roast in the oven, cook a simple sweet-tart pan sauce.

Prep: 20 minutes | Bake/Cook: 30 minutes | Serves 4

4 turkey breast tenderloins (about 1½ pounds)

2 teaspoons chopped fresh thyme

1 teaspoon kosher salt

½ teaspoon Hy-Vee black pepper

2 tablespoons Hy-Vee Select olive oil

3 cups fresh or frozen cranberries

1½ cups Hy-Vee 33%-less-sodium chicken broth

1½ cups Hy-Vee Select 100% pure maple syrup

2 tablespoons Hy-Vee apple cider vinegar

2 tablespoons Hy-Vee Dijon mustard

1. Preheat oven to 325°F.
2. Pat turkey tenderloins dry. For rub, in a small bowl combine thyme, salt and pepper. Rub evenly onto all sides of turkey tenderloins.
3. In a 4- to 6-quart Dutch oven, heat oil over medium-high heat. Brown tenderloins on all sides in hot oil. Transfer tenderloins to a 9×13-inch baking pan. Bake, uncovered, for 30 minutes or until internal temperature of turkey tenderloins reaches 165°F. Cover and let stand for 10 minutes.
4. For the cranberry-maple pan sauce, add cranberries, broth, syrup, vinegar and mustard to the drippings in the Dutch oven. Cook and stir over medium heat, scraping up browned bits from bottom of pan. Cook, uncovered, over medium heat for 30 minutes or until cranberries soften and liquid is a saucy consistency.
5. Serve turkey tenderloins with the cranberry-maple pan sauce.

Nutrition facts per serving: 640 calories, 10 g fat, 2 g saturated fat, 0 g trans fat, 135 mg cholesterol, 1,060 mg sodium, 85 g carbohydrates, 4 g fiber, 75 g sugar, 52 g protein. Daily values: 2% vitamin A, 20% vitamin C, 15% calcium, 15% iron.

CRANBERRY-CITRUS SALAD WITH CANDIED WALNUTS

 OPPOSITE

To save time, prepare the cranberry mixture and vinaigrette up to 2 days ahead. Cover and refrigerate separately until ready to use.

Prep: 40 minutes | Serves 6

1 cup Hy-Vee walnuts

2 tablespoons light corn syrup

1 tablespoon plus ¼ cup Hy-Vee sugar, divided

½ teaspoon Hy-Vee salt

3 cups fresh or frozen cranberries

¼ cup cranberry juice

¼ cup Hy-Vee Select balsamic vinegar

2 tablespoons Hy-Vee honey

2 cloves garlic, minced

¼ cup fresh orange juice

¼ cup Hy-Vee Select olive oil

6 cups torn romaine

2 medium oranges, peeled and sliced

2 green onions, sliced

1 ounce goat cheese, crumbled

1. Preheat oven to 325°F. Lightly grease a baking sheet; set aside.
2. For candied walnuts, in a medium bowl combine walnuts, corn syrup, 1 tablespoon sugar and salt. Spread on prepared baking sheet. Bake for 15 minutes or until nuts are deep golden and sugar mixture is bubbly, stirring occasionally to break up clumps. Cool completely on baking sheet.
3. In a saucepan, combine cranberries, ¼ cup sugar and cranberry juice. Cook and stir over medium heat for 30 minutes or until cranberries pop and mixture becomes very thick. Set aside to cool.
4. For dressing, in a blender or food processor combine balsamic vinegar, honey, garlic, orange juice and oil. Add ¼ cup of the cooked cranberry mixture. Blend until smooth.
5. Line a serving platter with romaine. Add oranges, green onions, goat cheese, cooled cranberries and walnuts. Serve with dressing.

Nutrition facts per serving: 420 calories, 23 g fat, 3.5 g saturated fat, 0 g trans fat, 5 mg cholesterol, 230 mg sodium, 54 g carbohydrates, 6 g fiber, 43 g sugar, 5 g protein. Daily values: 90% vitamin A, 70% vitamin C, 6% calcium, 8% iron.

cranberry-citrus
salad with candied
walnuts

Cranberries jostle with walnuts, oranges and other delicious flavors for your attention in this salad. You'll happily recommend this multilayered and complex salad to friends.

•
RECIPE, *OPPOSITE*



select

Fresh cranberries are sold in bags in Hy-Vee produce departments from October through December. Look for firm berries with a smooth, shiny, dark red color.

store

Unopened bags of cranberries can be stored in a refrigerator for up to four weeks or freeze for up to one year.

cook

One of the joys of cooking cranberries is listening to them pop. For cranberry sauce, in a medium saucepan, combine $\frac{3}{4}$ cup sugar and 1 cup water. Bring to boiling. Add fresh or frozen cranberries from a 12-ounce package. Return to boiling; reduce heat. Boil gently for 10 minutes or until skins pop, stirring occasionally. The sauce will thicken as it cools.

Ten genius uses

STASH SEVERAL BAGS OF TART, BRACING CRANBERRIES IN YOUR FREEZER NOW SO YOU CAN ENJOY THEM YEAR-ROUND IN SOME OF THESE VERSATILE WAYS.

1. Infuse the flavors of cranberries and citrus slices into a combination of fruity red wine and blackberry brandy to create a refreshing sangria.
2. Grind the berries and combine with chopped peaches or pears, onion, orange juice, jalapeño pepper, garlic and a pinch of sugar. Use this sweet-tart salsa on roasted meats or spoon it onto goat cheese crostini for delicious party bites.
3. Jazz up homemade applesauce by tossing a handful of the berries into the pot of apples. Adjust the sweetness level by adding sugar. Serve the sauce over pancakes or grilled pork.
4. Throw some berries into your oatmeal during the last minute or so of cooking. Top cooked oatmeal with chopped almonds and maple syrup.
5. Beat cooked sweetened berries into butter to make a topping for toasted bread, bagels or muffins.
6. Stir berries and toasted pecans into a wild rice pilaf to serve with roast pork, turkey or other entrées.
7. Puree berries with banana and vanilla yogurt for a breakfast smoothie.
8. Dress up corn bread stuffing with a few berries to add fruity flavors and moistness.
9. Toss a few berries into buttery baked goods such as pumpkin or banana bread. Toss the berries with flour to keep them from sinking during baking, then stir into the finished batter before transferring it to the baking pan.
10. Relish the berries in a spritzer. Puree cranberry sauce and strain it to yield liquid. Add to soda and any adult beverage you like. Enjoy!



CRANBERRY-APPLE CHUTNEY

This brightly colored, robust condiment is sweet, savory, spicy and bitter. Spoon it on a sandwich made with holiday leftovers, as shown here.

Prep: 20 minutes | Cook: 20 minutes |

Serves 16 (2 tablespoons each)

1 tablespoon Hy-Vee canola oil

¼ cup chopped white onion

2 teaspoons grated fresh ginger

2 cloves garlic, minced

¼ teaspoon Hy-Vee salt

¼ teaspoon Hy-Vee crushed red pepper

3 cups fresh or frozen cranberries

1 tart baking apple, such as Granny Smith, peeled and finely chopped,

1 sweet eating apple, such as Jazz, peeled and finely chopped

6 tablespoons packed Hy-Vee brown sugar

3 tablespoons Hy-Vee apple cider vinegar

1. In a large saucepan, heat oil over medium-high heat.

Add onion, ginger, garlic, salt and red pepper. Cook and stir for 2 minutes or until onion has softened.

2. Stir in cranberries, apples, brown sugar and vinegar. Bring to boiling; reduce heat. Simmer, uncovered, for 20 minutes or until cranberries pop and chutney thickens. Cool to room temperature.

Cover and refrigerate for up to 3 days.

Nutrition facts per serving: 50 calories, 1 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 40 mg sodium, 11 g carbohydrates, 1 g fiber, 8 g sugar, 0 g protein. Daily values: 0% vitamin A, 6% vitamin C, 0% calcium, 0% iron.



* Bonus feature:
Making chutney will be even easier if you watch the how-to-make-it video in the free digital version of *Hy-Vee Seasons*.

Downloading information on page 3.





maytag blue

NESTLED IN IOWA'S ROLLING COUNTRYSIDE, MAYTAG DAIRY FARMS HAS BEEN PRODUCING ONE OF THE WORLD'S BEST HANDCRAFTED BLUE CHEESES FOR ALMOST 75 YEARS.

WORDS Carlos Acevedo PHOTOS Tobin Bennett



Sprinkle Maytag Blue Cheese on a burger. Crumble it over salad. Spread it on a cracker. Not only is this famous white cheese with blue veins and speckles delicious but it goes with just about everything you like to eat, says Maytag Dairy Farms president Myrna Ver Ploeg.

She rattles off pairings for the cheese with ease: salmon, pork, beets and fruit. It's good dolloped with honey or served with port or sweet wine. "But one of my favorite ways is on popcorn!" Myrna says. Sprinkled over the freshly popped snack, crumbled cheese nibbles meld with the crunchy kernels, pumping up each bite with a tangy flavor burst.

No wonder this cheese—a product of Midwestern farm country—has remained one of the most beloved blue cheeses in the world for decades.

A STANDOUT AMONG BLUES

Maytag Blue Cheese is often described by fans as smooth, buttery, tangy and mildly pungent. The name is derived from the bluish-gray highlights seen

throughout the cheese, which are caused by an edible blue mold added early in the aging process. Over months resting in a cheese cave, that mold as well as beneficial bacteria cause the cheese to develop a pungent aroma and buttery taste that cheese lovers find appealing and delicious.

With a peppery bite that doesn't overstay its welcome in your mouth, Maytag Blue Cheese has a color and flavor that falls in the middle of the blue cheese spectrum. Maytag Blue plays well with other foods, which may also explain why it's so popular.

Blue cheese variations, such as Gorgonzola from Italy, Roquefort from France and Stilton from England, tend to be stronger and more pungent. They frequently have a lingering aftertaste Europeans have learned to love but that can be unpalatable for those new to blue cheese. By comparison, the milder Maytag version is creamy, sweet and only slightly salty but with a clean finish.

Blue cheeses from the U.S. and Europe

are made with milk from cows, sheep, goats or various combinations. Other American blues cheeses include Point Reyes Original Blue from California and Hook's Blue Paradise from Wisconsin.

HISTORIC DAIRY

Located in Newton, Iowa, Maytag Dairy Farms sits smack in the middle of Holstein cattle country, where the black-and-white cows are bred for milking.

The dairy traces its inception to 1919, when Elmer H. Maytag—whose father, Frederick L. Maytag founded the Maytag Washing Machine Company—decided to raise a prizewinning herd of dairy cows.

In 1941, E.M.'s son, Frederick Maytag II, used a process developed at Iowa State University to make the first batch of Maytag blue cheese with homogenized milk from the family's Holstein herd. The dairy farm remains in the Maytag family to this day.

In the 1990s, the company decided to retire its Holsteins. Since then, a steady supply of fresh milk has come locally



from Holstein dairies within 30 miles of the Maytag farm.

Myrna, who grew up on a nearby dairy, knows Holsteins well and says the breed's high-quality milk gives Maytag an advantage. "It makes for a very white, very creamy curd," that's perfect for blue cheese, she says.

ENDURING POPULARITY

Though Maytag does little marketing or advertising, its cheese enjoys broad name recognition. Maytag Blue is sold in shops around the world and it appears on menus throughout the U.S. Myrna says that chefs prefer Maytag specifically because it works so well in recipes.

"It has a fresh, pure blue cheese

flavor that makes it delicious—without overwhelming the palate," says Daniel Eardley, chef de cuisine for American Cut, a New York City steak house. "It goes great with other foods."

He uses Maytag Blue on one of his most popular salads, an iceberg wedge with Maytag Blue Cheese dressing and blue cheese crumbles. He also uses the cheese as a steak topper and foundation for a pungent cheese sauce.

It's not just chefs that appreciate this cheese. According to Lydia Simmons, the delicatessen manager at Hy-Vee Kansas City #3, Maytag is the preferred blue cheese among the store's customers.

"Nine out of 10 of my blue cheese questions are about Maytag," she says.

She sells 4-ounce and 8-ounce wedges, as well as entire blue cheese wheels.

"I actually have a guy who buys a 2-pound wheel every month. He loves it so much," she says.

If you're new to Maytag Blue Cheese or just curious, Lydia suggests asking for a sample taste. "Don't be afraid to try it. That's the easiest way to tell if you like it. We're happy to accommodate."

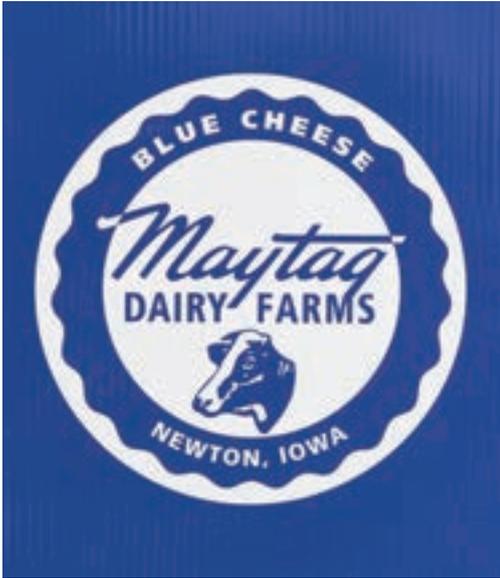
Many of her customers appreciate that Maytag Blue is a Midwestern cheese. There's a "Made in the U.S.A" authenticity to the flavor that people like.

"People trust it," Lydia says. "It's been around for a long time, and bottom line: It's a very creamy true blue cheese that's tasty. That's a hard-to-beat combination."



Becoming Cheese

Maytag blue cheese remains a handcrafted product, says Maytag's head cheese maker, Robert Wadzinski. Here are the key steps:



1. Fresh Milk:

Every morning, local dairies deliver thousands of gallons of Holstein cow milk, which get pumped into long troughs.



2. Curds and Whey:

The cheese makers add a vegetable enzyme to break down the milk into solids (curds) and liquids (whey). The curds gradually rise in a thick, raftlike layer to the tank's top.



3. Molding and Shaping:

Workers cut this "raft" into chunks, then strain out the whey. After getting a dose of salt and blue cheese mold, the curd chunks are scooped into metal hoops and cut into wheel shapes.



4. Cave-Ripening:

To age well, cheese requires a cool, humid environment. Natural caves were traditionally used, but Maytag's caves are really underground rooms built into the side of a hill. Between 600 and 800 new cheese wheels are stacked on shelves every day, where they will age for six to eight months.



5. Testing:

Robert and company president Myrna Ver Ploeg sample batches every day to determine when the cheese is ready. It needs to have just the right flavor, texture and appearance to be ready for sale.



6. Packaging:

Once ready, the cheese is hand-wrapped and shipped to customers throughout the U.S. Shoppers can also pick up Maytag Blue Cheese whenever they visit their local Hy-Vee.

PHOTOS PROVIDED BY MAYTAG: Images 2, 3, and 4.

get creative with blue cheese

Think beyond the cheese platter for other delightful ways to enjoy Maytag's creamy blue.

1. Crumbles: One of the most popular ways to use Maytag Blue Cheese is crumbled on salad. However, the cheese also goes well on grilled burgers, pizza, baked potatoes and even sprinkled on hot popcorn.

2. Stuffed meatballs: Fill meatballs with small chunks of blue cheese, and cook. Serve the meatballs as appetizers, with spaghetti or on meatball subs.

3. Grilled cheese sandwiches: Between two pieces of bread, combine slices of a melty cheese, such as Colby or Fontina, with as much blue cheese as you like. Toast in a pan or oven. For an alluring hit of sweetness, smear apricot jelly on the bread along with the cheese.

4. Blue cheese dressing: Make your own. Combine equal parts mayonnaise, buttermilk, sour cream and blue cheese, plus the juice of half a lemon. Serve dressing on salad or as a dip the next time you have spicy Buffalo wings.

5. Blue cheese butter: Blend together equal parts softened butter and blue cheese crumbles with a squirt of lemon juice. This rich mixture acts as a perfect topper for grilled steaks.

6. Mashed potatoes: Instantly transform ordinary mashed potatoes into a gourmet accompaniment by stirring in bits of blue cheese while the potatoes are hot.

7. Fresh fruit: Accentuate fall fruits, stone fruits, berries and fruit salad with a sprinkling of Maytag Blue cheese.

8. Beets: The earthiness of cooked red beets complements the pungent flavor of blue cheese. Add sliced red onion, arugula and a drizzle of vinaigrette for a delicious salad.

9. With something sweet: Combine blue cheese with honey, a glass of port or a sweet wine for a match made in heaven.

10. Olives: Remove the pits from fat green olives and stuff the olives with blue cheese. These morsels taste terrific in a martini or as a party snack.



* Bonus feature:
See how to assemble
an inviting cheese
tray by watching
a video in the
digital version of
Hy-Vee Seasons.

Downloading information
on page 3.

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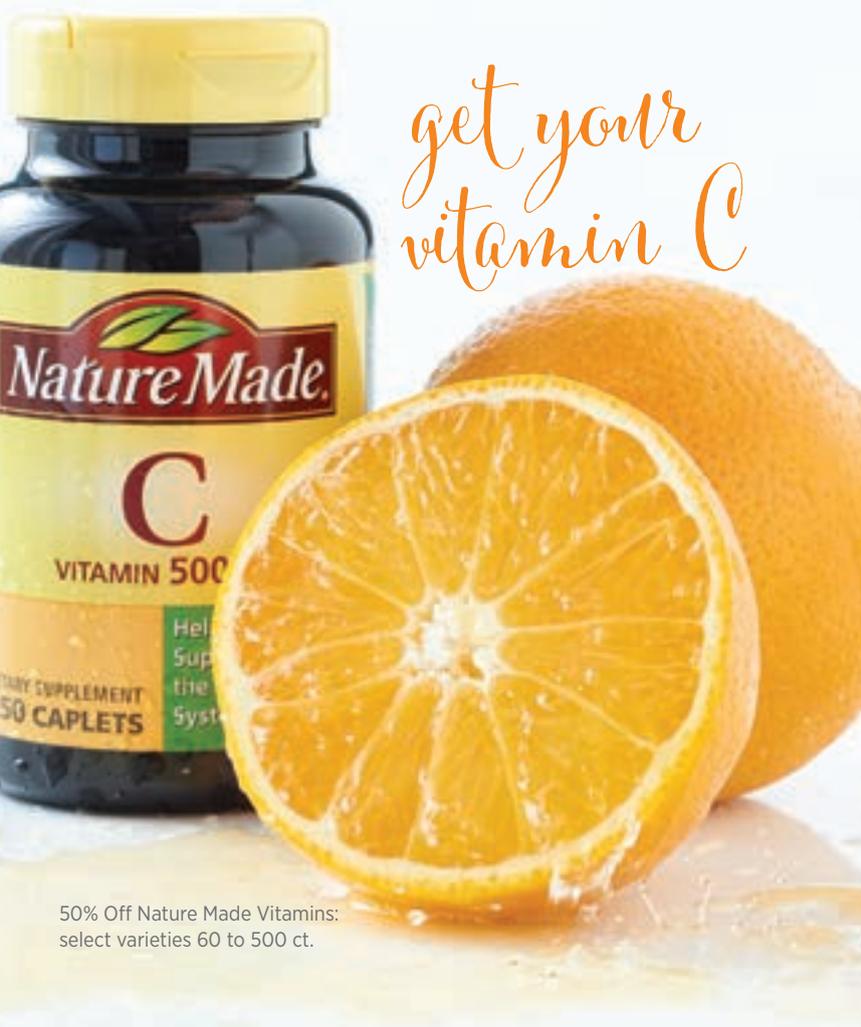
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10 BEST HOLIDAY PARTY BITES

1. TOP RYE BREAD SLICES WITH RED APPLE SMOKED CHEESE AND APPLE SLICES. GARNISH WITH THYME.

2. SPREAD WEDGES OF STONEFIRE NAAN BREAD WITH PESTO. TOP WITH SLICED MUSHROOMS AND BLUE CHEESE. BAKE UNTIL GOLDEN.

3. SERVE ALOUETTE GARLIC AND HERBS SOFT SPREADABLE CHEESE WITH TOASTED SLICES OF BAGUETTE.

4. TOSS HALVED BRUSSELS SPROUTS WITH OLIVE OIL AND SEASONINGS AND ROAST IN OVEN. TOP WITH SHAVED STELLA PARMESAN CHEESE.

5. SPREAD TOASTED BAGUETTE SLICES WITH PESTO; TOP WITH COOKED SHRIMP AND SHREDDED ASIAGO CHEESE. BROIL TO WARM.

6. TOP SLICES OF BRIE WITH MIXTURE OF PUREED OLIVES—GREEN OLIVES WITH HERBS, DARK NIÇOISE OR PURPLE KALAMATA.

7. SLICE A ROLL OF PRECOOKED POLENTA. SAUTÉ SLICES IN OLIVE OIL AND TOP EACH WITH A THIN SLICE OF BLUE CHEESE AND CHOPPED WALNUTS.

8. WRAP THE TOP OF BREADSTICKS IN PROSCIUTTO AND ARRANGE ON PLATTER.

9. STUFF MINI BELL PEPPERS WITH BOURSIN CHEESE OR MOZZARELLA PEARLS.

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Ziploc brand Freezer or Storage bags: select varieties 15 to 30 ct. 2/\$6.00



Ziploc.com • Glade.com



A LITTLE HELP FOR THE HOLIDAYS



Alka Seltzer Plus®: select varieties 20 ct. \$4.62

Aleve®: select varieties 80 to 100 ct. \$8.96

Bayer®: select varieties 60 to 120 ct. \$6.49

One A Day® Vitamins: select varieties 50 to 160 ct. \$8.48

GET THE GOODS

Great deals abound at your local Hy-Vee. Save by picking up the foods, drinks and household items shown here and throughout *Hy-Vee Seasons*.

FRIDGE AND FREEZER



Pet-Ritz Vegetable
Deep Dish Pie Crusts:
12 oz. 2/\$5.00



Frigo Ricotta Cheese,
Cheese Cup or Mozzarella
Ball: 5 to 15 oz. \$2.99



Rana Pasta or Sauces:
select varieties
7 to 15 oz. \$3.99



Pillsbury Biscuits:
Southern or Homestyle
25 oz. \$2.77



Old Folks Roll Sausage:
select varieties 1 lb.
2/\$6.00

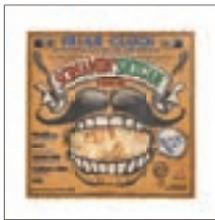


Bagel Bites:
select varieties 7 oz.
2/\$4.00

PANTRY



Idahoan Flavored
Mashed Potatoes:
select varieties Pouch
or Cups 1.5 to 4.10 oz.
4/\$5.00



Screamin' Sicilian or
P'MOS Pizza:
select varieties 20.2 to
25.9 oz. \$7.99



Splenda: select varieties
9.7, 32 oz. or
200 ct. \$6.48



Mt. Olive Pickles:
select varieties
16 to 32 oz. \$2.48



NEW!

Duncan Hines Perfect
Size Cake Mix:
select varieties 9.4 oz.
\$2.79



King's Hawaiian Rolls:
select varieties
12 or 14 oz. \$3.18



Bear Creek Soup:
select varieties
7 to 13 oz. \$3.59



Pillsbury or Robin Hood
Flour: select varieties
5 lb. \$2.62



Old Orchard
Juice Cocktail:
select varieties
64 oz. \$1.78



Red Star Yeast:
select varieties .75 oz.
\$1.39



Jolly Time
Microwave Popcorn:
select varieties
4.8 to 10.5 oz. 2/\$4.00



Bugles, Chex Mix or
Gardetto's:
select varieties
8 to 15 oz. 3/\$8.00



IT ONLY
TAKES A JAR
OF NUTELLA
TO **SPREAD**
HOLIDAY
CHEER!

BAKEWARE



15% off Libbey
Bakeware:
select varieties each



Nutella: 26.5 oz \$6.49



Sue Bee Honey 12 oz.
\$4.48



Frito Lay Rold Gold
Pretzels or Munchies Snack Mix:
select varieties 2/\$5.00



Nabisco Toasted Chips:
select varieties
4.5 to 8.10 oz. \$2.99



Morton Coarse Kosher
Salt: 16 oz. \$1.48



Ghirardelli Baking
Chips: select varieties
10 to 12 oz. \$3.28



Godiva Chocolate Bliss
or Caramel Gift Box:
3.9 or 4.6 oz. \$9.99

BABY



Gerber Organic 2nd
Foods: select varieties
3.5 oz. 2 pack \$1.68



Gerber Graduates Puffs
or Lil' Crunchies:
select varieties
1.48 oz. \$1.86



Gerber Grabbers:
select varieties
3.5 or 4.23 oz. \$1.46

HEALTH



Hy-Vee Mucus Relief:
30 ct. \$8.99



Nexium: 42 ct. \$23.99



Lysol Spray or Wipes:
select varieties
12 to 12.5 oz. or 80 ct.
\$3.93




Hallmark

SEND SOME

FESTIVE

— FUN —

Find holiday cards and gifts that will really get them in the spirit.



MAGIC SNOWBALL

JUST THROW
AND WATCH IT GLOW.

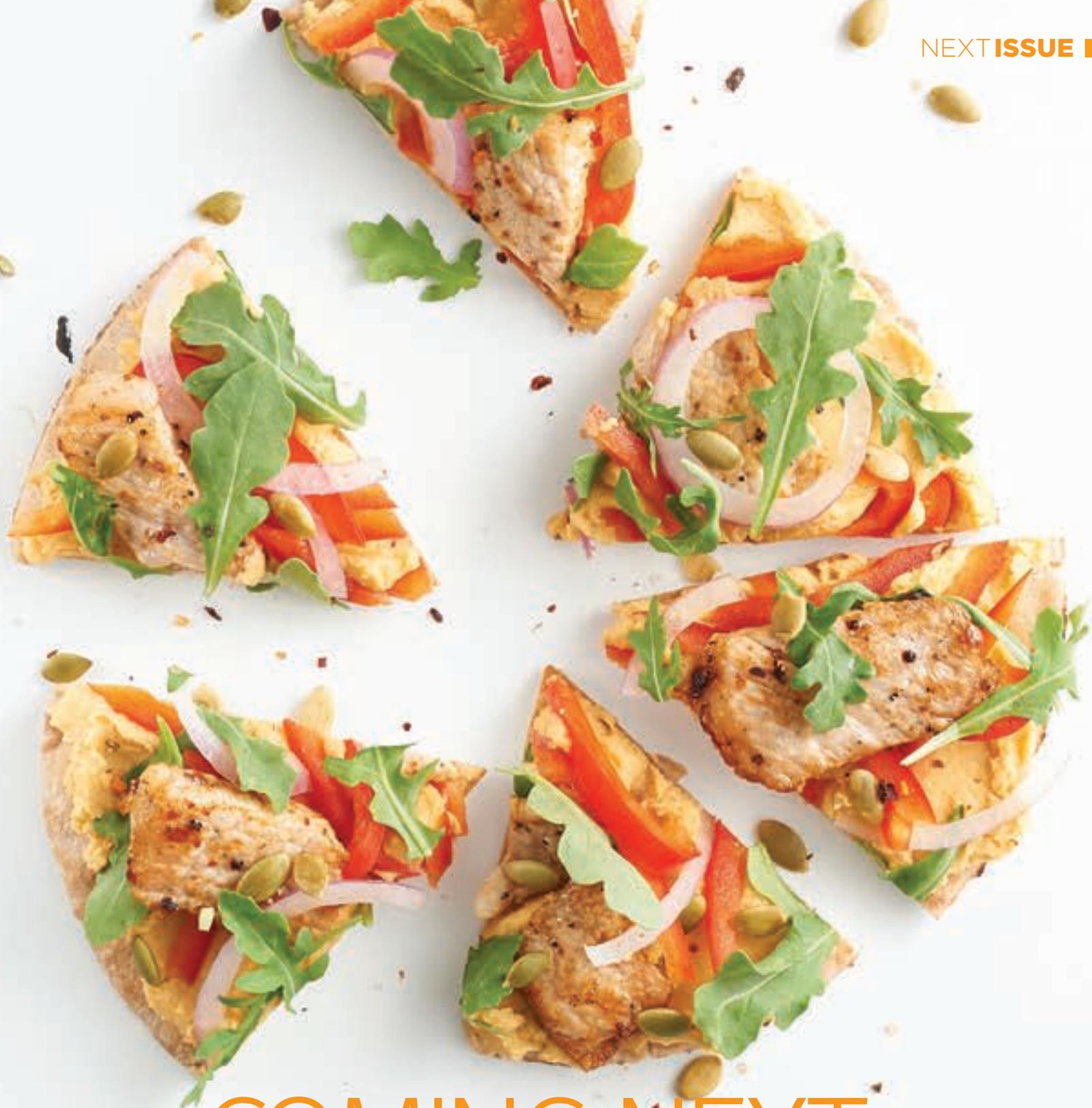


THE AVALAUNCHER®

HAVE A REAL HOLIDAY BLAST.
SELECT STORES ONLY

NORTHPOLE

EST. 1820



COMING NEXT

Improving your health is the focus of the upcoming issue of *Hy-Vee Seasons*. You'll love our tasty ideas for nutritious lunches, discover new ways to use yogurt, get the rundown on juicing and enjoy good-for-you seafood recipes from Hy-Vee dietitians. A Hy-Vee pharmacist also offers advice about the cold and flu season. For free home delivery of our print edition or to download the free digital version for tablets, visit us online at www.hy-vee.com/seasons



Much like the
holidays, it'll
be here and
gone
before
you
know
it.



Pre-order your holiday pies in-store or online at hy-vee.com. Choose from all your holiday favorites plus French Silk, Banana Cream and Peanut Butter Delight. Most varieties available in 6-inch and 10-inch sizes.

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