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WHERE THERE'S A HELPFUL SMILE IN EVERY AISLE.

SUMMER 2016 • VOLUME 10 ISSUE 3

seasons



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All products shown in *Hy-Vee Seasons* are available from local Hy-Vee stores. Please ask our helpful employees if you need assistance locating these products.

Prices effective
June 1, 2016, through
June 29, 2016
(while quantities last).

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

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A STAR-SPANGLED
CENTERPIECE IS
JUST THE THING TO
DECORATE YOUR
4TH OF JULY TABLE.
SEE PAGE 9.



Look for this icon to find how-to videos in the *Hy-Vee Seasons* digital magazine.



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- How to Marinate Chicken
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WATCH US

Scan the QR code on your purchased meat or seafood for helpful how-to videos including tips and recipes!



About Our Guest Editor:

While still in high school, Anthony Johnson began working as a server and then as a cook in an Albia, Iowa, restaurant. His formal training was at Des Moines Area Community College. In 2013, he was hired as a Hy-Vee chef and is now executive chef in charge of the Market Grille at the Ankeny #2 store.

DEAR HY-VEE READER,

Talking to customers is part of my job as executive chef of a Hy-Vee Market Grille restaurant. Most of the time, diners ask how a menu item is made. Or they want to know about wine and beer pairings for a meal they've ordered.

Not long ago, a couple came into the Grille for our crab legs. Good choice. After they finished eating, they asked their server what magic we had done to infuse so much flavor into the seafood. Uncertain about the answer, the server called me over. The secret to boosting the flavor is steaming the crab in beer, I told the couple. They were thrilled to get a tip straight from the chef. That's all people want: a little help to make a better meal. That's what we're here for.

Hy-Vee Seasons magazine is also on a mission to make you a better-informed cook and consumer, as you will see in this issue. If you want recipes and tips for a night of grilling, see "Surf & Turf," page 60, or "Healthy Barbecue," page 26. Another barbecue story, "Fire It Up," page 40, focuses on Fourth of July hamburgers created by Hy-Vee chefs. If you are planning upcoming nuptials for yourself or loved ones, don't miss "The Perfect Celebration," page 54, which tells you how Hy-Vee can help with beautiful flowers, delicious food and more for the occasion.

During the summer, we look forward to seeing you at Hy-Vee. And here's a tip: Stop in at the Market Grille for our latest additions to the menu. You'll be glad you did.

Sincerely,

Anthony Johnson, Hy-Vee Executive Chef

Ankeny #2, Iowa

CUT WITH A TWIST

Give shrimp a fun spin with the [Microplane Spiral Cutter](#)! Make long strings of raw potato, then wrap them around jumbo shrimp and fry until golden brown.



POTATO STRING SHRIMP

Prep: 10 minutes

Cook 4 minutes | Serves 4

- 1 medium russet potato, washed
- 8 jumbo shrimp, peeled and deveined, tails left on
- Hy-Vee kosher salt, to taste
- Hy-Vee ground black pepper, to taste
- About 1 cup vegetable oil

1. Peel half of a potato and slice with spiral cutter to make at least eight 1½-foot-long potato strings; reserve unpeeled half for another use. Keep potato strings in a bowl with enough cold water to cover until ready to use.



Microplane Spiral Cutter: \$12.99



2. Drain potato strings and pat dry with a paper towel. Season shrimp to taste with salt and pepper. Wrap each shrimp with a potato string, being careful to keep string taut and leaving tails exposed.
3. In a medium skillet, heat ½ inch of vegetable oil (about 1 cup) over medium-high heat to 350°F. Lay shrimp on their sides and fry for 4 minutes or until golden brown, turning once. Work in batches as needed. Transfer shrimp to a platter lined with paper towels and keep warm until ready to serve.

QUICK TIPS

1. WEAVE RAW BACON INTO SQUARES AND COOK FOR A PERFECT BLT.



2. USE A PASTRY BLENDER TO MASH UP AVOCADOS FOR QUICK GUACAMOLE.



3. TIE FRESH ROSEMARY TO A WOODEN SPOON USING TWINE FOR A BBQ BRUSH. USE IT TO SPREAD SAUCE AND HERBAL FRAGRANCE.



4. MAKE FUN ICE BY FREEZING GUMMY BEARS IN WATER FOR KIDS' DRINKS OR WHIMSICAL COCKTAILS.



BROWNIE WAFFLES!

Trick out a box of brownie mix to make these treats.

Start with Hy-Vee Fudge Brownie mix and follow the directions on the box for making the batter, **except** add

an extra egg. This helps the mix work in a waffle maker. If possible, set the waffle maker to medium heat and

grease lightly with a nonstick spray. Bake brownie waffles as normal. They will be soft at first but crisp up as they cool.

To make brownie sundaes, top waffles with scoops of ice cream, whipped cream, sprinkles and maraschino cherries.





DOG DAYS OF SUMMER

Bite into the
welcome crunch
of a perfectly
dressed
Wimmer's
wiener.



Wimmer's Wieners:
select varieties
12 or 16 oz. \$4.49



Land O'Frost Bistro
Favorites or Breakfast Cuts:
select varieties
5 to 8 oz. \$2.97



Land O'Frost Deli Shaved
Lunchmeat or Canadian
Bacon: select varieties
6 to 9 oz. 2/\$5.00



Sugardale Bacon:
select varieties 16 oz. \$3.77



Fast Fixin' Breaded Chicken:
select varieties
20 to 24 oz. \$3.99



Weight Watchers Chicken
Burgers, Breasts
or Tenders:
30 or 32 oz. \$6.98



Cabot Cheese Bar:
select varieties
6 or 8 oz. \$3.48



Flatout or Foldit Wraps or
Flatbreads: select varieties
8.5 to 14 oz. 2/\$5.00

Sweet Cherries

Pop a few plump, juicy cherries in your mouth when you crave a sweet summer snack. Prized for their beautiful shades of red and luscious fruity taste, fresh cherries have a relatively short season—May through August—so get them while you can.

SELECT

Look for shiny, firm fruits with green stems attached. Green is a freshness indicator. Avoid soft cherries with bruises or blemishes. Common varieties include Bing, Rainier and Skylar Rae. Some Hy-Vees also carry Kyle's Pick packs, filled with the sweetest premium varieties as they become available throughout summer.

STORE

Use cherries as soon as possible after purchasing. Store cherries unwashed and uncovered in the coldest part of the refrigerator. Avoid storing them near strong-smelling foods such as onions or garlic because they'll take on odors of these foods, altering the taste of the cherries.

PREPARE

Rinse cherries under cold water only when you are ready to use or eat them. Toss cherries in sweet dishes such as pies, pastries and ice cream. Add them to salads or juicing mixtures. Or include them in savory dishes with poultry and pork. Pit the fruit with a cherry pitter or a small, sharp knife. You can freeze fresh, pitted cherries to enjoy their sweet, tart flavor long after the season has passed.

NUTRITION

Not only do cherries taste good, they are good for you, too. One cup contains just 90 calories and supplies antioxidants and rich doses of potassium, fiber and vitamin C to your diet. Cherries also contain boron, a mineral that helps maintain calcium balance and promotes bone health.

SWEET CHERRY MINI PIES

Bake these flaky stars for a Fourth of July treat. To prep with fresh cherries, add two extra tablespoons of juice to the filling.

Stand: 30 minutes | Prep: 45 minutes |

Bake: 20 to 25 minutes | Serves 24

2 (15-ounce) packages Hy-Vee ready-to-bake 9-inch piecrusts (4 crusts), divided

¼ cup Hy-Vee granulated sugar

1 tablespoon Hy-Vee cornstarch

¼ cup plus 1 to 2 tablespoons Hy-Vee cherry juice, divided

1 (12-ounce) package Hy-Vee frozen dark sweet cherries, thawed

¼ teaspoon Hy-Vee almond extract

2 tablespoons Hy-Vee heavy whipping cream

2 tablespoons coarse sugar, for sprinkling

1 cup Hy-Vee powdered sugar

1. Let crusts stand at room temperature for 30 minutes.

2. For filling, in a saucepan, combine granulated sugar and cornstarch. Add ¼ cup cherry juice; combine well. Stir in cherries. Cook over high heat until thickened and bubbly. Add the almond extract. Cool slightly.

3. Meanwhile, preheat oven to 350°F. Line a cookie sheet with parchment paper.

Working in batches, unroll one crust on a lightly floured surface. Using a 3½-inch star-shape cookie cutter, cut out 12 stars, rerolling scraps as needed. Place six stars 2 inches apart on prepared cookie sheet. Brush edges of stars with water. Place 1 rounded teaspoon filling in center of each star. Top each with another star cutout. Press edges together and seal with a fork. Brush the tops with cream; sprinkle with coarse sugar. Prick the tops of the pastries several times.

4. Bake for 20 to 25 minutes or until crusts are golden brown. Cool on a wire rack. Repeat with remaining piecrust and filling.

5. For glaze, in a small bowl, combine powdered sugar and remaining 1 to 2 tablespoons cherry juice until smooth. Drizzle glaze over pastries.

Nutrition facts per serving: 190 calories, 10 g fat, 3.5 g saturated fat, 0 g trans fat, 10 mg cholesterol, 180 mg sodium, 28 g carbohydrates, 0 g fiber, 12 g sugar, 1 g protein. Daily values: 0% vitamin A, 2% vitamin C, 0% calcium, 2% iron.

GRAB A HANDFUL OF CHERRIES AN HOUR BEFORE BEDTIME. A NATURAL SOURCE OF MELATONIN, THEY HELP REGULATE THE BODY'S INTERNAL CLOCK.



Gevalia or McCafé
Premium Coffee Bag or
Pods: select varieties
12 oz. or 6 pk. \$6.99



Oscar Mayer Rope
Sausage: select varieties
12 or 13 oz. \$3.88



Claussen Pickles:
select varieties
20 to 32 oz. \$3.69



Oscar Mayer Butcher Thick
Cut Bacon: Hickory or
Applewood 24 oz. \$7.49



Oscar Mayer Deli Fresh
Family Size: Ham or Turkey
select varieties 15 or 16 oz.
\$5.99



Oscar Mayer Ham or
Turkey Pack: select
varieties 8 oz. \$2.79



P3 Portable Protein Pack:
select varieties
2 to 2.3 oz. 2/\$3.00

S'MORE HAPPINES



**HEAT GOOEY LAYERS OF
MILK CHOCOLATE AND
JET-PUFFED MARSHMALLOWS.
TRY NOT TO DOUBLE DIP.**

Jet-Puffed Marshmallows:
select varieties
16 oz. \$1.96



stars & stripes

SHOW YOUR PRIDE WITH A PATRIOTIC PAINT JOB. FRESH-CUT BLOOMS ALL IN WHITE LET AMERICA'S COLORS POP IN THIS PICNIC TABLE DECOR.



STEP 1: In a well-ventilated area, spray-paint the outside of the jars matte white. Let dry. Apply second coat. Let dry.

STEP 2: On two jars, mark lines every 1¼ inches down from top and tape off every other stripe using painter's tape. On one jar, leave off top two red stripes. Apply red paint to jars using foam brush. Let dry. Paint second coat. Let dry.

STEP 3: Paint top portion of third jar navy blue. Let dry. Apply second coat. Let dry.

STEP 4: On navy portion of jar, use a 1-inch star-shape stamp and white paint to apply rows of stars. Let dry. Touch up with fine-tip paintbrush.

STEP 5: Fill jars with cool water.

STEP 6: Hold flowers next to a jar to determine height. Remove leaves that will be below the waterline. Cut stems on a diagonal while holding them underwater to avoid trapping air in stems. Split flowers into three groups. Place stems in jars, arranging as desired.

STEP 7: To keep arrangement fresh, change water daily.

WHAT YOU NEED

- THREE 32-OUNCE WIDE-MOUTH CANNING JARS
- MATTE WHITE SPRAY PAINT
- PAINTER'S TAPE

- RED CRAFTS PAINT
- FOAM BRUSHES
- NAVY CRAFTS PAINT
- STAR STAMP
- WHITE CRAFTS PAINT

- FINE-TIP PAINTBRUSH
- 9 WHITE LISIANTHUSES
- 9 WHITE RANUNCULUSES
- 9 WHITE DAISY STEMS
- 3 WHITE STOCKS

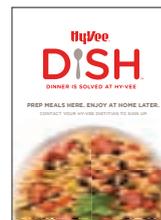
MAKING

MARKETING MAGIC

HY-VEE IS ALWAYS inventing new ways to make customers' lives easier. Shoppers can now purchase groceries through the Hy-Vee app, take advantage of a money-saving website and scan Facebook pages. Each innovation is a way Hy-Vee and its Chief Marketing Officer, Donna Tweeten, reach out to customers through marketing. "I always have my marketing radar up," Donna says. "I'm always looking for new and better ways to live up to the Hy-Vee mission statement, which is 'Making Life Easier, Healthier and Happier.' I think we're doing that."



DISH: Learn to make delicious dinners with a group at a Hy-Vee DISH night. Freeze the meals at home and cook later.



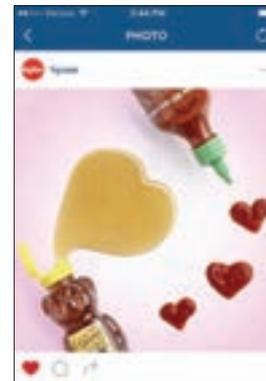
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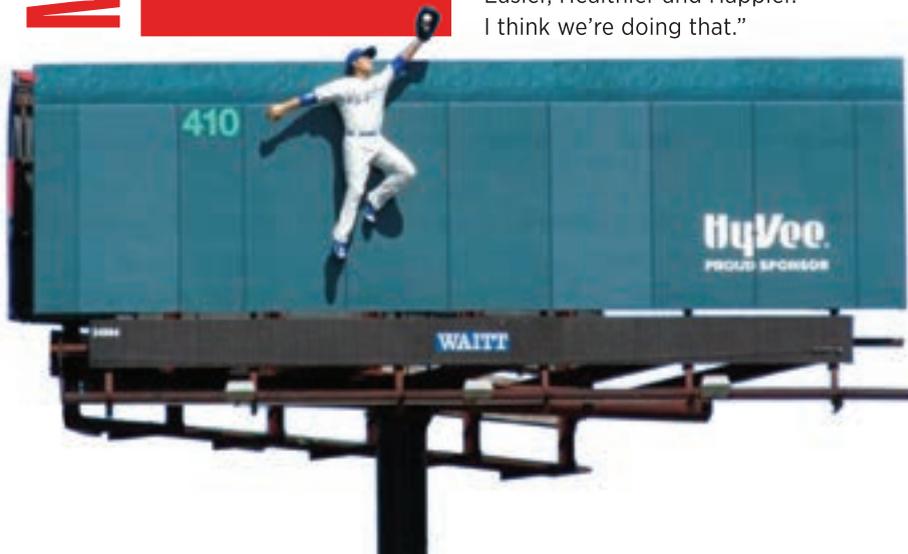
Hy-Vee Seasons Magazine: Whether it's a print or digital edition, each issue gives you recipes, cooking tips and the inside scoop on Hy-Vee.



Print Ads: Discover what's on sale at Hy-Vee in our weekly print ads.



Social Media: If you post, tweet or pin, Hy-Vee is in the discussion.

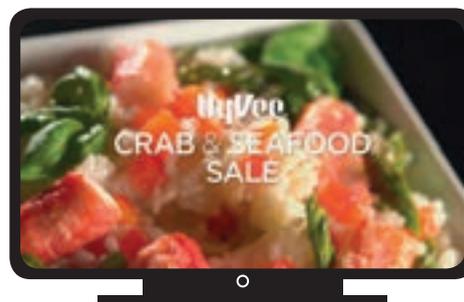


Pro Sports : The biggest, most actively involved fan of Midwest sports is Hy-Vee. Just ask the KC Royals.



Fuel Saver + Perks: Connecting with Hy-Vee to save time and money effortlessly.

Television Commercials: Keeping shoppers tuned into the best deals in town.



“DONNA HAS GREAT INSIGHT INTO OUR BUSINESS AND SHE UNDERSTANDS HOW TO REACH OUR CUSTOMERS,” HY-VEE CEO AND PRESIDENT RANDY EDEKER SAYS.



DONNA TWEETEN

didn't ask for national recognition for the job she does. Typically, she's a behind-the-scenes person, and awards go to those who work in Hy-Vee's aisles. But grocery industry insiders know how much she's done to promote Hy-Vee. She understands customers like nobody else.

Sitting with a steamy cup at the Hy-Vee coffee kiosk, Donna closely watched people as they pushed carts through the rainbow of colors that is a Hy-Vee Produce Department.

All seemed as it should—a shopper picked up a tomato and tested it with a light squeeze, another customer bagged potatoes—but something bothered Donna. In a moment, she realized the annoyance was an advertising poster hanging from the ceiling. It was a simple announcement for a produce sale.

As Hy-Vee's Chief Marketing Officer, Donna says, “I don't want shoppers looking at a head of lettuce, kiwifruit or raspberries up in the air on a flat piece of paper. I want them touching the produce, feeling it, squeezing it. They should be enamored by its color and freshness. Thankfully, the eyes of those I was watching were on the produce, where we want them to be—not on a poster hanging up in the rafters.”

The poster came down soon afterward. Though the problem was small potatoes, it explains one of the key aspects of Donna's job. She's responsible for Hy-Vee media messages, whether they come

through posters, television, radio, the Internet, weekly newspaper ads or any other avenue. Some messages are as easy as a \$1 off a six-pack of soda, while some others are as complex as finding the best ways for the Hy-Vee brand to support professional, college or high school athletic teams.

Others have noticed how effective Donna is at her job, which includes advertising, brand image, social media, sports marketing and public relations. She was named 2016 Marketer of the Year by *Supermarket News*, a leading grocery industry trade publication. The award acknowledged her innovative leadership.

Part of Donna's job is understanding how customers' needs and wants are changing, and how Hy-Vee can adapt its messages to an increasingly diverse audience. Keeping up with the rapid evolution of communications is one of her biggest challenges.

Then there's the community involvement side of Hy-Vee. Sometimes, it's surprising.

“I was working on a Saturday when Randy Edeker (Hy-Vee CEO) stopped by. He said, ‘Hey, I saw Monte Morris from the (Iowa State University) Cyclone basketball team on the news. He's from Flint, Michigan, and they're having a water crisis. We need to do something.’ The next Thursday, 11 of our delivery trucks loaded with bottled water arrived in Flint to help,” she says.

One fact worth noting: Hy-Vee doesn't have a store in Flint. This wasn't about business; it was about need.

“These people aren't even in our market, but we could help, so we did,” Donna says. “Customers don't always hear about a story like this, but it has personal impact on me. I'm glad for being part of this company.”

“MORE WAYS TO SAVE, MORE REASONS TO SMILE! HY-VEE'S THE STORE THAT FITS MY STYLE. IT'S SO CONVENIENT WHEN I'M ON THE GO; ALWAYS LOW PRICES AND FACES I KNOW, THAT'S MY HY-VEE;

**HY-VEE!
WHERE
THERE'S
A HELPFUL
SMILE IN
EVERY AISLE!”**

At the time Donna Tweeten started working for Hy-Vee in the mid-1990s, the jingle was shelved. Its day seemed to have passed. But she urged Hy-Vee to reintroduce customers to this snappy tune by putting it back in radio and TV ads and using it as a catchphrase in print.

Donna believes the value of the phrase—written in 1963—goes way beyond mere nostalgia today. As a marketer, she sees it as a downright profound little ditty, expressing a key to Hy-Vee's success since its earliest days.

“It's a very powerful phrase that touches on who we are and what we are all about. It really says something important about Hy-Vee. That's the beauty of the jingle,” she says.

The lyrics, *above*, promise customers that when they enter a Hy-Vee, they are entering a comfort zone. They can expect a good experience.

“But I love it that people call us out when they don't experience a helpful smile in every aisle,” Donna says. “It shows me that they expect us to live up to it. That means they believe Hy-Vee will deliver.”

Turkey Juicy Lucy

Created by Hy-Vee Chef Rebecca Crump, this sassy version of the classic Juicy Lucy burger is every bit as delicious as the original. Here's the secret to making its cheesy core.



The trick is to keep the cheese inside until you take that first big bite!

10 CHEESES FOR YOUR JUICY LUCY

THIS BURGER IS ALL ABOUT THE CHEESE, BUT WHICH ONE? CONSIDER ONE OF THESE WHEN ADDING THE JUICY TO YOUR LUCY.

MILD

1. HAVARTI

This Danish easy-melting cheese is buttery and sweet with a mild aroma and flavor.

2. SWISS

A famously holey cheese, Swiss has a nutlike flavor and soft texture.

3. FONTINA

Like a cross between Havarti and Swiss, this cheese is buttery and mellow.

4. COLBY

An all-American cheese, Colby is firm but mild-flavored and creamy.

5. MONTEREY JACK

A firm cheese, Monterey and other Jack cheeses are creamy and fresh tasting.

MEDIUM

6. MUENSTER OR MUNSTER

Full of complex flavors, rich Muenster is soft yet savory with an underlying tang.

7. PROVOLONE

This Italian cheese has a creamy, well-rounded flavor. Slices are ideal for melting.

8. SMOKED GOUDA

Smoked Goudas have robust flavor yet remain smooth and supple enough to melt.

9. AGED CHEDDAR

The older the Cheddar, the sharper it tastes. Choose at least a medium-aged Cheddar.

10. BLUE CHEESE

Reach for this pungent speckled cheese when you want a core of bold flavor.

STRONG

CREATING THE BUFFALO TURKEY JUICY LUCY BURGER

FOR FULL RECIPE, SEE PAGE 49.



STEP 1: Mix meat and red onion in a bowl using a fork. Avoid overworking the meat to keep the texture of the patties tender.



STEP 2: Weigh 4-ounce portions of the meat mixture and gently press and shape into eight ½-inch-thick patties.



STEP 3: Place slices of cheese in an even layer in the center of four of the patties, leaving a ½-inch border along the edges.



STEP 4: Top cheese-covered patties with remaining patties, then pinch edges together all the way around, ensuring there are no gaps where melted cheese might escape.



STEP 5: Finish shaping the burger by hand to create a uniform shape, being careful not to overwork the patties. Season with kosher salt and black pepper.



STEP 6: When ready to cook, gently place the patties on the hot grill. Turn carefully with a grill spatula. To check doneness, insert an instant-read thermometer into the side of the patty (165°F).

WHO INVENTED THE JUICY LUCY?

In a 2008 article, *Time* magazine named the cheese-stuffed Juicy Lucy one of the most influential burgers of all time. However, a critical question remains: Who invented this masterful example of Americana?

The controversy has been raging for decades in South Minneapolis, where two popular bars on Cedar Avenue maintain competing claims that theirs is the true birthplace of the famous burger. Both bars trace their versions back to the 1950s.

MATT'S BAR

Matt's Bar insists that the burger was created there at the direction of a customer, who then exclaimed, "Oooh, that's one juicy Lucy!" The bar spells it Jucy Lucy without an *i* and stuffs the burger with American cheese.

THE 5-8 CLUB

Meanwhile, a former speakeasy turned pub called the 5-8 Club is equally adamant that the original Juicy Lucy was created there, along with a variation called the

Saucy Sally. The 5-8 Club offers several cheese options and serves its Juicy Lucy with onion rings.

In 2014, President Obama inadvertently stirred the pot during a visit to the Twin Cities when he ate a Jucy Lucy at Matt's and called it a great burger.

To date, the feud continues but with one complicating footnote: According to *Time*, food historians have traced the Juicy Lucy's origins clear back to the Roaring '20s, shortly after burgers became popular.



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ELECTROLYTES**
**TO PUT BACK
WHAT YOU LOSE
IN SWEAT.**

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select varieties
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SUMMER '16

- PREMIUM CRAFTED CHARCUTERIE
- HEALTHY BARBECUE • THE INSIDE SCOOP
- FIRE IT UP • SUMMERTIME CHILLERS
- THE PERFECT CELEBRATION • SURF & TURF



Watermelon
Moscow Mules,
page 52

PREMIUM CRAFTED CHARCUTERIE

artisan & cured meats

FIND A WORLD OF FLAVOR AT HY-VEE'S NEWEST DEPARTMENT, THE CHARCUTERIE COUNTER. NOW AVAILABLE AT MANY STORES, THESE CROWD-PLEASING CURED MEATS ARE SIMPLE TO SERVE AND EASY TO ENJOY.

WORDS Carlos Acevedo PHOTOS Tobin Bennett



When Hy-Vee added new grocery stores to the Twin Cities market in Minnesota last year, it was an opportune time for Hy-Vee's new charcuterie initiative. One of the stores, the New Hope Hy-Vee, was built from scratch and is among the first to have a Charcuterie Department factored into the designs from the ground up.

Charcuterie (pronounced shahr-koo-tuh-ree) are artisanal specialty meats—cured, dried, and aged for extended periods before they are ready—often served as cold cuts on platters. Everyone knows salami and pepperoni, but then the list gets less well known, including prosciutto, pancetta, capocola and other meats.

Though more expensive per pound than other deli offerings, charcuterie is more potent so you need less to get the same flavor, making it an affordable proposition for weeknight cooking.

EVERYDAY GOURMET

Charcuterie is thought of as gourmet fare, but there's a growing trend to use products like prosciutto and pancetta in casual everyday meals.

Prosciutto makes an excellent addition to quiche, and it is delicious when wrapped around a chicken

breast and pan-seared. As it cooks, the prosciutto clings deliciously to the chicken. Chopped and sautéed pancetta is wonderful tossed into cooked spinach or mac and cheese. Substitute slices of artisan salami for mass-produced pepperoni on your next homemade pizza. For a classic combo, add chopped prosciutto and peas to fettuccini Alfredo. Cut into strips, it makes a hearty addition to Caesar salad.

Or you can just put it on a plate and start eating!

YOUR LOCAL SOURCE

Though not new, these meats have enjoyed a renaissance in recent years thanks to interest by chefs and foodies. To make this trend available to customers, Hy-Vee began creating dedicated charcuterie departments adjacent to the deli in many of its stores. The first Charcuterie Department launched in Iowa. Now openings of new charcuterie sections are becoming almost common throughout the eight states served by Hy-Vee.

The goal is to equip all stores this way within the next few years. The department will offer up to 20 artisan products, including many delicious meats from La Quercia, an award winning producer from Norwalk, Iowa, see *page 24*.

THE CHARCUTERIE TEAM

The big seller is prosciutto, and during the holidays party platters with specialty cheeses and hand-cut charcuterie are a big hit, according to New Hope Deli Manager Pam Wittman. Her team of four charcuterie experts can whip up appetizing platters in about 15 minutes. But speed isn't everything.

"Part of our job is showmanship," she says. "You really need to tell the story of charcuterie." This includes talking while cutting meat with the Berkel slicer, an ornate piece of hardware imported from Europe. It's hand-cranked and razor sharp, so it takes a bit of training to master, Pam says. But customers notice the superior results.

One of her staff, charcuterie specialist Emma Carroll, was sent to the meat curing experts at La Quercia, in Norwalk, Iowa, for one-on-one training. She learned about the products and the company's unique story, which helps her educate customers.

Emma says she likes to frame charcuterie as a lifestyle rather than as a specialty food, equally apt as an everyday food that can enhance dinner or make a fine snack. It's no surprise that her two kids enjoy it daily. "I like to serve it on English cucumber slices with a bit of cheese," she says.

Italian Party Sub

For a truly gourmet sub, pile on delicious charcuterie from Hy-Vee's charcuterie counter. For the most tender slices of prosciutto, request that it be cut to a #2 thickness on the meat slicer.

Prep: 25 minutes | Serves 6

- 1 loaf Hy-Vee Bakery Italian bread
- ½ cup Hy-Vee mayonnaise
- 3 cups shredded iceberg lettuce (about ¼ medium head)
- ¼ cup fresh basil leaves, shredded
- 2 tablespoons submarine dressing
- ½ pound oven-roasted turkey, thinly sliced
- ½ pound ham, thinly sliced

- ¼ pound thinly sliced pepperoni
- ¼ pound provolone cheese, thinly sliced
- ½ pound thinly sliced prosciutto
- 1 large tomato, cored and thinly sliced
- 1 large red onion, thinly sliced
- ½ cup sliced pickled banana peppers

1. Using a serrated knife, cut bread in half lengthwise. Pull out some of the soft bread interior. Spread mayonnaise over both cut sides of bread.
2. In a bowl, combine lettuce, basil and dressing. On bottom half of bread, layer turkey, ham, pepperoni, cheese, prosciutto, tomato, red onion, banana peppers and shredded lettuce.
3. Serve immediately or chill for up to 4 hours. To serve, cut sandwich into four portions.

Nutrition facts per serving: 400 calories, 29 g fat, 9 g saturated fat, 0 g trans fat, 65 mg cholesterol, 1,310 mg sodium, 10 g carbohydrates, 1 g fiber, 2 g sugar, 21 g protein. Daily values: 8% vitamin A, 20% vitamin C, 15% calcium, 6% iron.



Hot Smoked Turkey Cubanos



Smoked turkey and roasted red peppers put an unexpected twist on the classic Cuban sandwich.

Prep: 25 minutes | Bake: 5 minutes | Serves 4

4 sweet dough mini sub buns, split
(such as King's Hawaiian)

4 teaspoons Hy-Vee Dijon mustard

1 pound smoked turkey, thinly sliced

½ pound Swiss cheese, thinly sliced

1 medium dill pickle, sliced lengthwise

1 cup roasted red peppers, drained

1. Preheat oven to 350° F. Line a baking sheet with aluminum foil.

2. Spread mustard on bottom halves of buns. Top each with turkey, Swiss cheese, pickle slice and roasted pepper.

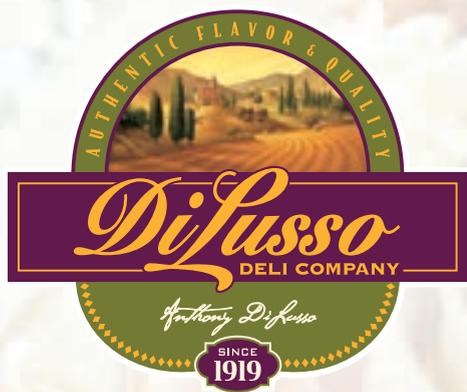
3. Place sandwiches on prepared baking sheet and bake for 5 minutes or until cheese is melted. Serve immediately.

Nutrition facts per serving: 500 calories, 23 g fat, 13 g saturated fat, 0 g trans fat, 135 mg cholesterol, 1,780 mg sodium, 34 g carbohydrates, 0 g fiber, 12 g sugar, 41 g protein. Daily values: 15% vitamin A, 0% vitamin C, 60% calcium, 30% iron.



King's Hawaiian Rolls:
select varieties
10.8 to 12.8 oz. \$2.99

NEW IN THE DELI
Applewood Smoked Chicken
FROM DI LUSSO DELI COMPANY



EXCEPTIONAL
FLAVOR IS ALWAYS
IN SEASON.

The sun's shining and the picnic table is set. No matter what you're adding to the spread, you can brighten the day with new DI LUSSO® *Applewood Smoked Chicken*. 98% fat-free and 100% flavor-full, it's a great way to add a uniquely smoky, sweet taste to salads, sides and sandwiches. Make summer something to savor — ask for a sample at your Hy-Vee deli counter today.

Applewood Smoked Chicken Wedge Salad Skewers

For this inspiring recipe and more, go to dilussodeli.com or look for us on



Serving Suggestion

Di Lusso Premium Thin Sliced Chicken:
select varieties per lb. \$7.99

CHARCUTERIE TRAYS 101

Hy-Vee's charcuterie departments can prepare a custom tray or give you everything you need to make your own. The trick is to provide a variety of flavors that complement several types of charcuterie: cheese, fruit, nuts, cornichons and crackers, plus a sharp mustard to spread and a sweet honey to drizzle. Then guests can fashion their own personalized hors d'oeuvres.

Cornichons:

These baby pickles are crisp and tart, which helps cleanse the palate when eating rich meats and cheeses.

Prosciutto:

Subtle and creamy, prosciutto practically melts in your mouth. It is typically sliced paper-thin so a little goes a long way. Ruffle the slices to add volume for an attractive appearance.

Spreadable

Cheeses: Consider adding a wheel of Brie or triple cream cheese for spreading onto crackers.

Honey and nuts:

Local honey makes an excellent drizzle and partners well with the taste of crunchy marcona almonds.

Crumbling Blue Cheese:

The strong character of blue adds wild flavor to a robust charcuterie platter for a party.

Salami: Sharp and tangy, salami pairs well with aged cheeses and a hearty coarse mustard.

Sliceable Cheeses: A flavorful manchego or asiago will match the intensity of charcuterie and slices well. Try pairing with sweet quince paste.

Crackers and Toasts: Offer several gourmet varieties.

Capocollo: This Italian ham has a meaty texture and can be spicy. It contrasts perfectly with sweet seedless grapes.



Scan this QR code to watch the "How To Build A Cheese Plate" video on a smartphone or tablet device.



LARDO

CAPOCOLLA

BORSELLINO

SALAME SECCHI

PORCHETTA

CHARCUTERIE COUNTER 101

CHARCUTERIE (SAY "SHAHR-KOO-TUH-REE") ARE GOURMET, NATURALLY CURED MEATS AS DELICIOUS IN EVERYDAY MEALS AS THEY ARE ON A PARTY PLATTER. LOOK FOR THESE DELICACIES AT THE DELI COUNTER OR, IN A GROWING NUMBER OF HY-VEE STORES, AT THEIR OWN DEDICATED CHARCUTERIE COUNTER.

Salami: A broad term, salami refers to many types of dry-aged ground-meat sausages in casings. The flavor ranges from tangy to sweet. As a category, salami includes **pepperoni, salame secchi, saucisson, borsellino,** and many more, variously flavored with anything from paprika to garlic. The white mold on salami is harmless but the outer casing is usually not edible and needs to be removed. Thinly sliced, salami is splendid on pizza and pairs well with cornichons, creamy cheeses and fresh fruit.

Prosciutto: One of Italy's most beloved culinary creations, this dry-cured, unsmoked ham takes care and patience to produce. It is often aged for several years under climate-controlled conditions. There are many types, including a spicy version called **prosciutto piccante.** All types are generally served thinly sliced on party platters, in salads or in sandwiches such as the Italian pressed panini.

GUANCIALE

DOUBLE-SMOKED BACON

MORTADELLA

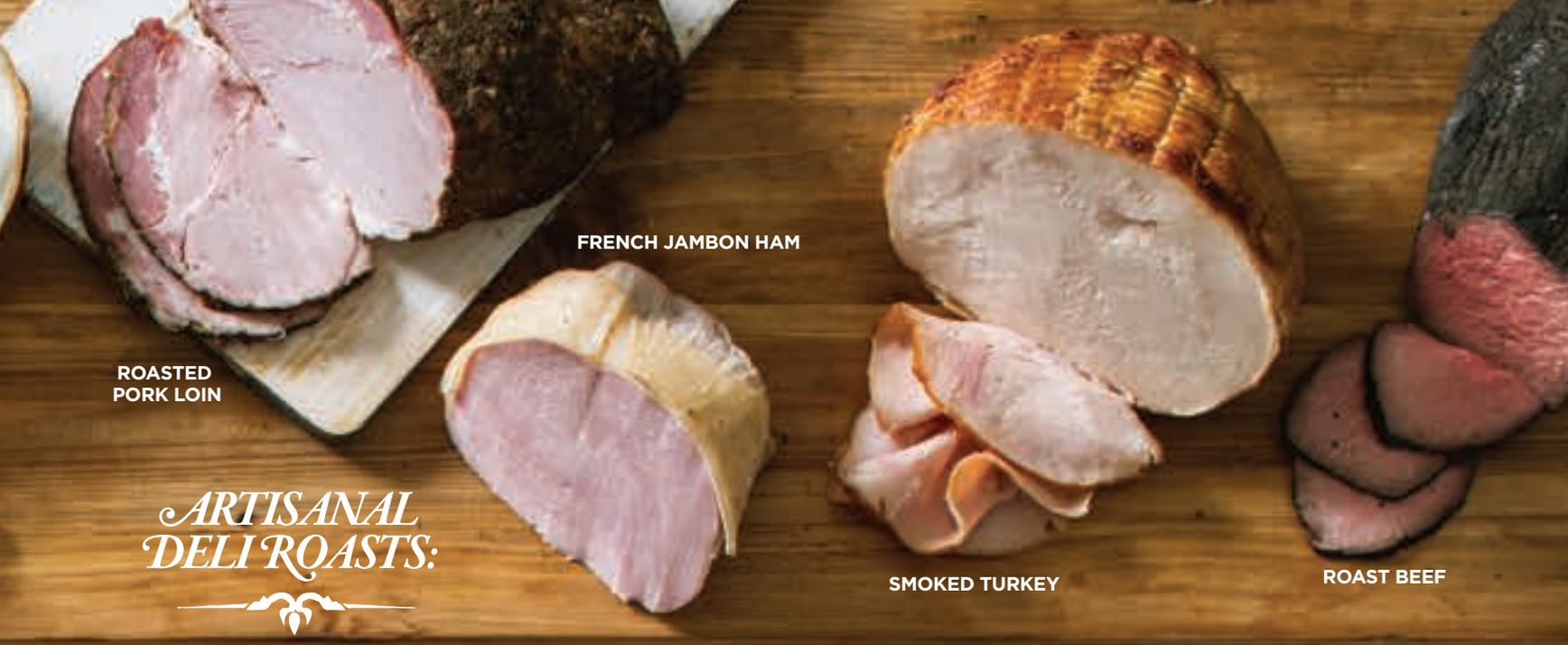
SALAME GIGANTE

SALAMI:

SAUCISSON

PEPPERONI

PROSCIUTTO PICANTE



ROASTED PORK LOIN

FRENCH JAMBON HAM

SMOKED TURKEY

ROAST BEEF

ARTISANAL DELI ROASTS:



LOMO

COPPA

PANCETTA

PROSCIUTTO

Artisanal Deli Roasts: The charcuterie selection also includes several gourmet roasted meats. These are distinguished from their delicatessen counterparts by the level of craftsmanship: longer cooking over a lower heat, hand-rubbed seasonings and fresh herbs. The **porchetta, pork loin, French jambon ham, smoked turkey breast** and **roast beef** fall into this category. Rely on these for premium sandwiches.

Pancetta: This is an Italian-style bacon, meaning it has been salt-cured but not smoked. Pancetta is sometimes rolled into a cylinder (*arrotoata* in Italian). Otherwise, it is sold flat (*stesa*), shown *left*. Unlike American bacon, most types of pancetta need no cooking before eating.

Guanciale: A cut from the jowl (cheeks) of the pig, guanciale provides a balance of fat and meat that is reminiscent of bacon. It is often diced and sautéed, then tossed with pasta in dishes such as carbonara.

Coppa and Capocollo: These cold-cut cousins are pork neck and shoulder roasts that have been pressed into cylinders and cured with red pepper for a bit of spice. Use them just like you would ham. **Lomo** is very similar to capocollo, but is made from pork tenderloin.

Mortadella: This is a high-end bologna studded with white flecks of fat, pistachios and peppers. It's best sliced very thin and served on sandwiches or crostini.

Double-Smoked Bacon: This unbrined bacon receives twice the smoke time of traditional bacon—about 24 hours—which gives it a deeper, smoky flavor and meatier texture.

Lardo: A type of rosemary-cured pork fat, lardo is considered a delicacy in Italy. Slice it paper thin and serve on crostini or wrapped around shrimp, then grilled.

LA QUERCIA

A tale of old world tradition that began with a Midwest family's move to Italy. Where else would a prosciutto adventure start?



Amid the hanging sausages and slices of cured meats behind Hy-Vee's ample charcuterie counter, La Quercia stands out as a critic's and consumer favorite. The artisan charcuterie brand, created and run by Herb and Kathy Eckhouse, has garnered unprecedented acclaim among Iowa products over the 10 years since it first hit the market.

Nationally known chefs Wolfgang Puck, Emeril Lagasse and others have featured the artisanal products on their menus and Jeffrey Steingarten, the ever-so-picky food critic for *Vogue* magazine, called La Quercia's prosciutto the best "you can find in this country, imported or domestic." There have been several write-ups in the *New York Times*.

Arguably the most prestigious accolade came in 2007, when the couple got a letter from the editor of *Bon Appetit*. The food magazine had named them food artisans of the year.

"I started crying!" Herb says. "I thought, 'Here we are out in the middle of the prairie and yet somehow people have noticed.'"

The name La Quercia (la KWAIR-cha) means oak tree in Italian and Italy is where this story started, way back in the 1980s, when Herb and Kathy moved to the region of Parma for work. Over several years, they learned the language and ate lots and lots of prosciutto di Parma.

Upon their return, it quickly became apparent that Iowa was an ideal location for the production of premium cured meats. "There are more pigs than people here!" Herb says with a laugh.

There were naysayers, to be sure, but the Eckhouses shrugged and got to work, studying the curing process and experimenting in their basement with raw hams from Iowa hogs. Starting with classic methods gleaned from experts in Italy, they cured pork over and over, keeping detailed notes and steadily honing their technique over five years until they had perfected an original recipe for the first of their products, prosciutto Americano. They focused on quality and careful craftsmanship to express a delicate texture and deep flavor in the richly marbled meat.

"Our goal was to create a superior eating experience that could compete with the best of Europe," Herb says.

They opened a plant on the rolling Iowa farmland south of Des Moines in early 2005 and began making prosciutto and other charcuterie products: salami, lomo, pancetta. Quickly, La Quercia's reputation soared and demand exceeded their output.

Since then, the company has continued to grow as Herb and Kathy keep perfecting and expanding their operation. Today, more than 10 years after they sold their first slice of prosciutto, La Quercia maintains a massive inventory of prosciutto hams destined to be sold around the country at restaurants and stores as well as at your local Hy-Vee.

"We really appreciate Hy-Vee," Herb says. "It's exciting for us that the people who live here in the Midwest can enjoy its bounty."

CRAFTING PROSCIUTTO

FROM SQUEAL TO MEAL: HOW PREMIUM PROSCIUTTO IS MADE

Prosciutto, the cornerstone of La Quercia, is a specialty cured ham. But at La Quercia, the process begins while the pigs are still alive. The best prosciutto comes from animals that have lived good lives, according to Kathy Eckhouse, La Quercia owner.

“Early on, we made a commitment to use only humanely treated pork. The animals need to have space to wander, forage and live like, well, pigs.”

La Quercia works with select regional suppliers to stock its 85,000-ham inventory with Berkshire, Tamworth, Duroc, and other varieties of pigs that have been provided ample living space and time outdoors. Some of the Tamworth even get to graze on woodland acorns for a few months. Their sweet meat is used for the Acorn Edition prosciutto.

After 10 months, the all-natural hogs are butchered per La Quercia specifications and delivered to the pristine plant, where the ruddy meat is hand-trimmed and sprinkled with handfuls of coarse salt.

The process could be more mechanized, but Herb and Kathy prefer the human touch. “During the aging process, we’ll handle each ham 26 times,” Herb said. “That’s a lot of TLC.”

Once the meat has been prepared, it begins a minimum of 10 months

aging on shelves and hooks in vast lockers throughout the building. The process mimics the ancient traditions of Northern Italy many centuries old, when the seasons and Mother Nature ruled. As Herb tells it, the pigs were harvested and salted in the cold of November, hung and dried in the spring breezes and then stored in cool caves during the hot summers.

At La Quercia, they replicate climate cycles with high-tech air-conditioners, humidifiers and fans, but the effect is the same. As the meat ages, enzymes and yeast play a role, too, slowly imbuing the proteins with a delicate texture and complex flavors. The process is largely invisible, but you can definitely smell it. Immature prosciutto hams hanging in one room start to smell like baked bread. In another, the aroma is of tropical fruit. In the aging rooms, workers coat the meat with a paste made of cornmeal and lard in order to prevent any further loss of moisture. Many months later, the richly marbled prosciutto will be ready to sell.

La Quercia also makes pancetta, speck (smoked prosciutto), salami and a slew of other products. On the horizon: smoked pancetta, which is like bacon, and a salami that’s cooked rather than cured. Look for them at your local Hy-Vee this summer.



1. Salting the meat is the first step in a 10-month process to turn raw ham into cured prosciutto. The salt dries, preserves and flavors the meat.



2. After salting, the meat is hung in cool, breezy rooms that simulate the winds of Parma, Italy, in spring. Circulating air further dries the meat.



3. In the final aging rooms, the hams are capped with a thick paste that hardens and inhibits any further loss of moisture.



2016 GOOD FOOD AWARD WINNERS!

La Quercia’s Speck Americano is a prize winner. A type of smoked prosciutto, it earned a top industry award at the Good Food Awards in San Francisco earlier this year. The annual awards and their gala presentation are akin to top movie awards, recognizing outstanding artisans for creating food that is “tasty, authentic and responsible.”

Kathy Eckhouse spoke at the ceremony on behalf of the charcuterie category, praising the growing body of winners for their energy and creativity. “We see it as a sign that the United States, with our natural agricultural gifts and our talented crafts persons, is ready to bring American varieties of cured meat deliciousness to the international charcuterie community, just as we have for wine, cheese, and beer,” she said.

La Quercia previously won at the Good Food Awards in 2011, 2012 and 2013.



Jena Pape, #4-VEE DIETITIAN
OAKDALE, MINN

"MAKING A MARINADE WITH BASIC INGREDIENTS, SUCH AS HERBS, SPICES AND CITRUS JUICE, YOU CAN GREATLY IMPROVE THE FLAVOR OF YOUR GRILLED MEATS WITHOUT ADDING SODIUM AND COMPROMISING NUTRITION."

Healthy

BARBECUE

WORDS Lois White PHOTOS Tobin Bennett

SOME OF SUMMER'S BEST—AND EASIEST—MEALS COME SIZZLING OFF THE GRILL. CHOOSE FROM SIX DELICIOUSLY HEALTHY RECIPES CREATED BY HY-VEE DIETITIANS. THE BEST PART? THESE FOODS GRILL IN LESS THAN 15 MINUTES.

Get outdoors and get grilling! Not only is it summertime, but there are healthy reasons why you should add grilling to your dinner menu. It's an easy way to kick up flavor while trimming calories and fat. Excess fat drips off meats and cooks away, leaving less fat in the food itself. High, dry heat grills veggies quickly so they retain more vitamins and minerals than with other cooking methods.

START THINGS OFF RIGHT

Pace yourself. Kick things off with crudité and hummus. Munching on this fiber-rich combo will help you control your appetite so you can enjoy dinner without going overboard.

GO FOR THE LEANEST PROTEIN

Healthy choices include pork loin, boneless skinless chicken breasts, sirloin tip steak, turkey burgers and fish, such as salmon or tuna. The high heat from grilling quickly browns meat, adding complex flavors. This reduces the need for resorting to excess salt, sauces or other condiments, thereby reducing calories.

THROW VEGGIES ON THE GRILL TOO

Asparagus, onions, mushrooms, zucchini, eggplant and corn on the cob all grill in short order. Cut veggies into chunks for kabobs or cook in a grill basket. Since the grill adds great

smoky flavor, you can get by with tossing the veggies with a small amount of olive oil and seasoning. Eating colorful veggies can benefit your body in many ways, reducing your risk of heart disease, stroke, obesity and some types of cancer.

ADD MARINADES AND RUBS

Use lower-fat marinades with acidic ingredients such as Greek yogurt, citrus juice and vinegar, which tenderize meat while boosting flavor. Apply rubs that include your favorite herbs and spices. Mint, dill, cumin and rosemary lend assertive flavors while keeping sodium in check.

SKEWER IT

Food on a stick cooks in less time on the grill and lets you manage portions. Besides lean meats, scallops and shrimp are naturals for kabobs. Rosemary branches make great skewers. They infuse a hint of the herb into the food as it cooks, and this rustic approach makes for a beautiful presentation.

MAKE ROOM FOR DESSERT

While the grill is still hot, cook a warm, sweet dessert such as lusciously grilled berries and peaches wrapped in cinnamon-sugar tortillas, see *page 29*. Use fruit that is about a day or two away from being completely ripe so it retains its texture.



FILL A PLATE WITH A RAINBOW OF VEGGIES AND HEART-HEALTHY SALMON.
MELISSA BRADLEY, HY-VEE DIETITIAN, ROCHESTER #3, MINN.



tender CITRUS SALMON WITH VEGETABLE MEDLEY

Grill: 8 to 12 minutes | Serves 4

- 4 (5- to 6-ounce) fresh skin-on salmon fillets
- 6 navel oranges, divided
- 2 tablespoons finely chopped fresh tarragon, divided
- 2 teaspoons Hy-Vee black pepper, divided
- 1 teaspoon Hy-Vee salt, divided
- 12 fresh broccollette spears, trimmed and cut into 1-inch pieces
- 1 medium yellow squash, cut into ¼-inch slices
- 1 red bell pepper, seeded and cut into ¼-inch slices
- 1 cup carrot chips
- 2 tablespoons Hy-Vee Select extra virgin olive oil
- 1 heart romaine lettuce, halved lengthwise
- Hy-Vee nonstick cooking spray

1. Place salmon in a shallow dish. For marinade, zest and juice four oranges. In a small bowl, whisk together zest and juice, 1 tablespoon tarragon, 1 teaspoon black pepper and ½ teaspoon salt. Pour over salmon. Cover and refrigerate for 30 minutes.
2. Meanwhile, in a large bowl, toss together broccollette, squash, bell pepper and carrots. Zest and juice remaining two oranges. Combine zest and juice, olive oil and remaining 1 tablespoon tarragon, 1 teaspoon black pepper and ½ teaspoon salt. Add to vegetables; toss to coat. Place romaine on top. Cover and refrigerate until salmon finishes marinating.
3. Prepare a charcoal or gas grill with greased grill rack for direct grilling over medium heat. Coat inside of a grill basket with nonstick spray.

Set romaine aside. Fill basket with remaining vegetables. Drain salmon; discard marinade. Grill salmon, skin sides up, and vegetables for 8 to 12 minutes or until fish flakes with a fork and vegetables are crisp-tender, turning each once halfway through. During the last 2 minutes, grill romaine halves to get a nice char. Remove romaine and halve again lengthwise. Serve salmon with vegetables and romaine.

Nutrition facts per serving: 340 calories, 13 g fat, 2 g saturated fat, 0 g trans fat, 65 mg cholesterol, 440 mg sodium, 21 g carbohydrates, 5 g fiber, 13 g sugar, 33 g protein. Daily values: 250% vitamin A, 230% vitamin C, 10% calcium, 10% iron.

fresh PEACH AND STRAWBERRY TACOS

Cook skewered fruit on the grill just long enough to release their naturally sweet juices. Then tuck the fruit into grilled tortillas for a deliciously light summer dessert.

Prep: 20 minutes | Grill: 2 to 3 minutes | Serves 4
4 wooden or metal skewers
¼ cup mascarpone cheese, softened
1 tablespoon Hy-Vee honey
1 teaspoon Hy-Vee ground cinnamon, divided

1 tablespoon Hy-Vee sugar
4 (4-inch) snack-size mini flour tortillas
Hy-Vee nonstick cooking spray
1 cup fresh strawberries, halved
1 medium peach, pitted and cut into ½-inch slices
Hy-Vee sliced almonds, toasted, optional
Hy-Vee shredded coconut, toasted, optional

1. Soak wooden skewers in water at least 30 minutes before grilling to prevent burning. Prepare a charcoal or gas grill with a lightly greased grill rack for direct cooking over medium heat.

2. In a small bowl, combine mascarpone cheese, honey and ½ teaspoon cinnamon; set aside.
3. In another small bowl, combine sugar and remaining ½ teaspoon cinnamon. Lay tortillas on a flat surface and lightly spray one side of each tortilla with cooking spray. Sprinkle tortillas evenly with cinnamon-sugar mixture; set aside.
4. Thread strawberry halves and peach slices onto skewers, leaving ¼-inch space between pieces. Lightly spray fruit with cooking spray. Grill skewers for 2 to 3 minutes, turning once. Grill tortillas for 1 minute, turning once.
5. Spread mascarpone mixture on tortillas and fill with fruit. If desired, sprinkle with sliced almonds and coconut.

Nutrition facts per serving: 280 calories, 15 g fat, 7 g saturated fat, 0 g trans fat, 35 mg cholesterol, 260 mg sodium, 33 g carbohydrates, 3 g fiber, 13 g sugar, 6 g protein. Daily values: 10% vitamin A, 45% vitamin C, 10% calcium, 8% iron.

Missy Anker HY-VEE DIETITIAN
WINTERSET, IOWA

"GRILLING FRUIT BRINGS OUT ITS
NATURAL SWEETNESS WITHOUT
ANY ADDED SUGAR."



EASY STEPS TO PERFECTLY COOKED CHICKEN

In these tips, discover techniques for the most tender, juicy chicken breasts you'll ever cook.

PREP

When cutting raw chicken breasts, place them on a clean cutting board. Use a sharp chef's knife to make clean cuts without shredding the meat.

Cooking whole chicken breasts allows you to control doneness easily with an instant-read thermometer.



Cubing chicken allows more surface area for marinades and rubs, plus the chicken cooks faster this way.



Pound chicken breasts that are thicker in the centers than on the edges to ensure the most even cooking.



FLAVOR

Two easy ways to infuse flavor into chicken are applying a rub and marinating before cooking. But first, pat the chicken dry with paper towels. Being dry helps the surface caramelize once the chicken hits the heat.



Apply a fragrant rub to give your chicken vibrant flavor fast. Brush the chicken with oil, then sprinkle with herbs or spices. Gently rub the seasonings into the chicken using your fingers.



Marinating works like magic. Not only does it add wonderful flavor, but it helps tenderize the chicken. Place chicken breasts in a shallow dish and add the marinade. Cover and marinate no longer than 30 minutes at room temperature, turning pieces several times.

COOK

Grilling and baking are among the healthiest ways to cook chicken breasts. One rule of thumb: Always arrange chicken pieces so they do not touch, letting the heat reach all sides.



Prepare a charcoal or gas grill with greased grill rack for direct cooking over medium-high heat. Grill chicken for 8 to 10 minutes or until done, turning once halfway through. Grilling gives chicken a nice smoky flavor.



Place chicken breasts in a shallow baking pan lined with foil. Bake in 400°F oven for 18 to 20 minutes or until done. High, dry oven heat caramelizes the chicken on the outside while keeping the meat moist inside.

TEMP

Temperature control is the secret to achieving chicken with a level of juiciness that makes it super tasty. Using an instant-read thermometer is the most accurate way to measure doneness.



Cooking times can vary according to the size and shape of your chicken breast. Chicken should be opaque throughout but still moist and juicy inside. For the most accurate doneness test, insert an instant-read thermometer into the thickest part of the breast and note the temperature. The chicken is done when the temperature is 165°F.

*** An instant-read thermometer takes the guesswork out of cooking.**

REST

Hold back on cutting into the chicken breasts once they're cooked. Loosely tent them with foil for about 5 minutes before serving.

Why let chicken rest after cooking? When you take chicken breasts off the grill or out of the oven—particularly thicker pieces—the moisture still inside needs some time to redistribute back through the chicken. By letting the chicken rest, the moisture is reabsorbed and your meat will be tender and juicy.



"LEAN CHICKEN BREASTS SLATHERED WITH A TANGY YOGURT SAUCE PROVIDE LAYERS OF HEALTHY FLAVORS."

BRIAN SCHEIL,
HY-VEE DIETITIAN, MARION, IOWA

green topped CAYENNE CHICKEN SANDWICH

Prep: 15 minutes | Stand: 20 minutes |

Grill: 8 to 10 minutes | Serves 4

2 large Hy-Vee boneless skinless chicken breasts
(about 1¼ pounds total)

4 teaspoons Hy-Vee Select olive oil

½ teaspoon cayenne pepper

½ teaspoon Hy-Vee black pepper

¼ teaspoon Hy-Vee salt

2 tablespoons Hy-Vee plain Greek yogurt

2 tablespoons Hy-Vee peach preserves

1½ tablespoons Hy-Vee stone-ground Dijon mustard

½ medium poblano chile pepper, seeded and finely chopped (3 tablespoons)*

4 Hy-Vee Baking Stone multigrain ciabatta rolls, split and toasted

½ cup thinly sliced red onion

½ cup Hy-Vee spring greens mix

1. Cut each chicken breast in half horizontally. Place chicken portions in a shallow dish. Drizzle with olive oil. Combine cayenne pepper, black pepper and salt; rub on chicken. Let stand for 20 minutes.

2. Prepare a charcoal or gas grill with greased grill rack for direct cooking over medium-high heat. For tangy yogurt sauce, combine yogurt, preserves and mustard. Stir in chile pepper. Cover and refrigerate.

3. Grill chicken for 8 to 10 minutes or until chicken is done (165°F), turning once halfway through. Cover and let rest for 5 minutes. Cut chicken into thin strips and serve on rolls with red onion, greens and tangy yogurt sauce.

*Note: Chile peppers contain volatile oils that can burn your skin and eyes. When working with poblano peppers, wear protective gloves.

Nutrition facts per serving: 420 calories, 10 g fat, 1.5 g saturated fat, 0 g trans fat, 105 mg cholesterol, 650 mg sodium, 41 g carbohydrates, 4 g fiber, 8 g sugar, 38 g protein. Daily values: 30% vitamin A, 10% vitamin C, 4% calcium, 20% iron.

perfect CHICKEN SKEWERS

Prep: 20 minutes | Marinate: 2+ hours |

Grill: 10 to 12 minutes | Serves 4

1 pound boneless skinless chicken breasts, cut into 1-inch pieces

1 recipe Moroccan or Mediterranean Marinade plus Veggies, below

1. Place chicken in a large resealable plastic bag set in a shallow dish. Add marinade to chicken in bag; seal bag. Turn to coat chicken. Marinate in the refrigerator at least 2 hours.
2. Prepare a charcoal or gas grill with lightly greased grill rack for direct cooking over medium-high heat. Drain chicken; discard marinade. Thread chicken and veggies onto skewers, leaving $\frac{1}{4}$ -inch space between pieces.
3. Grill chicken and veggie skewers for 10 to 12 minutes or until chicken is done (165°F), turning occasionally.

Moroccan Marinade: Combine 2 tablespoons Hy-Vee Select olive oil, 2 tablespoons Hy-Vee orange juice, 3 minced garlic cloves, 1 teaspoon Hy-Vee paprika, $\frac{1}{2}$ teaspoon each Hy-Vee ground cumin and ground cinnamon, $\frac{1}{4}$ teaspoon cayenne pepper and $\frac{1}{8}$ teaspoon Hy-Vee ground ginger.

Veggies: 1 small zucchini and summer squash cut into $\frac{1}{2}$ -inch slices, 1 red onion cut into 1-inch pieces, 1 (8-ounce) container whole baby bella mushrooms and 1 cup grape tomatoes.

Nutrition facts per serving: 250 calories, 11 g fat, 1.5 g saturated fat, 0 g trans fat, 85 mg cholesterol, 65 mg sodium, 11 g carbohydrates, 3 g fiber, 6 g sugar, 9 g protein. Daily values: 20% vitamin A, 50% vitamin C, 4% calcium, 8% iron.

Mediterranean Marinade: Combine $\frac{2}{3}$ cup Hy-Vee plain Greek yogurt; $\frac{1}{3}$ cup lemon juice; 3 minced garlic cloves; $\frac{1}{2}$ teaspoon each paprika, Hy-Vee Italian seasoning and Hy-Vee salt and $\frac{1}{4}$ teaspoon each Hy-Vee ground cumin and Hy-Vee black pepper.

Veggies: 1 yellow onion, 3 bell peppers and 1 medium eggplant cut into 1-inch pieces.

Nutrition facts per serving: 240 calories, 3.5 g fat, 0.5 g saturated fat, 0 trans fat, 85 mg cholesterol, 360 mg sodium, 19 g carbohydrates, 6 g fiber, 12 g sugar, 32 g protein. Daily values: 60% vitamin A, 210% vitamin C, 8% calcium, 8% iron.



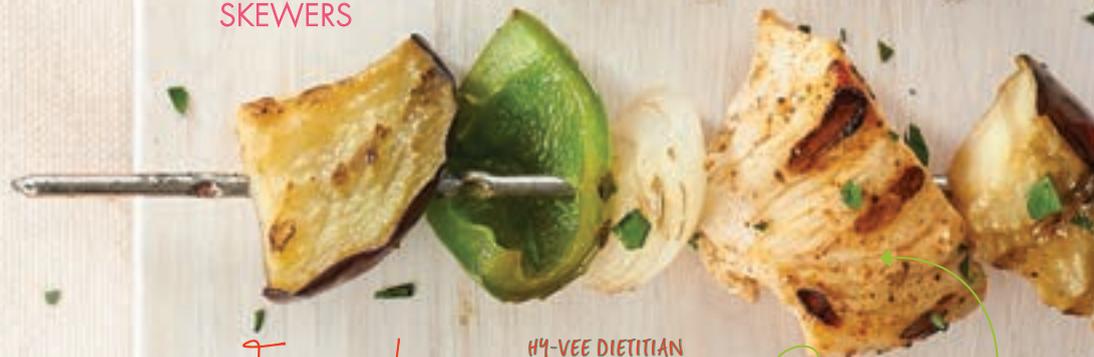
* Bonus feature: Learn how to marinate chicken. Watch the video in your free digital version of *Hy-Vee Seasons*. Downloading information on page 3.



MOROCCAN CHICKEN SKEWERS



MEDITERRANEAN CHICKEN SKEWERS



Travis Lucas HY-VEE DIETITIAN LINCOLN #3, NEB

"ALTERNATE CHICKEN WITH VEGETABLES. WHILE GRILLING, THE VEGETABLES WILL CARAMELIZE AND GIVE YOUR MEAT MORE FLAVOR."



spinach & mushroom
SALAD WITH VIDALIA® ONIONS

- 1 pkg. (8 oz.) pre-washed fresh spinach
- 1 pkg. (8 oz.) pre-sliced fresh mushrooms
- 1 medium Vidalia® Sweet Onion, thinly sliced
- ½ cup Vidalia Brands' Vidalia® Sweet Onion Creamy Dressing
- 1 lb. bacon, crisply fried and coarsely crumbled
- ¼ cup Vidalia Brands' Sour Cream & Onion Petals, crushed*

Place spinach, mushrooms and Vidalia® Sweet Onion in a large mixing bowl. Pour Vidalia Brands' Vidalia® Sweet Onion Creamy Dressing over the salad and toss to coat well. Add bacon and toss briefly. Add crushed Vidalia Brands' Sour Cream & Onion Petals and serve. Recipe yields 4-6 servings.

*Substitute your favorite Vidalia Brands' Petals for the same great taste.



summery **GRILLED SWEET POTATO AND CORN SALAD**

Prep: 30 minutes | Grill: 6 to 8 minutes | Serves 10 (about ½ cup each)

- 1 medium sweet potato, peeled and cut into ¼-inch slices
- 1 tablespoon Hy-Vee Select olive oil
- 1 teaspoon Hy-Vee ground cumin, divided
- ½ teaspoon Hy-Vee salt
- ¼ teaspoon Hy-Vee black pepper
- 2 ears sweet corn, husked
- 8 mini bell peppers
- 1 (15-ounce) can Hy-Vee black beans, drained and rinsed
- 1 avocado, pitted, peeled and chopped
- ¼ cup sliced green onions
- 1 to 2 jalapeño chile peppers, seeded and chopped*
- 2 tablespoons finely chopped cilantro
- ¼ cup fresh lime juice
- 2 ounces Cotija cheese, crumbled

1. Prepare a charcoal or gas grill with lightly greased grill rack for direct cooking over medium heat.
2. In a small bowl, place sweet potato slices; drizzle

with olive oil. Combine ½ teaspoon cumin, salt and black pepper. Sprinkle over sweet potatoes and toss to coat. Grill sweet potatoes and corn for 6 to 8 minutes or until fork tender, turning halfway through cooking. Add bell peppers during the last 2 minutes of grilling. Remove all vegetables from grill and cool. Halve sweet potato slices.

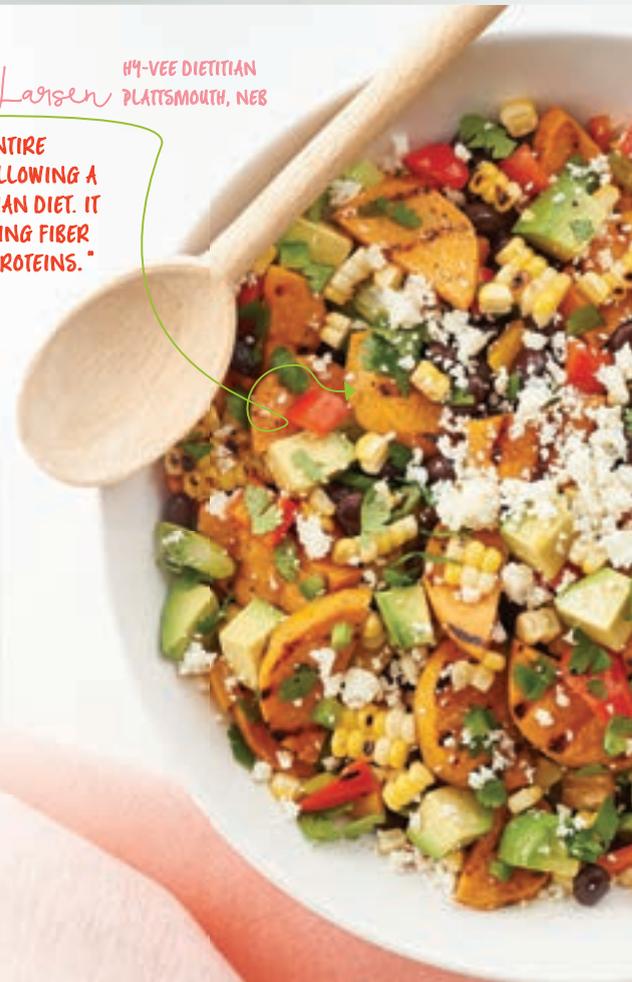
3. In a medium bowl, combine black beans, avocado, green onions, chile peppers and cilantro. Chop bell peppers and remove corn from cob; add with sweet potatoes to black bean mixture. Stir in lime juice and remaining ½ teaspoon cumin. Just before serving, top salad with Cotija cheese.

*Note: Chile peppers contain volatile oils that can burn your skin and eyes. When working with jalapeños, wear protective gloves.

Nutrition facts per serving: 140 calories, 7 g fat, 1.5 g saturated fat, 0 g trans fat, 5 mg cholesterol, 210 mg sodium, 17 g carbohydrates, 5 g fiber, 4 g sugar, 5 g protein. Daily values: 60% vitamin A, 70% vitamin C, 8% calcium, 6% iron.

Whitney Larsen **HY-VEE DIETITIAN PLATSMOUTH, NEB**

"MAKE THIS YOUR ENTIRE MEAL IF YOU ARE FOLLOWING A VEGAN OR VEGETARIAN DIET. IT PROVIDES BOTH FILLING FIBER AND PLANT-BASED PROTEINS."





THE

IT'S YOUR CHURN PREMIUM ICE CREAM, NOW OFFERED AT HY-VEE, ADDS INCREDIBLE RICHNESS TO SHAKES, CREAM-FILLED DONUTS AND MORE THAN A DOZEN OTHER FUN TREATS THAT CAN'T BE BEAT ON A HOT SUMMER DAY.



INSIDE



SCOOP

WORDS Lois White PHOTOS Greg Scheidemann



CRUNCHY CEREAL SHAKES

Popular cereals put a new twist on old-fashioned milk shakes. Create your own flavor combinations.

Prep: 5 minutes | Serves 1

1½ cups It's Your Churn vanilla ice cream

½ cup Hy-Vee 2% milk

¼ cup plus 2 tablespoons toasted oat and marshmallow cereal, divided

2 tablespoons Hy-Vee frozen whipped topping, thawed

1. In a blender, combine ice cream, milk and ¼ cup cereal. Cover and blend until smooth. Pour into a tall shake glass; top with frozen whipped topping and sprinkle with remaining 2 tablespoons cereal.

Nutrition facts per serving: 510 calories, 25 g fat, 17 g saturated fat, 0 g trans fat, 80 mg cholesterol, 310 mg sodium, 65 g carbohydrates, 1 g fiber, 43 g sugar, 10 g protein. Daily values: 25% vitamin A, 6% vitamin C, 40% calcium, 15% iron.

LOOPY STRAWBERRY SHAKES

Prepare as directed, except use It's Your Churn strawberries and cream ice cream and sweetened fruit-flavored cereal.

S'MORE SHAKES

Prepare as directed, except use It's Your Churn chocolate ice cream and Hy-Vee s'mores crunch cereal.

DAIRY-FREE PEANUTTY CHOCOLATE SHAKES

Prepare as directed, except use frozen nondairy chocolate-flavor coconut milk, unsweetened almond milk and peanut butter crunch cereal. Add 1 tablespoon creamy peanut butter. Omit whipped topping.



Cake balls dot the inside of this dazzling dessert, adding more patriotic flair.



SPARKLING ICE CREAM CAKE

A 9×13-inch cake made from scratch or a box mix will supply enough crumbs for the blue and red cake balls.

Prep: 60 minutes | Freeze: about 8 hours | Serves 16

1 (18.25-ounce) box Hy-Vee white cake mix
1¼ cups water
3 egg whites
½ cup Hy-Vee vegetable oil
7 tablespoons Hy-Vee butter, melted
1½ cups finely crushed chocolate wafers
1 (16-ounce) jar hot fudge topping, warmed
4 tablespoons Hy-Vee creamy buttercream frosting, divided
Several drops red food coloring
Several drops blue food coloring
12 cups It's Your Churn vanilla ice cream, softened; divided

1 cup Hy-Vee frozen whipped topping, thawed
Festive sprinkles, for garnish
Sparklers, optional

1. Prepare cake mix according to package directions with water, egg whites and vegetable oil for a 9×13-inch cake. Cool completely.
2. Line bottoms of two 9-inch springform pans with parchment paper; set aside. Line a cookie sheet with waxed paper; set aside.
3. For crust, combine melted butter and wafer crumbs. Spread in bottom of one prepared springform pan, pressing evenly. Spread fudge topping on top. Freeze for 1 hour or until firm.
4. Place half of prepared cake, 2 tablespoons frosting and red food coloring in a food processor. Cover and process until smooth. Measure out 1½-ounce portions of cake mixture and roll into balls until smooth. Place on prepared cookie sheet.
5. Clean the food processor. Repeat Step 4, except use blue food coloring. Cover; freeze cake balls.

6. Spread 2 cups ice cream over fudge layer in springform pan. Spread 2 cups ice cream in remaining springform pan. Freeze layers for 1 hour.
7. Randomly arrange red and blue cake balls on top of ice cream layers. Spoon 6 cups ice cream around and over cake balls, filling pans to the tops. Cover and freeze for 4 hours or until firm.
8. To assemble cake, remove frozen layers from pans; peel off parchment paper. Place layer with crumb crust on a serving plate. Spread top with whipped topping. Top with remaining layer. Spread remaining 2 cups ice cream over sides and top. Decorate with sprinkles. Freeze for 2 hours or until cake is firm. If desired, just before serving insert sparklers—for decorative purposes only—into cake.

Nutrition facts per serving: 570 calories, 28 g fat, 16 g saturated fat, 0 g trans fat, 55 mg cholesterol, 410 mg sodium, 75 g carbohydrates, 1 g fiber, 49 g sugar, 7 g protein. Daily values: 4% vitamin A, 0% vitamin C, 20% calcium, 6% iron.

SWEET CREAM-FILLED DONUTS

Freshly grilled donuts take center stage in these decadent treats. Prep and freeze ice cream ahead of time so it's ready for assembly when the donuts come off the grill.

Prep: 10 minutes | Freeze: 2 hours |

Grill: 1 to 2 minutes

1 (1.5-quart) container It's Your Churn ice cream (any flavor)

Hy-Vee Bakery cake donuts (any flavor)

Desired crumbles, such as white chocolate chunks, chopped spearmint candies or toasted coconut and chopped almonds

1. Using kitchen shears, cut side and bottom of ice cream container to release ice cream. For each donut, use a sharp knife to cut a 3/4-inch-thick slice of ice cream. Using a 3 1/2-inch-diameter round cutter, cut out ice cream. Wrap cutout in plastic wrap and freeze it for at least 2 hours or until firm. Repeat as needed for desired number of donuts. Reserve remaining ice cream.

2. Just before serving, prepare a charcoal or gas grill for direct grilling over medium-high heat.

3. Cut each donut in half horizontally. Place donuts, cut sides down, on grill for 30 seconds to 1 minute or until toasted. Flip donuts and grill for 30 seconds to 1 minute more or until toasted.

4. Fill each warm donut with a frozen ice cream cutout. Dip ice cream edges into desired crumbles and serve immediately.

Nutrition facts will vary according to the choice of ice cream, donut and crumbles.

Sweet New Treat!



Look for It's Your Churn Ice Cream in the frozen food aisle at your local Hy-Vee!

CHERRY-LICIOUS ALMOND FUDGE

Fill sugared-cherry cake donuts with It's Your Churn toasted almond fudge ice cream. Dip edges into chopped white chocolate.

CHOCOLATE-MINT DELIGHT

Fill chocolate-glazed cake donuts with It's Your Churn mint chocolate chunk ice cream. Dip edges into chopped spearmint candies.

COCONUT-ALMOND CRUNCH

Fill vanilla-glazed cake donuts with It's Your Churn caramel cinnamon cookie swirl ice cream. Dip edges into a mixture of toasted coconut and almonds.



BITE-SIZE ICE CREAM TREATS

IRRESISTIBLE LAYERED DESSERTS ARE FUN TO PUT TOGETHER—AND EVEN MORE FUN TO SHARE AT SUMMER PARTIES. START WITH CAKE, BAR OR COOKIE LAYERS. MATCH THEM WITH DIFFERENT FLAVORS OF IT'S YOUR CHURN PREMIUM ICE CREAM ALONG WITH CANDIES, NUTS, SAUCES AND FRUITS, PLUS A FEW SURPRISE STIR-INS. FIND COMPLETE RECIPES FOR ALL THE TREATS AT WWW.HY-VEE.COM/RECIPES



BROWNIE SUNDAE TREATS

Prep: 50 minutes | Freeze: 4 hours plus several hours or overnight | Serves 24
 1 (18.3-ounce) box Hy-Vee fudge brownie mix
 3 cups softened It's Your Churn vanilla ice cream
 3 cups softened It's Your Churn strawberries & cream ice cream
 3 cups softened It's Your Churn chocolate ice cream
 1 (4-ounce) package Hy-Vee sweet and salty nut ice cream topping
 Maraschino cherries, for garnish

1. Line a 9×13-inch baking pan with foil; grease foil. Prepare brownie mix according to package directions. Cool. Add vanilla ice cream, freeze for 2 hours; add strawberries & cream ice cream layers, freeze for 2 hours. Spread chocolate ice cream on top; sprinkle with nut topping. Cover and freeze several hours or overnight. Use foil to lift uncut treats out of pan; cut into squares. If desired, garnish with cherries.

Nutrition facts per serving:
 260 calories, 13 g fat, 4.5 g saturated fat, 0 g trans fat, 35 mg cholesterol, 120 mg sodium, 32 g carbohydrates, 1 g fiber, 23 g sugar, 4 g protein. Daily values: 4% vitamin A, 2% vitamin C, 6% calcium, 4% iron.



STRAWBERRY SHORTCAKE

Discover a new twist on a favorite summer dessert. Layer pound cake with It's Your Churn vanilla ice cream, sweetened strawberries and It's Your Churn strawberries & cream ice cream. Top with whipped cream.



PIÑA COLADA

Here's the perfect adult dessert for celebrating summer. Top a cashew shortbread and coconut crust with It's Your Churn vanilla ice cream laced with rum and fresh pineapple stir-ins. Drizzle with Hy-Vee caramel topping and sprinkle with Hy-Vee salted nut ice cream topping and coconut flakes.

ICE CREAM SANDWICH SURPRISE

Spread Hy-Vee caramel ice cream topping on top of a layer of Hy-Vee vanilla ice cream sandwiches. Add It's Your Churn peanut butter cup ice cream and top with crushed Butterfinger candy bars.



COOKIES & CREAM

Ice cream and cookies are an awesome pairing. Layer It's Your Churn chocolate ice cream and It's Your Churn cookies & cream ice cream over crushed chocolate-and-vanilla sandwich cookies, then drizzle with hot fudge topping and sprinkle on Hy-Vee cookies & cream ice cream topping.

It never hurts to top ice cream with a chocolate drizzle and some added cookie crumbles.



Use a 9×13-inch baking pan to make 24 treats.



BIRTHDAY BASH

Indulge in a treat that's just as delicious as birthday cake. Top rice cereal treats with It's Your Churn chocolate ice cream and It's Your Churn cake & ice cream. Decorate with colored sprinkles.



CHOCOLATE MINT

For a luxuriously rich dessert, pair chocolate-and-mint sandwich cookies with It's Your Churn mint chocolate chunk ice cream. Top with an intense chocolate fudge topping.



CAMPFIRE S'MORES

For a treat reminiscent of summer camp, combine It's Your Churn rocky road ice cream with miniature marshmallows and finely chopped chocolate and layer over a graham cracker base. **Chocolate chunks and graham cracker crunch are folded into ice cream oozing with marshmallow ripple... gimme s'more, indeed!**



ORANGE DREAM

Calling all citrus fans: This cool, creamy and tangy treat is for you! On a sugar cookie crust made from Hy-Vee Bakery sugar cookies, add layers of Hy-Vee orange sherbet and It's Your Churn vanilla ice cream. Garnish with candied oranges.



CANDY BAR TREATS

Satisfy your craving for sweet and savory in this winning combination. Top a vanilla wafer crust with butterscotch-caramel topping, chopped Hy-Vee peanut clusters and It's Your Churn salted caramel ice cream.



PB & J

Fruit and peanut flavors collide in this frozen variation of a childhood classic. Top a peanut butter cookie crust, made from Hy-Vee Bakery peanut butter cookies, with layers of It's Your Churn vanilla ice cream and sliced bananas. Swirl jelly over the top.



EVERY SPOONFUL IS SMOOTH, LIGHT AND CREAMY WITH IT'S YOUR CHURN ICE CREAM. LOOK FOR IT'S YOUR CHURN ICE CREAM IN THE FROZEN FOOD AISLE AT YOUR LOCAL HY-VEE!

BLACK FOREST TREATS

Prep: 40 minutes
Freeze: 2 hours plus several hours or overnight | Serves 24

- 1 (18.3-ounce) box Hy-Vee fudge brownie mix
- 1 (1.5-quart) container It's Your Churn vanilla ice cream, softened
- 1 (21-ounce) can Hy-Vee cherry pie filling

1. Line two 9x13-inch baking pans with foil; grease foil.

Prepare brownie mix batter according to package directions. Divide batter between prepared pans. Bake about 20 minutes or until done. Cool.

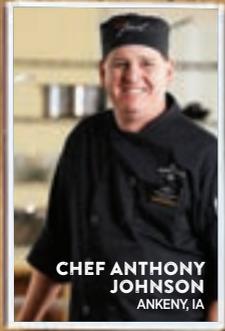
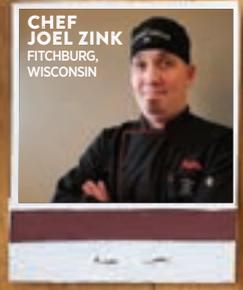
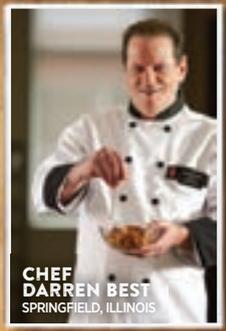
2. Set one brownie layer aside. Spread ice cream on remaining brownie layer. Freeze for 2 hours. Spread pie filling on top.

3. Use foil to lift reserved brownie layer from pan and invert, on top of pie filling, pressing gently. Carefully peel off and discard foil. Cover;

freeze several hours or overnight. Use foil to lift uncut treats out of pan; cut into squares.

Nutrition facts per serving: 240 calories, 11 g fat, 3 g saturated fat, 0 g trans fat, 30 mg cholesterol, 105 mg sodium, 34 g carbohydrates, 1 g fiber, 24 g sugar, 2 g protein. Daily values: 4% vitamin A, 0% vitamin C, 4% calcium, 4% iron.





**FIRE
it UP**

AT YOUR BACKYARD GRILL FEST THIS INDEPENDENCE DAY, PULL OUT ALL THE STOPS BY SERVING ONE OF THESE ULTIMATE MIDWEST BURGERS—DEVELOPED BY SOME OF HY-VEE'S TOP CHEFS.

WORDS Carlos Acevedo
PHOTOS Cameron Sadeghpour and Tobin Bennett



For our most patriotic of holidays—the Fourth of July—celebrate America’s Heartland with delicious Midwest-theme gourmet burgers developed by Hy-Vee’s chefs. Each burger honors a chef’s home state. The results speak for themselves!

These hearty burgers feature a half-pound patty and generous toppings. Add a little grilling finesse and you’ll be ready to impress partygoers with spectacular upscale burgers that bring their own fireworks to the celebration.

Naturally, burger success starts with the ground beef. There are many options at Hy-Vee, ranging from rich to lean. For the ultimate in juiciness, restaurants often use an 80/20 grind, which means the ground beef consists of 80 percent protein and 20 percent fat. The fat plays a critical role: It moistens and flavors the patty as it melts away during grilling. This also creates crevices in the meat that improve texture. Hy-Vee chefs note that a good alternative is the slightly leaner 85/15 grind, which strikes a flavorful balance between protein and fat—it’s still moist and tender when grilled. For the best burgers, avoid overworking the meat when making

patties. Use a fork to stir together ingredients, then gently bring the meat together into portions and pat into shape without massaging or kneading. It’s also helpful to let the finished patties chill for an hour, covered with plastic wrap, before grilling. This keeps them from crumbling as they cook. If time is at a premium, consider buying preassembled gourmet beef patties, which are sold at Hy-Vee’s meat counters. Readymade patties come with a variety of delicious add-ins, such as Cheddar cheese chunks and diced jalapeños.

On the grill, use medium heat and keep the lid closed so the thick patties cook evenly. Otherwise, they might blacken before cooking through. We suggest the USDA recommended doneness of 160°F. Make sure to use an instant-read thermometer to check the doneness of your patties as they cook. The meat’s color is not always an accurate indicator.

Finally, resist the urge to press on the patties with a spatula. Pressing doesn’t speed cooking, but it does force out precious juices, spoiling your efforts. The less you handle patties, the better.





CHEF SCOTT'S PRAIRIE RIDER BURGER

Bison have roamed the South Dakota prairie for millennia. Similar to beef, ground bison is leaner and makes an excellent burger, especially when mixed with fresh sage.

Prep: 20 minutes | Grill: 12 to 14 minutes |
Rest: 5 minutes | Serves 4

2 pounds ground bison or 85%-lean ground beef
⅓ cup chopped fresh sage
2 tablespoons finely chopped shallot
2 teaspoons minced garlic
2 teaspoons Hy-Vee kosher sea salt
2 teaspoons Hy-Vee black pepper
1 large tomato, sliced
4 slices Hy-Vee Muenster cheese
4 Hy-Vee Bakery onion buns, split
2 tablespoons Hy-Vee butter, melted
Shredded iceberg lettuce, for serving
Thinly sliced red onion, for serving
Fresh sage leaves, for garnish

1. Prepare a charcoal or gas grill with greased grill rack for direct cooking over medium heat.
2. In a large bowl, combine bison, sage, shallot, garlic, salt and pepper. Shape meat mixture into four ¾-inch-thick patties, about 8 ounces each.
3. Grill patties for 12 to 14 minutes or until done (160°F), turning once halfway through. During the last 2 minutes, top patties with tomato slices and cheese;

butter buns and place cut sides down, on grill to toast. Remove food from grill; let patties rest 5 minutes.

4. To serve, layer bun bottoms with lettuce, tomato-and-cheese topped patties and red onion. If desired, garnish with sage leaves. Add bun tops.

Nutrition facts per serving: 800 calories, 50 g fat, 24 g saturated fat, 0 g trans fat, 200 mg cholesterol, 1,490 mg sodium, 34 g carbohydrates, 2 g fiber, 5 g sugar, 52 g protein. Daily values: 15% vitamin A, 10% vitamin C, 35% calcium, 35% iron.

CUSTER OLD TIME COUNTRY FOURTH CELEBRATION

★ Custer, SD,
Mount Rushmore area
★ July 3-4 ★
Old-fashioned fair, arts
and crafts, children's
parade, Patriots' parade
and fireworks.

UNCLE SAM JAM

★ Swiftel Center in
Brookings, SD,
55 minutes north of
Sioux Falls
★ July 4 ★ Pony rides,
crafts, inflatable games
and fireworks.

4TH OF JULY PARADE & FIREWORKS

★ Wessington Springs,
south of Huron, SD
★ July 4 ★ Fireworks,
turtle races and
barrel races.

MOUNT RUSHMORE INDEPENDENCE DAY CELEBRATION

★ Mount Rushmore
National Memorial, SD
★ July 3-4 ★ Music from
United States Air Force
bands and reenactors
performing as early U.S.
presidents.



CHEF JOEL'S WISCONSIN BURGER

Wisconsinites adore brats, and this burger is an ode to their culinary passion. The brat patties are complemented by caramelized onions and bakery fresh pretzel buns.

Prep: 15 minutes | Cook: 35 minutes |

Grill: 10 to 12 minutes | Rest: 5 minutes | Serves 4

1 recipe Caramelized Onions, *right*

8 (4-ounce) bratwurst patties

Hy-Vee kosher sea salt, to taste

Hy-Vee black pepper, to taste

8 slices Hy-Vee Muenster and/or aged Cheddar cheese

4 Hy-Vee Bakery pretzel buns

4 tablespoons honey ground mustard or coarse-ground mustard

1 medium apple, cored and thinly sliced

2 cups arugula

Mango vinaigrette, optional

1. Prepare Caramelized Onions. Prepare a charcoal or gas grill with greased grill rack for direct cooking over medium heat.
2. Season patties with salt and pepper. Grill patties for 10 to 12 minutes or until done (160°F), turning once halfway through. During the last 2 minutes of grilling, top patties with cheese and place buns, cut sides down, on grill to toast. Remove food from grill and let patties rest for 5 minutes.
3. Spread bun bottoms with mustard. Layer each bun bottom with two cheese-topped patties, Caramelized Onions, apple slices and arugula. If desired, drizzle with vinaigrette. Add bun tops.

CARAMELIZED ONIONS: In a large skillet, melt 2 tablespoons Hy-Vee butter over medium-low heat. Thinly slice 2 large, sweet onions (such as Vidalia). Add onions and 2 tablespoons Hy-Vee sugar to skillet. Cook for 30 minutes or until onions are well-browned, stirring occasionally. Remove from heat. Add ¼ cup brandy or Hy-Vee apple juice. Bring mixture to boiling; reduce heat. Simmer, uncovered, until onions are glazed.



Nutrition facts per serving: 1,110 calories, 60 g fat, 26 g saturated fat, 0 g trans fat, 185 mg cholesterol, 2,470mg sodium, 84 g carbohydrates, 5 g fiber, 27 g sugar, 55 g protein. Daily values: 15% vitamin A, 15% vitamin C, 35% calcium, 35% iron.

MONONA COMMUNITY FESTIVAL

★ Winnequah Park in Monona, WI, 15 minutes from downtown Madison ★ July 3-4 ★ Art fair, food fair, wife-carrying championships and fireworks over Lake Monona.

EVANSVILLE 4TH OF JULY FESTIVAL

★ Lake Leota Park in Evansville, WI, 30 minutes south of Madison ★ July 1-4 ★ Parade, baseball tournament, music, car show and fireworks.





CHEF ANTHONY'S IOWA BURGER

To highlight Iowa, Chef Anthony created a sinful cheese sauce studded with Iowa's staple crop: sweet corn.

Prep: 30 minutes | Grill: 12 to 14 minutes |

Rest: 5 minutes | Serves 4

1 recipe Corn Cheese Sauce, right

2 pounds 85%-lean ground beef

2 green onions, finely chopped

1 tablespoon Hy-Vee Worcestershire sauce

1 tablespoon garlic paste

Hy-Vee salt and Hy-Vee black pepper, to taste

4 Hy-Vee Bakery hamburger buns, split

Lettuce, tomato and red onion slices, for garnish

1. Prepare Corn Cheese Sauce; cover and keep warm. Prepare a charcoal or gas grill with greased grill rack for direct cooking over medium heat.
2. Combine beef, green onions, Worcestershire sauce and garlic paste. Season to taste. Shape meat mixture into four ¾-inch-thick patties, 8 ounces each.
3. Grill patties for 12 to 14 minutes or until done (160°F), turning once halfway through. During the last 2 minutes of grilling, place buns, cut sides down, on grill to toast. Remove food from grill and let patties rest for 5 minutes.

4. Serve patties in buns topped with Corn Cheese Sauce. If desired, add lettuce, tomato and red onion.

CORN CHEESE SAUCE: In a saucepan, melt 1 tablespoon Hy-Vee butter over medium heat. Add 1 finely chopped shallot; cook for 2 minutes, stirring occasionally. Add ¾ cup Hy-Vee heavy whipping cream and 4 ounces Hy-Vee cream cheese, cut into chunks. Stir until cream cheese is melted. Gradually add 3 cups Hy-Vee shredded sharp Cheddar cheese; stir until melted. Add 3 cups sweet corn kernels (thawed if using frozen), ½ cup crumbled crisp-cooked Hy-Vee bacon and 1 seeded and finely chopped jalapeño pepper.* Cook over medium-low heat for 10 minutes, stirring occasionally.

*Note: Chile peppers contain volatile oils that can burn your skin and eyes. When working with jalapeño, wear protective gloves.

Nutrition facts per serving: 1,410 calories, 97 g fat, 49 g saturated fat, 3 g trans fat, 345 mg cholesterol, 1,350 mg sodium, 66 g carbohydrates, 5 g fiber, 11 g sugar, 77 g protein. Daily values: 50% vitamin A, 20% vitamin C, 70% calcium, 40% iron.

YANKEE DOODLE POPS

★ State capitol building, Des Moines, IA ★ July 1 ★ Find a spot on the capitol's lawn and listen to a stirring performance by the Des Moines Symphony under direction of Joseph Giunta, which concludes with a fireworks display.

SATURDAY IN THE PARK

★ Grandview Park Bandshell in Sioux City, IA ★ July 2 ★ More than 50,000 gathered last year for the music and fireworks show, sponsored by Hard Rock Hotel & Casino. This year's headliners have not yet been announced, but last year featured Aretha Franklin.





OLATHE FIREWORKS

★ Staged at the Great Mall of the Great Plains in Olathe, KS ★ July 4 ★ Arrive early for best parking and view of this entertaining display.

WAMEGO FIREWORKS SHOW

★ Wamego, 20 minutes east of Manhattan, KS ★ July 4 ★ Wamego's fireworks extravaganza—50,000 fireworks shells fired in 30 minutes—was named best show in the state in 2011.



CHEF BEN'S BBQ BURGER

Some of the best barbecue comes from Kansas, inspiring Chef Ben to create this barbecue-enhanced burger with barbecue sauce both in and on the patty.

Prep: 20 minutes | 12 to 14 minutes |

Rest: 5 minutes | Serves 4

2 pounds 85%-lean ground beef

½ cup crushed Hy-Vee Cheddar cheese snack crackers

3 tablespoons plus ½ cup Hy-Vee barbecue sauce, divided

2 teaspoons Hy-Vee garlic powder

½ teaspoon Hy-Vee ground mustard

Hy-Vee kosher sea salt and Hy-Vee black pepper, to taste

4 slices Hy-Vee Muenster cheese

4 ounces smoked Gouda cheese, sliced into four pieces

4 Hy-Vee Bakery hamburger buns, split

2 Roma tomatoes, thinly sliced

1 medium red onion, thinly sliced

8 slices crisp-cooked Hy-Vee bacon

Green leaf lettuce, for serving

Hy-Vee bread-and-butter sweet pickle slices, optional

1. Prepare a charcoal or gas grill with greased grill rack for direct cooking over medium heat.

2. In a large bowl, combine ground beef, crackers, 3 tablespoons barbecue sauce, garlic powder and mustard. Season to taste with salt and pepper. Shape meat mixture into four ¾-inch-thick patties, about 8 ounces each.

3. Grill patties for 12 to 14 minutes or until done (160°F), turning once halfway through. During the last 2 minutes of grilling, top patties with Muenster and smoked Gouda cheese; place buns, cut sides down, on grill to lightly toast. Remove food from grill and let patties rest for 5 minutes.

4. Serve patties on buns with remaining ½ cup barbecue sauce, tomatoes, red onion, bacon, lettuce and, if desired, pickle slices.

Nutrition facts per serving: 1,060 calories, 62 g fat, 25 g saturated fat, 2 g trans fat, 225 mg cholesterol, 1,380 mg sodium, 51 g carbohydrates, 5 g fiber, 16 g sugar, 69 g protein. Daily values: 20% vitamin A, 10% vitamin C, 45% calcium, 45% iron.

CHEF BRYAN'S ROYAL BLEU AND GOLD BURGER

Go, Royals! Chef Bryan dedicates this burger to his home state's 2015 World Series winners, the Kansas City Royals baseball team. The team's colors, blue and gold, are represented by the blue cheese and golden onion rings.

Prep: 20 minutes | Grill: 12 to 14 minutes | Rest: 5 minutes | Serves 4

1 recipe Gold-Fried Onion Rings, *right*

2 pounds 85%-lean ground beef

2 teaspoons Hy-Vee Hickory House

The Steak Whisperer seasoning

4 Hy-Vee Bakery Hy-Waiian hamburger buns, split

2 tablespoons Hy-Vee butter

4 ounces blue cheese, thinly sliced

½ cup Hy-Vee Hickory House bacon marmalade spread

1 or 2 Hy-Vee kosher dill pickles, sliced lengthwise into thin slices

¼ cup Hy-Vee stone-ground Dijon mustard

4 leaves Bibb lettuce

1. Prepare Gold-Fried Onion Rings; keep warm.

Prepare a charcoal or gas grill with greased grill rack for direct cooking over medium heat.

2. Shape beef into four ¾-inch-thick patties, about 8 ounces each. Season patties with steak seasoning.

3. Grill patties for 12 to 14 minutes or until done (160°F), turning once halfway through. Spread cut sides of buns with butter. During the last 2 minutes of grilling, top patties with blue cheese; place buns, buttered-sides down, on grill to toast. Remove food from grill and let patties rest for 5 minutes.

4. To serve, spread bacon marmalade on bun bottoms; layer with pickle slices, patties and Gold-Fried Onion Rings. Spread bun tops with mustard; top with lettuce and place on top of burgers.

GOLD-FRIED ONION RINGS: In a deep fryer or large heavy saucepan suitable for deep frying, heat oil to 350°F. For deep fryer, follow instructions for quantity of oil. For heavy saucepan, allow at least 2 inches of oil. In a bowl, whisk together 2 Hy-Vee large eggs and 1 cup Hy-Vee skim milk. In another bowl, combine 2 cups Hy-Vee all-purpose flour, 1 teaspoon Hy-Vee salt, 1 teaspoon Hy-Vee garlic powder and ½ teaspoon Hy-Vee black pepper.

Cut 1 yellow onion into ½-inch-thick rings. Working in batches, toss onion rings into flour mixture, coating evenly, then add to egg mixture and again to flour mixture. Fry for 1 to 2 minutes or until golden brown. Remove with a slotted spoon and set on paper towels to drain. Keep onion rings warm.

Nutrition facts per serving (without onion rings):

1,000 calories, 54 g fat, 22 g saturated fat, 2 g trans fat, 190 mg cholesterol, 1,470 mg sodium, 73 g carbohydrates, 3 g fiber, 35 g sugar, 57 g protein. Daily values: 45% vitamin A, 10% vitamin C, 25% calcium, 40% iron.



BIG BANG CELEBRATION

★ Longview Lake, Lee's Summit, MO ★ July 4 ★ Concert, games, fireworks over the lake, including one of the nation's largest fireworks explosions to end the show.



SALUTE TO AMERICA

★ Downtown festival district in Jefferson City, MO ★ July 3-4 ★ Carnival rides, parade, concerts, street dance, car shows and a fireworks show near the state capitol building.

CHEF DARREN'S HORSESHOE HAMBURGER

For inspiration, Chef Darren turned to the Springfield, Illinois, hometown dish, an open-face sandwich called the horseshoe. Like that sandwich, this burger features French fries and a velvety cheese sauce.

Prep: 30 minutes | Grill: 12 to 14 minutes |

Rest: 5 minutes | Serves 4

1 recipe Cheddar Cheese Sauce, *right*

1 pound Hy-Vee frozen straight-cut French fries

2 pounds 85%-lean ground beef

Hy-Vee kosher sea salt, to taste

Hy-Vee black pepper, to taste

4 Hy-Vee Bakery sesame buns, split

2 tablespoons Hy-Vee butter, melted

4 slices Hy-Vee deli ham

Hy-Vee bread-and-butter sweet pickle slices,
for serving

Hy-Vee paprika, for garnish

1. Prepare Cheddar Cheese Sauce; cover and keep warm. Prepare French fries according to package directions; keep warm. Prepare a charcoal or gas grill with greased grill rack for direct cooking over medium heat.

2. Shape beef into four ¾-inch-thick patties, about 8 ounces each. Season with salt and pepper.

3. Grill patties for 12 to 14 minutes or until done (160°F), turning once halfway through. During the last 2 minutes of grilling, brush cut sides of buns with butter. Place buns, buttered-sides down, on grill to lightly toast. Remove food from grill; let patties rest for 5 minutes.

4. Serve patties in buns with ham, pickles, fries, Cheddar Cheese Sauce and, if desired, paprika.

beer, 1 teaspoon Hy-Vee Dijon mustard, and 1 teaspoon Hy-Vee Worcestershire sauce. Bring to boiling; reduce heat. Gradually stir in 1½ cups Hy-Vee shredded Cheddar cheese until cheese is melted. If desired, add a few drops of hot sauce.

Nutrition facts per serving: 1,300 calories, 86 g fat, 40 g saturated fat, 3.5 g trans fat, 295 mg cholesterol, 1,370 mg sodium, 65 g carbohydrates, 5 g fiber, 9 g sugar, 66 g protein. Daily values: 30% vitamin A, 10% vitamin C, 40% calcium, 40% iron.

CHEDDAR CHEESE SAUCE: In a small saucepan, melt 2 tablespoons Hy-Vee butter over medium-low heat. Whisk in 2 tablespoons Hy-Vee all-purpose flour. Cook for 2 to 3 minutes, whisking frequently. Whisk in ¾ cup Hy-Vee heavy whipping cream, ½ cup Pilsner

CAPITAL CITY CELEBRATION

★ Downtown Springfield, IL ★
July 3-4 ★ Games, bands, food
and fireworks.

PEORIA RED, WHITE & BOOM

★ Downtown Peoria, IL ★ July
3-4 ★ Live music; food; the
Kids Zone, with inflatable
games and zoo displays; and
one of the largest fireworks
displays in the state.

AMVETS PARADE & FIREWORKS

★ Downtown and
Mississippi River bank in
East Moline, IL ★ July 3-4
★ Downtown parade,
concerts, a bouncy
house for kids, hospital
bed races
and fireworks on
the riverfront.



CHEF REBECCA'S BUFFALO TURKEY JUICY LUCY

Inspired by Minnesota's famous Juicy Lucy, this version of the cheese-stuffed burger gets a buffalo-wing spin as well, complete with hot sauce and crumbles of blue cheese.

Prep: 20 minutes | Grill: 12 to 14 minutes |

Rest: 5 minutes | Serves 4

3 cups Hy-Vee shredded coleslaw mix

¼ cup Hy-Vee bacon ranch dressing

2 pounds 85%-lean ground turkey

½ cup finely chopped red onion

4 slices Hy-Vee Havarti cheese

Hy-Vee kosher sea salt, to taste

Hy-Vee black pepper, to taste

½ cup Hy-Vee Hickory House Big Bad Buffalo tangy buffalo wing sauce

4 Hy-Vee Bakery sesame buns, split

¼ cup Hy-Vee mayonnaisse

4 teaspoons Hy-Vee Dijon mustard

½ cup crumbled blue cheese

1. Prepare a charcoal or gas grill with greased grill rack for direct cooking over medium heat.
2. Combine coleslaw mix and ranch dressing. Cover and refrigerate until serving time.
3. In a large bowl, combine ground turkey and red onion. Shape into eight ½-inch-thick patties, about 4 ounces each. Place slices of cheese centered on top of four patties. Top with remaining patties; pinch edges to seal. Season to taste.
4. Grill patties for 12 to 14 minutes or until done (165°F), turning once halfway through and brushing with buffalo wing sauce. During the last 2 minutes of grilling, place buns, cut sides down, on grill directly over heat to lightly toast. Remove food from grill and let patties rest for 5 minutes.
5. Spread bun bottoms with mayonnaisse and mustard. Layer with meat patties, coleslaw mixture and blue cheese. Top with bun tops.

Nutrition facts per serving: 900 calories, 62 g fat, 18 g saturated fat, 0 g trans fat, 220 mg cholesterol, 1,860 mg sodium, 38 g carbohydrates, 3 g fiber, 7 g sugar, 51 g protein. Daily values: 25% vitamin A, 35% vitamin C, 35% calcium, 25% iron.



MINNEAPOLIS RED, WHITE & BOOM

★ Water Power Park on the east side of downtown Minneapolis, MN ★ July 4 ★ Best viewing for fireworks

is from the Stone Arch Bridge over the Mississippi River; day includes a half marathon, music and a family fun zone in

Father Hennepin Bluffs Park.

ALBERT LEA 4TH OF JULY CELEBRATION

★ Fountain Lake in Albert Lea ★ July 3-4

★ Parade, ski show at Edgewater Park, downtown car show and fireworks over the lake.



MULES AND MARGARITAS

HyVee

**SUMMERTIME
CHILLERS**

BUBBLES AND BREWS

2016

SOAK UP THE SUN WITH UNUSUAL TWISTS TO CLASSIC COCKTAILS USING FRESH, SEASONAL INGREDIENTS. BLEND KIWIS INTO MARGARITAS. RE-CREATE THE MULE WITH GRAPEFRUIT VODKA AND WATERMELON. INFUSE BREWED TEA WITH MUDDLED BERRIES AND SPIRITS, AND GIVE BARABOO BEER A BOOST WITH PINEAPPLE AND BOURBON. CHEERS!

WORDS Lois White PHOTOS Tobin Bennett

Icy cold and refreshing, classic margaritas get a fresh spin when you add kiwis to the mix. The sweet and tangy flavor notes make these unexpectedly refreshing.

Prep: 15 minutes | Serves 5

Kosher salt

Lime wedge

½ cup Triple Sec or other orange-flavor liqueur

½ cup tequila

⅓ cup fresh lime juice

¼ cup Hy-Vee sugar

4 large kiwifruit, peeled and chopped

3 cups small ice cubes

Additional kiwifruit slices, for garnish

1. Place some salt on a small plate. Rub rims of five margarita glasses with lime wedge. Dip rims of glasses in salt to coat; set aside.

2. In a blender, add Triple Sec, tequila, lime juice, sugar, kiwifruit and ice. Cover and blend until smooth. Pour margaritas into salt-rimmed glasses. Garnish drinks with kiwifruit slices.

Nutrition facts per serving: 210 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 0 mg sodium, 22 g carbohydrates, 2 g fiber, 21 g sugar, 1 g protein. Daily values: 2% vitamin A, 120% vitamin C, 2% calcium, 2% iron.

KICKED-UP KIWI MARGARITAS

RASPBERRY TEA COCKTAILS

Infuse sweetened raspberry tea with muddled fresh berries and citrus for a light and delicious drink.

Prep: 15 minutes | Chill: 2+ hours | Serves 5

3 cups water

3 Hy-Vee Raspberry Hibiscus Tea bags

1 tablespoon Hy-Vee honey

½ medium orange, sliced

½ cup fresh raspberries

⅓ cup orange juice

4½ ounces vodka

1½ cups lemon-lime soda

Additional orange slices and fresh raspberries, for garnish

1. In a medium saucepan, bring water to boiling. Turn off heat and add tea bags. Steep tea for 2 to 3 minutes. Remove the tea bags. Stir in honey. Place the tea in a 2-quart pitcher; cover and refrigerate at least 2 hours or until well chilled.

2. Quarter orange slices. Place orange slices, raspberries, orange juice and vodka in a medium bowl. Using the back of a spoon, muddle or press together the ingredients. Add mixture to pitcher of tea. Stir well. Slowly add lemon-lime soda.

3. Serve tea in ice-filled glasses. Garnish with additional orange slices and raspberries.

Blueberry Tea Cocktails: Prepare recipe as directed except use Hy-Vee Açai Pomegranate Blueberry Green Tea bags and blueberries and sliced strawberries, instead of oranges and raspberries. Add rum instead of vodka. Garnish drinks with fresh blueberries.

Nutrition facts per serving for Raspberry Tea Cocktail: 120 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 10 mg sodium, 17 g carbohydrates, 1 g fiber, 14 g sugar, 0 g protein. Daily values: 2% vitamin A, 35% vitamin C, 2% calcium, 0% iron.



Hy-Vee Herbal or Specialty Teas: select varieties 20 ct. 2/\$4.00



WATERMELON MOSCOW MULES



The true signature of this cocktail is the stunning copper mug, which quickly cools until the metal matches the icy temperature of the drink.

Prep: 10 minutes | Serves 1
¾ cup seedless watermelon chunks
1½ ounces grapefruit vodka
Juice of 1 lime wedge
Ice cubes
4 ounces ginger beer
Watermelon wedge, for garnish
Lime peel twist, for garnish
Mint, for garnish

1. Place watermelon in a blender. Cover and blend until smooth. Strain, reserving ¼ cup juice, and discard pulp. Place watermelon juice, vodka and lime juice in an ice-filled cocktail shaker. Cover and shake for 10 seconds. Strain into a Moscow mule glass filled with ice. Top with ginger beer. Garnish with watermelon wedge, lime peel twist and mint.

Nutrition facts per serving: 180 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 15 mg sodium, 20 g carbohydrates, 0 g fiber, 18 g sugar, 1 g protein. Daily values: 10% vitamin A, 15% vitamin C, 0% calcium, 2% iron.



* Bonus feature:
Learn to make
Watermelon
Moscow Mules.
Watch the video
in your free digital
version of *Hy-Vee
Seasons*. Downloading
information on *page 3*.



This effervescent drink blends light wheat beer with bold, rich bourbon and sweet pineapple juice. Make it the opening act for your next outdoor barbecue.

Prep: 5 minutes | Freeze 2+ hours | Serves 3

1 cup pineapple chunks

1½ cups pineapple juice, chilled

1½ ounces bourbon whiskey

1 (12-ounce) bottle Baraboo wheat beer, chilled

1. Thread pineapple chunks onto three wooden skewers. Place skewers on a baking sheet and freeze for several hours or overnight.
2. In a small pitcher, combine pineapple juice and whiskey. Slowly add beer. Serve immediately with frozen pineapple skewers.

Nutrition facts per serving: 180 calories, 0 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 10 mg sodium, 26 g carbohydrates, 1 g fiber, 18 g sugar, 1 g protein. Daily values: 0% vitamin A, 90% vitamin C, 4% calcium, 0% iron.

BEER AND BOURBON COCKTAILS



the perfect
CELEBRATION
FOR SHAWN JOHNSON & ANDREW EAST

OLYMPIC GOLD MEDALIST SHAWN JOHNSON AND PROFESSIONAL FOOTBALL PLAYER ANDREW EAST ARE BOTH USED TO THE SPOTLIGHT. BUT THE LOVE AND SUPPORT OF FAMILY AND FRIENDS THROUGHOUT THEIR ENGAGEMENT HAS BEEN A VERY SPECIAL KIND OF ATTENTION. AN IOWA WEDDING SHOWER HELPED THE COUPLE REVISIT THEIR MIDWEST ROOTS, WHILE A BEAUTIFUL WEDDING IN NASHVILLE CELEBRATED THEIR NEW HOME.

WORDS Wanda Ventling PHOTOS Austin Day,
Cameron Sadeghpour and Greg Scheidemann



Beloved by the community, it is no surprise that Shawn and her new husband celebrated a wedding shower in West Des Moines. Those at Hy-Vee who have worked with her through the years were honored to help with the event and congratulate the happy couple. The shower, which was staged at the home of close friends of the family, was a time for Shawn to greet old friends and relatives, and for guests to meet Andrew. For the wedding, the party moved to Tennessee, where the couple have both lived in recent years. Instead of asking either of their families to travel to the other's home for the ceremony, Shawn and Andrew asked their families and guests to celebrate with them in Nashville. After the arrival of more than 350 guests, most from out of town, Shawn and Andrew were surrounded by loved ones. Shawn said that "from the music to the lights, to the food, the wedding was 100 percent us."



The Newlyweds

Shawn had been working at the London Olympics when she met Andrew's brother, who was "raving about this younger brother of his." He insisted that Andrew and Shawn meet when they were back in the states. The opportunity arose in Los Angeles, where Shawn and Andrew hit it off. They had dated for three years when Andrew proposed at a Chicago Cubs baseball game in July 2015. The two were married 10 months later, on April 15.

WERE YOU SURPRISED WHEN ANDREW PROPOSED AT THE CUBS GAME?

A: I had no idea. USA Gymnastics hosted a competition in Chicago and they asked me to come throw out the first pitch and do interviews for the gymnastics meet. Andrew and I had talked about it and had gone ring shopping and stuff, but he actually had to report to training camp that next morning. So in my mind, proposing never would have occurred there at that time.

WHAT MADE YOU DECIDE TO HAVE A SHOWER IN DES MOINES?

A: There were so many people in Des Moines who were so close to me who couldn't come to the wedding. I had a really hard time deciding whether to have the wedding in Des Moines or Nashville, and having a shower here gave me enough reason to have the wedding in Nashville and still be able to enjoy the shower with everyone.

WHO ATTENDED THE SHOWER?

A: It was put on by a lot of people, my parents and really close friends of my parents. So it was a random group, but a group that's really close to me and my family. Andrew was meeting most everyone who was there for the first time. He got to meet a lot of my extended family, friends, some of the Hy-Vee people and some really close family friends of ours.

WHAT ROLE DID HY-VEE HAVE IN YOUR WEDDING SHOWER?

A: Donna Tweeten [Hy-Vee Chief Marketing Officer] is like a part of the Johnson family and forever will be. Having her there and having Hy-Vee associated with the shower meant a lot to me. It was incredible. We actually had a Hy-Vee sushi chef making fresh sushi the whole night, and we had a chocolate fountain. It was honestly incredible, like five-star-restaurant incredible!

HOW DID YOU FIRST BECOME INVOLVED WITH HY-VEE?

A: Hy-Vee jumped on and partnered with me when I was about 14 and, honestly, just became family. I think being a local girl and a local company it was a perfect fit. It's weird not having a Hy-Vee in Nashville but it's like every time I go home—it sounds corny—but I can't wait to go to Hy-Vee just 'cause it's the place to go.

HOW WOULD YOU DESCRIBE THE STYLE OF YOUR WEDDING?

A: We went for a rustic feel or like country feel. Having both been from the Midwest, we wanted something that was easy and fun for everyone. We rented out a private home, a farm estate. It was beautiful. Their barn didn't have too much of a barn feel. We did more greenery than anything. I'm not a girly girl, so I didn't want hundreds of roses everywhere.

HOW DID HAVING A CROWD OF FAMILY AND FRIENDS COMPARE TO OTHER CROWDS YOU'VE FACED?

A: It was so great, it was so different. I've never been in a crowd like that where everybody was my friends and family. It just made it so much fun because I didn't feel like I had to live up to expectations or work or put on my business side. I got to be me, and that made it a really fun night.

WHAT WAS YOUR FAVORITE MEMORY FROM THE BIG DAY?

A: Everything. It was like the most perfect day ever. I mean honestly, the ceremony was really special just being able to say "I do" and call him my husband. I don't know, from the music to the lights and the food, the wedding was 100 percent us.

WHAT ADVICE WOULD YOU OFFER SOMEONE PLANNING A WEDDING?

A: I would say just keep it as simple as possible. I feel like there's so much with weddings that you can get caught up with and overwhelmed with, so just keep it lighthearted and simple. It's really for nobody but you and your husband.

WERE YOU ABLE TAKE A HONEYMOON?

A: Not yet. Andrew started training the morning after the wedding. We will go on our honeymoon at the end of July. We are doing a South American cruise and are very excited.

ARE YOU GOING TO BE INVOLVED WITH THE UPCOMING OLYMPICS?

A: Yes I will be there from the opening ceremonies to the closing ceremonies. I actually am commentating and working the whole time!

at the WEDDING SHOWER



FAMILY & FRIENDS

The most important part of any celebration is the company you share it with. Shawn and her fiancé spent their wedding shower surrounded by loved ones from the Midwest.



BITE-SIZE APPS

Portable, single-serving containers helped to facilitate mingling. Rather than sitting down to eat a meal, guests were able to meet and greet one another throughout the evening.



BUFFET STATIONS

A number of elegant Hy-Vee catering displays were set up throughout the home. This encouraged guests to visit several rooms and meet new people at every buffet stop.



FRESH ROLLED SUSHI

Sushi is one of Shawn's all-time favorite foods. A Hy-Vee chef was on location throughout the event, preparing fresh Japanese-style rolls.



CHOCOLATE FOUNTAIN

A dynamic focal point on the dessert table, Hy-Vee's chocolate fountain starred with a range of dipping choices, including fresh fruit.



GOURMET SWEETS

Light and fresh dessert shooters rounded out the menu along with other tasty treats from the Hy-Vee Kitchen.

start **PLANNING**

Whether held in a courthouse or a cathedral, a wedding requires time, thought and attention as two people plan their marriage. Use the charts and ideas on these pages, along with help from your local Hy-Vee professionals, to plan your special day.



floral

Weddings and other large events demand professionally trained Hy-Vee floral designers. They are expert at executing a range of designs, while managing all-important budgets and schedules. These designers keep up with current trends and techniques so they can create magical environments. They'll start with your design requests—from rustic to formal—to create your dream wedding. You may envision a simple daisy bouquet for a charming outdoor wedding or a magnificent floral-laden church with a garden-rose-covered wedding arch for a platinum affair. Your Hy-Vee Floral Department brings exactly what you want to life.



catering

The biggest trends in modern weddings are reflecting the personalities of the couple and finding ways to economize on the high cost of hosting a reception. As many newlyweds know, venues and caterers charge hefty prices for wedding reception meals. At your local Hy-Vee, chefs and caterers have meal and buffet options—from BBQ buffets to fine-plated meals—with prices that will meet your budget. With Hy-Vee, you can serve a stellar reception meal and have money left for your honeymoon! Schedule an appointment with your local Hy-Vee Catering Department and also with the staff at the Wine & Spirits Department to discuss your event.

wedding planning timeline

9-12 MONTHS

- Announce your engagement
- Set the date
- Determine a budget & initial guest list
- Set the wedding site & reception venue(s)
- Choose wedding party attendants
- Select & order bridal couple's clothing

6-9 MONTHS

- Choose colors
- Select & purchase attendants' clothing
- Discuss & make honeymoon plans
- Select & order rings
- Schedule musicians, photographers, DJ
- Visit Hy-Vee



bakery

From prewedding parties to post-nuptial gatherings, delight your guests with sweet treats. Dessert is always a highlight. Celebrate your engagement with pie! Drape a table in gorgeous linen, and build a display of multiple cake stands in various heights, each holding aloft a colorful pie. Let guests choose between freshly baked fruit and silky cream or meringue pies. Hy-Vee has a dozen truly delicious options that are freshly made in our Bakery. For a bridal shower, set up a cookies-and-ice-cream-sundae bar. Select Hy-Vee's bakery cookies, Hy-Vee's new, luxuriously decadent "It's Your Churn" ice cream and a variety of toppings.

wedding cake

The wedding cake—or bride's cake as it is sometimes called—is the pièce de résistance of the reception. Today's cakes are as unique as the couples themselves. The simplest cake may be a plain unfrosted layer cake, with jam filling oozing out the sides, while grand cakes can be highly ornate and elaborate. When England's Prince William married Kate Middleton in 2011 their wedding cake stood eight tiers high, with more than 900 sugar paste flowers.

Don't have a kingly budget but dream of a glorious wedding cake? Hy-Vee Bakery is the perfect choice. Visit your local Hy-Vee Bakery to discuss the cake of your dreams.



favours

Custom favors are tiny mementos from a beautiful event. They add a charming element to guests' place settings or make a pretty display neatly arranged on a tray or in a large wicker basket.

Order them from a custom favor supplier and you'll pay a hefty price. For the same high-end look, use Hy-Vee as your source for tasty treats. The favors, *above*, were easy to make using macarons (1) or a monogrammed or favorite cookie (2), both ordered from the Hy-Vee Bakery, or candies from the candy aisle in wedding colors (3). Little boxes, parchment envelopes or drawstring bags are available from crafts stores or online.

Add a note inside to thank guests for coming.

Go to Hy-Vee.com/seasons for wedding downloadables.

4-6 MONTHS

- Finalize the guest list
- Design & mail save-the-date cards
- Design/select invitations and other paper goods
- Plan rehearsal dinner & venue
- Reserve hotel rooms
- Select & order food from Hy-Vee
- Register for gifts
- Schedule transportation
- Get a marriage license

2-4 MONTHS

- Finalize plans
- Make or order favors
- Schedule dress fittings & beauty appointments
- Attend showers & parties
- Create a place for wedding news

6 WEEKS

- Mail wedding & rehearsal dinner invitations
- Meet with officiant
- Attend to details

2-4 WEEKS

- Finalize details

1 DAY BEFORE

- Pack for wedding & honeymoon
- Check last-minute items



surf & turf

WORDS Carlos Acevedo
PHOTOS Tobin Bennett and
Cameron Sadeghpour

Something irresistible happens when you combine the best of land and sea on the grill. The meaty goodness of seared beef tastes delicious when served alongside the sweet delicate meat of smoky shellfish. Once the height of luxury, this classic pairing will make a fun splurge for your next cookout.

The origin of the term “surf and turf” has probably been lost to history, but an early reference was in the *Los Angeles Times* in 1961. A writer used it to describe a gourmet lobster tail and filet mignon dinner that cost about \$5. Sounds like a bargain nowadays, but it was a big-ticket item back then, due to the challenges of obtaining reliably fresh seafood and the premium paid for restaurant-quality steaks.

Today, thanks to Hy-Vee's close relationships with top-quality ranchers and fisheries, the same splendid dinner is easily prepared on a backyard grill. While top-grade beef was once reserved for steak houses, it is now available at Hy-Vee's well-stocked meat counter. And the long-standing scarcity of seafood in the Heartland is a thing of the past. With modern fishing and shipping practices, the bounty of the sea is available to us fresh every day. Hy-Vee's commitment to procuring only the finest in sustainable seafood, harvested in a way that is not harmful to ocean life and the environment, means you can shop at Hy-Vee's well-stocked seafood counter guilt-free, see *page 65*. It couldn't be easier to have a grill adventure!

Surf and turf is no longer limited to lobster and steak, although that's an undeniably great way to go. Just as new terms have been coined, such as “beef and reef” and “pier and steer,” new combos are en vogue: shrimp, scallops and crab are paired with many cuts of beef, whether it be a juicy rib-eye or a Flintstones-worthy porterhouse. Check out the pages ahead for new and creative surf and turf recipes.

Before embarking on a grill feast this tasty, take a second to refresh your grill IQ by reviewing the fundamentals of grilling on *page 62*. Setting up a grill for direct and indirect cooking is covered, as is how to gauge when your premium Hy-Vee steaks are cooked to perfection. For more about selecting steaks and seafood, see the information on *page 66*.

Also take advantage of a new service—online shopping, which allows you to order Hy-Vee meat, seafood or anything else you want while sitting at your computer. Hy-Vee staff members will prep, bag and price everything purchased for pickup or delivery. You'll never have to wait. For more information, visit Hy-Vee Aisles Online shopping service on the store's website at www.hy-vee.com/grocery/

HY-VEE'S BEEF PROGRAM

Located in the back of every Hy-Vee store, you'll find an oasis of gorgeous hand-trimmed beef, otherwise known as the Meat Department. Here, experienced butchers use the tools of their trade—sharp knives and saws—to prepare a daily smorgasbord of bright red, beautifully marbled beef steaks laid out behind the glass of the refrigerated counter. Rely on the expertise of these craftspeople when planning your next cookout.

At the heart of this bonanza, Hy-Vee offers several lines of exclusive beef sourced from the best Midwest cattle ranchers. Designated with the “Reserve” label, these 100-percent all-natural meats are handpicked based on the highest standards for tenderness and flavor. The most affordable, Angus Reserve, is equivalent to the USDA's “Select” designation and is an excellent choice for affordable weeknight cooking. But to take your cookout to the next level, consider purchasing a “Choice Reserve” or “Prime Reserve” steak. Learn more about USDA Choice and Prime grades, *page 62*. These abundantly marbled cuts offer the superior juiciness and tenderness that's ideal for grilling a special occasion meal.

**FIND THESE
DELICIOUS
DUOS**

**TENDERLOIN
&
CRAB**

**NY STRIP
&
SHRIMP**

**T-BONE
&
SCALLOPS**

**RIB-EYE
&
LOBSTER**

TOP SHELF BEEF



USDA PRIME

Based on its age, flavor and tenderness, this is the top grade given by the USDA for beef. Prime beef has abundant marbling (the flecks of fat within the meat) that ensures the meat will be succulent when cooked. Less than 2 percent of beef gets this designation.



USDA CHOICE

This is the second highest grade for beef, given by the USDA. Widely available, it is more affordable than Prime beef but has less marbling. Hy-Vee Choice Reserve is at the top end of the Choice scale, making it a high-quality option.



DRY AGED

Though not a USDA grade, dry-aged beef is considered the highest caliber of beef. The process of aging dramatically improves meat's texture and flavor, making it superior even to Prime. For a closer look at this beef, see page 70.

SET UP YOUR GRILL

Before diving into your surf and turf adventure, take a second to review a few fundamentals of grilling. Don't fire up the barbie until you've given the hot grate a good scrubbing with a grill brush to remove any old char. Grease the grate with a light coating of vegetable oil, and you're ready to grill. Whether you use a charcoal or gas grill, the first thing to know about is direct versus indirect heat (you'll notice that every recipe in this story calls for one or both of these).

Direct grilling is the method of placing food on the grill rack directly over the heat source. Whether you have the lid closed or open will depend on the recipe. Indirect grilling positions the food on the grill rack to the side of the heat source, but with the lid closed so the heat inside the grill reflects back onto the food, cooking it like an oven. If you use charcoal, set the coals on one side of the grill and place a foil pan with water directly under food to catch drippings. For a gas grill, set one side of the burners on high and place the food on the opposite side.

To check the temperature of a grill, carefully place your hand a few inches above the rack. If you can only hold it there for 2 seconds, the grill is hot; 3 seconds and the grill is medium-hot; 4 seconds and it's medium. More than 5 seconds, you need to crank up the heat or add more coals.

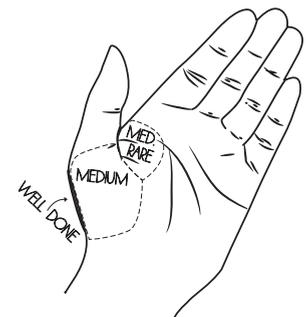
GETTING THE RIGHT TEMP

The most accurate way to determine the internal temperature of a steak is with an instant-read food thermometer. Keep one handy whenever you grill meat.

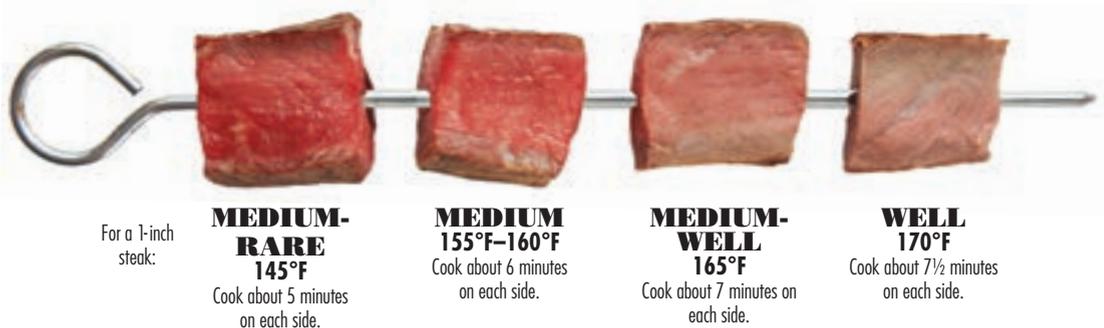
To use, grasp a steak with tongs and insert the thermometer into the side, keeping the probe centered so it reaches deep into the meat without touching bone or fat. The internal temperature will register after a few seconds.

Start checking the temperature a bit early, just in case your grill runs hot and you need to vary the cooking time. It's best to check every steak, as heat levels on the grill can be uneven, leaving some steaks more cooked than others.

Sizzling-hot steaks keep cooking up to 10 minutes after removal from the grill. To compensate and reach the level of doneness you desire, figure the internal temperature will climb 10°F in 10 minutes while resting. Remove the steak when it is one level of doneness less than desired.



VETERAN GRILLERS CAN TELL DONENESS BY TOUCH ALONE. AS MEAT COOKS, THE PROTEINS FIRM UP AND WITH SOME EXPERIENCE YOU CAN ESTIMATE HOW COOKED A STEAK IS JUST BY PRESSING IT WITH A FINGER. USE THE ILLUSTRATION, ABOVE, AS AN APPROXIMATE GUIDE: IF YOUR COOKED STEAK FEELS LIKE ONE OF THE AREAS SHOWN ON THE HAND, IT'S AROUND THAT LEVEL OF DONENESS.



This is the lowest safe internal temperature for serving beef, according to the USDA.



PORTERHOUSE STEAK *with* CHOPPED HERB SAUCE

The most dramatic of steaks, one porterhouse can feed a whole family. The herb sauce, prepared on the cutting board, makes the sliced meat especially flavorful.

Prep: 30 minutes | Grill: 30 to 35 minutes |
Rest: 15 minutes | Serves 4

1 (2-pound) porterhouse steak,
2 inches thick

1 tablespoon Hy-Vee Select olive oil
Hy-Vee kosher sea salt and Hy-Vee
black pepper, to taste

1 recipe Chopped Herb
Board Sauce, *below*

1. Trim fat from steak; let stand at room temperature for 15 minutes. Prepare a charcoal or gas grill for direct cooking over medium heat on one side of grill and indirect cooking on the other side.
2. Rub steak with olive oil and season to taste with salt and pepper.
3. Grill steak over indirect heat for 10 minutes. Turn and grill 10 minutes more or until an instant-read thermometer inserted in the center of the steak registers 115°F. Meanwhile, prepare Chopped Herb Board Sauce.
4. Grill steak over direct heat to desired doneness, turning every 2 minutes. Allow 10 to 12 minutes for medium-rare (145°F) or 13 to 15 minutes for medium (160°F). Transfer steak from the grill to the prepared cutting board, and turn several times to coat with sauce. Cover steak loosely with foil and let it rest for 15 minutes.
5. To serve, cut the steak from the bone into ½-inch-thick slices.

CHOPPED HERB BOARD SAUCE:

On a large cutting board, finely chop ¼ cup fresh parsley, ¼ cup fresh sage, 2 tablespoons fresh thyme and 1 clove garlic. On same cutting board, add ⅓ cup Hy-Vee Select extra virgin olive oil, 1 tablespoon Hy-Vee kosher sea salt and ½ teaspoon crushed red pepper; stir mixture together and set aside board with sauce until steak is ready.

Nutrition facts per serving: 820 calories, 65 g fat, 19 g saturated fat, 0 g trans fat, 150 mg cholesterol, 1,650 mg sodium, 1 g carbohydrate, 1 g fiber, 0 g sugar, 55 g protein. Daily values: 10% vitamin A, 10% vitamin C, 4% calcium, 40% iron.

SMOKY SANTA MARIA RIB-EYES with GRILLED ZUCCHINI

In the town of Santa Maria on California's central coast, a unique form of grilling called Santa Maria barbecue uses oak smoke and zesty vinaigrette bastes to render charbroiled steaks mouthwateringly delectable.

Prep: 25 minutes | Grill: 10 to 15 minutes |
Rest: 10 minutes | Serves 4

4 (8-ounce) Hy-Vee dry-aged beef rib-eye steaks,
1 inch thick

½ cup oak wood chips, soaked in water
Hy-Vee garlic salt, to taste

1 medium zucchini, halved lengthwise

1 tablespoon plus ¼ cup Hy-Vee Select olive oil, divided
Hy-Vee kosher sea salt, to taste

¼ cup Hy-Vee red wine vinegar

2 tablespoons Hy-Vee dried parsley or oregano

1 tablespoon minced garlic

1 teaspoon crushed red pepper

1 tablespoon chopped fresh mint

1 recipe Avocado Toasts, optional, *right*

1. Trim fat from steaks; let stand at room temperature for 15 minutes. Prepare a charcoal or gas grill for direct cooking over medium-high heat. Place wood chips in a smoke box or wrap in aluminum foil and poke holes in the foil; place on grill over direct heat.

2. Season steaks to taste with garlic salt. Brush zucchini halves with 1 tablespoon oil; sprinkle with sea salt.

For steak baste, in a small bowl, whisk together vinegar,

¼ cup olive oil, parsley, garlic and crushed red pepper.

If desired, reserve 2 tablespoons for Avocado Toasts.

3. Grill steaks for 10 to 12 minutes for medium-rare (145°F) or 13 to 15 minutes for medium (160°F), turning once halfway through; brush steaks periodically with steak baste, whisking baste as necessary to recombine. Remove steaks from grill and let rest for 10 minutes. Grill zucchini halves for 6 minutes, turning once.

4. On a cutting board, slice zucchini halves. Sprinkle with mint. Sprinkle steaks with sea salt, to taste. Serve steaks with grilled zucchini and, if desired, Avocado Toasts.

Nutrition facts per serving: 760 calories,
64 g fat, 22 g saturated fat, 0 g trans fat,
155 mg cholesterol, 135 mg sodium,
3 g carbohydrates, 1 g fiber, 1 g sugar, 41 g protein.
Daily values: 6% vitamin A, 20% vitamin C,
4% calcium, 25% iron.

AVOCADO TOASTS: Peel and seed 1 avocado; place in a bowl. Add 1 tablespoon Hy-Vee Select olive oil and 1 teaspoon Hy-Vee garlic salt. Mash mixture. Lightly brush cut sides of a split hoagie roll with reserved steak baste. Grill roll, cut sides down, 1 to 2 minutes or until toasted. Spread with avocado mixture and top with shaved Parmesan cheese. Cut into 2-inch-wide slices.



PLAY UP
MEDITERRANEAN
FLAVORS BY
DRIZZLING PESTO
OVER SCALLOPS.

BASTE SHRIMP
WITH HY-VEE
SRIRACHA SAUCE
AS THEY COOK.

SPREAD ITALIAN
DRESSING ON
SHRIMP TO ADD
A TANGY ZIP.

SEAFOOD SKEWERS

These tasty 10-minute skewers complement any steak.

Prep: 4 minutes |
Grill: 6 minutes |

Serves: 6 (3 scallops
or shrimp per serving)

18 fresh or frozen sea scallops, thawed if frozen, or 18 jumbo shrimp, peeled and deveined

2 tablespoons Hy-Vee Select olive oil

Hy-Vee kosher sea salt, to taste

½ cup prepared pesto, Hy-Vee Sriracha sauce or Italian vinaigrette, plus extra for serving

1. Rinse scallops or shrimp, and pat dry with paper towels. Prepare a charcoal or gas grill with well-greased grill rack for direct cooking over medium-high heat.

2. In a large bowl, toss scallops or shrimp with olive oil. Thread scallops or shrimp onto six skewers. Season with salt.

3. Grill skewers for 6 minutes or until scallops or shrimp are firm and grill marks form, turning once. Brush seafood several times with pesto, Sriracha or vinaigrette during final minute on the grill.

4. To serve, place skewers on a platter. If desired, drizzle with additional pesto, Sriracha or vinaigrette.

Nutrition facts per serving: 150 calories, 12 g fat, 1.5 g saturated fat, 0 g trans fat, 10 mg cholesterol, 420 mg sodium, 3 g carbohydrates, 0 g fiber, 1 g sugar, 6 g protein. Daily values: 0% vitamin A, 0% vitamin C, 2% calcium, 2% iron.



RESPECT FOR THE OCEAN

Hy-Vee offers the largest selection of seafood in the Midwest, featuring popular fish and shellfish from around the world to meet your shopping needs. There's salmon from the coasts and lobsters from Maine. If you want gulf shrimp, Hy-Vee has it fresh on ice daily, as well as scallops, mussels, clams and king crab legs. You have the ocean's bounty at your fingertips.

But like many seafood-lovers, you probably have some concerns about overfishing and threats to the marine environment. Hy-Vee shares those concerns and resolved to do something about it.

TAKING RESPONSIBILITY

Thanks to the Responsible Choice program, 100 percent of the seafood now sold at Hy-Vee is sustainably sourced. This includes fresh and private-label seafood. Customers can rest assured they are not harming the oceans or sealife when they feed their families seafood purchased at Hy-Vee.

In recognition of Hy-Vee's efforts, the ocean advocacy group Greenpeace recently ranked Hy-Vee third out of 25 major U.S. supermarket chains for offering seafood that is sustainable and safe. This is up from fifth place the previous year.

SUSTAINABLE HARVESTS

The changes that led to this success started several years ago. To protect and preserve seafood resources, the company decided to implement stricter sourcing policies to provide its customers with high-quality sustainable seafood while minimizing harm to oceans and other sea life. The policies were developed with FishWise, a nonprofit organization focused on environmentally responsible business practices.

As a result, some fish were dropped from Hy-Vee's inventory, such as the threatened Chilean Sea Bass, to be replaced by new, responsibly harvested fish, such as a high-quality king salmon farm-raised exclusively for Hy-Vee. "There's a water canal in New Zealand — fed by mountain glacier water — that's just for our salmon," says John Rohrs, a seafood product manager at Product Distribution of Iowa, the company that manages Hy-Vee's inventory.

CLEAR LABELING

But don't take their word for it — read for yourself. All Hy-Vee seafood is clearly labeled with where and when it was harvested. To start, find the posted Responsible Choice logos.

For more information about the Hy-Vee sustainable seafood program, check out the Hy-Vee website at www.hy-vee.com. For a deeper dive into the latest about seafood, follow the Seafoodies blog at seafoodies.hy-vee.com.



LOBSTER There are two types of lobster, and both are tender and delicious. The first is the sweet-fleshed cold-water lobster, *above*, which is easily identified by the large claws. The second is the warm-water spiny lobster, also called a rock lobster, which does not have claws. It's comparable in taste to the cold-water variety, though the meat of warm-water lobster is firmer and not as sweet.



SHRIMP Easily the most popular shellfish to eat, thanks to its versatility, shrimp are readily available at Hy-Vee both in fresh and frozen form. Fresh shrimp should smell of the sea with no hint of ammonia; rinse and blot dry with paper towels before preparing to cook. Frozen shrimp can be quickly thawed under cold, running water. For convenience, consider purchasing shrimp peeled and deveined.



SEA SCALLOPS There are several types of scallops, but the sea scallop, which is about the size of a golf ball, is ideal for grilling. Sea scallops are pale beige and smell sweet when fresh. Before cooking, pull off the small bit of side muscle on each scallop, which can become chewy.



CRABMEAT Tender crabmeat is a delicious contrast to grilled beef, making it ideal for Surf & Turf. The recipe, *page 69*, here requires preshelled crabmeat, specifically the jumbo lump variety. This designation notes the size of the chunks, rather than the type of crab. You want big pieces, if possible. Though crab is precooked, it's still a good idea to sort through the meat for any stray bits of shell.

BEST PICKS FOR SURF & TURF

HY-VEE HAS THE BEST SELECTION WHEN IT COMES TO SHELLFISH AND BEEF CUTS FOR YOUR NEXT REEF 'N' BEEF GRILL FEST. EXCELLENT WHEN BARBECUED, THESE INGREDIENTS ALSO MIX AND MATCH WONDERFULLY.

T-BONE This steak, sometimes called a porterhouse, takes its name from the prominent T-shape bone. It should rightly be considered two steaks—on one side of the bone is a strip steak and on the other, a portion of tenderloin. However, the bone serves a purpose. It adds flavor and helps the steak stay juicy as it grills.



STRIP A fine-grain cut, the strip steak—also called the top loin or New York strip—strikes a balance between richer cuts like the rib-eye and leaner cuts such as the tenderloin. It is flavorful and quick to grill.



RIB-EYE This is a fine-grained boneless steak with generous marbling throughout, which makes it especially juicy and succulent. It's considered one of the most tender cuts, second in this list only to the tenderloin filet.



TENDERLOIN FILET

A compact steak, the tenderloin is so called because it is literally the most tender cut of beef. It also is quite lean with little intramuscular fat. This makes the subtly flavored filet a healthy beef option for meat-lovers.



SIRLOIN Known for being a good family steak, sirloin is leaner and cheaper than luxury cuts yet has nearly the same flavor, tenderness and juiciness. Although it isn't featured in our Surf & Turf recipes, it makes a fine pound-for-pound substitute for strip steak or rib-eye.



FLANK This lean cut boasts exceptional flavor and makes an excellent cut for the grill. It comprises long muscle fibers that can be tough; the trick is to slice the cooked meat thinly against the grain. This cut is ideal for tacos and fajitas.



*Online feature: Find great Surf & Turf cooking videos at www.youtube.com/user/HyVee. Check out:

- *Preparing Shrimp*
- *How to Grill Scallop and Fruit Kabobs*
- *How to Make Asian Shrimp Kabobs*
- *How to Prepare Crab*
- *How to Crack Crab*
- *How to Make Grilled Cedar Plank Salmon*
- *How to Select & Prepare Steak*
- *How to Pound and Tenderize Meat*
- *Grilled Rib-Eye with Chili Lime Marinade & Black Bean Salad*



HOW TO GRILL THE PERFECT STEAK

When you invest in a premium steak, the last thing you want is to cook it poorly. Here are a few guidelines for ensuring steak perfection every time.

STEP 1 Take the chill off. Let steaks warm on a platter at room temperature for 15 minutes before cooking. This helps any steak cook more evenly.

STEP 2 Season and oil. Rub with a light coat of olive or vegetable oil, and then season with salt and pepper to taste just before grilling. If you season more than a few minutes ahead, the salt will draw out moisture from the steak, which inhibits browning. Meanwhile the oil helps the surface brown and prevents sticking.

STEP 3 Grill marks. For a pretty steak, just remember 10 and two o'clock. Start each steak at an angle with one end pointing at 10 o'clock, then after a quarter of the time has passed, angle the steak so it points to two o'clock. Flip and repeat until done.

STEP 4 Check temp. Unless you're a steak wizard, don't guess

the doneness. Check with an instant-read thermometer several times and adjust time on the grill as needed, *page 62*.

STEP 5 Carry-over cooking. Steaks keep cooking off heat, so always undercook your steak by 10°F, which is about how much the internal temperature will rise as the meat rests.

STEP 6 Rest. For the most succulent steak, let it rest for 10 minutes before slicing. This allows the superheated juices inside the meat to cool enough so they won't come shooting out. They're better in the meat than on your cutting board.

HOW TO GRILL SEAFOOD

The thought of grilling fish and shellfish can make even a seasoned griller tremble. The fear: the dreaded sticking, of course! But this is not a problem if you follow a few simple tips for grilled seafood success.

Start with a clean grate. The number one reason why seafood sticks is because grill grates are encrusted with the remnants of previous cookouts. Scrub off these blackened chunks of carbon, then rub the grate with a generous coating of vegetable oil. A pristine grate is a no-stick grate.

Season your fish. Lightly coat the fish with vegetable oil, then season with lemon juice, salt and pepper. For whole fish, season inside and out.

Use a grill basket. If you're still concerned about sticking, it's OK to put your fish fillets or shellfish in a well-greased grill basket. It prevents sticking and makes turning the seafood halfway through grilling a breeze.

Flavor with lemons. Another trick is to lay out a bed of lemon slices on the grate and cook the fish on that. This flavors the fish while it grills.

Score skin. If grilling a fish with the skin on, use a knife to cut shallow slashes through the skin and into the meat. This will ensure that the meat cooks evenly while preventing the fish from curling as the skin shrinks under heat.

Test for doneness. Check fish by testing with a fork. The flesh will flake easily when done.





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PLANKED LOBSTER TAILS *smothered* in TARRAGON BUTTER



* Bonus feature: Learn how to grill Planked Lobster Tails. Watch the video in your free digital version of *Hy-Vee Seasons*. Downloading information on [page 3](#).

For an easy seafood dinner, buy lobster tails from Hy-Vee and halve them with a knife. Toss on the grill just a few minutes per side to cook perfectly.

Prep: 15 minutes | Stand: 10 minutes |
Grill: 12 minutes | Serves 4

4 (6- to 8-ounce) lobster tails, thawed if frozen
1 tablespoon Hy-Vee Select olive oil
½ teaspoon Hy-Vee kosher sea salt
1 cedar grilling plank
2 lemons, halved
1 recipe Tarragon Butter, far right

1. On a cutting board, use a sharp knife or kitchen shears to cut lobster tails lengthwise along the center, splitting the tails in half; brush with some of the olive oil and season with salt. Prepare a charcoal or gas grill for direct cooking over medium-high heat on one side and low heat on the other. Place plank directly over medium-high heat and warm for 3 minutes, turning, until wood is toasted on both sides. Move plank to the low heat side.

2. Grill tail halves, cut sides down, on a well-greased grate until grill marks form, about 3 minutes. Turn tail halves over onto plank and cook, lid closed, until meat is white and firm, about 8 more minutes. Brush cut sides of lemon halves with remaining oil and grill cut

side down over direct medium heat for 1 minute or until grill marks form.

3. Serve lobster tail halves with lemons and Tarragon Butter.

TARRAGON BUTTER: In a small bowl, combine ½ cup softened Hy-Vee butter with 1 tablespoon finely chopped tarragon leaves, 1 tablespoon finely chopped parsley, 1 teaspoon lemon zest, and 1 teaspoon finely chopped shallot or chives.

Nutrition facts per serving: 490 calories, 30 g fat, 16 g saturated fat, 1 g trans fat, 215 mg cholesterol, 640 mg sodium, 8 g carbohydrates, 1 g fiber, 45 g protein. Daily values: 15% vitamin A, 30% vitamin C, 15% calcium, 15% iron.

TENDERLOIN STEAKS *with* CARIBBEAN CRAB SALSA

Thick-cut beef tenderloins provide a posh grilling experience that deserves a stellar topper: a refreshing crab salsa, in this case.

Prep: 30 minutes | Grill: 18 to 23 minutes |

Rest: 10 minutes | Serves 4

1 recipe Caribbean Crab Salsa, *right*

4 (8-ounce) beef tenderloin steaks, about 3 inches thick

1 cedar plank

3 tablespoons Hy-Vee Select olive oil

Hy-Vee kosher sea salt and Hy-Vee

black pepper, to taste

2 limes, halved

1. Prepare Caribbean Crab Salsa up to 4 hours ahead; cover and refrigerate.

2. Let steaks stand at room temperature for 15 minutes. Prepare a charcoal or gas grill for direct cooking on medium-high heat on one side of grill and on low heat on the other side. Place plank over medium-high heat and warm for 2 to 3 minutes, turning occasionally, until wood is lightly toasted on both sides. Place plank over low heat.

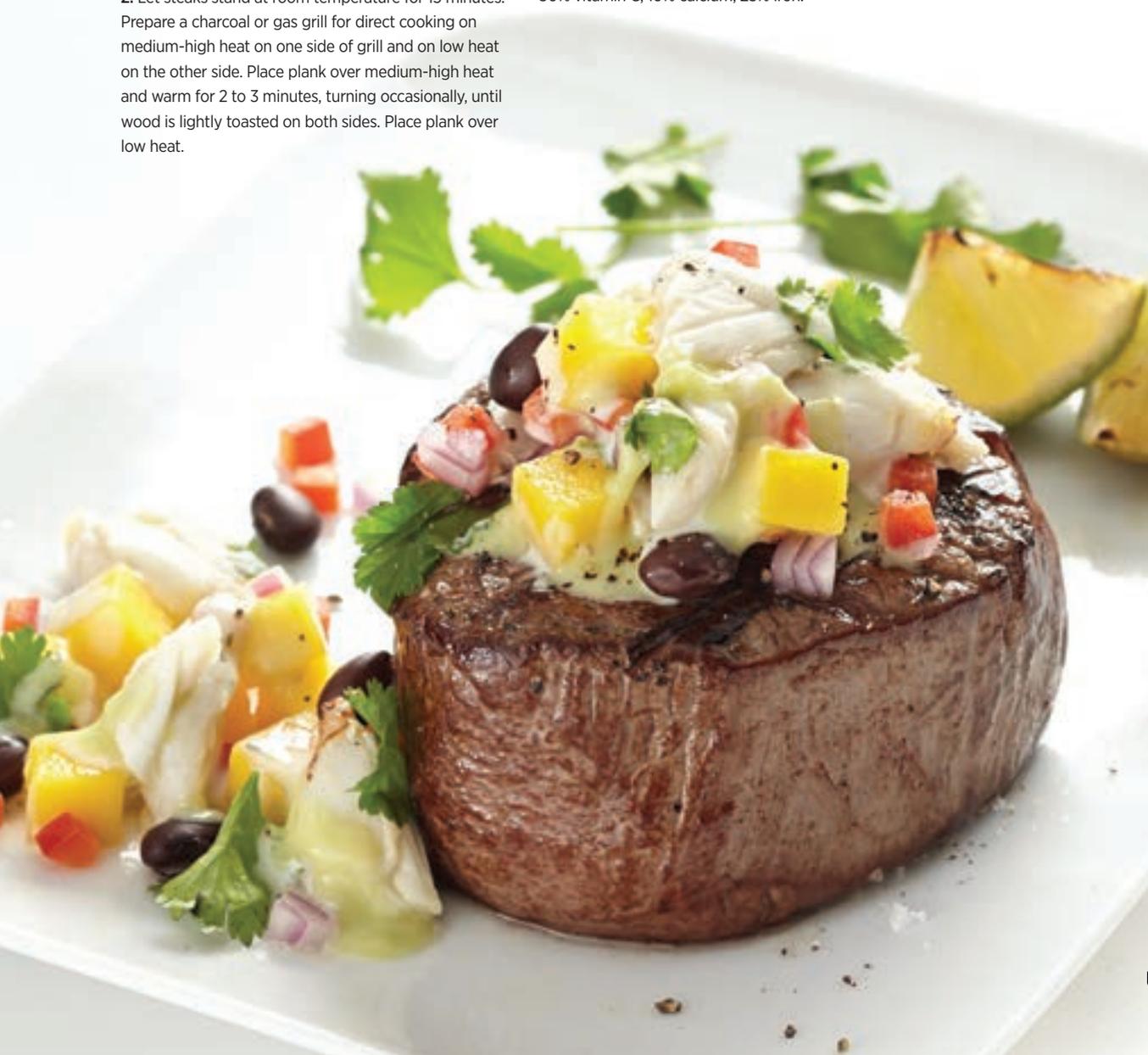
3. Using butcher's twine, tie steaks firmly around the outside; rub with olive oil and season to taste with salt and pepper.

4. Grill steaks over medium-high heat for 8 minutes, turning once. Grill limes, cut sides down, 1 minute or until grill marks form. Cut lime halves into quarters and set aside. Transfer steaks to plank and grill for 10 to 12 minutes for medium-rare (145°F) or 13 to 15 minutes for medium (160°F). Remove steaks from grill and let rest for 10 minutes. Using a sharp knife, remove twine.

5. Serve steaks, topped with salsa, with grilled limes.

CARIBBEAN CRAB SALSA: In a medium bowl, combine 8 ounces jumbo lump crabmeat, ½ cup chopped mango, ½ cup rinsed and drained black beans, ¼ cup finely chopped red bell pepper, ¼ cup finely chopped red onion and ¼ cup finely chopped cilantro. Add ½ cup purchased creamy avocado dressing and stir until combined.

Nutrition facts per serving: 600 calories, 29 g fat, 8 g saturated fat, 0 g trans fat, 180 mg cholesterol, 310 mg sodium, 21 g carbohydrates, 4 g fiber, 4 g sugar, 61 g protein. Daily values: 15% vitamin A, 50% vitamin C, 10% calcium, 25% iron.



PRIMO VINO

A fabulous Surf & Turf dinner needs the just-right wine to go with it, but you don't have to break the bank.

Wine expert Blair Zachariasen, Certified Sommelier from the Waukee, Iowa, Hy-Vee Wine & Spirits Department, suggests these spot-on wine pairings:



WHITE: PENFOLDS KOONUNGA HILL CHARDONNAY

A fresh Chardonnay with notes of citrus, green apples and nectarines, this wine has a rich, creamy finish. This South Australian wine would be excellent with any of these recipes, but it goes swimmingly with the Planked Lobster Tails.



RED: TENUTA SASSOREGALE SANGIOVESE

The rustic nature of Sangiovese complements the smoky notes of grilled beef. This Tuscan wine has notes of baked cherry with balanced acidity to keep it from overwhelming delicate seafood.



ROSÉ: M. CHAPOUTIER BELLERUCHE ROSÉ

Juicy red stone fruit in this approachable French crowd-pleaser offers a pleasant contrast to a little char off the grill. It goes with all of our recipes.

DRY-AGED BEEF

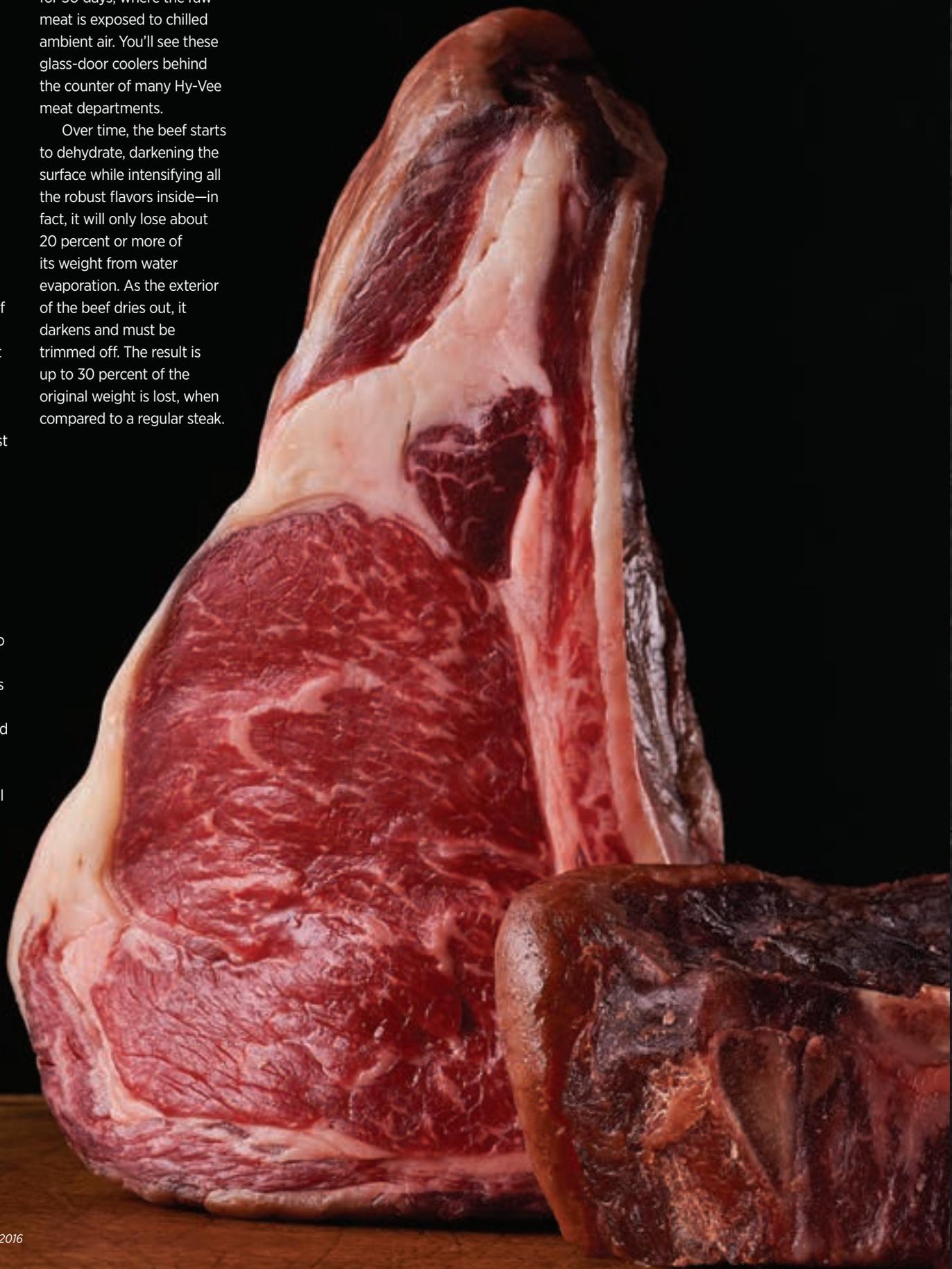
For sublime tenderness and depth of flavor, a dry-aged steak is the way to go. It's more expensive than regular beef, but it's so delicious! The level of robust beef flavor these steaks offer is impossible to reproduce any other way, which is why they are in such high demand. Traditionally, dry-aged beef was the sole purview of high-end steak houses, but the good news is that Hy-Vee stores are now starting to carry this premium product. The most common cuts available are rib-eye and strip steaks.

INTENSE FLAVOR

The reason why dry-aged beef tastes so good is twofold. As beef ages, enzymes in the meat start to break down protein and fat, which tenderizes *and* boosts flavor. But unlike wet aging, where beef is vacuum-sealed in plastic and aged in its own juices, dry-aged beef is shelved uncovered in special

climate-controlled containers for 30 days, where the raw meat is exposed to chilled ambient air. You'll see these glass-door coolers behind the counter of many Hy-Vee meat departments.

Over time, the beef starts to dehydrate, darkening the surface while intensifying all the robust flavors inside—in fact, it will only lose about 20 percent or more of its weight from water evaporation. As the exterior of the beef dries out, it darkens and must be trimmed off. The result is up to 30 percent of the original weight is lost, when compared to a regular steak.



This variation of Steak Oscar—the classic recipe with steak topped with crab and a creamy béarnaise sauce—gets smothered with green beans and a bright tomato cream sauce studded with succulent shrimp.

Prep: 20 minutes | Cook: 10 to 15 minutes |
Rest: 10 minutes | Serves 4

4 (8-ounce) Hy-Vee Choice Reserve strip steaks,
1 inch thick
½ pound fresh green beans, trimmed
1 recipe Tomato Cream Shrimp, right
Hy-Vee Select olive oil, as needed
Hy-Vee kosher sea salt, to taste
Hy-Vee black pepper, to taste

1. Trim fat from steaks; let stand at room temperature for 15 minutes. Prepare a charcoal or gas grill for direct cooking over medium-high heat.

2. In a saucepan, cook green beans in lightly salted boiling water for 8 minutes or until crisp-tender; set aside and keep warm. Prepare Tomato Cream Shrimp.

3. Rub steaks with olive oil and season to taste with salt and pepper. Grill steaks for 10 to 12 minutes for medium-rare (145°F) or 13 to 15 minutes for medium (160°F), turning once halfway through. Transfer steaks to a platter. Cover loosely with foil; let rest for 10 minutes.

4. Serve steaks topped with green beans and Tomato Cream Shrimp.

TOMATO CREAM SHRIMP: In a medium skillet, heat 1 tablespoon Hy-Vee Select olive oil over medium heat.

Add 1 (14.5-ounce) can Hy-Vee diced tomatoes with peppers, onions and garlic; cook for 5 minutes, stirring occasionally. Whisk in 2 cups Hy-Vee heavy whipping cream, ½ cup clam juice, ¼ cup Hy-Vee tomato paste and, if desired, 2 tablespoons brandy. (Remove pan from heat before adding brandy, then return pan to heat.) Bring mixture to boiling; reduce heat. Simmer, uncovered, for 10 minutes, stirring occasionally. Add 16 medium peeled and deveined shrimp, thawed if frozen, and simmer for 3 to 4 minutes more or until the shrimp are firm and opaque. Season to taste with Hy-Vee kosher sea salt.

Nutrition facts per serving: 1,110 calories, 85 g fat, 43 g saturated fat, 1.5 g trans fat, 380 mg cholesterol, 1,630 mg sodium, 15 g carbohydrates, 3 g fiber, 9 g sugar, 73 g protein. Daily values: 60% vitamin A, 30% vitamin C, 15% calcium, 40% iron.

NEW YORK STRIP STEAKS *with* TOMATO CREAM SHRIMP



WHAT YOU NEED TO KNOW:

ZIKA

SOURCE: CENTERS FOR DISEASE CONTROL AND PREVENTION
WWW.CDC.GOV

The nation's disease-prevention experts have sounded the alarm about the Zika virus. With summer here, this is what you should know:

Another dangerous virus emerged onto the world stage in February. This time the mosquito-borne Zika virus is the culprit. Though most people who get the disease won't become sick enough to go to the hospital, infection during pregnancy can cause severe brain defects in children, according to the Centers for Disease and Prevention (CDC).

Though no Zika-carrying mosquitoes have yet been found in the Midwest, travelers have returned home from abroad with the disease. Nine cases have been reported in Iowa, Kansas and Missouri, as of this reporting in late April.

The CDC has been working with the World Health Organization to educate the public about the virus, how it spreads, how to prevent infection and the risks posed by the virus. Here is an overview of the CDC's early research into the spread of the disease.

1947

Year the Zika virus was discovered in equatorial Africa. The virus is named after the Zika Forest in Uganda.

COUNTRIES AND TERRITORIES WITH ACTIVE ZIKA VIRUS TRANSMISSION



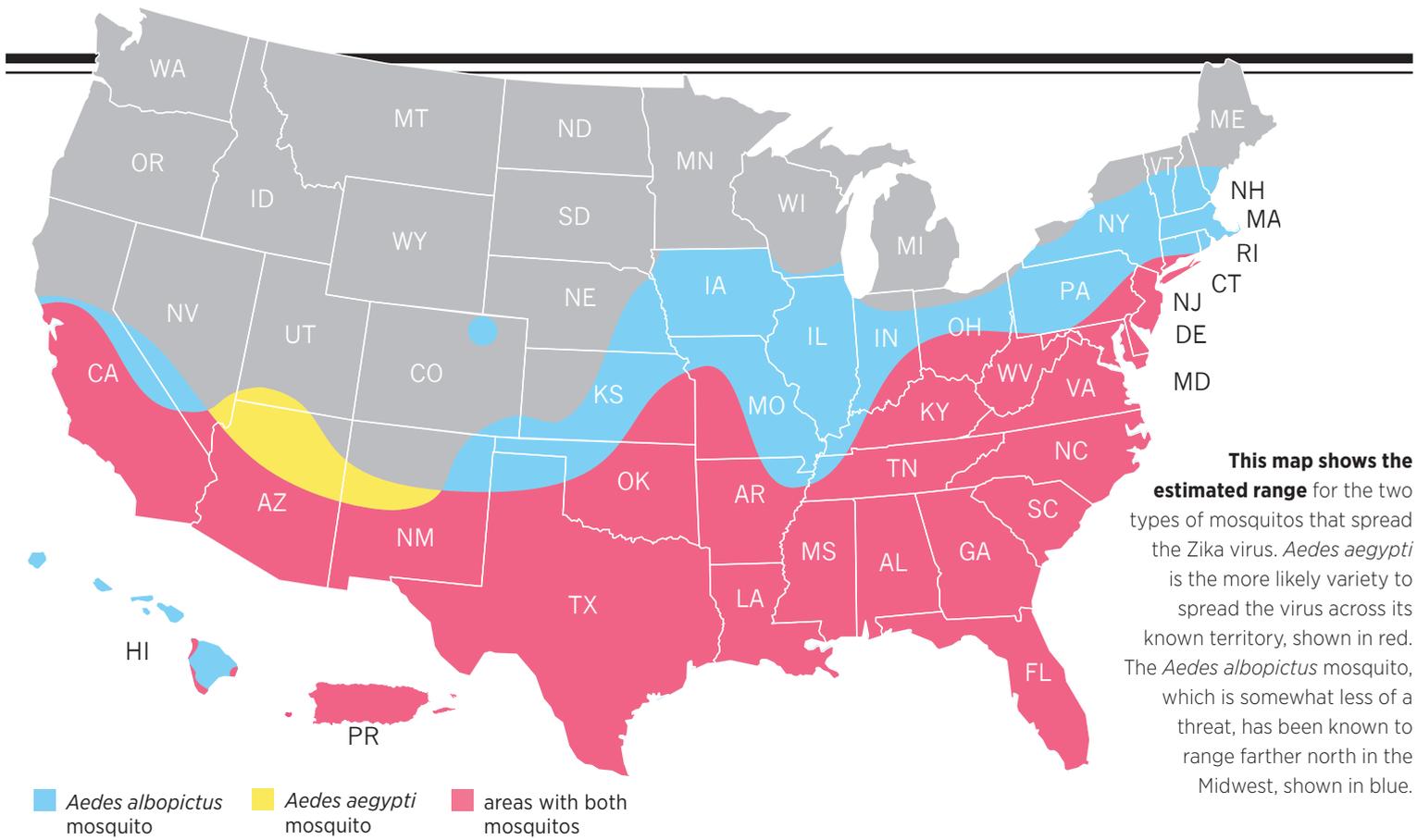
Source for maps: www.cdc.gov

SAFE TRAVELS

OUTBREAKS ARE OCCURRING in many countries and as Zika continues to spread, it will be difficult to determine how and where you are at risk. Visit the CDC's Travelers Health website to see if the country you plan to visit has any travel health notices, and reduce your risk by taking the steps to prevent bug bites.

Women who are pregnant should not travel to areas with Zika. If you must travel to one of these areas or if you live in an area with Zika, talk to your healthcare provider.

ESTIMATED RANGE OF MOSQUITOS CARRYING ZIKA VIRUS



This map shows the estimated range for the two types of mosquitos that spread the Zika virus. *Aedes aegypti* is the more likely variety to spread the virus across its known territory, shown in red. The *Aedes albopictus* mosquito, which is somewhat less of a threat, has been known to range farther north in the Midwest, shown in blue.



Mosquito repellents like these from Hy-Vee are your best defense against infection with the Zika virus, according to the CDC.

NO VACCINE EXISTS TO PREVENT ZIKA VIRUS DISEASE.

PROTECT YOURSELF

- Wear long-sleeved shirts and long pants.
- Stay in air conditioned places with window and door screens to keep mosquitoes outside.
- Sleep under mosquito netting if you are overseas or outside.
- Use mosquito repellents with active ingredients registered by the EPA. These include DEET, picaridin, IR3535, and some oil of lemon eucalyptus and para-menthane-diol.

Hy-Vee carries a variety of Off! products with DEET. For longer protection, use products containing higher percentages of the active ingredient. Labeling on repellent packaging includes this information.

ZIKA SYMPTOMS

Most people infected with Zika virus won't know they have been infected or have any symptoms. The most common symptoms of the virus are fever, rash, joint pain and red eyes. Other common signs include muscle pain and headache.

For most who are infected by the virus, the illness is usually mild. Symptoms generally last from several days to a week. Death from the disease is very rare.

Zika virus is a serious threat to pregnant women. A mother can pass the virus to her fetus, and infection can cause the baby to suffer a serious birth defect of the brain called microcephaly, as well as other severe brain defects.

STOP THE SPREAD

See your healthcare provider if you develop the symptoms, described *left*, and have visited an area where Zika is found. If you have Zika, prevent mosquito bites for the first week of your illness. During this time the Zika virus can be found in the blood and passed from an infected person to a mosquito and on to others.

An infected man can also spread the virus during sex. Prevent sexual transmission of Zika by using condoms or abstaining. A pregnant woman infected with Zika virus can pass on the virus to her fetus. To date, there are no reports of infants getting Zika virus through breastfeeding.

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4.9 to 13.5 fl. oz. \$2.97

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Dr Pepper 24 Pack: select varieties 12 oz. \$5.99
Dr Pepper Real Sugar: 4 pk. 12 fl. oz. \$3.99
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select varieties
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Snack Bags: 90 ct. \$3.48



Ziploc Freezer or Storage
Slider: select varieties
10 to 20 ct. \$2.39



Ziploc Value Pack Freezer or
Storage Bags: select varieties
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FEATURED AT HY-VEE

Summer treats are a breeze with these products from your local Hy-Vee.



Hot? Cool Down.

When the sidewalk is smokin', chill out with M&M's Ice Cream Cones. When it's miserable outside, you'll be happy inside.



Mars Ice Cream
Novelties:
select varieties
3 to 14 ct. \$3.69



Chinet White or Cut
Crystal Plates, Bowls,
Cups or Cutlery:
select varieties
8 to 48 ct. 2/\$5.00

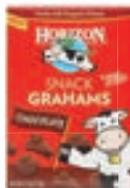
Easy Summer.

Are you prepared for the invasion of uninvited guests? If not, stock up on Chinet plates. Defend carpets and chairs—offer strong plates.



Road-Trip Perks.

Down the road, your tummy may growl. Tame the beast with chocolate graham snacks. Also munch on cinnamon, honey, peanut butter and other flavors.



Horizon Cookies
or Crackers:
select varieties
6.6 or 7.5 oz. \$2.88



Busy Day Refresher.

Newman's Own is the real deal for lemonade. It's tangy, it's got bite and it refreshes like no other citrus drink. Summer was made for this.



Newman's Own
Lemonade:
select varieties
59 fl. oz. \$1.99

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



McCormick Grill Mates Flavored Sausages: select varieties 14 oz. \$3.29



Buddig Premium Deli Meat: select varieties 16 oz. \$3.99



noosa yogurt: select varieties 8 oz. 2/\$4.00



Just BARE Chicken Breast: 14 oz. \$4.99



Jennie-O Turkey Burgers: select varieties 2 lb. \$6.99



Hebrew National Franks: select varieties 12 oz. \$3.99



Breakstone's Cottage Doubles: select varieties 3.9 oz. 3/\$3.00



Snickers Ice Cream Bars Value Pack: 12 ct. \$6.79



Morey's Marinated Fish: select varieties 10 oz. \$6.49



RANA Refrigerated Pasta or Sauce: select varieties 7 to 15 oz. \$4.28



Frigo Cheese: select varieties 5 to 15 oz. 2/\$5.00



Whitey's Ice Cream: select varieties 56 oz. \$5.88



Sargento Natural Sliced Cheese: select varieties 6.3 to 8 oz. \$2.99



Klement's Bratwurst: select varieties 1 lb. \$3.69



Pictsweet Okra, Edamame or Mixed Vegetables: 8 to 12 oz. 3/\$5.00



Purnell's "Old Folks" Roll Sausage: select varieties 1 lb. \$2.99



Kemps Frozen Yogurt or Premium Ice Cream: select varieties 30 or 48 oz. 2/\$7.00

SNACKS



belVita:
select varieties 8.8 oz.
2/\$6.00



Frito Lay Tostitos
Cantina or Jar Dip:
select varieties
9 to 15.5 oz. 2/\$6.00



Honey Maid:
select varieties
12 to 14.4 oz. \$3.49



Chex Mix, Bugles or
Garden of Eatin':
select varieties
9 to 15 oz. 2/\$5.00



Jolly Time 3-Pack
Microwave Pop Corn:
select varieties
4.8 to 10.5 oz. 2/\$4.00



Jolly Time Weight
Watchers Pre-Popped
Pop Corn:
select varieties
4 oz. 2/\$4.00

BEVERAGES



Pure Leaf Tea or
Tropicana Lemonade:
select varieties
59 fl. oz. 2/\$4.00



Horizon Organic or Silk
Almond Milk Singles:
select varieties
8 fl. oz. 4/\$5.00



Capri Sun Organic
Juice or Punch:
select varieties
10 ct. 6 fl. oz. \$3.99



Old Orchard 100%
Juice or Blends:
select varieties
64 fl. oz. 2/\$4.00



Cascade Ice Organic
Sparkling Water:
select varieties
17.2 fl. oz. 10/\$10.00
(plus deposit where required)



International Delight Iced
Coffee: select varieties
64 fl. oz. \$3.69

PANTRY



Litehouse or OPA
Dressing:
select varieties
11 or 13 fl. oz. \$2.99



French's Ketchup:
32 oz. \$1.99



Kraft Dressing:
select varieties
3.2 oz. 3/\$3.00



Uncle Ben's Rice:
select varieties
6 to 15.8 oz. 2/\$4.00



Horizon Macaroni &
Cheese: select varieties
6 oz. 2/\$3.00



Athenos Salad
Dressing:
select varieties
12 fl. oz. \$4.49



Lindsay Olives:
select varieties
3.8 to 6 oz. 2/\$3.00



Heinz Yellow Mustard:
select varieties
8 or 14 oz. \$1.79



Heinz BBQ Sauce:
select varieties
18.6 to 21.4 oz. \$1.99



Newman's Own
Salad Dressing:
select varieties
16 oz. \$3.29



Famous Dave's BBQ
Sauce: select varieties
28 or 29 oz. \$3.29



Mt. Olive Pickles:
select varieties
16 or 24 oz. \$2.28



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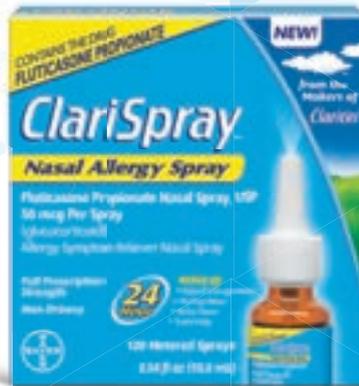
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