

My

H-E-B

PRIMO



PICKS™

DECEMBER 2012

DISCOVER THE BEST OF WHAT'S IN STORE

heb.com/primopicks



H-E-B  
PRIME 1

**CELEBRATE**  
The Season's  
**EATINGS!**

Eat, drink and  
be merry with  
this month's  
Primo Picks.

**WHAT ARE  
THEY YOU ASK?**

- ✓ Thousands of unique, tasty and cool finds, many found only at H-E-B
- ✓ Products we searched high and low for then selected just for you
- ✓ Items everyone will love, **SO GET 'EM WHILE WE GOT 'EM.** Some supplies are limited.

## PRIME TIME TO Dine!

We asked our butchers to share the secret to selecting a truly amazing rib roast. They said it comes down to three things...grading, marbling and aging. Which is why we're proud to bring you H-E-B Prime 1 Rib Roast. We select it from the top 2% of all U.S. beef. It's well marbled and aged for a minimum of 14 days for tenderness. Bring out even more of the mouth-watering flavor with Adams Reserve Rib, Roast and Steak Rub, a select blend of spices for only \$6.99.



## A Cup of CHEER

What's the brew ha ha over H-E-B Cafe Olé® Christmas in a Cup Coffee? Well, to start, it's only available during the holidays. With hints of cinnamon and hazelnut, it captures the spirit of the season for only \$6.74 a bag.







LET'S GET THE PARTY ROLLING

Sure, chips and dips make for great party pick ups, but why stop there? Order our H-E-B Sushiya Party Trays which are made with only the freshest ingredients by in-store chefs who really know their sushi. Choose from an array of trays to please everyone's tastes or customize one to your liking.



## Entertain EVERYONE'S Taste Buds

### OUR TOPS in POPS!

Not all popcorn is created equal. That's why we selected the Butterfly variety for our Central Market Organics Olive Oil Popcorn. It pops up tender and light with the perfect crunch. To make it even better, we gave it a light misting of olive oil to allow the sea salt to stick to the kernels. A satisfying snack for the holiday for only \$1.79.



### THE BRITS WERE ON TO SOMETHING!

For centuries, fruit curds have been classic teatime condiments with folks in Great Britain. Now the rest of the world is catching on. Dickinson's® English-style curd is a tart and creamy delicacy made from real dairy butter, farm-fresh eggs, pure cane sugar and of course, flavorful lemons. At only \$2.87, it's brilliant for scones, pancakes, muffins and even to stir in plain yogurt with a little granola.

### TIP TOP TOPPER

With its hearty blend of black olives, zucchini, capers and a touch of Dijon mustard, H-E-B Olive Tapenade is a delicious way to top off hearty slices of our bakery Ciabatta Bread for just \$1.99 a jar. Find it in Olive, Basil Pesto, Tomato Bruschetta, Roasted Red Pepper and Artichoke. You can enjoy it on your favorite crackers too!







## BON APPÉTIT!

Our double cream brie is imported from France and made by an artisan cheese maker who has practiced the craft for 70 years. At only \$5.98 each, you'll say "oui, this brie's for me."



## Do Yourself A FLAVOR

Entertaining? Don't just break out any box of crackers - open something extraordinary instead. Like our H-E-B Black Box Crackers. They go beyond the expected with epicurean flavors that include Roasted Gorgonzola or Sun Dried Tomato & Basil for only \$1.98 each. Not that you have to stop there, for even more great choices, pick up Central Market Entertainer's Selection. With a variety of tastes and textures that are sure to please and a resealable serving tray, these crackers are a holiday hit for just \$2.78.



## This Guac ROCKS!

Don't forget the guacamole. It's freshly made in-store\* daily. \*Available in select stores.

## SIZZLIN' for the SEASON

It's not every day that you find a new holiday tradition to bring to the table. Our H-E-B Applewood Smoked Cranberry Pork Sausage will no doubt be one of them. We start with premium pork, then add in flavorful cranberries for just the right touch of holiday flavor. Enjoy it for breakfast with your favorite style of eggs. Get some soon, it's here for a limited time in our Meat Market.



## WRAPPED IN Texas Tradition

If you're from here or even a recent transplant, you know tamales are a holiday tradition. That's why we are very picky about what kind we recommend to bring to your table. H-E-B Chef Prepared Tamales are made with white corn masa and filled with the good stuff. Choose from Cheese and Green Chile, Chicken in Green Sauce, Picadillo con Papas or Pork for only \$7.99 for 5 tamales.





# HERE'S TO CHRISTMAS CHEERS!

## Anna de Codorniu SPARKLING CAVA

This noteworthy Cava is from the Codorniu Winery. They were the first in Spain to produce sparkling wine and have been making Cava for over 450 years. In fact, Cava is made in the same method as Champagne, but Cava is specific to the region in Spain where the grapes come from. Just \$9.98 a bottle.



## Cameron Hughes Lot 334 Napa CHARDONNAY

All wines from Cameron Hughes are produced only once. Once Lot 334 is gone, this exact blend will never be made again. This oaky gem can be enjoyed on its own or with chicken and pasta dishes. Only \$13.98 a bottle.



## Chevriot CHARDONNAY

If food had a best friend, this wine would be it. This exceptionally food friendly Chardonnay is handcrafted in small vineyard lots. It's fruit-forward with tropical flavors such as pineapple, mango and papaya with citrus notes. Enjoy for \$9.98 a bottle.





# 'Twas The NOCHE before Christmas

In Spanish, Noche Buena means "good night" and refers to Christmas Eve. It also happens to be the name of the only holiday brew from Mexico that's available in the U.S. We're proud to say we have it for only \$7.97 a 6 pack.



## This Ale RISES To The Occasion

The Stone brewery has a reputation for crafting some remarkable brews. Stone Levitation Ale is no exception. With rich and roasty malt flavors, it's one of the most highly rated of all their creations. It's brewed in limited quantities so pick some up soon for just \$9.47 a 6 pack.



## Caricature

This wine displays all the best artistry that winemaker Karen Birmingham has to offer. It's full of rich aromas and flavors of plums, blackberries and dark cherries. Just \$14.98 a bottle.



## INKBERRY Shiraz Cabernet

Shiraz Cabernet is the quintessential Australian blend. After one sip of Inkberry, you'll taste why. This medium bodied wine offers juicy notes backed by the subtle integration of oak. Enjoy with char-grilled meats or dishes with a little spice. Only \$11.98 a bottle.

## CLONE 7 Cabernet

When we first sampled Clone 7 Cabernet Sauvignon from Napa, we knew it was an experience we'd want to have over and over again. After enjoying its ripe cassis, cocoa and cherry notes, you will too. Only \$13.98 a bottle.



# Who Needs Nog When There's GLÖGG?

**LIMITED  
Time Only**

Glögg is a popular Swedish beverage that's made from warm, spiced wine. So when we found this version that replaced the wine with fruit juice we had to get it. Serve it warm and make a toast to holiday cheer for only \$8.20 a bottle.



# SIPS for the

## Atsa REFRESHING

We all know Italy for fabulous leather shoes, opera and vespas...but lest we forget Italian soda. Bottled at the source and imported from Italy, our Central Market Organics Italian Sodas are fruity, sparkling and crisp. They're perfect for holiday mixers or for fun, toss in some fresh or frozen fruit. Check out the latest flavors, Frutti d' Isola and Frutti di Bosco for only \$2.49 a bottle.

**NEW!  
FLAVORS**



## YULE LIKE THIS!

Since 1910, the Swedish have enjoyed Julmust, a very special Christmas soft drink. In that tradition, we bring you Grandpa Lundquist Christmas Soda. Serve it ice cold at your next holiday gathering for only \$8.44 a 4 pack.

**LIMITED  
Time Only**



# SEASON

## From The MOUNTAIN TOP

High in the Sierra Madre Mountains rests the Huasteca Basin where Agua de Piedra Mineral Water is born. The water filters through the basin's geologic formations creating its unique flavor. Think of it as the summit of refreshment for only \$1.46 a bottle.

## VITAMINS at your FINGERTIPS

Karma Wellness Water is unlike any kind of vitamin drink we've seen. Special technology stores vitamins and nutrients inside the KarmaCap until you're ready to mix them. Simply push the button on the cap to release them and presto...you transform water into wellness. Available in 4 varieties for only \$1.99 a bottle.



Only at H-E-B



# BAKE IT SPECIAL

## WHOOPIE! A Cookie!

Heads up whoopie pie fans, have we got a treat for you! Our H-E-B Whoopie of a Cookie kit comes with ready to bake cookies and a pouch of creamy filling. Makes a great holiday activity with the kids. Choose from Molasses Cookie Dough with Sweet Cream Cheese Filling or Double Chocolate Cookie Dough with Marshmallow Buttercream Filling. Look for them in the refrigerated dairy section. Only \$2.99 a kit.

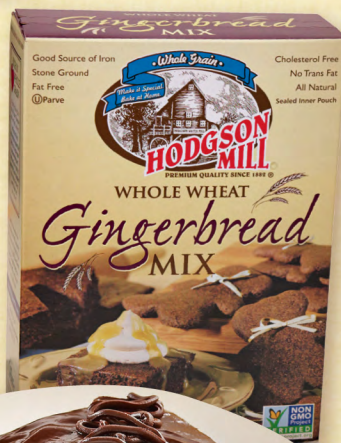


## DON'T JUST DECK THE HALLS

Dress up your holiday cookies and cakes with India Tree Jewel Color Sprinkles, Silver Balls and Caster Sugar. Add a professional baker's touch to all your sweet eats starting at only \$4.68 each.

## WHOLE GRAIN & NOTHING BUT THE GRAIN

In our search for truly outstanding gingerbread, we came across Hodgson Mill Gingerbread Mix, the first whole-grain, stone ground gingerbread mix on the market. It's made from sweet molasses and has no trans-fats, artificial flavors or colors. Pick up several boxes for holiday baking for just \$2.98 each.



## Hot Chocolate For Dessert? ABSOLUTELY!



When we heard how Marie Morin combined two of our favorites -- hot chocolate and soufflé into one decadent dessert, we had to give

it a try. Wow was our sweet tooth impressed. Yours will be too. Enjoy this sumptuous mix of dark and white chocolate in a chocolate cookie crumb crust for only \$3.99 for two servings. They even come in their own elegant glass ramekins so all you have to do is prepare and serve.



# this Holiday



## SALTY SWEET TREAT

Is it possible to perfect the brownie? We say yes, provided it's the Central Market All Natural Sea Salted Truffle Brownie Mix. This rich and indulgent treat offers the perfect balance between sweet and saltiness for only \$5.49 a box.



## LET THEM EAT CAKE!

We're so passionate about cake, we went in search of the best we could find and then set out to make ours even better. We're talking mouth-watering Sensational Cakes with up to 6 layers of amazing yumminess. They're perfect for your holiday table. Choose from our

3 layer Carrot or Authentic German Chocolate. Or try our 6 layer Red Velvet, Chocolate Fudge, White Chocolate or Coconut for \$16.50 each.



# A Taste

## OUR CHEFS GO On And On About AGAVE DIJON

It seems every time we turn around, our Cooking Connection Chefs are raving about Cookwell & Company Agave Dijon. With its Texas-style blend of Dijon-style mustard, Tequila, orange juice and agave nectar, we can taste why. Use it for making vinaigrette or as a glaze on pork tenderloin. Glaze on for only \$6.99 each.

## PICKLES WITH A TICKLE

Every now and then, you run across something too good to pass up. Harold's Texicun Gormay Pickuls is one of those finds. With a habanero tickle, these spicy gourmet dills took 1st place in the "Hot Dill" Category at the 2011 International Pickle Festival. They'll be 1st in your pantry for only \$6.59.



## HOME GROWN GREENS

We work with local farmers to bring you the freshest produce possible. Take our Texas Fresh Spinach. Grown by Cora Lamar in Poteet, Texas, it's picked fresh then carefully packed by hand and delivered to H-E-B within hours.





# of TEXAS

## MEET JELLY'S OTHER HALF

Salt and pepper. Ham and eggs. Some things just naturally go together. And the way we see it, H-E-B Made In Texas Peanut Butter completes jelly. That's why we blend real Texas peanuts into a deliciously smooth creation that makes for the ultimate PBJ. Choose from Crunchy or Creamy for only \$2.24 each.



**RELISH THIS!**



**THESE BEANS TOTALLY BOCK**

Exactly what you've been waiting for! Texas Style borracho beans made with Shiner Bock! To keep that home-cooked feel, we use Shiner Beer straight from the keg and fresh vegetables chopped at midnight the morning before production. H-E-B Borracho Beans with Shiner Bock are ours exclusively. Bock on for just 98¢ a can.



## A Salad So GOOD, YULE Gobble It Up

'Tis the season for turkey. That's why we make our H-E-B Chef Prepared Cranberry Turkey Salad fresh in the deli using roasted turkey breast. At only \$6.99 a pound, it's perfect for your holiday feasting.

Sweet pickle relish will turn even greener with envy after you give our H-E-B Relish That Corn a try. It's a tantalizing blend of fresh yellow corn, pepper, vinegar and spices. It's perfect whether you're topping off burgers, chicken or simply chip dippin'. At only \$3, it's sure to become your favorite.



# A MERRY MORNING START

## "C" ME PLEASE!

Our Texas Fresh Ruby Red Grapefruit is an excellent source of vitamin C. It's diet friendly too. On average, one medium grapefruit equals 120 calories. They make for a fresh pick in gift giving too.



## Bees Will Be JEALOUS



When we first tried Honey Drop Mandarins, we had to have the entire crop! We're happy to say we're doing it again this season. They're bursting with flavor and have a pleasing hint of honey sweet nectar. Get some for yourself and some for giving.



## A Natural Way TO START THE DAY

Our Central Market All Natural Uncured Bacon comes from a sixth generation family farm in Iowa. They take pride in the fact that they raise their hogs the natural way, with no antibiotics or growth hormones. This good morning delight is uncured with no nitrites or nitrates. Choose from Apple Cinnamon, Black Peppered or Hickory Smoked.



## IT'S MOO-Y BUENO

H-E-B MooTopia® is real milk only better because it has 50% more protein and 45% less sugar than ordinary milk. It's rich, creamy, lactose free and a great way to get your moo on after a workout. Enjoy a glass or two starting at \$3.28 a half gallon.



Cocinaware™

## SOUP'S ON!

Nothing takes the chill off a wintery day quite like a hearty bowl of soup. With our H-E-B Soup Kits you can serve some in a snap. Everything you need to feed a family of 4 is included. Just place the ingredients in our Cocinaware™ Dutch Oven, only \$29.97 each, simmer in style and enjoy. Choose from 5 popular soup flavors, all made with fresh ingredients in our produce department.



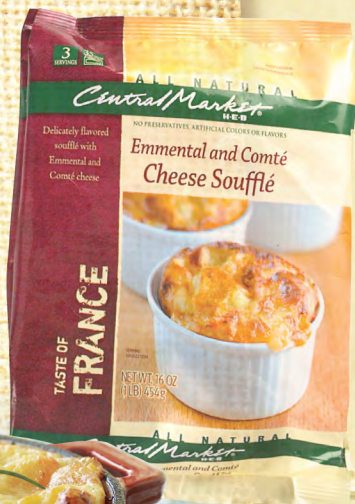


## HAM IT UP Y'ALL

Praw-lean or pray-Lean, no matter how folks say it, it's a sweet southern treat. So when we combined it with our holiday ham, we knew we were on to something delicious. Our Texas Pecan Praline Spiral Ham is smoked with natural hardwood and specially trimmed for less waste. It's fresh never frozen and plum perfect for the holiday table.

## SOUFFLÉ THE EASY WAY

Let's face it, cheese soufflé isn't all that simple to make. So when our foodies at Central Market® found one that rises to the occasion with hardly any effort, we had to bring it to the table. What we really love about Central Market All Natural Soufflé is how easy it is to portion out. Simply add your own touch like spinach, tomatoes or mushrooms and bake in our Cocinaware™ Mini Cast-Iron Casserole Dishes, only \$7 each. For only \$5.99 this soufflé is a delicious way to impress guests.



## A Slice of TEXAS

Our 12" Texas Pecan Pie is made with Texas pecans. Only \$10.98 a pie.





# CAKE ON A STICK. That's A Neat TRICK!

For years we've drooled over many a fanciful cake pop featured in the food magazines. So when we came across a way to make them that was picture perfect and deliciously easy, we had to give it a try. With the Sweet Creations Cake Pop Press and Cake Pop Sticks for only \$5.99 each, you'll have a treat that's fun to make and perfect for giving.



## A JOLLY GOOD TREAT!

For centuries, variations of Christmas pudding have been at the center of many a British table. We've had our share and found the one from Pudding Lane Food Company! It conjures up images of a Victorian Christmas and all its splendor. This rich fruit pudding is made with delicious vine fruit along with mixed peel and is often topped with warmed double cream, brandy butter or custard. Imported from England and only \$9.80 each. Try it with Somerdale Brandy Flavored Butter - \$14.26 a jar, here for a limited time.







## TO YOU. FROM US.

A cookie that's a gift tag? Now there's a yummy idea for the holidays! Choose either the Sweet Creations Cookie Tag Cutter for \$3.99 each or Cookie Tag Pan (pan available at select stores only) for only \$12.99 each. Makes a great gift for the baker on your list.



## IT'S A TEXAS GIRL THANG

Say howdy to our Texas Girl® Dolls. They're friendly, fun and just what every little Texas girl wants. A best friend who's as unique as they are. From South Padre Island to Fiesta to a very special pink camo theme, your little one will want to share all of her adventures with one of her very own. A great Christmas gift for only \$24.98 each.

## CHOCOHOLICS REJOICE!

The search for the finest cocoa to create our Central Market Organic Truffles took our Foodies to France. This is where we blend the heavenly cocoa we found with other sublimely sensational ingredients. At only \$5.48 each, it's more than a guilty pleasure, it's a great gift.



## TEXAS All Wrapped Up

We looked all over for wrapping paper that was true to Texas. Not finding anything we liked, we designed some ourselves. They're designed by Texans and ours exclusively. Only \$5.00 a roll.





# SWEET EATS & TABLE TREATS!

## PURE PEPPERMINT PERFECTION

Not that we mean to brag, but we think we've truly outdone ourselves with our H-E-B Creamy Creations® Limited Edition Candy Cane Premium Ice Cream. Deliciously smooth and creamy, it's made from a special blend of ingredients that includes real milk and dairy cream along with real candy cane pieces. It's a sweet taste of Christmas with every scoop for just \$2.50 a quart. If you're feeling a little decadent, try serving it with our Sensational Chocolate Fudge Cake from our bakery.



LIMITED Time Only



## H-E-B Floral CENTER OF ATTENTION

Let our H-E-B florists deck your holiday table with a custom centerpiece. Simply choose the flowers, colors, ribbons & adornments you love and they'll go to work creating the perfect arrangement this holiday season.

## HO, HO OH YES WE DID!

A candy cane and a cookie combined into one? You bet your reindeer! Perfect for this time of year, H-E-B Candy Cane Sandwich Creme Cookies have peppermint cream made with real candy pieces layered between two chocolate cookies. They contain no artificial ingredients, flavors or colors. At just \$2.78, they're a treat your whole family can enjoy.



H-E-B  
GUARANTEE

We believe the high quality of our H-E-B products make them an outstanding value. We hope you'll agree. If not, we'll cheerfully refund your money. Thanks for shopping with us.

Charles Butt

Look for Primo Picks tags at participating stores. Prices good at select locations through 1/1/13. Visit your H-E-B store for details.

©2012 HEB, 13-0047, SAN ANTONIO, TX