



AUGUST 2012

# PRIMO PICKS™

Discover The Best Of What's In Store

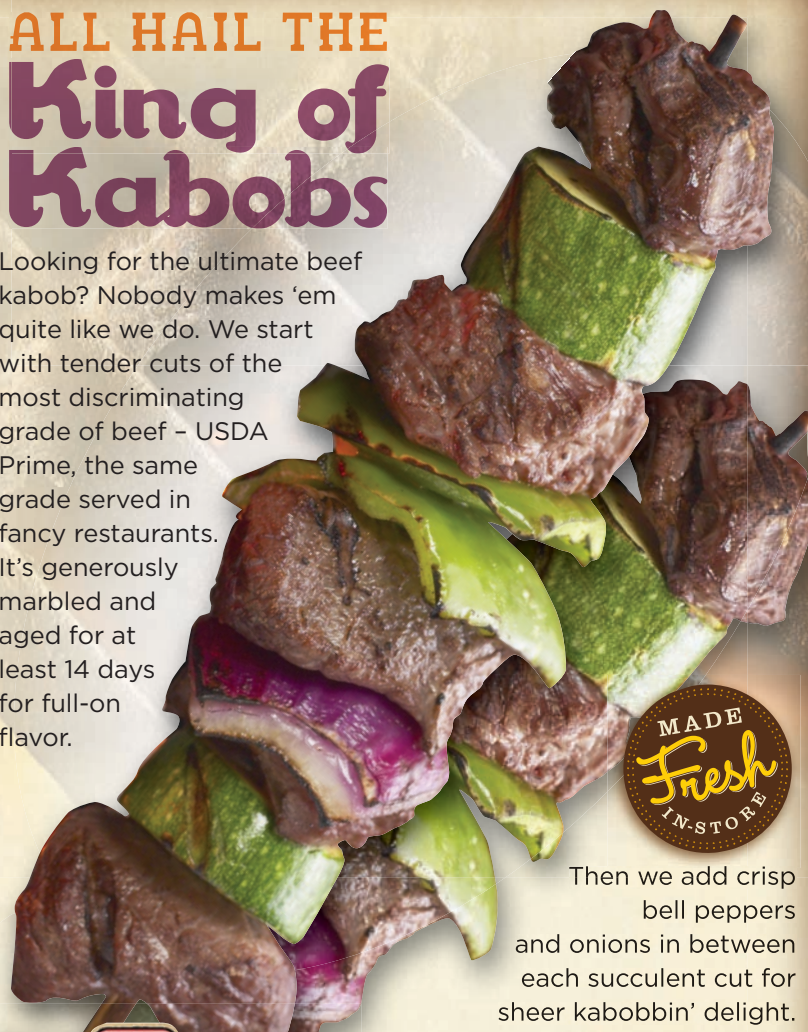
[heb.com/primopicks](http://heb.com/primopicks)

## La Dulce Vida!

Our H-E-B Creamy Creations® Dulce de Leche Ice Cream draws its inspiration from the “candy of milk” that’s popular in Latin America. We start by swirling soft, buttery caramel into ice cream that’s made with fresh milk and real dairy cream. The end result makes life truly sweet. Treat yourself to a scoop or two at only \$2.50 a quart.

## ALL HAIL THE King of Kabobs

Looking for the ultimate beef kabob? Nobody makes ‘em quite like we do. We start with tender cuts of the most discriminating grade of beef – USDA Prime, the same grade served in fancy restaurants. It’s generously marbled and aged for at least 14 days for full-on flavor.



Then we add crisp bell peppers and onions in between each succulent cut for sheer kabobbin’ delight. Give your taste buds the royal treatment. Fire up the grill and let the Prime 1 deliciousness begin.

Savor  
summer  
with  
**PRIMO  
PICKS!**

### What are they you ask?

- ✓ Thousands of unique, tasty and cool finds only at H-E-B
- ✓ Products we searched the world for and brought home just for you
- ✓ They’re perfect for summer **so get ‘em while we got ‘em!** Some supplies are limited.

## Two Fruits in One

What do you get when you cross an apricot and a plum? A Rose Aprium, the pick of deliciousness. This sweet treat looks like an apricot and has a flavor that’s reminiscent of a juicy plum...so you get the best of both fruity worlds. Try it on cereal or in a garden salad.





## CRISPY, Crunchy & Hatch -tastic!

With the taste of fresh corn, smoky New Mexico Hatch Chiles and just a hint of cheese, our Central Market Organics Hatch Tortilla Chips pack big flavor into every crunchy bite. At just \$2.98, it's the bag of chips to dip.

## Here's A Catch With Hatch!

Searching for the best jambalaya? Head to New Orleans. The perfect deep dish pizza? Try Chicago. And for truly authentic Hatch Chiles with just the right touch of roasted, smoky flavor, head to Hatch, New Mexico. That's why Central Market features those very same peppers in their Hatch Salsas. They're only \$3.49 each and perfect for dipping or topping enchiladas, eggs, even casseroles. Available in salsa roja and salsa verde.



## Relish This!

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



## Wild For Mild!

Seems folks can't get enough of H-E-B That Green Sauce. They're pouring our regular blend of poblano and jalapeño peppers on just about everything. But for those who are looking for a less fiery option, say hello to the milder brother. It's only \$4 and every bite is as addictive, but not quite as hot.

# it's a Fiesta of color and flavor.

*Cocinaware™*

Every day is a party with a colorful collection of cookware, kitchen gadgets and tableware inspired by old world Hispanic traditions. You'll be inspired by how Cocinaware's™ bold, festive look is

perfect for preparing and serving all your favorite recipes. Take the salsa bowls for example. Just pour in some of our special sauces and let the flavorful festivities begin.



# No Summer Road Trip Necessary.

That's because we traveled all over Latin America to find inspiration for our Tres Leches Cakes. Ours starts with "baked just right" sponge cake that we soak in precisely the right blend of tres leches (three milks). For the finishing touch, we top it off with real whipping cream for a decadent treat and vacation for your senses. This vaycay is only \$12.50 for an 8-inch cake with fruit.



We absolutely love how the floral, peach and lemon-lime flavors make each crisp and delightful sip of Esteio Vinho Verde sing of summer. It's yours for a song at just \$6 a bottle.

## Wine down this summer.



## We're boastin' about roastin'.

This isn't your grandmother's chicken salad. It's our fire-roasted take on our classic H-E-B Chef Prepared Chicken Salad.

We start with rotisserie chicken that we dice here in store. Then we add Hatch Green Chiles, fire-roasted tomatillos, onions and corn. It's smoky, has just the right kick of spice and here for a limited time!

## Did Juneau Alaska has amazing Brews?

From alder-smoked malts and Sitka Spruce tips, the Alaskan Brewing Company's ales are reminiscent of the ones brewed during The Great Gold Rush. They craft and package them with care in Juneau, a quaint coastal town that's only accessible by sea or air.



## PORCH SWING pairing

With its special blend of three grapes, Swing Time Red is perfect for kicking back on the porch swing and enjoying lazy summer nights. Uncork and unwind for only \$14.98 per bottle.





## H-E-B HATCH CHILE FIESTA

# HATCH IT UP A NOTCH

## Join us AUGUST 8-21

Come party with the pepper and treat yourself to all things hatch-a-licious during our two-week event. We'll have limited edition Hatch products, must-try recipes and lots of fresh and roasted peppers for Hatch fans to enjoy. So hatch it while it's hot! It's here for a limited time.

### We're Linked Into Hatch.

With just the right blend of roasted Hatch Chiles and ground pork, our Hatch Seasoned Fresh Pork Sausages are all about the sizzle. No doubt folks will love these spicy delights, which is why we make them fresh daily.



### It's Oh Dough good.

Without a doubt, our Roasted Hatch Pepper Bread is awesome. Imagine, freshly baked bread loaded with cheddar cheese and roasted Hatch Peppers all for just \$2.98. It makes for a unique sandwich or enjoy a warm, fluffy slice with some butter.

JUST ARRIVED FROM  
Hatch, New Mexico  
FRESH AND ROASTED

## Hatch Peppers



### Crab Them While You Can!

For a delicious catch, pick up some of our Hatch Crab Cakes. We use premium, lump blue crab meat and Hatch Chiles for a spicy, seaside treat. Simply bake and you have a deliciously easy, no-fuss meal. And no, you don't have to pinch yourself to check if you're dreaming. These handmade cakes really are just \$4.99 each. Hurry, they're bound to disappear fast.

### Mac Daddy of Mac & Cheese

Is there any way to perfect mac and cheese? When it's Hatch Chile season, you betcha! Our H-E-B Fully Cooked Hatch Green Chile Mac 'n Cheese is rich, cheesy and loaded with the smoky flavor of roasted Hatch Peppers. Ready to enjoy in minutes and only \$4.98, it's perfection achieved. You'll find it in our market.



### Tops in CHOPS

We took the ever popular pork chop and hatched things up a notch by stuffing it with our very own blend of Hatch Chiles, cheddar cheese, apples, bacon and breadcrumbs. Our seasoned Hatch Pork Chop has just the right blend of spicy and sweet tang. Bet your mouth is watering just thinking about it. We know ours is.



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 9/25/12. Visit your H-E-B store for details.

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