



JUNE 2012

PRIMO PICKS™

Discover The Best Of What's In Store

heb.com/primopicks

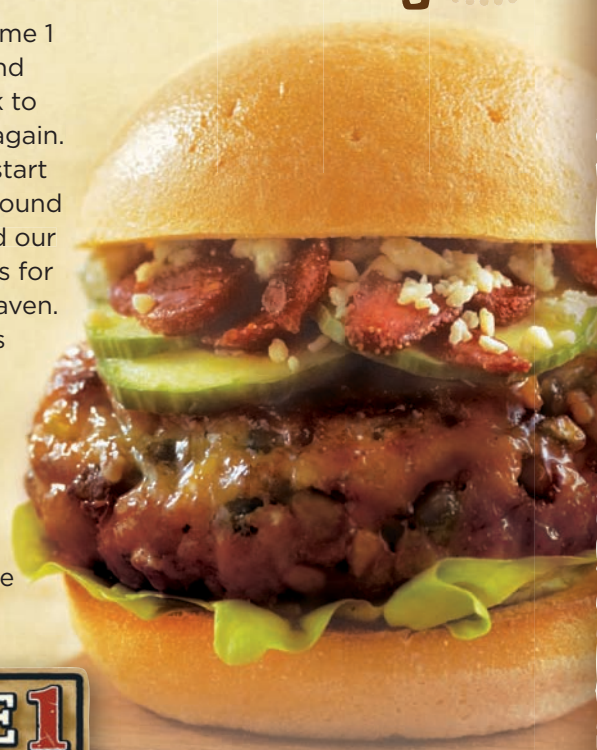


Salmon Says...

Our Salmon Burgers are a tasty catch. They're made fresh in store in three amazing flavors - Bruschetta, Feta and Olive or Fiesta Jalapeño.

It's Prime Time For The Ultimate Burgers.

One taste of our Prime 1 Gourmet Burgers and you'll never go back to the plain old patty again. That's because we start with 100% Prime Ground Chuck. Then we add our own spin that makes for pure hamburger heaven. From unique patties like Cajun Cheddar, Blue Cheese and even our Cowboy Burger with bacon and spices, these are the burgers your taste buds have been waiting for.



Have A Primo Summer!

Go from ho hum to yum with our Primo Picks for the summer. What are they you ask?

- Unique, tasty and cool products you may have never heard of or tried before.
- Products that 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.**



Without these, summer grilling isn't as thrilling!



Grown only for H-E-B, our Intensely Sweet Bi-color Corn is sweeter than any other corn around. These mini cobs are perfectly sized for grilling and will be the sweet spot of your next meal at only **\$6.98**.



Our competition-quality, natural hardwood lump charcoal burns hot and long for a prime sear. At only **\$4.48** a bag, pair it up with our Prime 1 Burgers and Mini Cob Corn and you're sure to win.

★ NOW ★
AVAILABLE IN
QUARTS



WHO'S Ready To Get Their MOO On?

When it comes to milk, we've reached udder perfection. H-E-B MooTopia® has 50% more protein and 45% less sugar than ordinary milk. It's rich, creamy, lactose free and absolutely bovine! Drink it up starting at only **\$3.28** for a half gallon.



They're Yellin' For Melon

There are those who scream for ice cream. But we're giving a shout out for sherbet. In fact, we're told folks rave about our H-E-B Creamy Creations® Watermelon Sherbet every year. Creamy and smooth, it's bursting with the taste of fresh, sweet watermelon without the seeds. At the sweet price of **\$2.50** for a quart, get it before it's gone!



Limited
TIME ONLY

Take 'Em For A Dip!

What better way to enjoy our H-E-B Tub Cookies than with a big ol' glass of ice cold H-E-B MooTopia®? They're made using all-natural ingredients with no artificial colors or preservatives. Exclusive, gobble up flavors like Lemon White Chocolate Crisps, Snickerdoodle and more, make for sweet summer dunking and at **\$2.49 - \$3.99**, they're a sweet price too.



No Summer Road Trip Necessary.

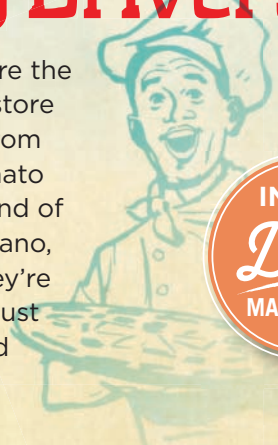
That's because we traveled all over Latin America to find inspiration for our Tres Leches Cakes for you. Ours starts with "baked just right" sponge cake that we soak in precisely the right blend of tres leches (three milks). For the finishing touch, we top it off with real whipping cream for a decadent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



Made
FRESH
IN STORE

Heads up Delivery Drivers.

Our Take-and-Bake Pizzas are the real thing. They're made in-store with ingredients imported from Italy, including a special tomato sauce and a four cheese blend of 100% Mozzarella, Grana Padano, Pecorino and Parmesan. They're so delicious and starting at just **\$8.98 each**, folks won't need to call in an order.



IN THE
Deli
MADE FRESH



Are You Addicted Yet?

With comments like, **"I. Can't. Stop. Eating. THAT GREEN SAUCE!"** we suspect everyone is really into this stuff. Heck, they're pouring it on everything. Not that we blame them. We find the blend of fresh jalapeños and poblano peppers rather addictive ourselves. You will too at just **\$4 each**.



SIP INTO Something Comfortable

Pull up your favorite chair and kick back with our crisp and fruity Central Market® Organics Italian Sodas. They're bottled at the source and imported directly from Italy. For fun, toss in some fresh or frozen fruit or use as a mixer. At the refreshing price of just **\$2.49 each**, we dare you to take a sip without saying ahhh.

No Mere Beer

Say hola to a true Mexican cerveza. This refreshing, summer lager is unlike any other. Indio is brewed at the Cuauhtémoc Moctezuma Brewery in Monterrey, Mexico - but there's no need to travel all that way just to enjoy. You'll find it here, just arrived at H-E-B.



**Just
ARRIVED!**



H-E-B

NAPA UNCORKED



COME BY JUNE 20 - JULY 3
FOR NAPA INSPIRED RECIPES AND PERFECT PAIRINGS

Sip And Savor Napa Flavor

Welcome to Napa Uncorked. It's our special two week event bringing a taste of the famed valley to your own backyard. Stop by Cooking Connection for a taste of unique Napa inspired recipes, wine pairings and other delicious finds.

UNCORK THE MOMENT

Slow dancing in the summer breeze. We like to think that's what Slow Dancer Napa Cabernet Sauvignon is all about. Put on some soft music and let its tango of cassis, plum and vanilla-caramel flavors sway you.

\$16.98
PER BOTTLE



COPY THAT

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

\$17.98
PER BOTTLE

Did you know?

Grape growers use the term "clone" to refer to a vine cutting from a mother vine that has desirable traits like taste or cluster size.

Oh snapa! These pair perfectly with Napa.

Our Artisan White Cheddar is made by an award-winning Wisconsin cheese maker. It's aged for a full year for that rich, sharp flavor. At only **\$6.95** a pound, it's a real winner.



Our new double cream brie? Oui, oui! It's imported from France and made by an artisan cheese maker who's practiced the craft for 70 years. At only **\$7.95** a pound, you'll say, "oui, this brie's for me."



CAMERON HUGHES
LOT 256
ROSE
\$10.98



CAMERON HUGHES
LOT 334
CHARDONNAY
\$13.98



WHITE COTTAGE
RANCH RISA
CABERNET SAUVIGNON
\$29.98



ST. CLEMENT
SAUVIGNON BLANC
\$14.98



WILLIAM HILL
RESERVE
CABERNET SAUVIGNON
\$27.98

10%

OFF ALL
NAPA WINES*

ADDITIONAL
10% savings
when you
purchase
6 or more
bottles

*Shelf price
includes Napa
wine discount

Napa wine prices
good June 20
- July 3, 2012.
Offer good at
participating stores.
Selection may vary.



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 8/7/12 (Napa wine prices June 20 - July 3, 2012 only). Visit your H-E-B store for details.

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