

# seasons

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EMPLOYEE OWNED

HELPFUL PRODUCTS AND IDEAS FOR HEALTHY LIVING



BACK TO SCHOOL 2009  
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FOOD . FAMILY . SCHOOL





1. Hy-Vee Dried Fruits, Trail Mix or Yogurt Covered Snacks: selected varieties 6 to 8 oz. 3/\$4.00
2. Hy-Vee Yogurt to Go: all varieties 18 oz. \$1.58
3. Skippy Peanut Butter: creamy, chunky or natural 26.5 to 28 oz. \$3.55
4. Crayola Lunch Containers: each 2/\$6.00
5. Bakery Fresh English Muffin Bread 20 oz. \$1.99
6. Hy-Vee Refrigerated Bagels: selected varieties 5 or 12 ct. \$1.18



## DEAR FRIENDS,

Where has summer gone? It's a question I ask every fall. With summer fun a memory and school beginning, my thoughts are shifting gears. This issue of *Hy-Vee Seasons* magazine is filled with helpful ideas as our schedules move from long, lazy summer days to routines of work, school and fall events. But regardless of the season, I make it a point to keep my camera handy. Mine is always on the kitchen counter and ready when those too-cute moments happen with kids, pets or guests. The photo, *below*, is one lucky capture of our neighbor boys playing with our Brittany dogs.

You can't get back those special moments or the first day of school or other firsts, so make sure your camera is out and ready to go. This is one reason I love the Hy-Vee Online Photo Center, [hy-vee.lifepics.com](http://hy-vee.lifepics.com). Turn to the "First-Day Memories" story on page 26 for great ideas on organizing your digital photo life. Or personalize your activities calendar this fall by creating a photo calendar with your own lucky photos. The Hy-Vee photo site is easy and affordable. Give it a try and you'll be hooked.

School takes focus right now whether you have a student in grade school or are sending your child off to college. There's much to do amidst those nostalgic moments. Clothes, books, supplies, healthy lunches and more become priorities as school begins. Nothing is more important than our childrens' nutrition so they have energy, stamina and healthy minds to learn and grow. Our NuVal Nutritional Scoring System, covered on page 62 takes the guesswork out of choosing the best foods.

In addition, preparing delicious, nutritious meals doesn't need to be time-consuming. Find a few of my favorite menus listed on page 47. With meal ideas for an entire week, plus a plan for Mom to have a night off from cooking (see "Mom's Night Off" on page 58), it's easy to stay within a budget while spending time with family.

Enjoy this issue of *Hy-Vee Seasons*. We're proud to have you share a few moments of your time with us!

Rose Kleyweg Mitchell  
Sr. Vice President, Education & Governmental Affairs





# seasons



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

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# Prepped for School



Ahh! The excitement of the first day of a new school year. Seeing friends from last year. New backpacks, new duds! The whiff of a fresh box of crayons. Finding a new classroom and desk! And meeting this year's teacher.

WRITTEN BY CYNTHIA PEARSON AND PEG SMITH PHOTOGRAPHED BY TOBIN BENNETT

Ready for that first day back? In addition to gathering new crayons, pencils, notebooks, backpacks, lunch boxes, shoes and clothes, families need help to transition from summer vacation to school days. If big changes are needed, ease into the routine by adjusting bedtimes and mealtimes to fit the school schedule. Make kids part of the plan, letting them feel the excitement build toward that first day back to meet friends, teachers and new experiences.

To avoid abrupt changes, begin making schedule adjustments two to three weeks before school starts, encouraging kids to begin each day similar to a school day. Show them how getting organized

the night before—from tidying the bedroom to laying out clothes and backpacks—makes mornings go smoothly. Make a contest of having a few practice school-day mornings, perhaps playing beat-the-clock to see who's ready for breakfast first or who remembered to gather all the belongings. Cheer each day's progress. Then on that first official back-to-school morning, kids will have the confidence to stay on track all day.

Talk with your kids about how important it is to eat a good breakfast each morning. Knowing which nourishing foods they'll welcome makes for a pleasant start to the morning for everyone.





For kids who are unfamiliar with their new school, show them where they'll be spending their days. Walk around the school, inside, outside or both. Visit the spot where they'll get on a bus or meet to carpool. Or walk the route to school, pointing out familiar spots, homes of friends and safe places to go for help. Any familiarity gained before the first day means that kids will feel confident about what's expected.

Practice loading packs with only what's needed. Demonstrate how to pack neatly—flat items against the backside, large then small books, then small items in compartments. For pride of ownership, watch and listen as kids perform a show-and-tell of the neat pack.

For a numbers lesson, have each child step on a scale, with and without pack. Show the difference in weight, and ask how the pack feels. Make strap adjustments for comfort. Loaded packs should be less than 10 percent of body weight; excess weight on growing bones is uncomfortable and unhealthy. Assure a child who's tempted to carry possessions to and fro that his things are better off at home, awaiting his arrival at the end of the day.

Visit with kids about being backpack monitors. You or another grown-up will check for papers, other information about school events or reminders and extra stuff that adds unnecessary weight and clutter.

Finally, the day or evening before school starts, mark the occasion. Celebrate over a special dinner, game or extra bedtime story. With a good night's rest, healthful breakfast and organized backpack, your kids will be off to a good start to a new school year.



# Pick the Right Pack ...

Assorted Fashion Backpacks \$13.99



... to make the grade.

We've done the homework for you! Here's what you need to know to choose the best school backpack:

- **Your child should love it!** In addition to making a fashion or personality statement, backpacks need to function as a convenient way to carry books and school supplies.
- **Wide padded straps offer comfort.** Choose a backpack with padded shoulder straps and back. Select a backpack, when available, from the fashion line of backpacks from Hy-Vee with an additional waist belt, which helps to evenly distribute weight. Avoid bags with single shoulder straps.
- **Compartments are necessary.** Multiple compartments help distribute weight within the backpack and make it easy to find pencils, erasers and other small items.
- **High-quality fabric and construction hold up.** Choose durable and lightweight nylon or woven fabric over heavy, nondurable construction.







1. Crayola Twistables Crayons: 8 ct. \$1.99
2. Academix Calculators: selected varieties 1 ct. \$3.99
3. Fashion 3-Ring Pencil Pouch, Hall Pass \$2.99
4. Academix Jumbo Erasers: 2 pk. \$.49
5. Fashion Fat Book \$2.19
6. Academix Mini Stapler \$1.49
7. Microban Ruler or Protractor \$3.39
8. BeGreen Pens: 2 pk. \$3.99
9. Microban Scissors: 5" \$3.69
10. Bic Mechanical Pencils: 5 pk. \$1.99
11. RoseArt Colored Pencils: 12 ct. \$1.59
12. Collegiate 3D Notebooks: selected styles each \$3.49
13. Trapper Keeper \$8.99
14. Collegiate 3D Portfolios: selected styles each \$2.49
15. EcoChoice Recycled Binders \$3.99
16. Fashion Themebooks \$2.59





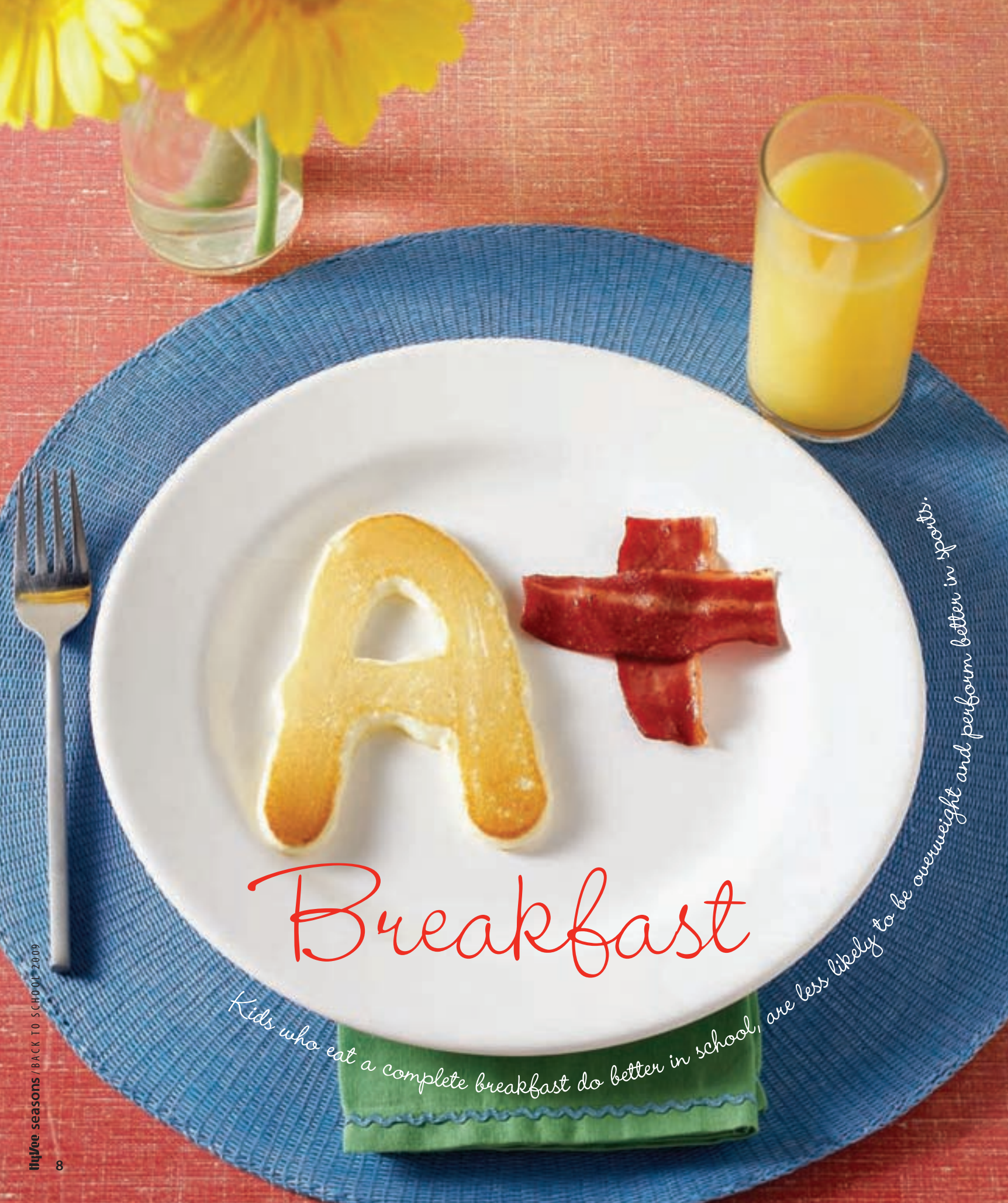
Shopping for school supplies is one fun event!

- **Plan It Now.** Set a date, talk it up, make a list and know what to shop for.
- **Gather Lists.** Many schools supply lists, some specific for each grade level.
- **Beat the Rush.** For best selection or to find a high-priority specialty item, shop freshly stocked shelves. Early August is prime time.
- **Slow Down.** Set aside unhurried time for kids to make selections, ask questions and truly shop, while checking items off their lists.
- **Stock Up.** For supplies that will likely be replenished throughout the school year, stock up when you find bargain prices. Double up on items that you'll use both at school and at home (calculators, for example).
- **Find a Special Extra.** After checking off the list of necessary supplies, kids may find something exciting, new and different—fancy pencils, colorful notebook covers or locker decorations—to make going back to school even more fun.
- **Celebrate.** Wrap up the event with a supplies finale. While shopping your Hy-Vee store, pick up a bag of marshmallows, graham crackers and chocolate to make s'mores for dessert. Or round up ice cream, berries and toppings for a school supply ice cream social.

# Ready, Set for School







# Breakfast

*Kids who eat a complete breakfast do better in school, are less likely to be overweight and perform better in sports.*





WRITTEN BY COURTENAY WOLF  
PHOTOGRAPHED BY TOBIN BENNETT

It's official. Food helps kids (and adults) think and learn. Study after study shows that eating breakfast improves math, reading and language scores and affects behavior positively. A recent Duke University study of 4,000 elementary-age children found that those who eat breakfast perform better on memory and verbal-fluency tests than those who skip breakfast. Other studies indicate that breakfast-eaters perform better on demanding mental tasks and have fewer behavior problems. Schools that offer low-cost and free breakfast programs see significant improvements in academic achievement scores.

#### FOOD CHOICES MATTER

So does it matter what kids eat for breakfast? Evidence suggests it does. A 2008 study at Tufts University showed that children who ate oatmeal did 20 percent better on memory tests than those who ate processed sweetened cereal. With equal amounts of sugar, whole grain oatmeal, with more protein and fiber, wins out over cold cereal.

"Complex carbohydrates in whole grains take longer to metabolize; they keep blood sugars at moderate levels without spiking up and down," says Stacy Mitchell, RD, LD, Hy-Vee dietitian, Bettendorf, Iowa. That's important because a constant supply of fuel from the glucose (a sugar) is vital for brain function, and the brain doesn't store glucose.

Count on your child having brain fuel to start the day by serving a breakfast rich in the complex carbohydrates in whole grains, fruits, vegetables, beans and legumes. Stacy recommends that breakfast include whole grains, protein and fiber. "Foods labeled whole grain tell us that all three parts of the grain are present: the fiber-rich bran containing B vitamins and antioxidants, the

endosperm with carbohydrates and vitamins, and the germ—or nutrient powerhouse. That's what to look for." Jump-start the brain with added fruit and a low-fat source of protein, she adds.

#### SIMPLE STRATEGIES WORK

It's challenging to get everyone up, dressed and fed, especially a traditional breakfast, before heading off to work and school. Find a variety of foods that appeal to kids while getting the day started right. Go beyond cereal and milk with fresh berries, and try whole wheat breakfast tortillas; pancakes and waffles with fruit toppings and a strip of low-fat bacon; smoothies made with yogurt and fresh fruit; and whole grain bread or toast with cheese and fruit. "Find something simple that has the benefit of breakfast and fits your life," Stacy says. "Make sure there's solid nutrition though. Avoid sugary and high-fat foods."

A few additional reasons to make sure children and teens eat this important meal: They'll get more of the recommended daily allowance of nutrients needed to grow and thrive. They'll be less likely to be overweight or obese. They'll be more likely to excel in sports. They'll tend to get along with classmates. It just makes sense to get a healthful breakfast—their futures depend on it!

*Opposite:* To make pancake letters, prepare pancake mix according to package directions. Transfer batter to a resealable plastic bag. Cut a small hole in one corner of the bag and pipe letter into greased skillet or griddle. Cook over medium heat until golden brown, turning once.





## Fruity Soy Milk Smoothies

*Serves 2 (about 1 cup each)*

### ALL YOU NEED

1 medium banana, peeled, sliced and frozen  
1 cup sliced fresh strawberries  
1 cup Hy-Vee HealthMarket vanilla soy milk  
Hy-Vee honey, to taste  
1 cup crushed ice

### ALL YOU DO

Place banana, strawberries, soy milk, honey and ice in blender and blend for 1 minute or until smooth.  
Serve immediately.

*Nutrition facts per serving: 120 calories, 2 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 60 mg sodium, 25 g carbohydrates, 4 g fiber, 4 g protein, 15 g sugar. Daily values: 6% vitamin A, 90% vitamin C, 15% calcium, 6% iron.*

Peanutty Soy Milk Smoothies: Add 2 tablespoons Hy-Vee creamy peanut butter to ingredients in blender.



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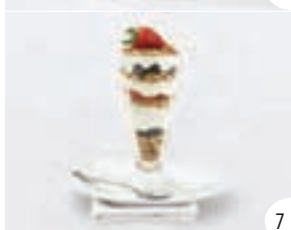
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1. Pepperidge Farm Swirl Bread: all varieties 16 oz. **\$2.99**
2. Cascadian Farm Granola Bars: all varieties 6.2 or 7.4 oz. **\$3.38**
3. Hy-Vee HealthMarket Soy Milk: original, vanilla or chocolate 32 oz. **2/\$3.00**
4. Hungry Jack Pancake Mix: selected varieties 28 or 32 oz. **\$2.28**
5. Pillsbury Pouch Muffins: selected varieties 7.6 or 8.1 oz. **\$.77**
6. Smucker's Grape Jelly: glass or squeeze 20 or 32 oz. **\$1.68**
7. Healthy Kitchen Yogurt Parfait **\$3.99**
8. Johnsonville Smoked Sausage Links or Premium Beef Franks: selected varieties 13.5, 14 or 16 oz. **\$2.98**
9. Jennie-O Turkey Bacon 12 oz. **2/\$5.00**



## 10 Quick & Easy Brain-Boosting Breakfasts

Pack more nutritional punch into your breakfasts with these ideas from Hy-Vee registered dietitians.

1. **Peanutty-Apple Sandwich (shown above).** Spread peanut butter on bread slices, layer with sliced apple, spread jelly and stack together.
2. **Banana Wrap.** Add a little honey and a few sunflowers and raisins to  $\frac{1}{8}$  cup of peanut butter. Spread on a Hy-Vee whole wheat tortilla topped with half a peeled banana; roll up. Serve with low-fat chocolate milk.
3. **Yogurt Parfait.** Make a parfait with any flavor low-fat yogurt. Add frozen berries, pecan pieces and a scoop of whole grain cereal.
4. **Instant Oatmeal.** Sprinkle sliced almonds and raisins on instant oatmeal. Serve with chocolate milk.
5. **Cheese Melt.** Layer sliced or shredded low-fat cheese on a whole grain bagel or toast; warm to melt. Serve with tomato juice and apple slices.
6. **Waffles.** Warm a whole grain waffle, then top with almond butter (or other nut butter) and apple butter. Serve with milk.
7. **Breakfast Munchies.** For portable breakfasts, in a large bowl, combine 3 cups mini shredded wheat cereal (or other high-fiber whole grain cereal),  $\frac{1}{2}$  cup walnuts and a 5-ounce package of dried berries. Place 1 cup cereal mix in resealable bag. Enjoy with a yogurt drink.
8. **Whole Grain Pancakes.** Add ground flax to whole grain pancake mix to increase brain-boosting omega-3s. Top with berries and yogurt.
9. **Smoothie.** Blend dried whey protein into any fruit smoothie for a boost of protein. Pair with whole grain toast.
10. **Breakfast Bars.** For rushed mornings, grab a whole grain breakfast bar with nuts and fruit; tote along a single-serving yogurt drink.



## Crunch, Crunch!

However you shake it, Bear Naked Granola packs a powerful punch for nutritious breakfasts, healthful snacks and crisp dessert toppers.

1. Bear Naked Granolas: selected varieties 12 oz. \$3.49
2. Kellogg's Mini-Wheats: selected varieties 14.5 to 18 oz. 2/\$6.00
3. Kellogg's Pop-Tarts: all varieties 8 ct. 3/\$5.00
4. Cheez-It Snack Crackers: selected varieties 7.5 to 10 oz. 2/\$4.00
5. Keebler Chips Deluxe: selected varieties 12.5 to 18 oz. 2/\$5.00
6. Kellogg's Nutri-Grain Bars: selected varieties 6.7 or 10.4 oz. 2/\$4.00
7. Kellogg's Snacks Caddy Packs: selected varieties 11.5 to 16.8 oz. \$3.99



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1. Hy-Vee Coffee Creamer:  
original or fat-free  
32 oz. **\$1.59**
2. Hy-Vee Orange Juice:  
original or with  
calcium 128 oz. **\$5.77**
3. Hy-Vee Egg Substitute:  
3 pk. **\$1.99**
4. Hy-Vee Soft Spread:  
2 lb. **\$1.59**

PEOPLE WHO EAT  
BREAKFAST CONSUME  
LESS FOOD THE  
REMAINDER OF THE  
DAY AND ARE MORE  
SUCCESSFUL AT LOSING  
WEIGHT AND KEEPING  
WEIGHT OFF.



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## Sunrise Scramble and Bacon Roll-Up

Fresh from the dairy case, Hy-Vee egg substitute is handy for making one or more breakfast roll-ups or sandwiches. Prepare a single serving of egg substitute according to package directions. Then cook one or two slices of turkey bacon until crisp. To assemble, top a whole wheat flour tortilla with egg and bacon. Sprinkle with Hy-Vee shredded cheddar cheese. Roll up. To heat thoroughly, microwave on high for 10 seconds.





### REASONS TO FILTER YOUR OWN WATER

Although the Food and Drug Administration (FDA) ensures the safety of bottled water, effectively regulating it as it does city water, bottled water continues to stir controversy. The Clean Air Council reports that each hour Americans toss 2.5 million plastic bottles, which take up to 1,000 years to break down in landfills. According to the Sierra Club, 3 liters of water is required to produce 1 liter of bottled water. From an economical perspective, bottled water can cost 500 to 4,000 times more than tap water. “Drinking filtered water from a reusable container can be a more cost-effective and environmentally friendly way to enjoy water,” says Nicole Arnold, Hy-Vee dietitian.

Brita Classic Pitchers or 3 pk. Filters ~~\$14.99~~



# Go Green with Drinking Water

Is your drinking water eco-friendly? Learn to quench your thirst in ways that improve health all around—for you and our planet.

WRITTEN BY JULIE MARTENS PHOTOGRAPHED BY TOBIN BENNETT

The human body is 50 to 70 percent water. Ninety-nine percent of all chemical reactions in the body require water. In the course of 24 hours, basic body functions—including breathing—consume 2 to 3 liters of water. Water lubricates joints and internal organs, is essential for weight loss, maintains muscle tone, regulates body temperature and transports oxygen to cells.

Vital to existence, water is the most important nutrient, one you must consume daily. “Without water, we wouldn’t survive,” says Nicole Arnold, RD, LD Hy-Vee dietitian, Boone, Iowa. “The more hydrated we are, the healthier we become.” General recommendations from experts for healthy living suggest drinking eight 10-ounce glasses of water each day. “Typically, we get 20 percent of the water we need from food, like fruits and vegetables,” Nicole says. “Eighty percent comes from liquids.”

Free of sugar, caffeine and calories, water is the ideal beverage. “Water by itself is a healthful choice,” says Nicole. “High-endurance athletes who exercise for longer than an hour at a time need certain

functional water drinks that contain carbohydrates, electrolytes or proteins. But most of us just need water.”

Debates swirl around which type of water is best and most nourishing for the body. Nicole says, “The answer is really simple. The best water is the one you drink, that tastes best to you.” Although many people prefer the taste of bottled water, others prefer unfiltered tap water. Nicole suggests checking with municipal water authorities to learn about local water quality. “Filtering water removes heavy metals, bacteria and other contaminants,” she says.

Water should be the first beverage choice for children and adults. “The easiest way to drink it is to keep a container in front of you. Just having a filtered water pitcher in the fridge may make drinking water more likely,” she says. If you find water bland, add a splash of 100 percent juice or a slice of lemon, which is a great cleanser and purifier of the blood, liver and kidneys. “Try a slice of cucumber for a refreshing change,” Nicole says. “When entertaining, serve water in a clear pitcher with cucumber and lemon slices.”

## Eco-Friendly Buys

Look for other green products at Hy-Vee that will help you create a healthy home environment.

1. Method Hand Wash, All Purpose Cleaning Sprays, Dish Soap or Bathroom Cleaner: selected varieties 10 to 28 oz. or 30 ct. **2/\$6.00**
2. Hy-Vee Reusable Bag: I’m Green 1 ct. **\$9.99**









# Lunch Box Lessons

Punch up lunch—for school, office and on-the-go. Pack stylish and fun containers, bags and totes to keep foods fresh, healthful and stick-to-the-ribs good.

WRITTEN BY PATRICIA INGRAHAM PHOTOGRAPHED BY ADAM ALBRIGHT

Lunchtime is as much social time as fill-up time. To set the mood for fun while whetting little appetites, begin with personality-plus lunch boxes. Pack favorite foods, with shopping and organizing help from the kids, to make the midday meal balanced, healthful and energizing to keep kids going through the school day.

## LESSON 1: LUNCH BOX STARS

Build lunchtime intrigue by letting kids select colorful, trendy lunch boxes or bags, icy gel packs in popular themes and bright sandwich-style containers. Hy-Vee offers convenient one-stop shopping to find all the lunch-toting gear to last through the school year.

## LESSON 2: SHOPPING TRIP

Kids are likely to eat nourishing foods that they choose for themselves. “Take kids to the grocery store and begin in the Produce Department, looking for deep dark rich colors,” says Martha Nepper, Hy-Vee dietician from Omaha. To make selections that are high in nutrients, play a game to find foods in a rainbow of colors. “Make it fun,” says Martha, “Ask ‘How many different colors can you choose for lunch this week?’” Later move on to meats, selecting low-fat deli meats and cheeses; then choose dairy products, breads and other items from up and down the aisles.

## LESSON 3: PACKED AND READY TO ROLL

The night before, after homework is done and before clothes are chosen for the next day, make sandwiches, wash and cut up fruits and veggies and prepare everything for the next day’s lunch. Pack it up and store it in the fridge, ready to grab the next morning when every minute counts!

## LESSON 4: KEEP IT CLEAN! KEEP IT COLD OR HOT!

Wherever food is concerned: Be safe and stay healthy. Prevent illness by keeping hands and food surfaces clean and by knowing safe temperatures for food storage. Wash and dry food storage containers between each use. Make sure kids know to wash hands thoroughly before handling food, and pack sanitizing hand wipes or gel they can use before eating lunch. Colorful freezer packs or frozen juice boxes help keep meat, cheese and egg sandwiches chilled and fresh until lunchtime. Insulated containers keep soups and beverages hot. If in doubt about food temperature safety, pack only foods that don’t need to be well-chilled or hot.

## LESSON 5: EASY PICKUPS

Please picky eaters with foods you know they’ll eat. For dipping and dunking, a favorite for most kids, pack bite-size veggies along with resealable bags filled with hummus, yogurt or salad dressing. Freeze the dip overnight, then pop it into the lunch box. Naturally sweet and juicy fruits pack well; some are easily sectioned or cut in pieces for easy eating. For breads and grains, pack sandwiches and roll-ups in sizes and shapes that are fun and easy for little fingers to handle. Shapes and designs are exciting. Cut sandwich shapes with cookie cutters or make tortilla pinwheels—a whole grain tortilla filled with low-fat turkey and cheese, rolled and sliced. Also try other breads, such as bagels and pita bread.

## LESSON 6: SURPRISE!

Finally, slip in a treat or something special that says, “You’re loved!” Think about bite-size portions of sweets, a mini bag of chips or crackers, a cute sticker or a note. Remember to keep lunch healthful, with just a touch of sweetness.



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1. Ice Packs: assorted favorites 1 ct. **\$1.49**
2. Zak Food or Drink Containers: each **\$3.99**
3. Zak Licensed Lunch Bags: selected varieties each **\$9.99**
4. Oscar Mayer Fun Pack Lunchables: selected varieties 10.15 to 12.55 oz. **3/\$7.00**
5. Naked Juice: selected varieties 15.2 oz. **2/\$5.00**
6. Old Orchard 100% Juice: selected varieties 64 oz. **\$1.77**



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1. Bakery Fresh Lunch Box Cookies 24 ct. \$3.99
2. Bakery Fresh Whole Grain & Flax Seed Bread 20 oz. \$3.99
3. Hy-Vee Individually Wrapped American Cheese 16 oz. \$1.88
4. Hy-Vee Quick Mac: 12.9 oz. 2/\$4.00
5. Hillshire Farms Ultra Thin Lunch Meats or Hearty Slices: selected varieties 9 oz. \$2.99
6. Land O' Frost Deli Shaved Lunch Meats 16 oz. pkg. \$2.99
7. Hy-Vee Natural Cheese Bars: selected varieties 8 oz. 3/\$5.00



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1. Del Monte Fruit Cups or Fruit Chillers: selected varieties 4 pk. **2/\$4.00**
2. Hy-Vee Shelf Stable Tortillas: fajita, burrito or wheat 12.75 or 16 oz. **\$1.28**
3. Pillsbury Classic Brownies: fudge or milk chocolate 19.5 oz. **\$1.18**
4. Frito Lay Variety Packs: smart, flavor or family sacks 17.37 or 22 oz. **\$5.99**
5. Nabisco Classics Cookies: selected varieties 12 oz. **2/\$5.00**
6. Fish Market Imitation Crab or Lobster Meat: selected varieties 14 oz. **2/\$6.00**
7. Hy-Vee String Cheese 12 oz. **2/\$5.00**



# Add Up a Healthy Lunch

Balance nutrition with kid-friendly tastes following these suggestions. Different choices for each day will keep even finicky eaters guessing (and trying new foods).



Pizza tortilla (tortilla + lettuce + pizza sauce + pepperoni + shredded cheese)



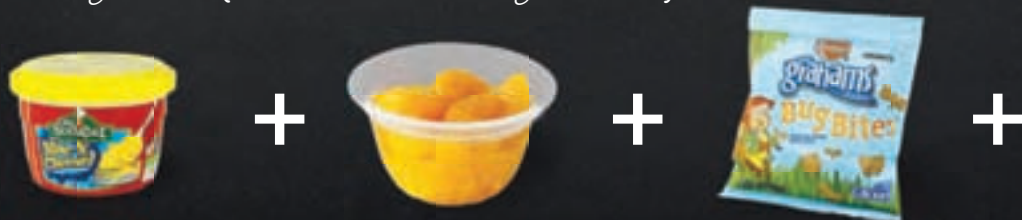
Pita sub (pita + mayonnaise + lettuce + ham, turkey and bologna + cheese)



Wafflewiches (Frozen waffles + peanut butter + granola + banana + apricot preserves)



Tuna and bagel bites (deli tuna salad + bagel chunks)



Ready-to-go mac & cheese



# Set Them Up for Success

Send them off with the nutrition they need and the quick snacks and lunches they love. Get tasty, wholesome products for less at Hy-Vee, and give your kids what they need to succeed!



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1. Manwich: regular or BBQ 15 or 15.5 oz. 10/\$10.00
2. Orville Redenbacher's Micro Popcorn: all varieties 2, 3 or 4 pk. 3/\$5.00
3. Banquet Family Pack Chicken: selected varieties 24 to 28.8 oz. \$3.99
4. Kid Cuisine Dinners: all varieties 7 to 10.6 oz. 3/\$6.00
5. Reddi Wip Topping: original, extra creamy or fat free 7 oz. 2/\$4.00
6. Hebrew National Beef Franks: all varieties 12 oz. 2/\$6.00
7. Slim Jim Giant Sticks: original or mild .97 oz. 10/\$10.00
8. Chef BOYARDEE Can Pasta with Meat or Micro Cups: all varieties 7.25 oz or 15 oz. 10/\$10.00
9. Hunt's Snack Pack Pudding: all varieties 4 pk. 10/\$10.00

## MORE BACK-TO-SCHOOL SAVINGS

SLU 15740

## SAVE \$4

on selected lunch bags when you buy **ANY FOUR** participating products\*

\*Participating products include: Chef Boyardee® Canned Pasta 15 oz. and Microwaveable Cups 7.5 oz., Snack Pack® Pudding 4-pack, Kid Cuisine®, Orville Redenbacher's® Gourmet Popping Corn 2-4 pack, Manwich® 15.5 oz., Banquet® Chicken 28 oz., Hebrew National® Beef Franks 12 oz., Slim Jim® Giant Sticks 0.97 oz and Reddi-wip® 7 oz.



Zak Licensed Lunch Bags: selected varieties each **\$9.99**

Byo Poke-a-Dot Rambler Lunch Bag **\$9.99**



# Hy-Vee Bakery

## TURKEY-VEG PANINI

Spread chopped Hy-Vee Deli broccoli supreme salad on two slices of Take & Bake natural whole grain bread. Layer with provolone cheese and smoked turkey. Assemble sandwich. Brush top and bottom bread slices with olive oil. Cook in preheated sandwich press for 5 to 6 minutes or until cheese melts.

*Note:* To beat the morning rush, prepare this sandwich the night before. Pack it in an insulated bag with an ice pack. To reheat, warm it in a microwave oven for 30 to 60 seconds. Serve with Kate & Nola's brownies.



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1. Kate & Nola's Bars or Brownies: all flavors  
16 oz. **\$4.99**
2. New French Ciabatta Loaf  
**\$3.99**
3. Take & Bake Natural Whole Grain Bread 16 oz.  
**\$3.99**
4. Wholesome Harvest Breads: selected flavors  
24 to 33 oz. **\$3.99**

WHOLE GRAIN BREADS  
ARE HIGH IN FIBER,  
WHICH MAY LOWER THE  
RISKS OF HEART DISEASE,  
CANCER, DIABETES AND  
CHOLESTEROL.



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# Winning Treats

WRITTEN BY PEG SMITH PHOTOGRAPHED BY ADAM ALBRIGHT

Snacks are essential for birthday celebrations, classroom parties and after-school activities. Bars and cookies, cupcakes and desserts, fresh fruit and veggies, and cheese and crackers all provide necessary energy and nutrition for active, calorie-burning kids—as well as adults who supervise.

For midday birthday treats and classroom parties, visit a Hy-Vee Bakery for awesome decorated cakes, cupcakes and cookies that feature popular and delightful characters and themes. For after-school and before-dinner snacks, offer foods that satisfy without spoiling appetites. Keep it simple with saltines or graham crackers, cheese or peanut butter, apples or cut-up carrots and celery. Offer plenty of water or low-calorie fruit drinks minus excess sugars. Keep tummies from rumbling and energy levels from dipping for kids to be at their best.

Check with schools to ask about the policy of homemade versus packaged foods before carrying in treats. Also check with classroom teachers about students who may have dietetic restrictions or food allergies.





Mountains and Forest Sandwich

## Tips for Mom: how to pack a smile into every lunchtime!

- Use cookie cutters to cut your sandwich into fun shapes; they are more likely to be eaten!
- Include a small note or picture of your family in your child's lunch; it will brighten their day!
- Place a frozen juice box in your kids' lunchbox; it will keep the food chilled and will be thawed by lunchtime.
- Go for variety. Make sandwiches using whole grain tortillas, bagels or pitas.
- Add grated veggies to sandwiches and wraps for crunch. Your kids won't notice they're eating something that's good for them!

1. **Nabisco Tray Packs or Dunk Ems:** selected varieties 12 ct. or 15 ct. \$3.99

**Nabisco 100 Calorie Cookies or Crackers:** selected varieties 4.05 to 5.10 oz. \$2.58

2. **Nabisco Ritz Bits, Teddy Grahams or Kraft Macaroni & Cheese Crackers:** selected varieties 7.5 to 10 oz. 2/\$5.00

3. **Nabisco Honey Maid Grahams or Nilla Wafers:** selected varieties 12 or 14.4 oz. \$3.19

4. **Nabisco Chips Ahoy!** Cookies: all varieties 14 to 15.25 oz. \$2.99

**Nabisco Cakesters:** all varieties 10.56 to 12 oz. \$2.77

5. **Capri Sun or Kool-Aid Jammers:** selected varieties 10 pk. \$1.98

**Nabisco Snak Saks:** selected varieties 5.5 or 8 oz. \$1.99





# Smiles for Education

WRITTEN BY PEG SMITH PHOTOGRAPHED BY TOBIN BENNETT

It's a class act! Hy-Vee Smiles for Education, in its fifth year, will have donated nearly \$2.4 million to schools in Iowa, Kansas, Minnesota, Missouri, Nebraska, Illinois and South Dakota. This year, Hy-Vee kicks off its 8-week Smiles for Education program on August 19. Parents, teachers and staff are encouraged to register students—and schools—at their local Hy-Vee. Then shop and save with Smiles for Education products throughout the store. Each week, 10 schools and 10 students will be randomly selected to receive special prizes. It's Hy-Vee's way of helping make a difference in every child's education.







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1. 7" Digital Picture Frame **\$49.99**
2. Shop our new [hy-vee.com](http://hy-vee.com) for a large assortment of cameras and all your online photo processing needs.
3. Inspirational Journals: 160 sheets **\$5.99**
4. Our Entire Selection of Picture Frames **25% off**




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A young man and woman are sitting in the back of a convertible car, smiling at the camera. The man is on the left, wearing a light blue t-shirt. The woman is on the right, wearing a blue and white striped tank top and a blue bow in her blonde hair. The car is orange, and the background is a blurred green field.

# First-Day Memories

The simplest document will do: a photo. Snap one of your kids, polished and dressed for success, backpacks over their shoulders. Capture a digital image of the morning to last a lifetime ... forever.

WRITTEN BY CYNTHIA PEARSON PHOTOGRAPHED BY TOBIN BENNETT

What's your favorite spot to snap back-to-school photos? Breakfast table? Outside the front door? At the bus stop? One of each? Do you single out each child or round up a group? Wherever you choose, capture the day and time as it happens. Small children may love the photo session. Teens may greet the camera with "Hurry up already—I'm too old for this." It's all good—the mood as well as the new clothes. Also include a bit of environment or background, because scenes and decorating add interesting layers of history.

Share those photos soon, printed or electronically. Grandparents, aunts, uncles and cousins across town or across the country will thrill to see how kids change and grow. With kids out the door, settle in to upload photos, even ones taken on your phone, to your account at a Hy-Vee Online Photo Department. Simply enter e-addresses and click the SHARE button for family and friends to view a slide show of images taken minutes ago. If you crop and adjust, that option is available.

For viewing plus practicality, drop a photo in the Hy-Vee Photo Department's single-photo calendar, choosing school or calendar year presentation and background graphics. Personalized calendars are ideal to track family activities and as gifts. To commemorate first

days, kindergarten to high school, place photos on mugs, frames or computer desktops.

For year-to-year comparison, order prints from the Hy-Vee Photo Department to slip into albums devoted to first-day photos and pick them up when you shop for groceries. Make an annual tradition of taking out past years' albums on first-day eve, noticing the differences over the years.

If you prefer the photos you take over school head shots, select a first-day photo to order from Hy-Vee Online Photo Department in a package of sizes for framing and sharing. Voilà! That's done and you know you like the image.

To wrap up the photo session and preserve memories, start a digital photo file and copy the first-day photos to it. Transfer the file to a digital photo frame memory card from Hy-Vee Photo Department and update the file every week or month as you record family happenings. You'll cherish the slide show, refreshed throughout the year. Imagine your child viewing the framed show from your work computer. More than entertaining, the preserved photos state your message of pride in them, which boosts esteem and confidence. What better way for kids to start school!





Fashion 3 Ring Binders or Hall Pass Binder \$5.99  
Academix Sling, Messenger or Tote School Packs \$11.99  
Hearts or Geometric Backpacks \$9.99



# Lock It Up

Plan now to design a locker that's as cool as you!

WRITTEN BY DEBRA LANDWEHR ENGLE PHOTOGRAPHED BY ADAM ALBRIGHT AND TOBIN BENNETT

Awesome wallpapers, magnets that rock and super cool shelves to store stuff give a school locker new life. Step down the hall toward a well-decorated and well-stocked locker, made over to stand out from all the rest and one that identifies your distinctive personality and style. Fun and affordable accessories found at your Hy-Vee store are designed to give this small storage space huge impact, and perhaps inspire top-notch study skills so you ace pop quizzes all year long.

To get started, follow this checklist:

- **First, check with your school.** Understand and comply with rules and policies for decorating lockers.
- **Eliminate tape, glue, stickers, paint and contact paper.** Avoid spending time later peeling and scraping (or paying a fine). Skip the sticky stuff. Rely on stacking, hanging and magnetic accessories.
- **State your style.** Do you want sweet, sporty, streamlined, or sassy? Do you want a gathering place or a private spot? Think about your personality and how to spotlight your space.
- **Visualize.** Combine form, function and fashion. How can you organize your locker to make school life easy?
- **Create the scene.** Shop for products specifically for lockers, such as splashy magnetic wallpaper. Or use magnets to attach a background of posters, photos, fabric, wrapping paper or art.
- **Make it work.** Use baskets and containers to hold and separate. Try a wire basket on the floor for shoes or backpack, small holders on the locker door for pens and pencils, containers for personal items—whatever it takes to keep stuff where you can find it.
- **Open to one surprise.** What wouldn't you expect to find in a locker? A basketball hoop and sponge ball? An oversize shirt of your favorite team? A game to play before and after school? Magnets or souvenirs that show hobbies and vacations?
- **Organize to stay organized.** Create a color-coded system for each class (green for history, yellow for math, etc.) Buy matching color notebooks and folders for each subject, and store them on a

shelf so you can easily spot what you need when hurrying to and from classes.

- **Tidy up.** Be proud of your space. Vow that no smelly food or socks will stick around and stink up your locker. Don't gross out classmates who stop by your one-of-a-kind hangout.
- **Remember its purpose.** Spare enough room to hold what's really essential: backpack and books, coats and jackets, lunch and school accessories.

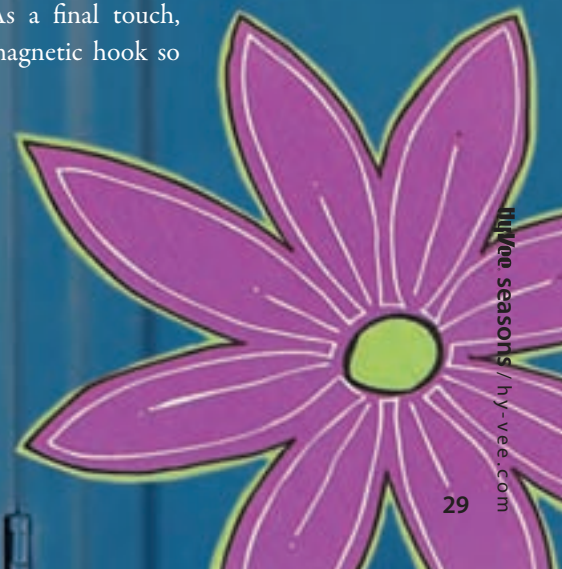
## LOCKER MAKEOVER—FROM BARE TO BEAUTIFUL

Before filling it up, clean the locker. Wipe inside and out with antiseptic wipes, or spray with a germ-killing spray and wipe with paper towels. Now it's ready to decorate.

**First, apply a background.** Show personality with magnetic wallpaper applied inside. Choose a theme and color scheme, such as seashells, sports, movies, pets, friends, music or cars to set the scene for accessories. (For example: Celestial-pattern wallpaper + pix of a fave celeb = star power!)

**Second, accessorize.** Look for badges, pads, lights and mirrors specifically made for lockers. Maximize storage with bins, stacking shelves and hooks, a dry-erase whiteboard, magnetic calendar and cell phone pouch.

**Finally, define it.** Make it your locker with photos and trinkets that show what you do in and out of school: sports, hobbies, friends, family, pets, vacations. As a final touch, hang a mailbox from a magnetic hook so friends can leave notes.







# *Claim Your Space*





### **Sweet Style**

Magna Card Magnetic Locker Wallpaper \$7.99  
LED Locker Light \$6.99



### **Stash your Stuff**

Merangue Locker Whiteboard \$3.99  
Merangue Mesh Locker Mirror \$3.99  
Merangue Mesh Locker Shelf \$7.99  
Merangue Mini Storage Bin \$2.99  
Merangue Mesh Wave Pencil Cup \$2.99



### **Blings and Clings**

Hall Pass Fashion Teen Locker Stickers \$3.99  
Magna Card Magnetic Locker Clings \$6.99  
Merangue Magnetic Hanging Hooks \$2.99  
Hall Pass Magnetic Locker Badges or Locker Pad \$1.99



### **Super Hot**

EcoChoice Recycled Binders \$3.99  
Fashion Portfolios: iconic, tie dye, tattoo or fatigue \$1.09  
Hall Pass Fashion Pencil Case \$2.49  
Conair Hair Accessories 25% off



# Don't Sweat It

After a sweaty workout, it's time to get fresh. To make sure you have everything necessary for a quick shower and shampoo, buy two of each of your favorite products—one for home and one for school.

1. AXE Antiperspirant, Deodorant or Body Spray: selected scents 2.7 to 4 oz. or 2 pc. 4 pc. \$3.97
2. AXE Shampoo or Conditioner: all varieties 12 oz. \$4.98
3. AXE Styling Product: all varieties 2.64 oz. \$5.77
4. AXE Shower Gel or Body Wash: selected varieties 12 oz. or shower tool 1 ct. \$4.39







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1. Imodium: caplets  
20 to 30 ct. **\$6.99**
2. Listerine: selected  
varieties 1 Liter **\$4.49**
3. Tylenol or Motrin:  
selected varieties  
50 ct. **\$5.77**
4. Zyrtec 30 ct. **\$17.99**

GOOD SKIN CARE MEANS  
A MORE BEAUTIFUL,  
HEALTHY YOU. CLEANSE  
WITH A MILD SOAP EVERY  
DAY AND USE A LIGHT  
MOISTURIZER, IF NEEDED.



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# Soft & Smooth

To feel your best all day, outfit your locker with Clean & Clear Foaming Facial Cleanser. After gym class, gently cleanse your face—and feel fresh and clean in minutes.

Clean and Clear Facial Care: selected varieties 4 to 8 oz. or 50 ct. **\$3.99**







WRITTEN BY KATHY ROTH EASTMAN PHOTOGRAPHED BY TOBIN BENNETT

Eager to take another step toward living “green”? Confused by some food labels and clothing tags? With more talk about going organic and using natural products, a few definitions to clarify how products earn their labels are in order. To help you become a wise, earth-friendly consumer, Danielle Miller, dietitian at the Hy-Vee in Watertown, South Dakota, can help.

**Q: WHAT’S THE DIFFERENCE BETWEEN ORGANIC AND NATURAL FOODS?**

**A:** Organic foods and fibers are grown using sustainable methods of soil and water conservation and biodiversity and are minimally processed. On organic farms, only natural fertilizers and pest controls are applied or used; animals are fed foods natural to their systems and are not treated with antibiotics or hormones. Although the label “certified organic” identifies foods as organic, foods may be organic without the label.

Foods and products labeled “natural” contain no manufactured additives or coloring, although they may contain ingredients that have been grown with pesticides.

**Q: WHY CHOOSE NATURAL OR ORGANIC FOODS?**

**A:** Many people choose organic and natural foods to show support for sustaining a healthy environment. Organic and natural foods may be fresher if they’ve traveled short distances to the market. They may have few or no preservatives and may have been grown locally. They are likely to have been grown ecologically, enhancing rather than harming the environment. Eating foods and wearing fibers grown without pesticides, herbicides and additives may lessen the chances of having allergic reactions.

**Q: IS IT EASY TO SWITCH TO ORGANIC OR NATURAL FOODS?**

**A:** As easy as shopping for organic snack foods. Taste a few and see for yourself. Without additives and colorings, crackers, cereal, granola, breakfast bars and snacks taste better and may have better nutrition. Natural flavors often come through. Many people find organic dairy products—milk, cheese, cottage cheese, sour cream and yogurt—have a rich, wholesome taste compared to nonorganic. Try a few products so you and your family can test for yourselves.



1. Hy-Vee HealthMarket Organic supplements 50% off
2. Full Circle Organic 100-Calorie Pouches: all varieties 6 ct. \$3.77
3. Full Circle Organic Cereal: all varieties 12.5 to 15 oz. \$2.77
4. Full Circle Organic Cookies: all varieties 7 oz. \$3.79
5. Full Circle Organic Snack Crackers: 10 oz. \$3.77
6. Hy-Vee HealthMarket Pasta Sauce: all varieties 25 oz. \$2.89
7. Hy-Vee HealthMarket Refried Beans: all varieties 15 oz. \$.99
8. Driscoll Organic Strawberries per lb. \$2.99

What's all the buzz about organic T-shirts? They not only feel good, but they're also made with certified organic cotton picked by hand and spun without the use of chemicals.

Organic Cotton T-Shirts: assorted sizes \$11.98

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*Your residence hall room is your new home. Design it with decorating that states your style.*

Dorm rooms pack a lot of living into a small space for studying, sleeping and hanging out with friends. Learn how you can turn a blank room or suite into an inviting, well-decorated place that makes you feel at home. Start with a trip to Hy-Vee for budget-friendly decorating and organizing products. Then use clever ideas to create a stylish, well-functioning room.

- *Make a statement.* Set the color palette in high style with coordinated bedding, bath towels, dishes and kitchen towels in trendy turquoise with chocolate or bright pink with chocolate. A reversible comforter offers double color and style. Accent with inexpensive wicker chairs painted bright green and a mock headboard created by covering a thick foam-core board with fabric.

- *Set up to study.* Outfit the desk with good lighting, such as a gooseneck halogen lamp for the work area. Organize the space with canvas bins stored under the bed to hold files and books, a holder to station your cell phone when it's charging and a fabric-covered bulletin board.

- *Fill a bath basket.* To tote shampoo, lotions, towels and more, select a wire or plastic basket with handles. For in-room storage, choose compact bins and dividers to hold and organize hair dryers, cosmetics, washcloths and other necessities. For towels, select bright or unusual ones, so they are easy to identify as yours.

- *Stock a few kitchenwares.* Think small, as in mini refrigerator, hot plate and microwave, then use a portable shelf unit to create a kitchenette. Stock with dishes, kitchen towels, a pan or two, flatware and a selection of favorite convenience foods.

- *Make it relaxing.* Add a comfy beanbag chair for studying and lounging. A bound-edge carpet in a neutral shade looks great and warms up the floor.

- *Freshen the Air.* Tuck in houseplants to bring life to the space and keep the air cleaner.





# Suite Dreams

WRITTEN BY DEBRA LANDWEHR ENGLE PHOTOGRAPHED BY KING AU

Tropical Plants 10" \$11.98





*A tropical plant gives the room life. I like being nature-friendly. Go green!*

*I love these comfy bed linens! The chocolate helps to unify the space and the accent color lets each of us have a favorite color of our own.*

*This neutral area rug goes with everything and warms the floor for stretching exercises.*

# Suite Coordinates

5'x7' Area rug \$29.99





Kane Snack Set: bowl, plate and silverware 3 pc. \$9.99



Kane Kitchen Towel 2 pc. set \$4.59




Dorm Reform Bedding and Bath Set: blue and chocolate or pink and chocolate 1 set \$59.99

*Dorm Reform  
Bedding and Bath Set  
includes  
Comfortor and Sham,  
Sheet Set,  
Bath Towel,  
Mattress Cover and  
Hamper Bag*







*This beanbag chair is  
my favorite spot to hang out  
after class.*

Deluxe Bean Bag Chair: chocolate 1 ct. \$34.99





*We covered foam-core board with fabric to make quick-and-easy headboards for less than twenty dollars!*

Desk Lamp with Compact Fluorescent Bulb **\$14.99**

Command Recharging Station **\$7.99**

Heavy Duty Laptop Backpack **\$18.99**

*My backpack is sturdy enough to hold my books and workout gear.*

*The adhesive-back recharging station is easy to put up and take down.*



*A trip to the library is easy when I take my laptop and a handy flash drive for extra storage.*

Microsoft Laptop Sleeve: fits 15.4" Computer **\$19.99**

Core Micro USB Drive 2G **\$9.99**





The Command Loft Shelf can be hung without damage to the wall.

We use the whiteboard for notes and lists. There's one on the door to our room, too.

This fridge is big enough to hold all our favorite snacks.

Collegiate Dry Erase Board: 11 x 14" \$15.99

Haier Refrigerator 1.7 cu. ft. \$79.99

Rival Single-Burner Hot Plate \$19.99

Command Loft Shelf \$13.99

Sterilite Mini Tray \$.69



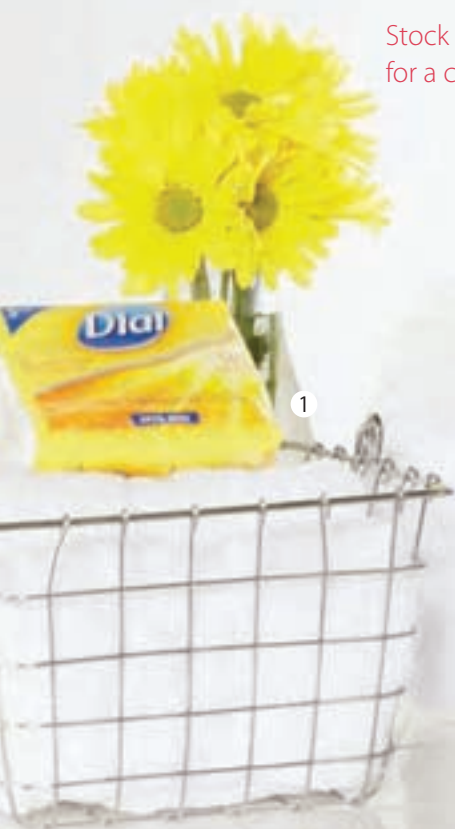
*My parents gave me a Hy-Vee gift card. It's handy for just about anything.*

Look for a variety of other great gift cards offered at your local Hy-Vee.



## Fresh and Clean

Stock your dorm room with everything needed for a clean start and to feel fresh all day.



1. Dial, Coast or Tone Soap: 2 or 3 bars **\$1.77**
2. Right Guard: professional or clinical 1.8 or 6 oz. **\$5.69**
3. Dial Body Wash: selected varieties 16 or 18 oz. **\$3.99**
4. Right Guard Xtreme: selected varieties 2 to 4 oz. **\$3.48**
5. Purex Complete 3-in-1: selected varieties 20 to 24 sheets **\$5.88**

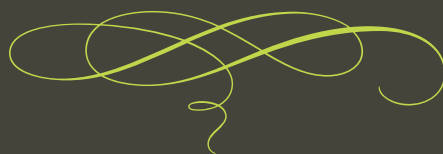




Michigan Glads 5 stem bunch \$5.00



# savory & simple suppers



Feel as if you've earned a gold star every night that your family gathers for a sit-down meal. Your secret to pulling it off? Quick, simple recipes (or no recipes at all) for delicious home cooking that pleases everyone at the table.

WRITTEN BY LOIS WHITE PHOTOGRAPHED BY ADAM ALBRIGHT AND PETE KRUMHARDT



School's in full swing, and your calendar is packed with things to do and places to go. Where does supper fit in? If you're like most families, the sudden shift to a busier schedule makes it challenging to get meals on the table without stressing over what to make or how to get it done in a time crunch.

However busy you are, you have many options to make supper tonight, tomorrow and the night after. So, when you have ball games and extracurricular activities to get to, turn to the recipes and meal ideas on these pages. With few ingredients and quick prep, you'll quiet your family's I'm-hungry-right-now demands with surprising and flavorful dishes. And when you're too tired or not in the mood to cook, rely on ready-made, convenient and wholesome meals from Hy-Vee. There you'll find family-size chicken dinners, sub sandwiches and much more. You may even have enough delicious leftovers for tomorrow's lunches. So go ahead—enjoy supper with your family!

### SAVVY SHORTCUTS

Be minutes ahead with these time-savers:

- Purchase prepared ingredients, such as precut fresh vegetables, sliced mushrooms or bagged salad or slaw mixes.
- Choose prepared sauces and cheese blends, allowing you to use fewer ingredients to achieve robust results. Seasoning blends are wonderful, too, because they enhance the flavor of almost any dish with just one measure.

- Use a food processor to chop onions or make cracker and bread crumbs. The task is done quickly and with minimal cleanup.

- Grate cheese and citrus zest or peel vegetables over waxed paper or newspapers to keep the ingredients or peelings in one place and to make cleanup easy when you finish.

- Take advantage of your microwave oven. It's an easy, no-mess way to melt butter, thaw meats and poultry, steam fresh or frozen veggies or reheat precooked rice or pasta.

- Make your supper table fresh and inviting by dressing it with a fresh-cut flower centerpiece from your Hy-Vee Floral Department.

### SUPER SERVE-ALONGS

Round out meals with some of these simple, satisfying options found at your Hy-Vee store:

- Bakery-fresh breads—Dip slices in soups or stews or toast them on the grill.

- Fresh precut or frozen vegetables—Steam in the microwave.

- Refrigerated mashed potatoes—Stir in fresh chopped herbs.

- Salad greens—Serve with your choice of dressings.

- Deli salads—Try crisp coleslaw or broccoli, pasta, bean and potato salads.

- Quick-cooking rice, refrigerated pastas and stuffing mixes—Look for quick-to-fix options.

- Desserts—Check out bakery fresh cakes, cookies, pies, bars and more.

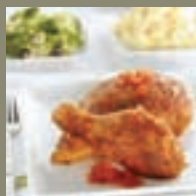


# SAVORY & SIMPLE SUPPERS MEALS



## *Sunday*

GRILLED CHICAGO-STYLE RIB-EYE STEAKS: Natural Angus 5 ounces beef rib-eye steak rubbed with seasoning blend and grilled to perfection. Serve with grilled vegetables.



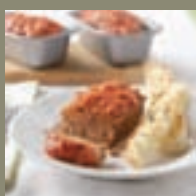
## *Monday*

TOMATO-BASIL ROASTED CHICKEN: Ready for pickup at the Hy-Vee Kitchen. Dinner includes crisp, tender chicken, two sides of your choosing and rolls with butter.



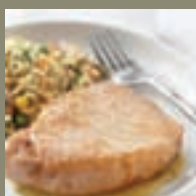
## *Tuesday*

PARMESAN-CRUSTED HALIBUT: Delicately breaded and baked halibut steak.



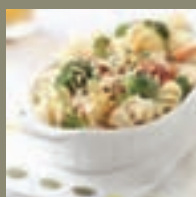
## *Wednesday*

INDIVIDUAL ITALIAN MEAT LOAVES: Oven-baked homemade meat loaves with a simple aromatic pasta sauce.



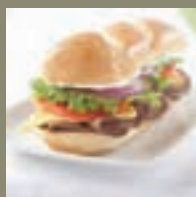
## *Thursday*

HONEY-DIJON PORK CHOPS: Tender pork chops fried and topped with an orange, honey and Dijon sauce.



## *Friday*

SKILLET VEGETABLE ALFREDO: Rotini pasta tossed with onions, bell peppers and a rich Parmesan Alfredo sauce.



## *Saturday*

DI LUSSO® HALF SUB SANDWICHES: Freshly sliced meats, cheese and veggies piled in a bun.



## GRILLED CHICAGO-STYLE RIB-EYE STEAKS

*Serves 4*

### ALL YOU NEED

- 2 (10 ounces each) natural Angus beef rib-eye steaks
- 1 tablespoon Crisco™ olive oil
- 1 tablespoon Weber™ Grill Creations™ Chicago steak seasoning

### ALL YOU DO

Heat grill to medium-high heat. Lightly coat the steaks with oil and season with steak seasoning. Grill steaks for 11 to 14 minutes or to desired doneness, turning once halfway through grilling time. Let rest 3 to 5 minutes before serving.

*Nutrition facts per serving: 420 calories, 35 g fat, 13 g saturated fat, 0 g trans fat, 95 mg cholesterol, 590 mg sodium, 0 g carbohydrates, 0 g fiber, 25 g protein, 0 sugar. Daily values: 0% vitamin A, 0% vitamin C, 2% calcium, 15% iron.*

On the side: Toss sliced new potatoes, sliced Vidalia onion and tiny carrots with olive oil and your choice of seasoning blend. Grill, wrapped and sealed in a foil pouch, alongside the steaks.



1. Fresh Chicken Kabobs: selected flavors 10 oz. 2/\$6.00
2. Frick's Ham Steaks: per lb. \$3.58
3. Gourmet Steakhouse Patties: all flavors 6 oz. 3/\$5.00
4. Hormel Boneless Pork Butterfly Chops 8 oz. 2/\$4.00

PROTEIN-PACKED MEATS AND FRESH VEGETABLES ON THE GRILL MAKE QUICK AND HEALTHY MEALS THAT ARE BIG ON FLAVOR AND LOW ON FAT.





## TOMATO-BASIL ROASTED CHICKEN DINNER

Sit down to a family meal even on the busiest weeknight. Take home a taste-pleasing chicken dinner and sides from your Hy-Vee Kitchen.

Two-Piece Tomato-Basil Roasted Chicken Dinner \$4.99



1



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1. 20-pc. Crisp-n-Tender Chicken Pack \$18.99
2. 20-pc. Tomato-Basil Roasted Chicken Pack \$18.99
3. Supreme or Gourmet Tuscano Cracker Crust Pizza \$8.99
4. New XL Breakfast Sandwich \$2.59

IF YOU'RE TRYING TO CUT BACK ON FAT, WHITE-MEAT POULTRY OFFERS A GREAT LOW-FAT PROTEIN OPTION. REMOVING THE SKIN ALSO TRIMS FAT AND CALORIES.



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## PARMESAN-CRUSTED HALIBUT

Serves 4

### ALL YOU NEED

4 (8 ounces each) halibut steaks  
½ cup Hy-Vee light Italian dressing

4 tablespoons Hy-Vee seasoned dry bread crumbs  
2 tablespoons Hy-Vee shredded Parmesan cheese

### ALL YOU DO

Preheat oven to 450°F. Grease a baking sheet; set aside. Place dressing in a shallow dish. In a bowl, combine bread crumbs and Parmesan cheese. Dip halibut in dressing, evenly coating both sides. Place halibut on prepared baking sheet. Top each steak with crumb mixture to coat top surface. Bake for 20 minutes or until fish flakes when tested with a fork.

*Nutrition facts per serving: 310 calories, 10 g fat, 2 g saturated fat, 0 g trans fat, 75 mg cholesterol, 520 mg sodium, 6 g carbohydrates, 1 g fiber, 50 g protein, 2 g sugar. Daily values: 8% vitamin A, 0% vitamin C, 15% calcium, 10% iron.*

On the side: Toss a salad of lettuce, bell pepper, mushrooms and red onion with bottled dressing. Top with Italian-style seasoned croutons.



Fresh Swordfish Steaks: per lb. \$10.99



Morey's Smoked Salmon Portions: regular or flavored 4.5 oz. \$3.48

Fresh Pacific Halibut Steak: per lb. \$10.48





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2

1. Tyson Boxed Chicken or Anytizers: selected varieties 10 to 13.25 oz. \$3.18
2. Gorton's Grilled Fish: all varieties 6.3 or 7.6 oz. \$2.99
3. Fresh Salads: selected varieties 3 lb. \$4.99
4. Amana 100% Natural Boneless Bacon-Wrapped Sirloin Fillet 8 oz. 2/\$7.00
5. Fresh Bacon-Wrapped Chicken Grillers: all flavors 10 oz. 2/\$6.00



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## INDIVIDUAL ITALIAN MEAT LOAVES

Serves 4

### ALL YOU NEED

- ½ cup Bertolli™ pasta sauce, divided
- 1 pound 85% lean ground chuck
- ¾ cup finely chopped onions
- ¼ cup Italian dry bread crumbs

- 1 Hy-Vee large egg
- 1 teaspoon Hy-Vee Italian seasoning
- ¼ teaspoon Hy-Vee salt
- ⅓ teaspoon Hy-Vee freshly ground black pepper

85% Lean Fresh Certified Ground Chuck: fresh from our service meat case 1 lb. \$2.88

### ALL YOU DO

Preheat oven to 400°F. Spray four small loaf pans with nonstick cooking spray; set aside. Combine ¼ cup pasta sauce with ground chuck, onions, bread crumbs, egg, Italian seasoning, salt and pepper. Mix together well. Divide beef mixture in four portions. Shape each portion into a 5×3-inch loaf. Place loaves in prepared pans. Bake for 15 minutes.

Evenly spread some of the remaining pasta sauce on each loaf. Bake 5 to 10 minutes more or until the internal temperature of each loaf reaches 160°F.

*Nutrition facts per serving: 280 calories, 14 g fat, 5 g saturated fat, 0.5 g trans fat, 130 mg cholesterol, 580 mg sodium, 11 g carbohydrates, 1 g fiber, 26 g protein, 2 g sugar. Daily values: 6% vitamin A, 8% vitamin C, 8% calcium, 20% iron.*

On the side: Slice a French ciabatta loaf in half lengthwise. Spread cut sides with a mixture of butter and garlic. Sprinkle with shredded Italian cheese blend and snipped basil. Bake in 400°F oven for 10 to 15 minutes or until toasted.



## HONEY-DIJON PORK CHOPS

Serves 4

### ALL YOU NEED

4 Blue Ribbon boneless pork loin chops  
Hy-Vee salt and Hy-Vee freshly ground black pepper, to taste  
1 tablespoon Grand Selections olive oil  
½ cup Hy-Vee orange juice

¼ cup Hy-Vee honey  
2 tablespoons Hy-Vee Dijon mustard  
1 tablespoon Hy-Vee flour  
½ teaspoon Hy-Vee Italian seasoning

### ALL YOU DO

Season pork chops with salt and pepper. Heat olive oil in a large nonstick skillet over medium to medium-high heat. Add pork chops and cook for 5 to 7 minutes on each side or until internal temperature reaches 160°F. In a small bowl, whisk together orange juice, honey, mustard, flour, and Italian seasoning. Add honey-Dijon mixture to pork chops in skillet. Heat until thickened and bubbly, about 2 minutes. Serve pork chops with honey-Dijon sauce.

*Nutrition facts per serving: 340 calories, 10 g fat, 2.5 g saturated fat, 0 g trans fat, 125 mg cholesterol, 280 mg sodium, 21 g carbohydrates, 0 g fiber, 39 g protein, 20 g sugar. Daily values: 2% vitamin A, 25% vitamin C, 4% calcium, 8% iron.*

On the side: Cook long grain and wild rice. Toss rice with peas, mushrooms and shredded carrots.



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1. Uncle Ben's Rice: selected varieties 6 to 17.5 oz. \$1.69
2. Weber Grill Creations Seasonings: selected varieties 2.5 to 2.75 oz. 2/\$3.00
3. Wishbone or Western Salad Dressing: all varieties 16 oz. or Spritzers 7 oz. 2/\$4.00
4. Sabra Hummus: all varieties 10 oz. \$3.39
5. Hefty One Zip Freezer or Storage Bags: 13 to 22 ct. \$1.88
6. Sunlight Dish Detergent: gel 75 oz. or power pack 20 ct. \$3.28



4



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6

Blue Ribbon Pork Center Cut Boneless Chops  
selected varieties 15 oz. \$5.00





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1. Dole Veggie Florets: 12 oz. 3/\$5.00
2. Fresh Gourmet Croutons: selected varieties 4.5 to 5 oz. 2/\$3.00
3. Red Leaf, Green Leaf, Romaine Lettuce: single bunch \$.99
4. Crisco Olive Oil: extra virgin, light or pure 16.9 oz. \$4.98
5. Hy-Vee Omega-3 Enriched Pastas: spaghetti, angel hair, penne or rotini 14.5 oz. \$1.38
6. Bertolli or Ragu Pasta Sauce: selected varieties 13.5 to 45 oz. 2/\$4.00



4



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## SKILLET VEGETABLE ALFREDO

*Serves 4 (about 1 cup each)*

### ALL YOU NEED

- 2 cups uncooked Hy-Vee omega-3 rotini
- 2 teaspoons Grand Selections olive oil
- ½ cup chopped onions
- 1 small red bell pepper, seeded and chopped

- 1 (12 ounce) package Dole™ vegetable medley
- 1 cup Bertolli™ Alfredo sauce
- ¼ cup Hy-Vee shredded Parmesan cheese
- Thinly sliced fresh basil leaves, optional

### ALL YOU DO

Prepare pasta according to package directions.

Meanwhile, heat olive oil in a large skillet over medium-high heat. Add onions and peppers and cook and stir for 5 minutes. Reduce heat to medium-low.

Meanwhile, for the vegetable medley, poke four or five holes in the package. Microwave vegetable medley for 2 minutes. Carefully remove vegetables from package; add vegetables to skillet. Cook until vegetables are light golden brown, about 5 minutes more. Stir in pasta and Alfredo sauce. Heat through. Sprinkle with cheese and, if desired, thinly sliced basil leaves.

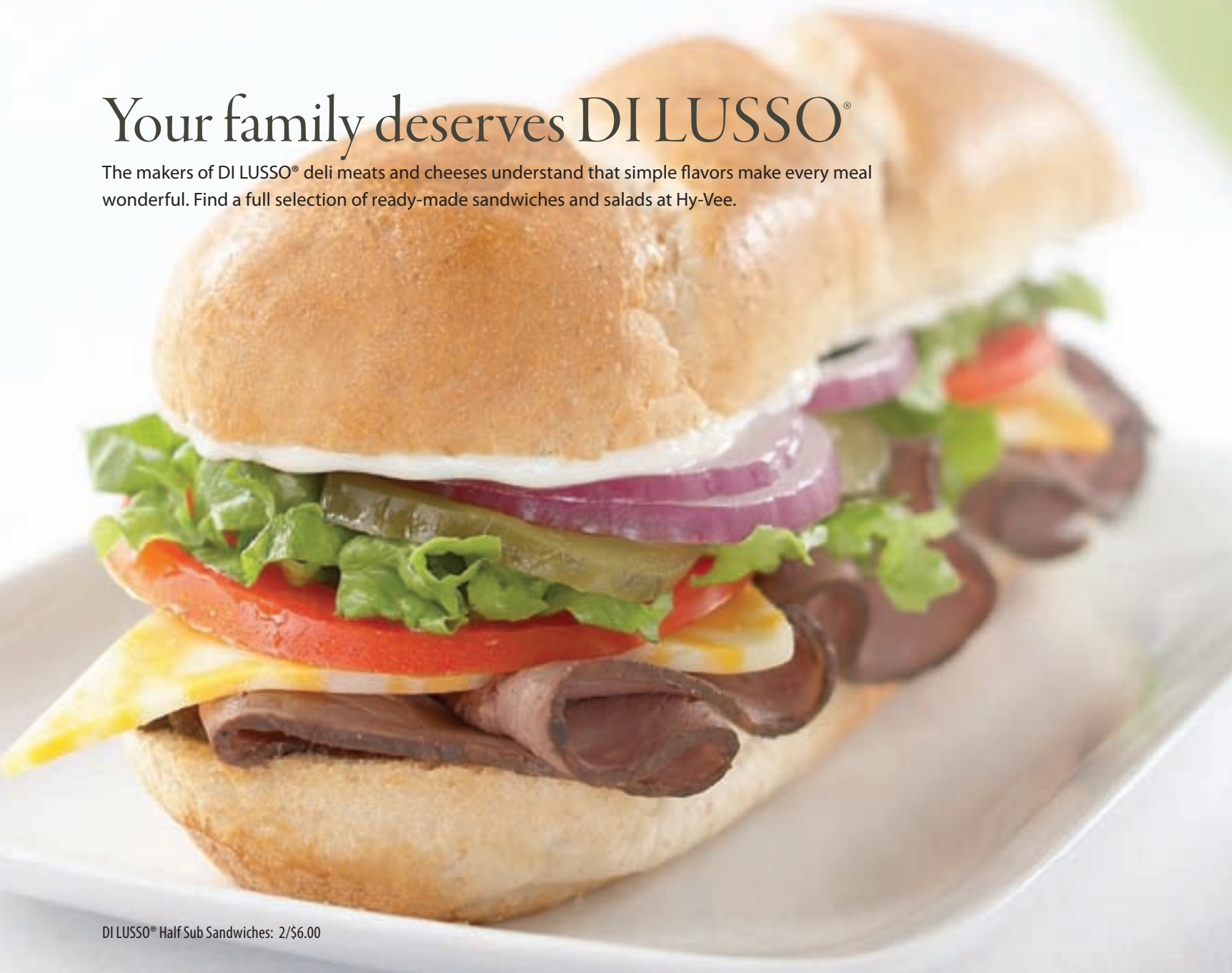
*Nutrition facts per serving: 330 calories, 16 g fat, 7 g saturated fat, 0 g trans fat, 40 mg cholesterol, 610 mg sodium, 37 g carbohydrates, 5 g fiber, 13 g protein, 5 g sugar. Daily values: 130% vitamin A, 120% vitamin C, 15% calcium, 10% iron.*





# Your family deserves DI LUSSO®

The makers of DI LUSSO® deli meats and cheeses understand that simple flavors make every meal wonderful. Find a full selection of ready-made sandwiches and salads at Hy-Vee.



DI LUSSO® Half Sub Sandwiches: 2/\$6.00



DI LUSSO® Deluxe American Cheese: white or yellow per lb. \$4.49

DI LUSSO® Deli Deluxe Sliced Ham: per lb. \$4.99



DI LUSSO® Family Size 7-Layer Salads 52 oz. \$9.99



EXCLUSIVELY AT HY-VEE

# Must-Have Kitchen Tools

Cooks need the right tools for accuracy and ease in food preparation. For a helping hand for every kitchen task—prepping, cooking, baking and grilling—check out the Hy-Vee Elite Essentials kitchen tools. From basic everyday measuring spoons to specialty wine pourers, Elite Essentials tools feature classic design to accent any kitchen style. Offered at affordable prices, these tools are welcome starter sets for graduates setting up a first kitchen.

Features of the Elite Essentials line:

- Durable plastic, nylon, and/or stainless-steel construction
- All-inclusive line of products
- Each comes with directions and usage tips
- Most pieces are dishwasher-safe

Elite Essentials Kitchen Gadgets 25% off



Hy-Vee Kitchen Helper Stovetop Cookware 25% off



Hy-Vee Kitchen Helpers Bakeware 50% off





*Tomatoes*

*Local grown produce...*

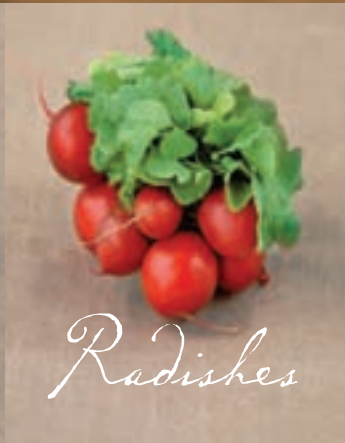
available fresh at your Hy-Vee this summer.



Hy-Vee seasons / BACK TO SCHOOL 2009

56

*Cucumbers*



*Radishes*



*Cabbage*



*Apples*



*Corn*

# Fresh Picks

Shopping for locally grown produce is good for you, local farms, your community and the environment.

WRITTEN BY KATHY ROTH EASTMAN PHOTOGRAPHED BY TOBIN BENNETT

Fresh farm-to-market produce is bountiful and ever-changing in the aisles at Hy-Vee stores. Produce managers work continually to develop relationships with local growers to provide the highest quality seasonal foods, and everyone— from grower to consumer—benefits.

## LOCAL PRODUCE

Eating seasonally diverse produce grown close to home is good for your health, and it reduces the environmental impact and costs of transporting foods thousands of miles. Plus locally grown foods—sweet corn, cantaloupe, tomatoes, peppers, cucumbers, squash and so much more—with bright color, shiny skins, enticing aromas and juicy flavors just plain taste great. With some produce arriving in stores the same day as it's picked, strolling bountiful aisles is equivalent to shopping the best-supplied farmer's market or food cooperative.

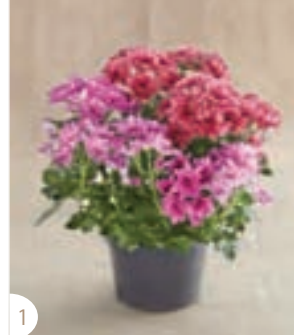
Mike Orf, a Hy-Vee produce supervisor who builds relationships with local growers, believes that local farms are valuable assets to the community. One such farm, owned and operated by Richard and Angela Britt of Manhattan, Kansas, supplies produce to 25 Hy-Vee stores. On the 400-acre farm founded 60 years ago by Richard's grandfather, the Britts grow watermelons, tomatoes, squash, green beans and more. Other growers, many smaller, provide a single product to one local Hy-Vee store.

## LOCAL DAIRY

The top-selling organic food at Hy-Vee is organic milk from Hy-Vee HealthMarket, according to Bernard Beary, Hy-Vee assistant vice president, who manages dairy selections. Consumers, who will notice a variety of labels depending on store and locale, may relate organic milk to that once delivered fresh on doorsteps or brought in from the farm.

In addition to milk from a variety of local dairies, stores carry Hy-Vee-label organic milk and a private label produced by Kalona Organics, Kalona, Iowa, just 100 miles from Hy-Vee headquarters. "Because stores sell local milk, the brand name and the farm producing the milk differ from store to store. We don't have to transport long distances, so our organic milk, whether it's from Kalona or your local dairy, is truly fresh," Bernard says.

Whether you purchase produce or dairy, you'll feel closer to your community when you buy locally produced foods. It also means freshness to you, a cleaner environment, and a boost to the local economy.



1. Garden Mums 6" pot  
\$2.50
2. Hy-Vee Organic Milk:  
nonfat, whole or 2%  
1 gal. \$5.99
3. Smart Chicken Fresh  
Whole Fryers: per lb.  
\$1.77



# Mom's Night Off

Kick off the weekend with a family night that features fast and fabulous food—plus entertainment that everyone agrees on.

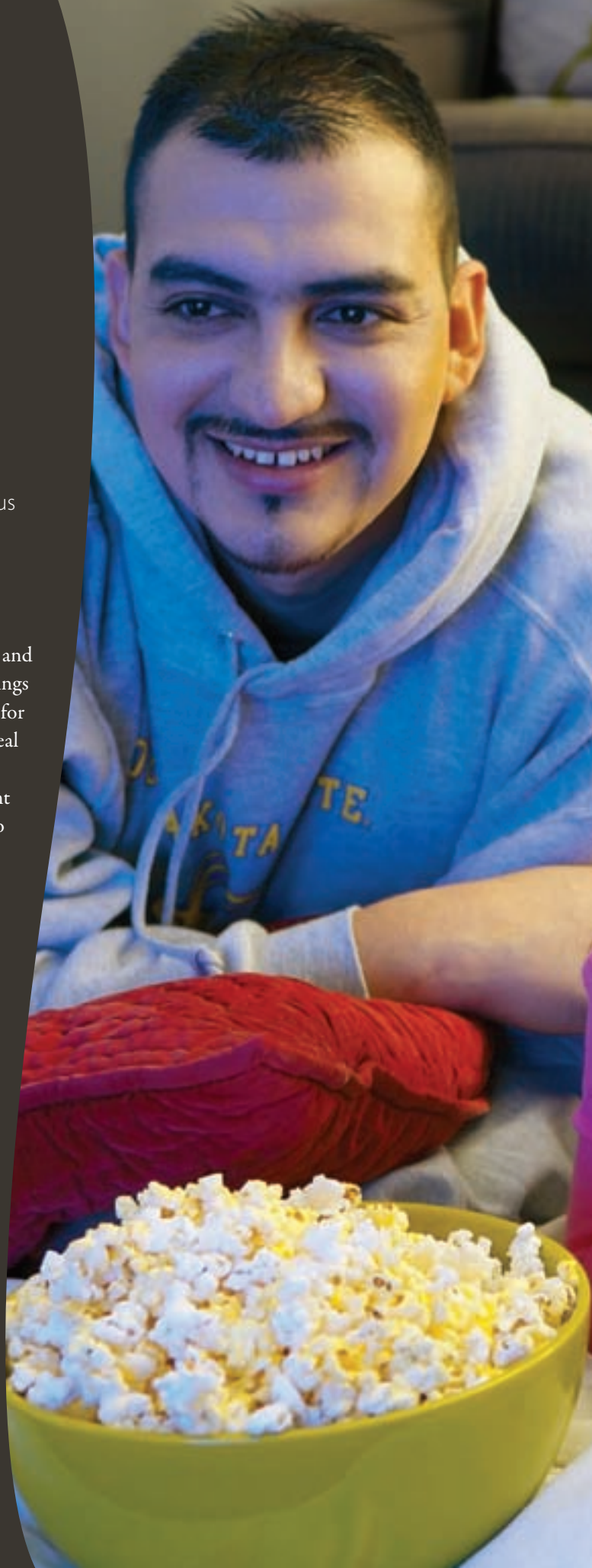
WRITTEN BY JULIE MARTENS PHOTOGRAPHED BY ADAM ALBRIGHT AND TOBIN BENNETT


Busy back-to-school schedules with errand-running, after school activities and homework can cut in to family time. To remedy that, set aside Friday evenings to reconnect. Reward your family with a chance to wind down and refresh for the weekend, while giving Mom a well-deserved, one-night reprieve from meal and activity planning.

Draft your gang to plan the evening. Kids feel a sense of accomplishment when given family responsibilities and asked to participate from planning to finish. Seeing the important role they play, they'll look forward to being in charge and planning more family events.

For the event to become a successful relationship-building routine that your family looks forward to each week, be consistent and keep it simple. Focus on family and stick with the plan, even if kids complain that they would rather be with friends. Choose activities that include everyone and that encourage conversation, such as preparing meals together or setting up to gather around take-out meals. Whether you sit around a table or on a blanket on the floor, serve foods that everyone loves—pizza, tacos, burgers, ice cream—and that require little cleanup. For snacks that last all evening without having Mom jump up to fix them, pick up a vegetable tray from the Hy-Vee deli or get kids to help make a simple snack mix or popcorn treat (see recipe on page 60).

After dinner and cleanup, snuggle in for movie night or get ready for friendly competition around board games. Sweeten the stakes for winning games with prizes that foster even more family fun, such as letting the winner choose next week's family night menu or activity. Keep the gatherings exciting by introducing a new activity occasionally, but keep it simple. The rewards are strong family bonds and better communication. And Mom will appreciate all the effort that allows her a night off with her special crew.





Put a new twist on movie night. Mom chooses the movie and the family stays in to watch together. Shop at Hy-Vee to find the latest movie rentals and DVD releases.





## Treat Mom Special

Surprise Mom on her night off with a Gerbera daisy plant. Accompany the plant with a heartfelt greeting card filled with short notes from each family member, letting Mom know how precious and important she is to you. Personal words are never forgotten and the card will be treasured along with many good memories.

If Mom loves to shop, give her a gift that's guaranteed to put a smile on her face—a Hy-Vee gift card. Choose from several designs that express your gratitude, then give her time off to go shopping.

Gerbera Plants 4.5" pot \$5.99



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1. Mars Big Bag Candy: selected varieties 30.2 to 42 oz. \$7.99
2. Mars King Size Candy: selected varieties single bar \$.99
3. Mars Theater Box: selected varieties 3 to 4 oz. \$.88



## Sweet, Crunchy Popcorn

To make the popcorn treat, *left*, in a large saucepan, melt 3 tablespoons butter over low heat. Add 1 package (10 ounces or about 40) regular marshmallows or 4 cups miniature marshmallows; stir until completely melted. Remove from heat. Stir in 6 cups plain popcorn and 2 cups plain or peanut M&Ms. Transfer mixture to a large serving bowl.

1. Skondra's Ice Cream: selected varieties 56 oz. \$2.77
2. Burt's Bees: muscle mend, lotions, scrubs, shampoo or conditioner: selected varieties .45 to 12 oz. \$7.99
3. Give Mom a treat for herself. Choose from hundreds of gift cards in one convenient location.
4. Free Red Box Movie Rental: code 2HY2VE89
5. General Mills Chex, Bugles or Gardetto's Snack Sacks: selected varieties 10.5 to 15 oz. 2/\$5.00
6. Hy-Vee Soda Pop or Water Coolers 6 pk. .5 L. \$1.88  
(plus deposit where required)
7. Palermo's Pizza: selected varieties 13.5 to 32.25 oz. \$4.68
8. Ballpark Franks (excludes beef, fat-free and cheese): selected varieties 12.8, 14 or 16 oz. 2/\$5.00





### Help-yourself pizza + taco toppings bar

Setup is easy. Prepare a frozen cheese pizza according to package directions. While the pizza is in the oven, set out an assortment of toppers. Protein-rich toppers are taco-flavored beef or chicken, refried beans, black beans and shredded cheese. Include veggies, such as torn or shredded lettuce, chopped tomatoes and sliced bell peppers. Then add flavorful condiments such as guacamole, sour cream or salsa.

Make the taco bar a real convenience on family night by prepping as much as possible the day before. Cook, season and refrigerate ground beef, then reheat it in the microwave before serving. Chop or shred lettuce and cut up veggies; store them all in separate containers in the fridge until serving time.

When time is really tight, plan to purchase cut-up vegetables, ready-to-serve greens and prepared salsa and guacamole at your Hy-Vee store.



1 2



1. DiGiorno Pizza or California Pizza Kitchen: selected varieties 9" or 12" 2/\$11.00
2. Jack's Original or Half & Half Pizza: selected varieties 12" \$2.88
3. Red Baron Pizza or Snack Items: selected varieties 5.63 to 22.63 oz. 3/\$10.00
4. Amy's Frozen Pizza: all varieties 12 to 16 oz. \$5.99



3 4





# Countdown to Healthy Eating

Fill your table with foods that boast the best nutrition for the dollar. It's easy to plan nutrition-packed meals when you follow the NuVal scoring system.

WRITTEN BY JULIE MARTENS PHOTOGRAPHED BY TOBIN BENNETT

Nutrition is as easy as 1-2-3, thanks to the NuVal Nutritional Scoring System. This independently developed program takes the guesswork out of making food choices by summarizing nutritional value in a number between 1 and 100. "The higher the NuVal number, the higher the nutritional value," says Heather Illg, Hy-Vee dietitian, Urbandale, Iowa.

Forget deciphering nutritional labels and confusing marketing claims. With NuVal, you can make healthful food choices at a glance. "It's difficult to compare all the positives and negatives on a food label and determine whether the product is a good choice," Heather says. For example, a low-fat snack option such as pretzels may offer no nutritive value or a low-fat yogurt may be jammed with high-calorie sugar. By plugging 30 nutrient values into a mathematical algorithm, NuVal weighs the pluses and minuses of each food and rates it with a numerical score.

Fruits and vegetables earn NuVal scores between 90 and 100. Elbow macaroni scores 56; a boneless chicken breast 39. So you make the best choices in the grocery aisle, Heather suggests you learn average scores for a category. Cereals, for example, score 4 to 100, with most falling from 20 to 48. "A Kashi product may score 48, with the next highest cereal, shredded wheat, scoring 91," says Heather. "If you eat cereal that scores in the high 20s to mid-40s, you're getting great nutrition."

When your favorite product earns a low score, that's an opportunity to trade up for health. Cap'n Crunch plain cereal scores 10. Trade that for equally sweet Reese's Puffs cereal at 26 or Honey Bunches of Oats at 29. "You don't have to give up eating a low-scoring food," Heather says. "Just eat it in moderation—maybe on the weekends or once a month."

Use NuVal to plan menus that are healthful yet inexpensive and quick to prepare. "A bag of frozen or no-salt canned vegetables may score 100, the same as a fresh vegetable, but prepares in a fraction of the time at a fraction of the price," Heather says. "You can quickly and affordably raise the score of any meal by serving fruits and vegetables and a low-fat dairy product on the side."

To find NuVal scores, look for the double hexagon on product shelf tags, just to the right of the price. Scores reveal exactly what you're paying for nutrition and help you select foods that offer the most nutrition at the best price. More food groups continue to be added to the NuVal scoring program.

Learn more about NuVal and see scores for many foods by visiting [www.nuval.com](http://www.nuval.com).

## HY-VEE EARNS WELLNESS AWARD

With good health at the heart of Hy-Vee, the company's commitment to promoting healthful lifestyles recently earned national recognition. *Supermarket News* magazine, the authoritative voice of the food industry, honored Hy-Vee with the 2008 Whole Health Enterprise Award for leadership in providing services and programs that promote healthful lifestyles for customers and employees.

The award cites the innovative ways in which Hy-Vee advances wellness through in-store pharmacists and registered dietitian health teams, expansive in-store HealthMarket departments and *Hy-Vee Seasons* magazine, which communicates and expands the message beyond in-store wellness programs to consumers at home. The annual Hy-Vee Triathlon and the Healthy Living employee health plan further underscore the company's strong support of healthful living.

The NuVal Nutritional Scoring System, which offers customers a simple tool to monitor and improve family nutrition, also rates as a critical attribute toward leadership in health and wellness.





# HY-VEE PHARMACY

We're here to help you.



# coming next issue

Autumn's cool temperatures and changing colors inspire fresh home decorating, fun family activities, tempting recipes and more. Look for *Hy-Vee Seasons Fall 2009* in the mail, at your local Hy-Vee and online at [www.hy-veeseasons.com](http://www.hy-veeseasons.com).

PHOTOGRAPHED BY PETE KRUMHARDT







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