

seasons

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BACK TO SCHOOL 2008
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FOOD · FAMILY · SCHOOL



For the latest in backpack sizes, colors and styles, check out "Geared Up!" page 40.



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1. Fab Star Disney® Cars® and Disney® Princess® Theme Books \$1.89
2. Hy-Vee gift cards are perfect gifts for students of all ages!
3. Lay's Cracker Trax & Cheetos Trax 9.5 to 12 oz. 2/\$6.00
4. Apple Sweets Apple Slices: selected varieties 5 to 6 oz. 4/\$5.00
5. Quaker Snack Bars: Chewy Granola, Sweet 'n Salty, or Granola Bites: selected varieties 4.2 to 8.4 oz. \$2.18



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DEAR FRIENDS,

If you're like me, every year when "Back to School" season rolls around you have a number of conflicting thoughts and feelings. On one hand you find yourself asking, "Where did the summer go?" But on the other hand, you can't help but be relieved at the thought that your kids will soon be back to their normal routine—in a structure that helps them thrive and a pattern of normalcy that makes your everyday life easier to navigate.

So as you say good-bye to the lazy, hazy days of summer and hello to the sound of school bells ringing, we'd like to help you (and your child) make a smooth back-to-school transition. It doesn't matter if you're a parent who will be waiting at the corner for the bus to drop off its most precious of cargo, or if you'll be anxiously waiting for a text message reply from your college bound star. Either way, I hope you'll find our Back to School issue of *Seasons* magazine to be a wonderful resource throughout the entire school year. For example, planning dinner around your family's hectic schedules, no matter what time of year, can be a chore. But if you turn to page 32, you'll find "Fast and Fabulous" meal ideas that will help bring even the busiest of families together at dinnertime.

One of the hardest parts of heading back to school is getting organized. Check out the article on page 40 for helpful tips on lessening back-to-school jitters and getting prepared for school-day routines.

If you're a mom or dad who prefers to send a homemade lunch with your child, or you're looking for ways to turn a humdrum brown bag lunch into a great tasting, healthy meal—you'll want to steal some menu ideas from "Out to Lunch" on page 6.

For many of us, this time of year means sending a son or daughter off to college and to a completely new routine and lifestyle. So, if your soon-to-be coed is already worrying about packing on that "freshman 15" (let's face it, those late night dorm room pizza parties can be a killer) be proactive by clipping out the "Body Builders" article on page 12. It's chock-full of nutritional advice that students will appreciate.

There's no doubt that back-to-school time is back-to-reality time, but with it comes the excitement and anticipation of another year of growth and new experiences for your child. So enjoy these last few weeks of summer as you prepare to support your childrens' dreams, desires and successes throughout the upcoming school year.

Paula Correy
VP, Marketing/Editor at Large
Hy-Vee, Inc.



seasons HyVee

BACK TO SCHOOL 2008 • VOLUME 2 ISSUE 4

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Power Breakfasts

Energize your child's day with a super-charged breakfast.

WRITTEN BY KATHY ROTH EASTMAN
PHOTOGRAPHED BY TOBIN BENNETT



What children eat for breakfast may well determine their grades, their overall health and their attitude throughout the day, says Lori Graff, Hy-Vee dietitian in West Des Moines, Iowa. “Kids who eat a good breakfast generally are better able to keep their weight under control, have lower blood cholesterol levels, attend school more frequently and make fewer trips to the school nurse complaining of tummy aches,” she says.

That’s why Lori promotes “power” breakfasts as an important way for kids to start the day. “A power breakfast goes beyond a bowl of sugary cereal and provides the nutrients kids need to make it to lunchtime: carbohydrates, protein and fiber,” she says. The carbs provide immediate energy, while the protein and fiber slow down the rate of digestion so that the child’s body has enough fuel to last until lunch.

SUPER-CHARGE IT

Parents can charge up any breakfast by serving whole-grain products; adding flax or oat bran to cereal, yogurt or smoothies; incorporating fruits and veggies; and offering protein in the form of nuts, cheese, yogurt or eggs.

POWER FOOD COMBINATIONS:

- Whole-grain cereal topped with fruit and a cup of yogurt
- Whole-grain waffle topped with peanut butter or ricotta cheese and fruit slices
- Vegetable omelet, bran muffin and milk
- Turkey on an English muffin and vegetable juice
- Leftover brown rice reheated with chopped apples, nuts, cinnamon and milk
- Breakfast smoothie with milk or yogurt blended with fruit and a teaspoon of flax

THE DASH TO THE DOOR

While it may be hard to get kids properly fed in the morning chaos, it’s worth the effort. Research shows that the best way to get kids to eat breakfast is to sit down as a family. Try to prep as much as possible the night before, and if you can, get everyone up 10 minutes earlier in the morning to make this happen.

For days when you’re running behind, have a supply of grab-and-go options available, such as apples, oranges, granola bars and individual cereal boxes and milk cartons.

Make fruit kabobs by threading pineapple, mango, kiwi or melon pieces between grapes and strawberries on skewers. Put kabobs in plastic bags and refrigerate so kids can grab one on the way out the door along with a carton of yogurt for dipping. Keep individual-size bags of granola on hand for mixing with yogurt or eating plain. Make sure plastic to-go spoons are stored nearby.

Make a super fast breakfast pizza, *opposite*. Roll out a Pillsbury Grands wheat biscuit (from the dairy section) on a little flour to make the crust. Transfer the crust to a cookie sheet and top with Cheeze Whiz (the squeeze container is especially easy). Add scrambled egg, green and red pepper, cherry tomatoes and mini Canadian bacon slices from Hormel. Bake at 450°F for 12-15 minutes. Hy-Vee Gogurt, fresh fruit kabobs and orange juice complete the meal.

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1. Del Monte Orchard Select or SunFresh Chilled Fruit: selected varieties 24 oz. **2/\$6.00**
2. Fresh Berry Parfait each **\$3.99**
3. Wholesome Harvest Bread: Stone Ground White or Wheat 33 oz. **\$3.99**
4. Wholesome Harvest Bread: 9 Grain & Seed 24 oz. **\$3.99**
5. Wholesome Harvest Bread: Oatmeal Sandwich 26 oz. **\$3.99**
6. Hy-Vee HealthMarket: Children’s Vitamins, Gummies, Vitamin C or Value Sizes **25% off**
7. Hy-Vee Instant Oatmeal: selected varieties 12 to 15 oz. **\$1.38**
8. General Mills Cereals: Wheaties, Honey Nut Chex, Chocolate Chex or Strawberry Chex 10.9 to 14.25 oz. **\$2.58**

Build-Your-Own Smoothie

SERVES 1

ALL YOU NEED

1 (2.25 ounces) tube Hy-Vee Yogurt To-Go, any flavor
 1 tablespoon frozen Hy-Vee Orange Juice Concentrate
 About 7 tablespoons Hy-Vee Organic Skim Milk
 4 ice cubes

Mix in any of these options:
 1 scoop vanilla whey protein powder
 1 teaspoon ground flax seed
 1 tablespoon wheat germ
 1 (4 ounces) can mandarin oranges, well-drained

ALL YOU DO

1. Empty tube of yogurt into a blender jar. 2. Place orange juice concentrate in a 1-cup glass measuring cup. Pour in enough milk to make ½ cup, about 7 tablespoons. 3. Add to blender jar. 4. Add ice cubes and optional ingredients to the blender jar. 5. Cover and blend until smooth. Serve immediately.

Nutrition facts per serving: 140 calories, 2 g fat, 1.5 g saturated fat, 0 g trans fat, 10 mg cholesterol, 95 mg sodium, 25 g carbohydrates, 0 g fiber, 22 g sugar, 7 g protein. Daily values: 2% vitamin A, 40% vitamin C, 25% calcium, 0% iron.



1. Hy-Vee French Onion Dip 16 oz. **\$1.18**
2. Hy-Vee Coffee Creamer: Original or Fat-Free 32 oz. **\$1.44**
3. Simply Lemonade or Limeade 1.75 L. **2/\$5.00**
4. Hy-Vee Yogurt To-Go: selected varieties 18 oz. **\$1.77**
5. Minute Maid Orange Juice: selected varieties 96 oz. **\$4.28**
6. Dole Juice or Tropicana Coastal Groves: selected varieties 64 oz. **2/\$5.00**
7. Hy-Vee HealthMarket Organic Milk: selected varieties 64 oz. **\$3.77**



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Breakfast Bagel Sandwich

SERVES 1

ALL YOU NEED

- 1 Hy-Vee Bakery Fresh Bagel, any flavor
- 1 Hy-Vee Large Egg
- 1 tablespoon Hy-Vee Shredded Sharp Cheddar Cheese
- 1 tablespoon Hy-Vee Mild Salsa

ALL YOU DO

1. Toast bagel. Meanwhile, whisk egg and pour into a greased 1-cup microwave-safe custard cup. Microwave on medium for 60 seconds.
2. Sprinkle with cheese and top with salsa.
3. Let stand for 30 seconds. Slide egg, cheese and salsa onto bottom of bagel.
4. Place bagel top on top of salsa and press gently.

Nutrition facts per serving using a plain bagel: 380 calories, 9 g fat, 3 g saturated fat, 0 g trans fat, 220 mg cholesterol, 920 mg sodium, 59 g carbohydrates, 3 g fiber, 3 g sugar, 18 g protein. Daily values: 8% vitamin A, 0% vitamin C, 15% calcium, 25% iron.

Bakery Fresh Bagels 4 ct. **\$2.99**



Out
to
Lunch



Out to Lunch

Pack a kid-pleasing bag with great tasting and healthful lunches with these menu ideas.

WRITTEN BY KATHY ROTH EASTMAN PHOTOGRAPHED BY TOBIN BENNETT

When your children head to school, it's hard to keep tabs on their food choices. Or is it? Amy Pleimling, Hy-Vee dietitian, Albert Lea, Minnesota, believes that packing kids' lunches lets you keep an eye on the bottom line: their nutrition. "A healthy lunch ensures a steady stream of nutrients flowing to the brain and keeps blood sugars (and energy levels) on an even keel," she says.

Ideally, lunches should contain a fruit, vegetable, low-fat dairy product, protein source and some fat. "This combo provides essential nutrients and lengthens digestion so kids stay satisfied all afternoon," Amy says.

KID-PLEASING LUNCH TIPS

- Plan and prepare. One in four brown bag lunches is tossed or traded, but with planning, you'll make lunches your child will eat, Amy says. Let her help you choose and prepare favorite foods.

- Use prep time for teaching. "Let him know why you pack veggies," she says. "He'll learn that good foods help him grow stronger and healthier."

- Cut it up. Kids love tiny bites, so use cookie cutters to creatively shape sandwiches and dice fruits and veggies such as pineapple, melon, carrots and cucumbers. "A whole apple may be tossed because it's too huge to eat in one sitting," Amy says.

- Make smart sandwich choices. Sandwiches can be nutritious if made wisely. Start with whole grains (mini-bagels, tortillas and pitas can be fun); fill with lean meats, tomato slices and fresh greens. "Some schools ban peanuts because of allergies," Amy says, "so substitute almond or sunflower butters for peanut butter in sandwiches."

- Pack nibbles and bits. Kid favorites include cold pizza, bran muffins, pasta salad, string or cottage cheese, dried fruits or leathers and hot soups (in a thermos). Choose single-serving dips, applesauce and yogurt. Try hummus served alongside carrot sticks or pepper slices. Or roll a tortilla with refried beans, shredded cheese and lettuce; pack with dipping salsa.

- Top it off. Most kids love a treat, and Amy says it's okay to include one. A fat-free pudding cup with vanilla wafers or a piece of dark chocolate makes a delicious dessert. The good news is that kids who acquire a taste for healthier, nutrient-dense foods will eventually prefer a sweet piece of fruit to a candy bar. They may even stop craving processed snacks altogether.

SAFETY FIRST

Insulated bags are safest; use brown bags or uninsulated lunchboxes for nonperishables only.

- Clean first. Food safety begins at home with clean hands, work surface and bag. "Wash the bag with warm soapy water after each use," says Amy. If prepped the night before, refrigerate foods (even in the bag). Add an ice pack just before walking out the door.

- Make sure your child understands which foods are perishable. Toss perishables if not eaten at lunchtime; nonperishables may be saved for snacktime.

- Pack a moist towelette or hand sanitizer. An American Dietetics Association study found that 60 percent of kids don't wash their hands before lunch, but nine out of 10 said they would use a moist towelette or hand sanitizer if it were available.



1. Bakery Fresh Cocktail Buns: White or Wheat 12 ct. **\$2.69**
2. Bakery Fresh Lunch Box Cookies: selected varieties 24 ct. **\$4.49**
3. Skippy Peanut Butter: Creamy, Chunky or Natural 28 oz. **\$2.96**
4. Hy-Vee Fruit Cups or Fruit and Gel Cups: selected varieties 4 pk. **3/\$5.00**
5. Betty Crocker or General Mills Snacks: selected varieties Chex, Bugles or Gardettos 11.2 to 21 oz. **2/\$5.00**
6. Hy-Vee Cheese Curls, Kruncheze or Cheese Balls 12 oz. **\$1.18**



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Menu

Peanut Butter and Hy-Vee Grape Jelly Sandwich on Hy-Vee Bakery White Cocktail Bun, Chex Mix, Apple Slices, Hy-Vee Fruit and Gel Cup, 2% Reduced Fat Milk, Ice Pack, Wet Wipe

LUNCHBOX TIP

Insulated lunch bags and boxes make it easy to keep fruits, vegetables, sandwiches and drinks chilled. Hy-Vee's wide selection of boxes and bags offers a host of features from separate zip-close compartments to freezer packs. For extra cooling power, use an EZ Freeze sandwich container that features non-toxic freezer gel to keep food cooler and fresher longer.



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1. Musselman's Single Serve Applesauce: selected varieties 6 pk. **2/\$4.00**



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2. Kraft Easy Mac: selected varieties 12.9 oz. **\$2.66**

3. Kraft String-Ums 12 oz. or Twist-Ums 9 oz. **\$3.99**

4. Carl Buddig Thin Sliced Lunchmeat: selected varieties 8 or 10 oz. **2/\$4.00**

5. Minute Maid Juice Box: selected varieties 10 pk. **\$2.77**

6. Zak EZ Freeze Food Containers 1 ct. **\$3.29**



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APPLE CRISP-IN-A-CUP

ALL YOU NEED

2 tablespoons crushed cinnamon crunchy granola bar

1 Musselman's Applesauce Cup

ALL YOU DO

Stir crushed granola bar into applesauce cup. Enjoy!



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Menu

Deli sandwich—Carl Buddig Thin-Sliced Lunchmeat on a Hy-Vee Bakery Wheat Cocktail Bun with fresh Green Leaf Lettuce. Baby Carrots, Kraft String-Um, Apple Crisp-in-a-Cup, Minute-Maid Juice Box, Ice Pack, Wet Wipe



Zak Lunch Bags \$9.99

1. Nabisco Single Serve Tray Packs: 12 pk. \$4.49
2. Kraft Velveeta Slices 12 oz. \$3.49
3. Hy-Vee Cooler Juice Pouches: selected varieties 10 pk. \$1.88
4. Eckrich Lunchmakers: Turkey, Bologna or Ham 2.6 oz. 10/\$10.00
5. Ball Park Franks: Meat, Bun Size, Singles or Lite 12.8, 14 or 16 oz. 2/\$4.00
6. Planters Trail Mix or Kettle-Roasted Nuts: selected varieties 4 to 7.5 oz. 2/\$3.00

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Menu

Eckrich Lunchmaker, Orange, Nabisco Single Serve Oreo, 2% Reduced Fat Milk, Ice Pack, Wet Wipe

LUNCHBOX TIP

Crackers topped with cheese and deli meats are a fun change from the routine sandwich. Variety and creativity are important when packing lunches. An assortment of healthful foods served in creative ways will greatly benefit your kids and help them form life-long eating habits based on foods that become familiar to them at an early age.



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1. Welch's Fruit Snacks: selected varieties 7.2 to 25 oz. **2/\$5.00**



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2. Powerade Sports Drinks: selected varieties 8 or 10 pk. **\$4.99**

FOR A HAPPIER MEAL,
LET YOUR CHILD SELECT
A LUNCH BOX OR BAG
FROM THE MANY STYLES
AVAILABLE AT HY-VEE.

3. Kudos or Twix:
selected varieties
Family Size
8.1 to 10.8 oz.
2/\$4.00

4. Zak EZ Freeze
Snack 'n Sip 1 ct.
\$5.89

5. Thermos Snack Cup
1 ct. **\$3.99**



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POWER-PACKED FRUIT ROLL-UP

ALL YOU NEED

- ¼ cup Skippy Peanut Butter
- 1 medium apple, peeled, cored and grated
- ¼ cup Planters Trail Mix (nuts, seeds, raisins)
- 3 Flatout Harvest Wheat Wraps

ALL YOU DO

Stir peanut butter, grated apple and trail mix together in a medium bowl. Spread one-third of the mixture on each wrap. Roll up tightly. Wrap in plastic wrap.

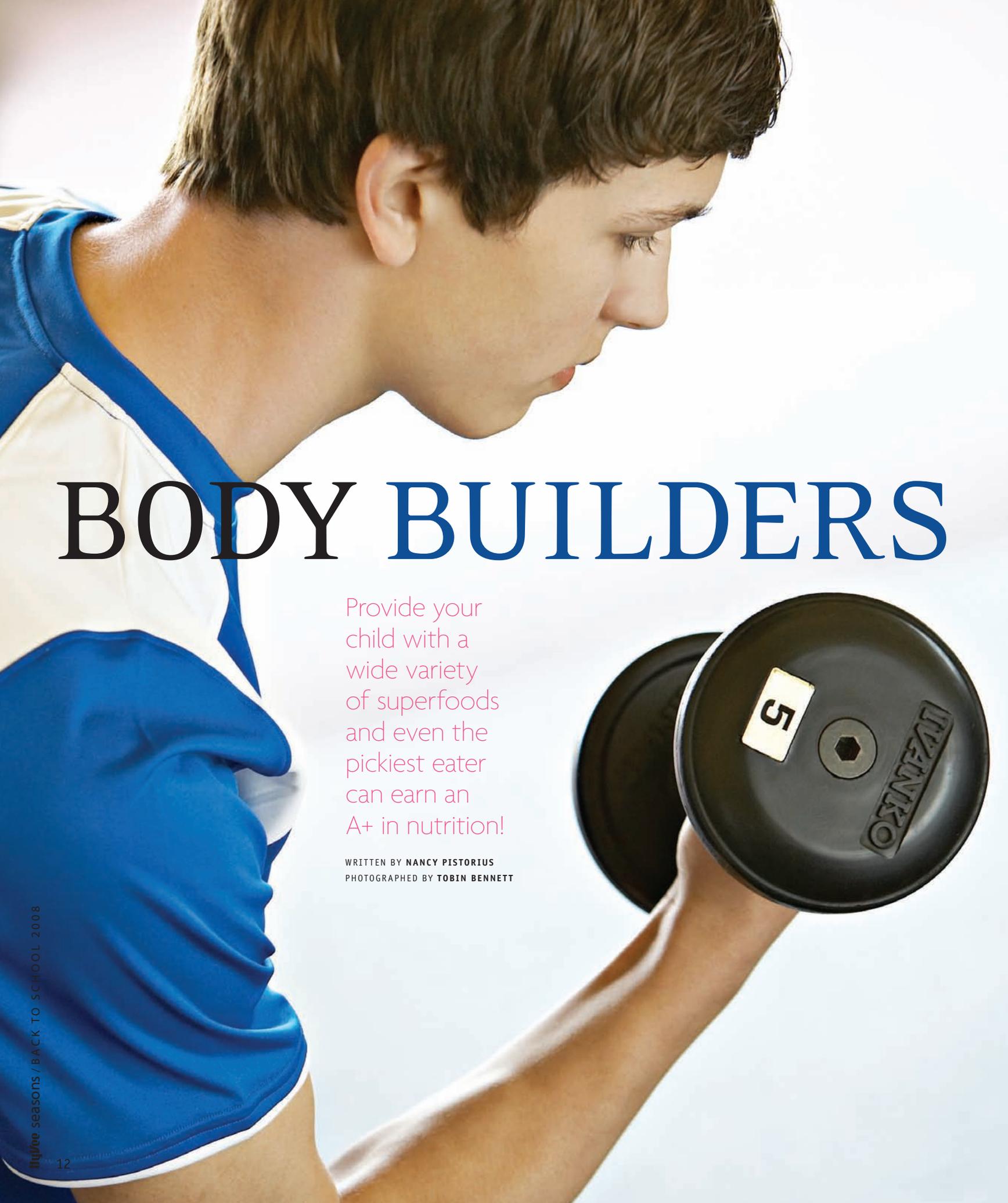


Zero Degrees Lunch Cooler Bags **\$7.99**



Menu

Power-Packed Fruit Roll-Up, Carrot Chips, Hy-Vee Fruit Cup, Kudos Bar, 2% Reduced Fat Milk, Ice Pack, Wet Wipe



BODY BUILDERS

Provide your child with a wide variety of superfoods and even the pickiest eater can earn an A+ in nutrition!

WRITTEN BY NANCY PISTORIUS
PHOTOGRAPHED BY TOBIN BENNETT



When the lazy afternoons of summer give way to jam-packed school days, kids need an extra boost of nutritional power to keep up. Many young people juggle schoolwork, music lessons, sports activities, clubs and (especially in high school) social lives. No wonder teens raid the refrigerator for the fuel they need to keep going!

Make sure your fridge and pantry are packed with nutrient-dense foods, such as fruits and vegetables, so kids will have all they need to keep up with the demands placed on their growing bodies. Variety is the key to helping them get the USDA-recommended five to nine servings of fruits and vegetables each day. Hy-Vee carries a wide selection of fresh produce year-round.

“A piece of fruit will keep a kid running,” says Lorraine Oberholtzer, dietitian at the Ridgeview Hy-Vee in Olathe, Kansas. Fruits and vegetables contain complex carbohydrates, which



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HY-VEE HAS ALL THE HEALTHY SNACKS KIDS NEED TO BUILD GROWING BODIES AND KEEP ENERGY LEVELS HIGH.



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1. SoBe Life Water 20 oz. **10/\$10.00**
2. Hy-Vee Carrots, Celery or Carrots & Celery Sticks 12 oz. **2/\$4.00**
3. South Beach Living Wraps or Sandwich Melts: selected varieties 5.5 to 7.85 oz. **2/\$5.00**
4. Lay's Cracker Crisps or Cheetos Cracker Trax: selected varieties 9.5 or 12 oz. **2/\$6.00**
5. Grimmway Baby Carrots: four 3 oz. snack pack **\$1.18**

are important for sustaining energy during a child's busy day. Many vegetables, such as broccoli, also contain a good amount of protein.

Best of all, fruits and vegetables are loaded with antioxidants. "You're never too young to start beefing up on antioxidants," Lorraine says. "Heart disease is something that happens over time."

USDA guidelines suggest that kids eat more fruits and vegetables in order to combat obesity. They provide many important vitamins, minerals and phytochemicals growing bodies need without adding fat and processed sugar. They also contain the fiber that kids need for digestion, says Lorraine. "Kids get a lot of scrapes when they play, and they also are exposed to cold germs when they go back to school.

Vitamin C (found in strawberries, watermelon and citrus fruits) helps boost immunity and encourages wound healing," says Lorraine. Try giving your kids orange wedges as a lunchbox snack and keep a bowl of washed fresh fruit on the kitchen counter.

Lorraine extols the virtues of Vitamin A, too. "It's very important for vision. Dark green leafy vegetables contain lots of Vitamin A, and so do dark orange and yellow veggies, like sweet potatoes and squash."

But how do you get your child to eat these power foods? Lorraine suggests creating a tasting tray from a muffin tin containing all different veggies, with varying shapes and textures. "The more color, the better—a rainbow of treats. Try red bell pepper strips, raw broccoli, cauliflower, green beans, snap peas, zucchini, celery sticks, carrot coins and jicama."

Don't forget apples. Lorraine considers an apple "the perfect food." And it's not just a Red Delicious and Yellow Delicious world anymore. Hy-Vee carries a plethora of apple varieties to please every palate. Stock up on nature's bodybuilding bounty and your kids will reap the benefits.

1. Hy-Vee Light Apple Juice Cocktail Blends: selected varieties 64 oz. **\$1.28**
2. Hy-Vee Ready To Drink Green Teas: selected varieties 6 pk. **2/\$5.00**
3. Gourmet Recipe Turkey **\$4.99/lb.**
4. Land O'Frost Premium Lunchmeat: selected varieties 16 oz. **\$2.99**
5. Bolthouse 100% Juice or Smoothies: selected varieties 450 ml **2/\$5.00**



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TEACH YOUR KIDS ABOUT VITAMINS AND MINERALS AND THE EFFECT THAT GOOD FOOD HAS ON THEIR BODIES.



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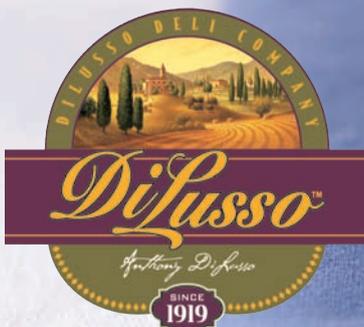
Fast. Fresh. Delicious and Nutritious.

Our delicious new salads make it easy to enjoy the authentic flavor of DI LUSSO® deli meats and cheeses. Crisp vegetables and flavorful meats and cheeses complemented by your choice of dressings make these salads great for lunch, dinner and anytime in between. They are made fresh everyday. Try all 11 delicious varieties. **\$5.99** large

Plus, DI LUSSO® deli meats and cheeses have no added MSG or gluten, or artificial flavors or colors.

DI LUSSO® deli salads exclusively at Hy-Vee!

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EXCLUSIVELY AT HY-VEE

DI LUSSO® Half Sub Sandwich **\$2.98**

Color It

GREEN

Careful study and innovation are advancing Hy-Vee's efforts toward environmental sustainability.

WRITTEN BY DEBRA LANDWEHR ENGLE PHOTOGRAPHED BY TOBIN BENNETT

From concentrated laundry detergents to chemical-free cleaners, “green” products are popping up all over Hy-Vee’s shelves. And behind the scenes, in ways you may never see, Hy-Vee is taking additional steps to make its stores and operations more earth-friendly.

Mike Smith, director of real estate and sustainability for Hy-Vee, says the company has long been engaged in efforts that benefit the environment and community, and those efforts are ongoing. “One of our more significant efforts involves working to identify and measure our carbon footprint,” he says.

The main areas of energy usage are electricity, refrigeration and transportation. Within those areas, Mike says, “We’re tackling energy consumption in a whole host of different ways.” Here are some of Hy-Vee’s green innovations and results.

WASTE REDUCTION AND RECYCLING

• In 2007, Hy-Vee recycled more than 2 million pounds of cardboard, 1 million pounds of plastic, 2 million pounds

of wood and plastic pallets, 75,000 pounds of tin cans, 24,000 pounds of paper and 10,000 gallons of used oil.

- The company also recycles computer print cartridges, electric lights and cooking oil.
- Stores have increased their use of pretrimmed produce and prepackaged meat, reducing waste and transportation needs.
- Hy-Vee is working with its suppliers to eliminate wax-coated cardboard, which cannot be recycled.

Continued on page 19

GO GREEN WITH A REUSABLE BAG

Reduce waste by toting your groceries home in a reusable bag, *opposite*, available at your local Hy-Vee. According to *The Wall Street Journal*, the U.S. goes through 100 billion plastic shopping bags annually. Now you can help stop the waste with this earth-friendly solution. Bags come in two styles (regular or deluxe) and two colors (green or blue). The deluxe bag is lined with a special insulation that will keep food cold during transport.





10 Ways to Color Your World

1. Plant a tree or garden.
2. Replace incandescent light bulbs with compact fluorescent lights.
3. Turn off lights and unplug devices when not using.
4. Walk, bike, carpool or take public transportation.
5. Have regular vehicle tune-ups to help burn less gas and reduce pollution.
6. Reduce paper by paying bills online.
7. Water your lawn and garden in the early morning.
8. Purchase concentrated (2X) laundry detergents and use them according to package directions.
9. Recycle plastic grocery bags at your local Hy-Vee.
10. Maximize your curbside recycling program.



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LOOK FOR NATURAL, ORGANIC FOODS AND OTHER EARTH-FRIENDLY PRODUCTS THE NEXT TIME YOU SHOP AT YOUR LOCAL HY-VEE.



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1. Pepperidge Farms Whole Grain Breads 24 oz. **2/\$6.00**
2. Earthbound Farms: Organic Celery Hearts 2 ct. **\$1.99**
3. Sports Water Bottle: 4 assorted colors 700 ML **\$3.99**
4. Nugo Organic Bars: Double Dark Chocolate or Chocolate Pomegranate 50 gr. **3/\$4.00**
5. Brita Water Filters: 3 pk. **\$14.99**
6. Dole Organic Salads: selected varieties 5 to 9 oz. **2/\$5.00**
7. Brita Classic Pitcher 1 ct. **\$14.99**
8. Mom's Best Naturals Cereal: selected varieties 16 to 23 oz. **\$1.88**
9. 3M Recycled Post-it Notes 390 ct. **\$5.99**
10. Back To Nature Cereals: selected varieties 10 to 13.5 oz. **2/\$7.00**
11. EcoChoice Antimicrobial Ring Binders each **\$2.99**
12. Green & Black Premium Organic Chocolate Bars: selected varieties 3.5 oz. **2/\$5.00**
13. Pepperidge Farms Baked Natural Crisps or Pretzels: selected varieties 6 to 8.5 oz **2/\$5.00**

Continued from page 16

STORE BUILDING AND DESIGN

- Upgraded in-store equipment includes doors on cold cases (including dairy cases).
- Overnight dimming controls provide enough light for stocking crews, without the wattage used during daytime shopping hours.
- Low-E tinted windows allow heat in during winter and keep it out in summer.
- Concrete and terrazzo floors are synthetic-free and don't require chemicals for cleaning.
- Landscaping with native plants reduces water consumption.
- Reclaimed waste heat from compressors is used to preheat air and domestic water.

TRANSPORTATION

Hy-Vee is testing the efficiency of super-single tires, and has added aerodynamic kits to the trucks and trailers in its transportation fleet. Together, Smith says, these changes are believed responsible for a 5 to 6 percent improvement in miles per gallon.

THINGS YOU CAN DO

- Hy-Vee is working to make it easier for customers to join their eco-friendly efforts. Examples include:
- Carrying your groceries home in a reusable bag—a variety of bags are available for purchase at Hy-Vee.
 - Using the plastic bag recycling containers available at most store locations.
 - Selecting green products, such as paper towels made from recycled fiber, biodegradable cleaning wipes and concentrated detergents in smaller bottles.
 - Sharing your thoughts and suggestions. “We’re looking for ways to engage people in this conversation,” Mike says. If you have ideas to help Hy-Vee reduce its environmental footprint, e-mail Mike Smith at msmith@hy-vee.com.

organic

Nutrition by the Number

Hy-Vee is the first grocer in the nation to introduce a revolutionary program offering easy-to-understand nutrition scores that guide you in making informed food choices.

WRITTEN BY CHRIS FRIESLEBEN PHOTOGRAPHED BY TOBIN BENNETT

Today, more than any time in recent memory, people are beginning to understand the relationship between what they eat and how they feel. They want to make good food choices that will keep their children and themselves healthy. But with so much conflicting information out there, they haven't been sure how to do it. Until now.

Beginning this fall, a revolutionary new nutrition profiling system*—and finally, one based solely on unbiased science—will help Hy-Vee shoppers make better food choices with confidence. The program uses a scoring system from one to 100 (100 is “eat without guilt”) to indicate the nutritional value of a particular food compared with the recommended concentration of those nutrients in a healthy diet. One to 100—as easy as that. Finally, a stress-free way to cruise the grocery aisles.

The overall nutritional quality index that is used to score foods was developed by Dr. David Katz, chairman of the Yale Prevention Research Center, in conjunction with an independent team of the nation's top nutrition and health experts. The system analyzes 30 nutrient factors—the good (fiber, vitamins, minerals, omega 3 fatty acids), the potentially bad (sugar, salt, cholesterol) and the ugly (trans fats)—to score products across all food and beverage categories.

“You really shouldn't need a Ph.D. in nutritional biochemistry to figure out which kids' breakfast cereal is healthier,” Dr. Katz, an internal medicine specialist, says.



“This easy-to-understand method can guide people to a better diet one informed food choice at a time.”

Hy-Vee shoppers will find nutrition scores on approximately 6,000 items when the program rolls out in the fall. Eventually, all products will be scored.

The information is intended to be used as guidance, not a mandate. “The scores are merely an objective measure of the nutrients a food contains,” says Dr. Katz. “They are not there to tell people what or what not to eat.”

It's the objectiveness of the system that impresses Laura Kostner, Hy-Vee health and wellness supervisor. “I've devoted my entire career to studying diet and nutrition,” says the registered dietitian, who also holds two master's degrees and one doctorate. “I'm pretty skeptical by nature when it comes to health claims on food. But there are just no holes to be shot through this index. I can't wait to have that nutritional information at my fingertips when I shop for my family.”

Fruits and vegetables will consistently achieve the highest scores. No surprise there: Doctors, nutritionists and the federal government have encouraged us to eat our fruits and veggies for years. But what about those times when you just have to satisfy that sweet tooth—are shoppers doomed to avoid the candy and cookie aisles forever in order to resist temptation? “Absolutely not,” says Kostner. “The beauty of the nutritional index is that you can look at the scores in a particular category



and make wiser choices.” Shoppers will find, for example, that foods containing dark chocolate, which is rich in antioxidants, will score higher than those containing milk chocolate, which contains more sugar and cream.

Choosing nutritious food matters, says Dr. Katz, but the bottom line is we want it to taste good too. The overall nutritional quality index was developed with that goal in mind. “By choosing a more nutritious option from among the breads, cereals, pasta sauces, crackers, cookies, candies, and on and on, you can keep eating all the food varieties you currently enjoy, but perhaps with a keener eye toward moderation.”

The index has such unlimited potential that a separate company has been formed to manage the program across

the nation. A range of tools, including brochures and a Web site, will help educate shoppers. Future plans include using the system to develop healthy recipes.

Several other supermarkets have expressed an interest in the index, but Hy-Vee is proud to be the first grocer in the country to adopt the program. “When we’re put in a position where we can make a difference in people’s lives, we should take advantage of it,” says Hy-Vee CEO Ric Jurgens. “This program has the potential to improve the health of our nation.”

*Editor’s note: At the time this magazine went to press, the program’s official name was in trademark review.



Michigan Glads 5 stem bunch 2/\$10.00
Correll Dinnerware 16 pc. set \$29.99

DINNER PLUS

Beat those lunchtime blahs with plan-ahead lunches made from meals cooked the night before.

WRITTEN BY JILANN SEVERSON PHOTOGRAPHED BY TOBIN BENNETT



“Leftovers” can have such a bland and boring reputation. Instead, think of “plan-aheads” that turn one night’s meal into the next day’s special lunch. Rather than warming something up, turn it into a meal that barely resembles what was served the night before.

SANDWICHES

Meats from your kitchen offer a delicious alternative to prepacked varieties when making lunchtime sandwiches. If the meat has been cooked on the grill, seasoned in the oven or stewed in the slow cooker, it will bring even more flavor to a sandwich. Chicken salad made from flavored rotisserie chicken rivals that of a gourmet deli.

Also consider using different types of breads. Crusty European breads from the Hy-Vee Bakery, pita breads or wraps create a lunch entrée to look forward to. A pulled pork wrap made from a slow-cooked pork roast will leave lunchmates jealous when they pull out their peanut butter sandwiches. Or stuff bits of remaining steak, some fresh chopped veggies and a little feta cheese into a pita pocket, then drizzle with balsamic vinegar. You won’t believe you’re eating leftovers.



Rotisserie Turkey Breast, 1 pt. Mashed Potatoes & Gravy, 1 pt. Vegetable of Your Choice, 1 pt. Salad of Your Choice, 4 Ciabatta Rolls **\$22.99**

SALADS

Any dinner meat can be diced up and added to a salad for lunch the next day. When tossing your salad, consider adding the same ingredients you see in restaurants: mandarin oranges, strawberries, walnut pieces, almond slivers, blue cheese or feta cheese crumbles. Look for anything that might add both texture and flavor. Prepacked mixed greens form a great base for small chunks of chicken, turkey, ham or steak.

Vegetables from the night before can also be used. Include green and red peppers, onions, mushrooms and green beans. For a southwestern flare, top salad with black beans, corn, tomatoes and tortilla strips. Include a slice of lime on the side to squeeze over the mixture. Or for a sweeter take, top salad with dried berries and walnuts then add raspberry vinaigrette dressing. Carry croutons, pine nuts or sunflower seeds in a separate bag to add before eating and transport dressing in a small container for last-minute assembly. Your finished salad is sure to be five-star fresh.

SOUPS AND MORE

There are many great ways to use foods that might otherwise linger in the refrigerator. Any recipe that calls for cooked meat is a natural choice for the remnants of roasts, baked or rotisserie chicken or large hams. Dinner meats and vegetables can be turned into soups, stir-frys and quesadillas. Fun ideas for school lunches include mini quiches made in muffin tins or individual-size casseroles.

For lunch items that need to be kept warm, today's insulated containers can do the job, guaranteeing a toasty lunch safe from bacterial growth. Check the aisles of Hy-Vee for a wide array of specialty lunch containers that keep hot foods hot and cold foods cold.



1 **Hormel**
Always
Tender



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5 **Hormel**
Always
Tender



6 **Johnsonville**



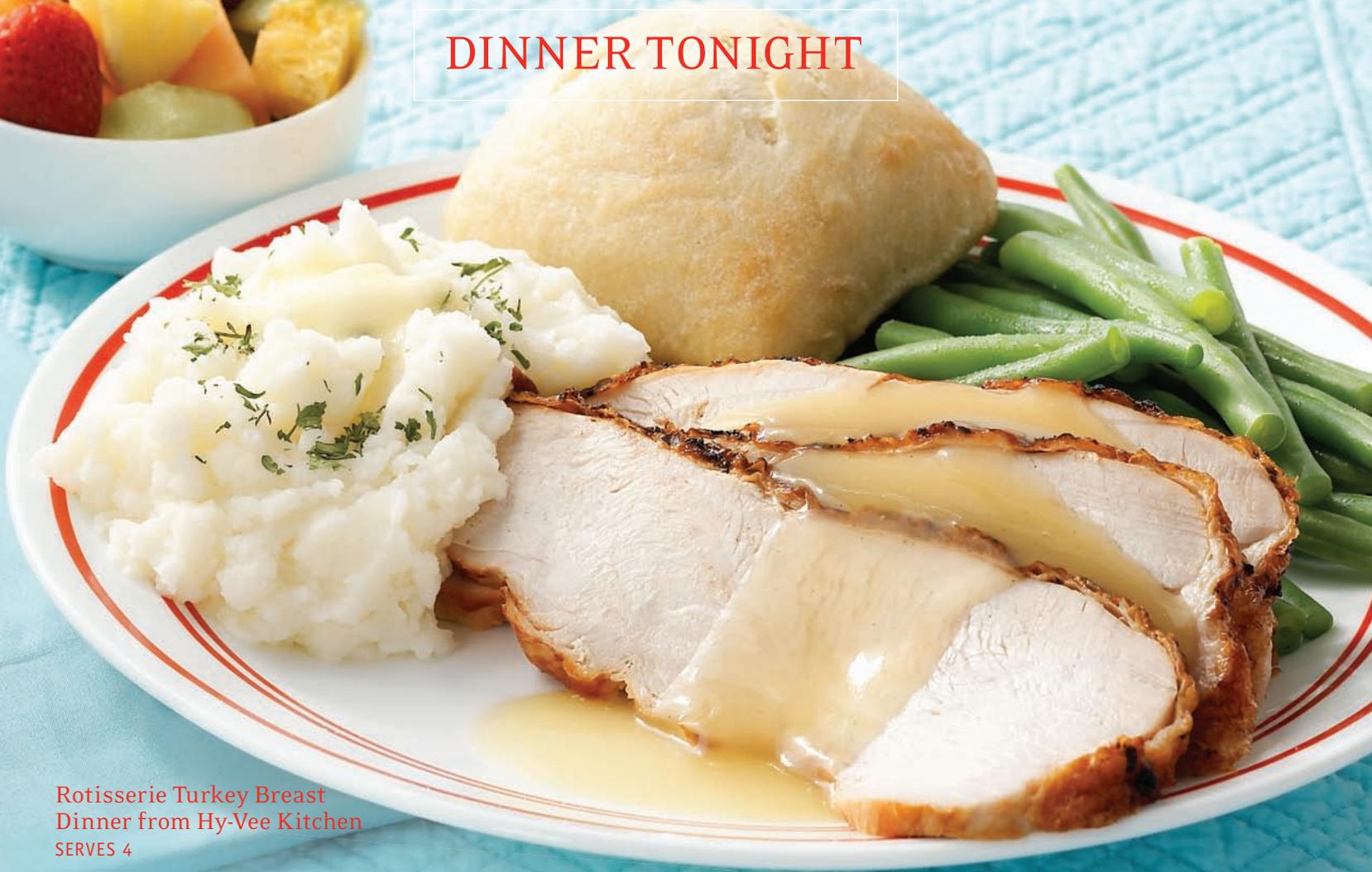
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1. Hormel Always Tender® Ground Pork or Pork Patties **2/\$5.00**
2. Correll Dinnerware 16 pc. set **\$29.99**
3. Twice Baked Potato: selected varieties 10 oz. **3/\$5.00**
4. Bolthouse Salad Dressings: Caesar, Ranch, Blue Cheese or 1000 Island 14 oz. **\$3.99**
5. Hormel Always Tender® Marinated Pork Loin Fillets: selected varieties 1.7 lb. **\$7.99**
6. Johnsonville Smoked Sausage Ring or Rope Style 14 to 16 oz. **\$2.79**
7. McCormick Grinders: selected varieties .85 to 2.12 oz. **3/\$5.00**
8. Hormel Fully Cooked Entrees: selected varieties 17 oz. **\$5.49**

DINNER TONIGHT



Rotisserie Turkey Breast Dinner from Hy-Vee Kitchen SERVES 4

YOU GET:

Rotisserie Turkey Breast

1 pint green beans or other side

1 pint fresh fruit or other side

1 pint mashed potatoes with gravy

4 rolls with butter

ALL YOU DO

1. Pick up a convenient Kitchen Pack from your local Hy-Vee, take it home and serve.

LUNCH TOMORROW



Turkey and Veggie Pita Pocket

SERVES 1

ALL YOU NEED:

Sliced leftover Rotisserie Turkey Breast

1 pita pocket

Sliced tomatoes

Sliced onions

Lettuce

Bolthouse Salad Dressing, your choice

ALL YOU DO

1. Place sliced turkey and vegetables into pita pocket. 2. Top with approximately 2 tablespoons salad dressing just before serving.

Nutrition facts will vary depending on dressing selected.

DINNER TONIGHT



Pesto-Glazed Chicken Kabobs

SERVES 4

Chicken Kabobs: fresh from our service meat case 1 ct. 2/\$6.00

ALL YOU NEED

- ¼ cup prepared pesto, divided
- 4 chicken kabobs (prepared from meat counter)

ALL YOU DO

1. Brush 1 tablespoon pesto evenly over each kabob.
2. Grill over medium heat, turning occasionally for 20 minutes or until chicken reaches 165°F.

Nutrition facts per serving: 180 calories, 9 g fat, 2.5 g saturated fat, 0 g trans fat, 55 mg cholesterol, 160 mg sodium, 2 g carbohydrates, 1 g fiber, 1 g sugar, 22 g protein. Daily values: 10% vitamin A, 35% vitamin C, 10% calcium, 6% iron.

LUNCH TOMORROW



Chicken Kabob Pasta Salad

SERVES 6 (1½ CUP SERVINGS)

ALL YOU NEED

- 12 ounces Hy-Vee Tricolor Rotini
- ½ yellow onion, chopped
- 3 Roma tomatoes, chopped

- 1 (2.25 ounces) can Hy-Vee Sliced Ripe Olives
- 2 prepared Pesto-Glazed Chicken Kabobs, removed from skewer and chopped
- 1½ cups Hy-Vee Light Italian Dressing

ALL YOU DO

1. Prepare rotini according to directions on package. Drain and rinse with cold water.
2. In a large bowl, stir together rotini, onion, tomatoes, olives, chicken and dressing.
3. Cover and refrigerate before serving.

Nutrition facts per serving: 300 calories, 12 g fat, 3 g saturated fat, 0 g trans fat, 30 mg cholesterol, 410 mg sodium, 31 g carbohydrates, 2 g fiber, 5 g sugar, 17 g protein. Daily values: 10% vitamin A, 25% vitamin C, 10% calcium, 10% iron.

DINNER TONIGHT

Peppered Mesquite Pork Roast

SERVES 7

ALL YOU NEED

- 1 teaspoon Grand Selections Olive Oil
- 1 (1.7 pounds) Hormel Mesquite Barbeque Pork Loin
- ½ teaspoon ground black peppercorns using McCormick Black Peppercorn Grinder
- 4 large carrots, peeled, cut into 1-inch pieces

ALL YOU DO

1. Heat oil in large skillet. Season pork loin with black peppercorns. Add to hot skillet, searing all sides until golden brown.
2. Combine seared pork, carrots, potatoes, chicken broth and thyme in a slow-cooker.
3. Cook on high 2 hours; reduce heat to low and continue cooking 6 hours.
4. Discard thyme sprigs and serve with cooked brown rice, if desired.

Nutrition facts per serving: 160 calories, 6 g fat, 2 g saturated fat, 0 g trans fat, 45 mg cholesterol, 810 mg sodium, 7 g carbohydrates, 1 g fiber, 2 g sugar, 20 g protein. Daily values: 120% vitamin A, 6% vitamin C, 2% calcium, 4% iron.

Hormel Always Tender® Marinated Pork Loin:
selected varieties 1.7 lb. \$7.99

- 2 pounds potatoes, cut into 2-inch pieces
- 1 (14.5 ounces) can Hy-Vee Low-Sodium Chicken Broth
- 3 fresh thyme sprigs
- Hy-Vee Instant Brown Rice, optional

LUNCH TOMORROW



Peppered Pork and Rice Burrito

SERVES 4

ALL YOU NEED

- 2 cups shredded Hormel Mesquite Barbeque Pork Loin
- 2 cups prepared brown rice
- 2 cups Hy-Vee shredded lettuce
- 4 (10-inch) Hy-Vee flour tortillas
- ½ cup Hy-Vee black bean and corn salsa
- ½ cup Hy-Vee shredded cheddar cheese

ALL YOU DO

1. Place ½ cup each shredded pork, rice and lettuce on each flour tortilla.
2. Top with 2 tablespoons each salsa and cheese.
3. Roll up burrito style.

Nutrition facts per serving: 460 calories, 14 g fat, 7 g saturated fat, 0 g trans fat, 55 mg cholesterol, 1330 mg sodium, 56 g carbohydrates, 3 g fiber, 5 g sugar, 28 g protein. Daily values: 8% vitamin A, 6% vitamin C, 15% calcium, 15% iron.

DINNER TONIGHT



Tasty Poached Tuna SERVES 4 (1 STEAK EACH)

ALL YOU NEED

- | | |
|------------------------------------|-----------------------------------|
| 1 cup dry white wine | 5 sprigs fresh parsley |
| 1 cup water | 1 garlic clove, cut in half |
| ½ teaspoon whole black peppercorns | ½ teaspoon Hy-Vee Salt |
| ¼ teaspoon dry mustard powder | 4 (4 ounces each) ahi tuna steaks |

Previously Frozen Ahi Tuna Steaks \$7.99

ALL YOU DO

1. Combine wine, water, peppercorns, dry mustard, parsley, garlic and salt in a skillet large enough to hold the tuna. Bring to a boil. 2. Add tuna to skillet. Simmer gently until tuna reaches desired doneness. For rare to medium, cook 1 to 3 minutes per side. For medium to medium-well, cook 3 to 5 minutes per side. For medium-well to well, cook 5 to 7 minutes per side. 3. Discard cooking liquid. Serve immediately.

Nutrition facts per serving: 140 calories, 1.5 g fat, 0 g saturated fat, 0 g trans fat, 60 mg cholesterol, 40 mg sodium, 0 g carbohydrates, 0 g fiber, 0 g sugar, 26 g protein. Daily values: 4% iron.

LUNCH TOMORROW



Tasty Tuna Salad with Lemon-Garlic Mayonnaise

SERVES 2

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| 2 tablespoons light mayonnaise | Hy-Vee Pepper, to taste |
| 1 teaspoon Hy-Vee Lemon Juice | 2 ciabatta rolls, baked |
| 1 small garlic clove, finely chopped | Lettuce leaves and tomato slices, optional |
| 1 Tasty Poached Tuna Steak, cooled and flaked | |

1. Mix together mayonnaise, lemon juice and garlic in a medium bowl. 2. Fold in tuna. Season to taste with pepper. 3. Split rolls and divide tuna between them. If desired, add lettuce and tomato to each sandwich.

Nutrition facts per serving: 280 calories, 6 g fat, 1 g saturated fat, 0 g trans fat, 35 mg cholesterol, 500 mg sodium, 36 g carbohydrates, 1 g fiber, 2 g sugar, 17 g protein. Daily values: 0% vitamin A, 2% vitamin C, 0% calcium, 10% iron.

DINNER TONIGHT



Seasoned Sirloin Fillets

SERVES 4

ALL YOU NEED

- 4 (8 ounces each) Amana Bacon Wrapped Sirloin Fillets
- 1 teaspoon McCormick Grinder Steakhouse Seasoning, divided
- 2 tablespoons Bolthouse Farms™ Chunky Blue Cheese Dressing, divided
- 1 loaf Hy-Vee Garlic Bread, prepared according to package directions, optional

ALL YOU DO

1. Grill steak until done.
2. Season with steakhouse seasoning.
3. Drizzle each fillet with ½ tablespoon dressing before serving. Serve with garlic bread, if desired.

Nutrition facts per serving: 530 calories, 36 g fat, 14 g sat fat, 0 g trans fat, 130 mg cholesterol, 1 g carbohydrate, 0 g fiber, 0 g sugar, 47 g protein. Daily values: 6% calcium, 20% iron.

Amana® 100% Natural Beef Bacon-Wrapped Sirloin Fillet 5 oz. 2/\$8.00

LUNCH TOMORROW



Blue Cheese Steak Salad

SERVES 4

ALL YOU NEED

- 2 cups (cut into 1-inch cubes) Hy-Vee Garlic Bread
- 3 cups chopped Hy-Vee romaine hearts
- 1 cup halved cherry tomatoes
- 1 prepared Seasoned Sirloin Fillet, cooled and sliced thinly
- ¼ cup Bolthouse Farms™ Chunky Blue Cheese dressing

ALL YOU DO

1. To make croutons, bake cubed garlic bread at 350°F for 10 minutes, or until slightly crisp.
2. Toss chopped romaine with tomatoes, steak, dressing and croutons.

Nutrition facts per serving: 250 calories, 16 g fat, 6 g saturated fat, 1 g trans fat, 40 mg cholesterol, 280 mg sodium, 12 g carbohydrates, 2 g fiber, 2 g sugar, 14 g protein. Daily values: 50% vitamin A, 20% vitamin C, 6% calcium, 10% iron.



Savory Chef Herbs \$12.99

SAVORY CHEF HERBS

Fresh herbs can turn an ordinary meal into an extraordinary feast. Buying Savory Chef herbs are the best way to ensure you always have fresh herbs on hand.

Simply place your herb plants in a location of the house that gets partial sun, such as a kitchen windowsill. Water and prune the herbs regularly as you watch them grow. Then simply snip and combine for fresh meals, savory soups, gourmet sauces and more.

The Savory Chef herb kit includes three pots of herbs, shears and care instructions. Herb varieties may include oregano, parsley, basil, thyme, sage, spearmint or peppermint.

Try some of these Savory Chef herbs:

Basil. Often featured in Italian, Thai, Vietnamese and Laotian cuisine, basil is delicious in tomato sauces, pestos and pizzas.

Oregano. Found most often in Italian dishes, oregano can be added to any tomato-based sauce or grilled meat.

Thyme. A basic ingredient in French, Greek, Italian, Persian and Spanish cuisine, thyme adds flavor to meats, soups and stews.

Spearmint. Adding spearmint to your tea may help stop heartburn and relieve stomach aches.

Peppermint. Adding peppermint to your tea may promote healthy digestion and muscle relaxation.

1. Bakery Fresh Garlic Bread 1 lb. **\$2.99**
2. Hy-Vee Home Style Fruit Pies 10 1/2" **\$5.48**
3. Our Famous Gourmet Burgers: fresh from our service meat case selected varieties 5 oz. **3/\$5.00**
4. Hy-Vee Blue Ribbon Boneless Center Cut Pork Chops 35 oz. **10 chops/\$10.00**
5. Hy-Vee Romaine Hearts 3 pk. **2/\$4.00**
6. Hormel Always Tender® Fresh Butterfly Chops 8 oz. **2/\$5.00**
7. Our Famous Chicken Grillers: selected varieties 10 oz. **2/\$7.00**
8. Our Original Bratwurst: fresh from our service meat case **10/\$8.00**
9. USDC Lot Inspected Fresh Salmon Portions 5 oz. **2/\$6.00**
10. USDC Lot Inspected Fresh Pacific Cod Fillets **\$7.88/lb**
11. Red Bone Alley Aioli Seafood Sauce: selected varieties 10 oz. **\$2.99**
12. Bakery Fresh Angel Food Cake: 8 oz. loaf **2/\$5.00**



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KITCHEN ESSENTIALS GADGETS & BAKEWARE

The right tools make any job, including cooking, easier. Outfit your kitchen with Hy-Vee's Elite Essentials kitchen tools and meal prep will be a breeze. You'll find everything from silicone brushes and trivets to grilling gear and bakeware.

Professional cooks in the Hy-Vee Kitchens tested the Elite Essentials line with everyone from beginning cooks to accomplished chefs in mind. They found that products, such as egg slicers and strainers, greatly simplify everyday tasks. "The pieces aren't intimidating and are very user-friendly," says Hy-Vee Food Technologist Susan Bingaman. "Each comes with directions and usage tips, and the classic, timeless design accents any style of kitchen. You can completely stock a kitchen with pieces that match."

Features of the Elite Essentials line:

- Durable plastic, nylon and/or stainless-steel construction
- All-inclusive line of products
- Specialty items at affordable prices
- Majority of pieces are dishwasher safe



Kitchen Helpers Bakeware Line:
selected varieties **50% off**



Elite Essentials Kitchen Gadget Line:
selected varieties **25% off**



EAST & FABULOUS

Even if your family is busy at dinnertime, you can still gather for a daily meal together.

WRITTEN BY **COURTENAY WOLF**
PHOTOGRAPHED BY **TOBIN BENNETT**

It's another busy weeknight with ball practice, music lessons and a late meeting. It's tempting to skip dinner and grab something at the drive-through as family members dash off to their activities. But you might want to reconsider that decision. A study at Cincinnati Children's Hospital Center found that the most important factor in predicting whether teens do well in school and stay out of trouble is whether they eat dinner with their parents five nights a week. Another study at the Harvard Graduate School of Child Development concluded that the most important factor in child development is dinnertime.

How do you fit a sit-down dinner into your family's busy lifestyle? Try this: Identify four or five easy meals you can prepare in 30 minutes or less and keep the ingredients on hand. Check out the refrigerated food aisles for a wide selection of precooked ingredients that are ready to go in an instant. You'll find everything from grilled chicken strips and precooked seasoned ground beef to a variety of tasty side dishes and desserts.



Pizza is an easy dinner for families on the go. Fortunately, pizza can be a healthful meal when loaded with veggies such as mushrooms, green and red peppers, onions and olives. Ask your local Hy-Vee Kitchen to make your family a special combo pizza for supper tonight.



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1. Hy-Vee 85% Lean Frozen Ground Beef Patties 2.5 lb. **\$5.99**
2. Hy-Vee Vanilla Sundae Cones 6 pk. **2/\$5.00**
3. Country Pride Individually Quick Frozen Boneless Skinless Chicken Breasts 2.5 lb. **\$5.99**
4. Hy-Vee Sundae Cups or Hy-Vee Vanilla Sandwiches 12 pk. **\$2.88**
5. Hy-Vee Crispy Thin Crust Pizzas: selected varieties **3/\$10.00**
6. Hy-Vee Steam Quick Vegetables 12 oz. **\$.93**
7. Louisa Frozen Pasta: selected varieties 14.5 or 20 oz. **\$3.28**
8. Fast Fixin' Chicken: Nuggets, Popcorn, Strips, Patties. Beef: Meatballs or Cheeseburger 20.4 to 36 oz. **\$4.99**
9. Boca Burgers Meatless Products: selected varieties 8 to 10.5 oz. **2/\$5.00**
10. Jimmy Dean breakfast items: bowls, sandwich or omelet 6.8 to 10.2 oz. **2/\$5.00**



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Add a new twist to an old favorite with specialty breads for fast-to-the-table sandwiches. Experiment with Hy-Vee Artisan Breads for a delicious meal experience.

JUMP-START YOUR MENUS

- Stuffed baked potatoes with toppings: Microwave potatoes and cover with warm chili. Top with shredded cheese and serve with a salad. Time-saving hint: Purchase prepared chili and a prewashed lettuce mix.

- Ham steaks with sweet potatoes: Microwave sweet potatoes while warming ham steaks in the oven. Cook a frozen or fresh vegetable of your choice. Serve with fresh or canned pineapple and a seasonal vegetable. Time-saving hint: You'll find ham steaks in the refrigerated meat case.

- Salmon and seasoned oven fries: Use fresh or flash-frozen salmon fillets. (Frozen fillets thaw quickly in cool water.) Season with lemon pepper and bake or microwave in a covered dish. Serve with seasoned oven fries and salad. Time-saving hint: Buy bulk and keep frozen salmon fillets on hand.

- Mexican wraps: Warm whole wheat tortillas in the microwave and fill with chicken strips. Top with lettuce, shredded cheese, diced tomatoes, Hy-Vee salsa and sour cream. For an easy dessert, bake a batch of chocolate chip cookies from prepared dough. Time-saving hint: Purchase precooked chicken strips in the refrigerated meat case.

- Pasta with warm bread sticks: Choose fresh or dry pasta and top with your favorite marinara sauce. For a heartier meal, add browned ground beef to the sauce. Sprinkle with fresh Parmesan cheese and serve with a Caesar salad and warm bread sticks. Time-saving hint: Replace ground beef with frozen seasoned soy crumbles. Purchase ready-to-bake bread sticks.

- Baked chicken and mashed potatoes: Keep the baked chicken in a warm oven as you heat up the prepared mashed potatoes in the microwave. Cook seasoned green beans (or another favorite vegetable). For dessert, top slices of angel food cake with fresh strawberries and whipped cream. Time-saving hint: Stop at Hy-Vee on the way home for a freshly baked chicken, already prepared mashed potatoes and an angel food cake.

And of course, if you're really in a rush, Hy-Vee has an impressive array of take-out dinner options to feed the entire family. Stop by your local Hy-Vee on the way home from work and pick up a Chinese dinner for four or a specialty pizza. You'll be ready to sit down together as a family in minutes.



DINNER ... DONE
 12 pieces of:
 Herb Roasted Chicken
 Crisp 'N' Tender Chicken
 or
 Chicken Tenders
 1 pint Mashed Potatoes & Gravy
 1 pint Vegetable of Your Choice
 1 pint Salad of Your Choice
 4 Ciabatta Rolls
\$19.99



FAMILY PIZZA NIGHT
 One 12" large Specialty Pizza
 One 12" large One Topping Pizza
 6 Pepperoni Pinwheels
 One bag Hy-Vee Salad Mix
\$19.99



CHINESE DINNER FOR FOUR
 4 pints Entrée
 2 pints Rice
 4 Egg Rolls
 4 Crab Rangoon
 4 Fortune Cookies
\$22.99

ConAgra Foods®

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ConAgra Foods is the trusted name behind many leading brands, including: Healthy Choice, Chef Boyardee, Egg Beaters, Hunt's, Orville Redenbacher's, Hebrew National, Banquet and more.

Use two of ConAgra's most delicious foods to create a quick dessert for your busy family. Simply top off chocolate Snack Pack Pudding Cups with Reddi Wip and maraschino cherries. The beautiful little servings take seconds to create and will satisfy any sweet tooth.

1. Chef Boyardee Canned Pasta 15 oz. or Micro Cups 7.5 oz. **10/\$10.00**
2. Hebrew National All Beef Franks 12 oz. **2/\$5.00**
3. Kid Cuisine Dinners: selected varieties **3/\$6.00**
4. Hunt's Manwich 15 oz. **4/\$5.00**
5. Reddi Wip: selected varieties 6.5 or 7 oz. **\$2.19**
6. Orville Redenbacher's Popcorn: microwavable 2 to 4 pk. **4/\$5.00**
7. Hunt's Snack Pack Puddings: selected varieties 4 pk. **5/\$5.00**
8. Banquet Family Pack Chicken: selected varieties 28 to 32.4 oz. **\$3.99**



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SLU 14620



FREE SNACK PACK PUDDING

Buy three (3) Kid Cuisine Dinners
Receive one (1) FREE Snack Pack 4 pk. Puddings

HyVee
COUPON

Limit 1 coupon per customer | Limit 1 free with coupon
Offer valid July 23, 2008 through August 20, 2008

ConAgra
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MIDWEST PRODUCTS

*Turn ordinary
fare into world-
class cuisine
with hand-picked
herbs and edible
flowers raised in
the Midwest.*

WRITTEN BY JULIE A. MARTENS
PHOTOGRAPHED BY TOBIN BENNETT



You don't have to pencil in a trip to your neighborhood farmers' market to savor homegrown goodness from local producers. Celebrate summer's bumper crop of farm-fresh flavors at your neighborhood Hy-Vee. The store's Local Home Grown program seeks out area farmers and showcases their goods in the aisles of Hy-Vee. Photos of growers who supply the mouthwatering products let you see the farmer behind the food.

Supporting local farmers isn't a passing fancy for Hy-Vee, according to Dave Conkling, owner of Mariposa Farms in Grinnell, Iowa. "We started our herb growing business in 1995, and Hy-Vee was immediately interested in bringing our fresh herbs into the store," Dave says. "It's a trend now for grocery stores to sell local produce, but Hy-Vee has held this philosophy for at least 13 years."

Iowa native Dave and his wife Denise met while working for the greenhouse system at the University of Northern Iowa. Years later, they applied their passions for growing and greenhouses to create Mariposa Farms, a culinary herb and edible flower business tucked into a 130-acre farm in Central Iowa.

Mariposa Farms is a family business serving herbs to 15 states in the Midwest. Products include homegrown fresh herbs, dried organic herbs and other dried products, such as mushrooms and tomatoes. "When you're selling fresh herbs, the closer your market, the better the product will be," Dave says. "We don't have any interest in selling outside the Midwest because our focus is delivering a fresh product."

Twenty-two types of fresh culinary herbs grow hydroponically year-round in 30,000 square feet of greenhouses. A crew of 15 employees, including Dave, Denise and daughter Colette keep the small operation running smoothly. Workers pick and ship herbs the same day, ensuring the flavorful feast hits store shelves less than 24 hours after harvest.

Carefully designed packaging allows herb stems to breathe and ensures a fresh product that lasts from 7-10 days, depending on the herb. "When Mom was 80-something, she told me that the secret to making the herbs last was this: Take the herbs out of the package, wrap them in a paper towel, and place them back in the package," Dave says. "It works." Customers can find more information on caring for fresh herbs at the Mariposa Farms' Web site (www.mariposafarms.com).

If you've never tried fresh herbs before, Dave suggests starting with a simple pasta dish. "Buy a box of pasta, a jar of sauce and some fresh basil," he says. "Chop the basil and add it to the sauce. It's that easy." Dave warns customers, though, that once you cook with fresh herbs, you'll quickly wonder how you ever cooked without them. "Fresh herbs bring a flavor and aroma to whatever you're preparing that says, 'This is fresh.'"



If you like pork, you'll love the natural, home-grown goodness of premium Local Pork, brought to you by **HORMEL®**.

HORMEL® NATURAL CHOICE® Antibiotic-Free Pork comes from vegetarian-fed animals raised on three local family farms in the heartland of Iowa. So you know you're getting high quality, natural pork you can trust to feed your family.

There are no artificial ingredients or nitrites and no antibiotics ever. It's a natural pork alternative that delivers a great tasting eating experience. This premium line of pork brought to you by **HORMEL® NATURAL CHOICE®** comes in a variety of cuts including loin, chops, pork roasts, loinback ribs and tenderloins.

- 1.-4. Available fresh at your Hy-Vee. Midwest grown
 - Cabbage
 - Gold Bar Squash
 - Zucchini Squash
 - Cucumbers
5. Cookies Bar "B" "Q" Sauce: selected varieties 26 oz. **\$2.58**
6. Martha Gooch Pasta: selected varieties 16 oz. **\$.96**
7. Mariposa Herbs: selected varieties single pack **\$1.99**
8. Spice Island Grinders, Organics or Spices: selected varieties .14 to 5 oz. **1.00 off**



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 Cookies Bar "B" "Q" Sauce is manufactured in a modern 105,000 sq. ft. facility in Wall Lake, Iowa.



5

 Martha Gooch Pasta is produced using 100% Durum Semolina and is marketed primarily in the Midwest by American Italian Pasta Company in Kansas City, Missouri.



6

 Mariposa Farms, a proud, family-owned business, has been growing fresh herbs in Grinnell, Iowa since 1995.



7

 Spice Island is a division of Tone's. Tone's Brothers is a long time fixture in Iowa, founded in Des Moines in 1873. Today, Tone's state-of-the-art plant, located in Ankeny, Iowa is the largest spice processing facility in the world.



8

Geared Up!



Help your child
prepare for another
school year by
getting organized.

WRITTEN BY KALSEY MCCALL
PHOTOGRAPHED BY TOBIN BENNETT





First Day Jitters

You know the drill—new clothes, new teachers, new year. With all the uncertainty a fresh school year brings, it's no wonder that heading back to school can evoke nervousness in even the most experienced student. Before sending your child back to school this fall, help her feel comfortable and capable with these tips.

For students entering a new school, it's especially helpful to familiarize them with the new layout. Take time to walk around the school, noting the location of restrooms, classrooms and the school nurse. Consider setting up an appointment with your child's teacher. This will give you both a chance to meet the teacher and check out the classroom ahead of time.

Set aside a few days before school starts to practice the school-day routine, advises the American School Counselor Association. Have kids go to bed and get up early. You can even practice packing a backpack, picking

out clothing and preparing a sack lunch.

Bringing a memento from home gives some children the added security they need to make it through those first days. Stick a small family picture in your child's backpack or pocket, or tuck an encouraging note in a lunchbox.

For older students, social concerns may cause apprehension. Issues such as which group to sit with at lunch, which types of clothing will be in style and what other kids might think about their appearance loom large for teens and preteens. Before school starts, encourage your child to get together with friends to compare class schedules and reconnect. If the school offers an orientation night, be sure to attend.

Check your own attitude toward your child's return to school. Children are very intuitive, so remaining positive and encouraging can make all the difference to a jittery student. Show them you're excited and they'll follow suit.





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1. Hy-Vee Disposable Containers or New Twist n' Store; selected varieties 2 to 6 ct. **2/\$4.00**
2. Crayola Color Surge 1 ct. **\$6.49**
3. Disney® Cars® or Disney® Princess® Portfolios Theme Book **\$.89**
4. Magna Locker Dry Erase Disc **\$3.99**
5. Magna Locker Framed Mirror **\$1.99**
6. Magna Locker Magnets **\$3.99**
7. Magna Locker Photo Frame **\$4.99**

Locker Decor—Make it Personal

Deciding how to decorate a locker can be one of the most exciting parts of going back to school. Encourage your child to be original and innovative with her locker since it will be the only place in the entire school building that's uniquely her own. She should use it to express her tastes and personality. Hy-Vee has everything needed to decorate lockers from dry erase boards to bright decals and stickers. Start with the basics by purchasing Magna locker wallpaper in a favorite color. Next, add some shelving units. Then, let your child's imagination run wild as she decides on the details to make her locker truly stand out. Does she like butterflies? Flowers? Tropical fish? Favorite books or movies also make great themes. Give her old magazines so she can cut out words and create collages with photos of family and friends. Once she adds a mirror and mailbox for special notes, her locker will be complete.



Academix locker Shelf 1 ct. \$5.99



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Locker Gear—Make it Fun

Help your child stay ahead of the curve when it comes to his locker. Hy-Vee sells many organizational tools useful in keeping track of assignments, tests, important dates and times. A locker should become home base for all day-to-day operations. One way to keep everything tidy is by creating a color-coded system. Ask your child to choose a color for each subject or class: Green for math, blue for history, etc. Next, buy matching colored notebooks and folders for each subject and cover textbooks in matching colored paper. Store all books, notebooks and folders related to a particular class together on a separate locker shelf. Your child will no longer have to rummage through his locker in search of missing science homework or English notes. Cut circles out of construction paper in corresponding colors for posting reminders about due dates and quizzes. This easy way of getting organized is creative and fun.

- 1. Mini Markers with Magnets 4 pk. \$1.99
- 2. Rugged Backpack: 9 assorted styles \$14.99
- 3. Fashion Backpack: 6 assorted styles \$7.99
- 4. Dooley Combo Board 11" x 17" \$4.99
- 5. Academix Backpacks: Sling, Messenger or Clear 1 ct. \$12.99
- 6. Locker Decor Decals \$2.99
- 7. Magna Locker Wallpaper 1 ct. \$9.99





Pencil Box Purse Project

Make a style statement this year with a Pencil Box Purse you make yourself! Buy one of these pencil boxes from Hy-Vee then follow the step-by-step photos to add a chain for a handle.

Hardware needed for each purse:

- 3 to 3½ feet of chain or other strap material
- 2 S-Hooks
- 2-1⅛-inch Eye Hole Screws
- 2 #8 Finishing Washers
- 2-4 mm Acorn Cap Nuts

Use a finishing nail and hammer to make pilot hole, then attach the hardware as shown.

Vaultz Fashion Lock Pencil Box: assorted styles \$8.99



1. Sandisk Flashdrive: 1 GB \$11.96
2. Energizer Batteries: 4 ct. AA, AAA, 2 ct. C, D or single 9V \$5.49
3. Dictionary, Thesaurus or Spanish Dictionary \$6.99
4. Fresh from our Produce Department: Dried Fruits 7 or 12 oz. \$2.99
5. Laughing Cow Babybels: selected varieties 4.5 oz. \$3.29
6. Cranium Puzzles Plus: selected varieties 1 ct. \$8.99
7. Any Online Gift Item \$3.00 OFF
8. Digital Picture Frame: Black Wood 5.6" 1 pc. \$64.99
9. Sandisk Picture Card: 1 GB \$10.99
10. Picture Frames or Albums 50% OFF





Save the Day

As your child returns to school, it can be fun to document his or her milestones with photos and creative projects that make precious keepsakes. Begin a tradition by taking a photo of your student in the same location in the same pose at the beginning of every school year. Then, take your digital prints to your local Hy-Vee Photo Center to create a unique “School Days” photo keepsake highlighting all your first-day-of-school memories. Or go to www.hy-vee.com and have 4"x6" prints made for the special back-to-school price of 12 cents each (online only through August 20, 2008).

You can also use Hy-Vee’s Photo Center to create a one-of-a-kind back-to-school time capsule. Just take a digital print of your child to your neighborhood Hy-Vee photo center and create a custom 7" round tin (\$16.95) with your child’s image. In the tin, place keepsakes such as pressed flowers, leaves, handprints, invitations to birthday parties, etc. Have your child jot down a few memories to include as well. Finally, add a list of favorites such as songs, foods, colors, animals, books, sports, movies and school subjects. All this information can go inside the time capsule. You and your child will love looking back on each new school year to see the changes and progression.



Food as Fuel

Beyond school supplies and snazzy new clothes, back-to-school time offers a great opportunity to talk to your children about making nutritious food choices. Children are faced with many unhealthy foods on a daily basis. As a parent, focus on modeling healthy choices for your child by making sure healthful food is readily available. This will pay off big for your student as better nutrition leads to increased concentration, elevated energy and better overall performance in the classroom.

“Take your child to the grocery store and let him help pick his favorite healthy lunch and snack items,” says Laura Kostner, Hy-Vee health and wellness supervisor. “The more ownership he has in packing his lunch, the more accepting he will be.”

Arm your child with nutrition knowledge by purchasing wholesome foods from your local Hy-Vee. “Our new nutritional rating system will make choosing healthy foods

a breeze,” Laura says. “Even young children can compare numbers. The higher the score, the higher the nutritional quality of the food. Make it a game and see if the kids can raise their score each time they shop with you.”

To get your children to eat more fruits and vegetables, Laura recommends challenging them to fill half their plate with that food group. “It automatically makes less room for the more calorie-dense foods,” she says.

Always have fresh in-season fruit on hand for after school snacks. Some other good options include individual cottage cheese servings, string cheese, walnuts or almonds. Laura suggests letting your child pick out a fruit or vegetable she’s never tried before to prepare as a snack. This will make trying new snacks fun.

Take every opportunity to teach your child about nutrition. When children understand the positive effect good food has on their bodies, they won’t settle for junk food.



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- 1. Aquafresh Toothpaste: selected varieties 5.6 or 6 oz. **\$2.18**
- 2. Suave Body Wash: selected varieties 12 oz. **\$1.59**
- 3. Neutrogena or Clean and Clear Cleansers and Scrubs 4.2 to 8.5 or 25 to 60 ct. **\$5.77**
- 4. Gillette Anti-Perspirant or Deodorant: selected varieties 2.6 to 4 oz., or Tag Body Spray 2.7 to 3.5 oz. **\$3.77**

- 5. Suave AntiPerspirant or Deodorant: selected varieties 2.6 oz. **\$1.58**
- 6. Hy-Vee Fusion Mobile: \$35 Value Card - 150 Min. Airtime **\$35.00**
- 7. Hy-Vee Fusion Mobile: Sanyo 4920 Phone **\$64.99**

FROM LUNCH BOXES TO BACKPACKS, EVERYTHING YOUR CHILD NEEDS TO GET ORGANIZED THIS SCHOOL YEAR IS AT YOUR LOCAL HY-VEE.

- 8. Mead Expanding File: 6 pocket expanding file **\$3.99**
- 9. Mead Dots: 1.5" binder **\$8.99**
- 10. Thermos Sling Cooler **\$10.99**
- 11. Academix Backpack: Multipocket Youth **\$7.99**
- 12. Hy-Vee Carolyn Jane Hair Accessories **25% OFF**
- 13. Kleenex Family Pack Facial Tissue: 180 or 280 ct. **\$2.18**



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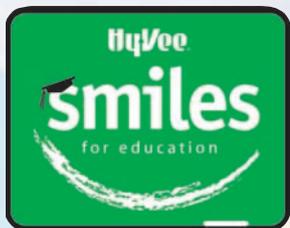


SMILES FOR EDUCATION

Hy-Vee's 10-week Smiles for Education program kicks off August 13. Simply register your school and (k-12) student at your local Hy-Vee, then shop and save with Smiles for Education products throughout the store.

One student's name will be drawn each week for 10 weeks to win an Apple iMac computer. The winning student's school will also receive \$5000. The first drawing is August 27, and the final drawing is October 29.

Program registration can be completed in-store at the Sara Lee display or online at www.Hy-Vee.com.





HyVee.

Proud to support
Shawn Johnson
in her quest for gold.



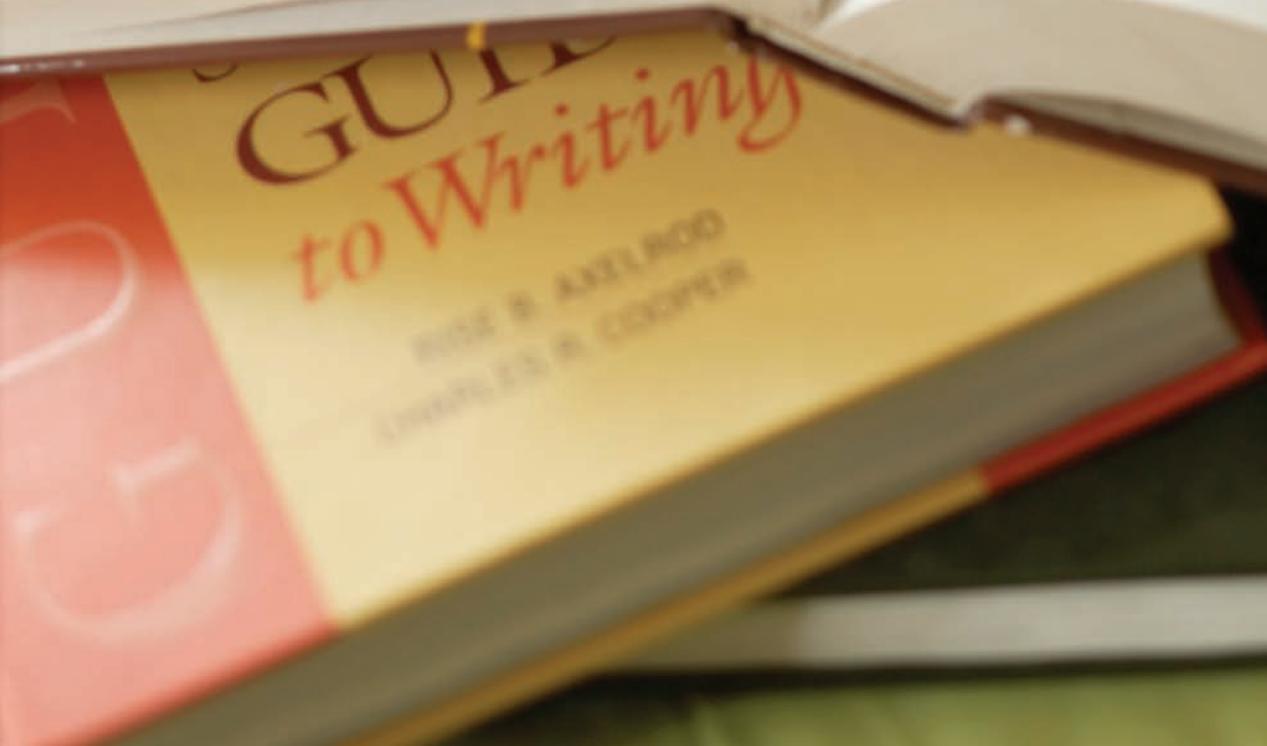
Hy-Vee has all shapes and sizes of Sterilite containers to keep my place organized and tidy.



LAUNCH PAD

*Personalize your “home away from home” this school year
with a look that’s comfy, cozy and uniquely yours.
You’ll find all the essentials at Hy-Vee.*

WRITTEN BY REBECCA KUZNIAR HOSCHEK PHOTOGRAPHED BY KING AU



Identifying the basic words: nouns and verbs
If we study the following five simple sentences, we find that they consist almost entirely of two quite different kinds of words.

Nouns	Verbs
Science	trembled.
The earthquake	destroyed the city.
The result	was chaos.
The government	sent the city aid.
The citizens	considered the earthquake a disaster.

In these sentences the words such as *science, government, citizens, result, earthquake, government, sent, considered, disaster, trembled, destroyed, was, and aid* are nouns. These are groups of words that name things, people, places, or ideas.

Keep it together! Messages, tickets, schedules—where I can find them.



Vases and flowers from Hy-Vee make my space extra special.

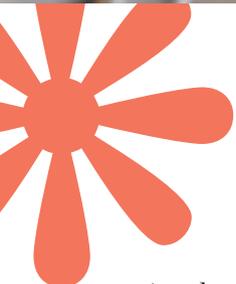


To stay in shape it's gotta be on my time and at my place. This weight bench from Hy-Vee is ready when I am and looks great, too!



- Dooley 11"×17" Combo Board \$4.99
- 8'×12' Carpet Mat \$49.99
- Fold Up Bench with Weights Set \$79.99





Messenger bags are a cool way to carry everything I need.

Academix Backpack: Sling, Messenger or Clear \$12.99

Another college year is just around the corner—are you ready? Whether you’ll be living in the dorms or somewhere off campus, you’ll need a haven fit for studying and relaxing in style. That means stocking your dorm room or apartment with important must-haves and a few luxuries. With some planning, you’ll be settled into your newly organized and personalized space before it’s time to head to class.

Grab a pen and paper and jot down the items you use every day, from soap and shampoo to towels, razors and laundry detergent. Go from room to room at home and take note of items you’ll need when you no longer have that kitchen, bathroom or bedroom at your disposal.

Include everything you can’t live without in your new space. Think of your clothes, shoes, computer, printer, alarm clock and other necessities. These items are your top priority.

Next, consider which items you’d like to bring if space permits—books, DVDs, photos or other keepsakes that will help you feel at home in your new surroundings.

With your list complete, make a trip to Hy-Vee, where you’ll find all the necessities for living away from home.

IT’S ELECTRIC

Being on your own often means making your own meals. Kitchen appliances are a must for life in a dorm room. Most students can’t live without a mini-fridge and microwave, perfect for storing and cooking small portions and single-serving meals and snacks.

Load up on healthy foods, frozen microwaveable meals, soups, rice bowls, mac n’ cheese, popcorn and beverages such as coffee, tea and cocoa. Stock your fridge with small



Correlle dinnerware sets are pretty and practical.



My refrigerator/freezer is perfect for holding late-night snacks!



bottles of milk, juice and perishable snacks such as string cheese, yogurt and fresh fruit. If there's space, consider the convenience of a toaster, hot plate, blender or pizza oven. Always consult your student handbook for rules regarding the use of appliances in the dorm.

IT'S PRACTICAL

From trendy white dishes to lightbulbs and office supplies, Hy-Vee has all the elements you need to tackle each day on your own. Microwave-safe storage containers are perfect for the fridge—saving leftovers and pennies at the same time. Disposable cups, plates and napkins are convenient for meals on the go. You'll find a variety of kitchen tools—from ice cream scoops to pizza cutters—in Hy-Vee's Elite Essentials line.

IT'S COMFORTABLE

Choose simple flip-flops, a plush bathrobe, soft towels and a fun plastic caddy for trips to a shared bathroom. Keep clean towels neatly folded in a basket and used towels in a hamper that can be easily transported to and from laundry facilities.

Make your room more inviting with an area rug, some indoor plants, throw pillows and lamps. Buy a bulletin board to fill with a calendar, photos and other mementos. By paying attention to the details, you'll create a more comfortable space for resting and studying.

Haier Refrigerator/Freezer 2.7 cu ft. with key and lock 1 ea. **\$99.99**

Bean Bag Chair (*above right* and *opposite*) 1 ea. **\$29.99**

Sterilite White/Clear 3 Drawer Organizer (*opposite*) 1 ea. **\$6.29**

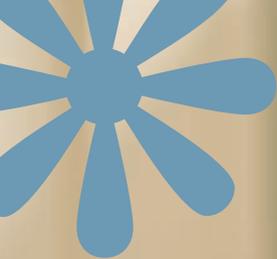
Organization 101:
Use my favorite
Sterilite products
to give everything
a home.

Go green with plants and
enjoy a breath of fresh air!

Shop www.Hy-Vee.com for a
selection of guitars and other items.

I love the design of this new bean bag chair
and it's comfortable and portable, too.

Carpet softens the floor and
makes a comfy place to study.



Laundry products I trust to keep my clothes looking their best and a whole lot more.

Extra-large Sterilite baskets have comfort grip handles and hold a lot of laundry.



Sterilite white hiphold laundry basket \$4.79

1. Premium Tropicals in container with Saucer 6" \$10.00
2. Fiji Water 6 pk. 1/2L. \$4.99
3. Microfiber Throws 1 ct. \$14.99
4. Mr. Coffee Programmable Coffeemaker 12 cup 1 ea. \$29.99
5. Sunbeam Iron or Oster Toaster 1 ea. \$29.99
6. Velocity Personal Fan 5" \$7.99
7. Twin Window Fan 7" \$19.98



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Bath set 8 pc. \$12.99



Color my world with coordinated bath products!

- 1. Hy-Vee Pain Relief Caplet: 500 ct. \$6.99
- 2. Hy-Vee Surge Protector: 7 outlet, 3 ft. cord \$4.99
- 3. Storage Shoe Box Collapsible Storage Set of 3 \$3.96
- 4. Storage Box with Window 1 ea. \$5.97
- 5. Innovative Home Creations 1 ea. \$3.29
- 6. Sterilite White Slim/Mini Storage Trays 3 or 4 pc. \$1.79
- 7. All Liquid Laundry Detergent: selected varieties 64 load \$6.99
- 8. Samy Salon Hair Products: selected varieties 1.75 to 12 oz. \$4.99





Guaranteed Bouquet 9 stem (flowers only) **\$7.99**

Rest Stop

When kids return to school, busy moms have a rare opportunity for rest and relaxation. Whether you prefer a long soak in the tub or a delicious cup of coffee, now is the time to make your favorite stress-relieving activity a priority.

WRITTEN BY COURTENAY WOLF PHOTOGRAPHED BY TOBIN BENNETT

When was the last time you took a bubble bath? Gave yourself a manicure? Sat down with a cup of tea and just relaxed? Many mothers spend only a few minutes a day on themselves. If you're tired, stressed out and feeling overwhelmed by your to-do list, take some time to nurture yourself.

Fall is the perfect season to pursue some "me" time. As the kids go back to school, make it a priority to schedule some time for relaxation. You'll find your spirit and body rejuvenated—and that's good for you and everyone you love.

Treat yourself to one or several of these activities:

A LONG SOAK IN A BUBBLE BATH

As a child, you may have enjoyed splashing in a tub filled with bubbles. Here's a grown-up version: Draw a warm bath and add your favorite bubble bath or bath salts. Light a scented candle. Put on some quiet music (but don't touch the player with wet hands and keep it away from the bath). Dry off with a fluffy towel and smooth on a moisturizing body lotion.

A FEAST FOR THE SENSES

It's the small indulgences that make us feel pampered and relaxed, such as the tempting aroma of a really good cup of Starbucks coffee or the decadent richness of a Hershey's



gourmet chocolate bar. Stash away a few of your favorite indulgences and make time to enjoy them. Turn off the TV, sit in your favorite chair, close your eyes and breathe deeply. Savor the scents of some coffee and chocolate; the smell of chocolate actually enhances relaxation. Sample the rich flavors and let your stress evaporate.

A FACIAL AND A MANICURE

Face the world looking and feeling your best. Warm up a damp towel in the microwave and cover your face for a few minutes; the relaxing warmth will open your pores. Then gently massage your face using a facial scrub such as Burt's Bees Lemon Poppy Seed Facial Cleaner.

It exfoliates and moisturizes, leaving your skin feeling refreshed and revived. Finish your facial with Burt's Bees toner and face cream. Complete your makeover by gathering your manicure supplies, picking out a favorite polish and spending a few minutes on your nails.

A WALK IN THE WOODS

The crisp, cool days of fall beckon you outdoors, so give in to the urge. Take a brisk stroll around your neighborhood or hike in a local park. When you've finished, reward yourself with a healthy and delicious fruit smoothie. You'll feel more energetic and able to tackle your next challenge.

THE MIRACLE OF TEA

For centuries tea has been associated with health and relaxation. Today, science is finding that this reputation is well-deserved. White, green, oolong and black teas contain antioxidant polyphenols that promote health and may reduce the risk of cancer and heart disease. While herbal teas do not contain these specific antioxidants, they have been used for thousands of years to promote health.

The best teas for relaxation are green and white varieties, which have less caffeine, and the caffeine-free herbal teas made from chamomile, spearmint and peppermint.

To find the perfect calming tea, try a Celestial Seasonings sampler pack. Or pick out a blend that catches your eye. With 75 herbal teas including a variety of black, green and white tea blends, you'll have no trouble finding one that's ideal for you.

Take the time to brew it right:

- For best results, use pure spring water.
- Warm your teapot or cup with warm water.
- Use one teabag per 1–2 cups.
- Heat the water to boiling. Remove it from the heat as soon as it boils. Continued boiling reduces oxygen, causing tea to taste flat.
- Pour the water over the tea bags and let it stand for 2–3 minutes; letting tea bags steep for too long makes the tea taste bitter.

1. Guaranteed Bouquet 9 Stem (flowers only) **\$7.99**
2. Starbucks Coffee: selected varieties 12 oz. **\$7.99**
3. Hershey Bliss: selected varieties 8.8 or 9.6 oz. **2/\$6.00**
4. Burt's Bees Care Kits: selected varieties 1 ct. **\$12.99**
5. Celestial Seasonings Tea: selected varieties 20 ct. **2/\$5.00**
6. Aroma Therapy and Vaporizer **\$15.99**



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THE POWER OF COLOR

OPI is renowned globally for its nail lacquer—a brilliant, chip-resistant, professional formula available in fashion-forward colors. With clever names that customers look forward to learning each new collection, OPI nail lacquers are loved around the world, and trusted by professionals. OPI nail lacquers are not tested on animals and great efforts have been made to ensure they are safe for consumers. In fact, OPI's progress in providing safe nail products has received praise from Women's Voices for the Earth, one of the strongest, most vocal proponents for making changes to the beauty industry (and a founding member of the Campaign for Safe Cosmetics). Look for OPI nail lacquers in the Health and Beauty Department of your local Hy-Vee.

1. OPI Professional Nail Polish: selected colors .5 oz. **\$7.99**
2. The perfect gift for any occasion. Choose from a variety of retail locations.
3. Bare Foot Foot Care Items: selected varieties 5.3 oz. **2/\$4.00**
4. Olay Ribbons Body Wash: selected varieties 15.2 or 18 oz. **\$5.77**
5. Hy-Vee Nail Care Implements: selected varieties 1 to 8 ct. **10/\$10.00**
6. Olay Definity or At Home Treatments: selected varieties .5 to 3.3 oz, 1 ct., or 24 ct. **\$22.99**

coming next issue

An array of recipes, products and ideas to help you make the most of fall.
For decorating tips, craft projects and more, look for the next issue of *Seasons* in the mail,
at your local Hy-Vee or online at www.hy-veeseasons.com.

\$4 generic prescriptions

See your Hy-Vee pharmacist for details.

Go to www.hy-veepharmacy.com for a list of all 400 generic drugs.



Hy-Vee Pharmacy

Available at Hy-Vee Food and Drugstores



Enjoy all Hy-Vee has to offer online
It's right at your fingertips

recipes & tips | current promotions | plan your shopping | view weekly specials | ask a dietitian | place orders | prescription refills & more

www.hy-vee.com

