

seasons

Hy-Vee
EMPLOYEE OWNED

HELPFUL PRODUCTS AND IDEAS FOR HEALTHY LIVING



HOLIDAY 2008
~~\$3.95~~ FREE
www.hy-vee.com

FOOD . FAMILY . HOME



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1. Soup du Jour: selected varieties 24 oz. \$4.99
2. Kellogg's Holiday Rice Krispies 18 oz. or Crispix 17.9 oz. 2/\$6.00
3. Puffs Facial Tissue: selected varieties 96 to 216 ct. \$1.44
4. Radica Fun-Keys 1 ct. \$19.99
5. Receive one package of Pillsbury Ready to Bake Cookie Dough, selected varieties 16 oz. FREE with the purchase of one Hy-Vee Kitchen Helpers Cookie Sheet with two trivets 15" \$9.99



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DEAR FRIENDS,

Winter's blustery days offer many opportunities to share good times with family and friends. Enjoy a winter day making snow people, skiing, sledding or going for a walk. Then return indoors to savor a warm snack or meal of delicious and nutritious foods and drinks.

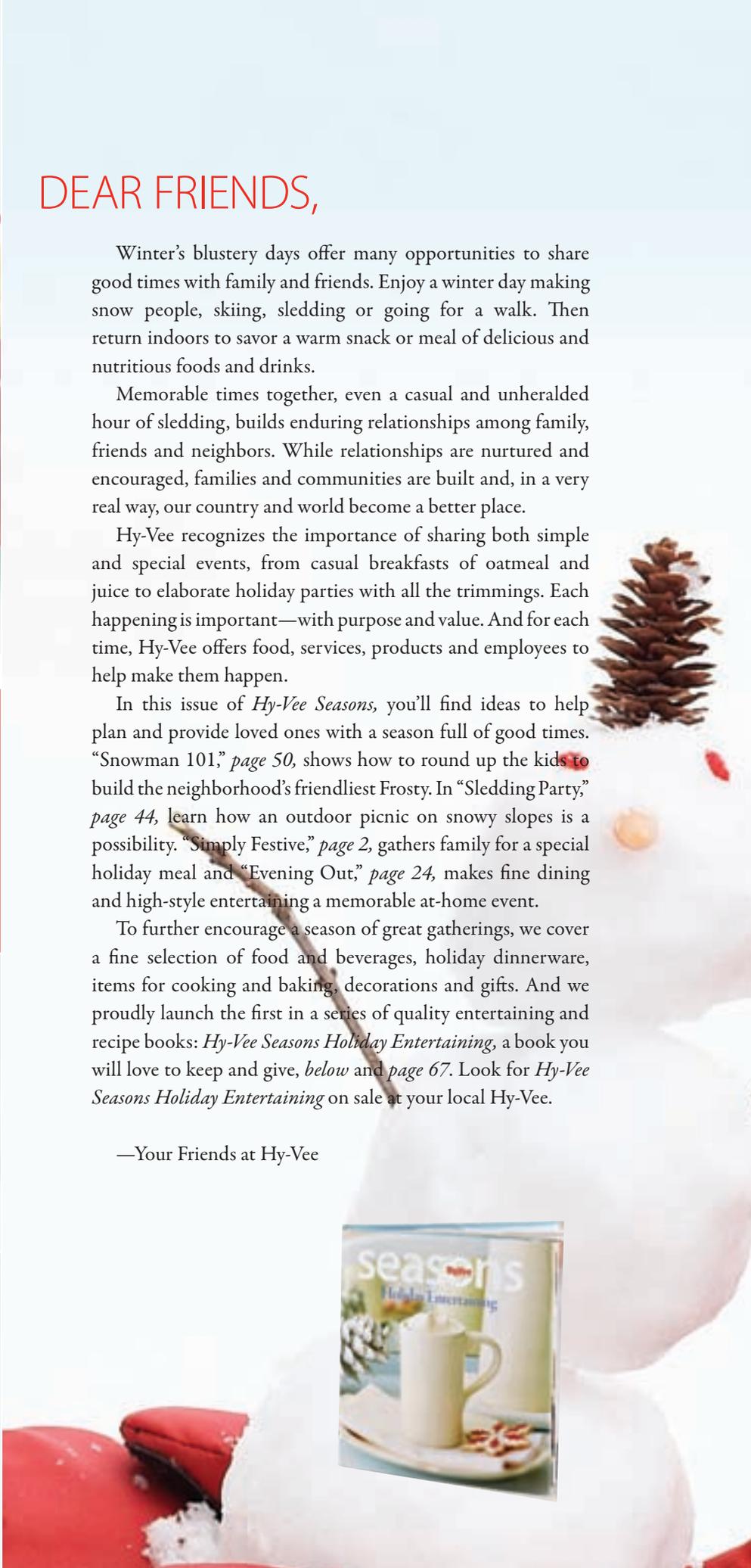
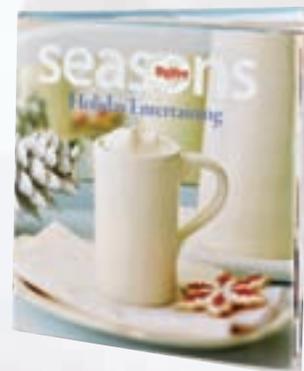
Memorable times together, even a casual and unheralded hour of sledding, builds enduring relationships among family, friends and neighbors. While relationships are nurtured and encouraged, families and communities are built and, in a very real way, our country and world become a better place.

Hy-Vee recognizes the importance of sharing both simple and special events, from casual breakfasts of oatmeal and juice to elaborate holiday parties with all the trimmings. Each happening is important—with purpose and value. And for each time, Hy-Vee offers food, services, products and employees to help make them happen.

In this issue of *Hy-Vee Seasons*, you'll find ideas to help plan and provide loved ones with a season full of good times. "Snowman 101," *page 50*, shows how to round up the kids to build the neighborhood's friendliest Frosty. In "Sledding Party," *page 44*, learn how an outdoor picnic on snowy slopes is a possibility. "Simply Festive," *page 2*, gathers family for a special holiday meal and "Evening Out," *page 24*, makes fine dining and high-style entertaining a memorable at-home event.

To further encourage a season of great gatherings, we cover a fine selection of food and beverages, holiday dinnerware, items for cooking and baking, decorations and gifts. And we proudly launch the first in a series of quality entertaining and recipe books: *Hy-Vee Seasons Holiday Entertaining*, a book you will love to keep and give, *below* and *page 67*. Look for *Hy-Vee Seasons Holiday Entertaining* on sale at your local Hy-Vee.

—Your Friends at Hy-Vee



seasons

HOLIDAY 2008 • VOLUME 2 ISSUE 6

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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 great-tasting.

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Please recycle after use.



Simply Festive

WRITTEN BY LOIS WHITE PHOTOGRAPHED BY ADAM ALBRIGHT AND PETE KRUMHARDT

Make family gatherings stress-free with these plan-ahead tips and keep-it-simple cooking strategies.

Feeling overwhelmed about hosting the annual get-together? Relax. After all, guests aren't looking for perfection. They're just happy that you've invited them into your home to enjoy good company and a festive table full of taste-tempting foods. If you begin planning now, your holiday meal can be everything you want it to be. Just follow these guidelines.

Create a menu that you can master. Stay in your comfort zone by selecting recipes within your skill level and that you feel confident serving. If the thought of roasting a turkey seems daunting, don't scratch turkey off the list. Instead, call on the experts at Hy-Vee to cook a tender, juicy turkey that guests will rave over.

Work out a schedule. Then you'll know in which order to prepare all the food. Be sure the oven, refrigerator and freezer can hold all that you'll need. Check to ensure that oven temperatures for baking don't conflict. Remember, too, to use microwave ovens for such tasks as cooking cranberry sauce, steaming green beans and baking sweet potatoes.

Think ahead. Choose recipes with make-ahead options to help manage kitchen time. As feast day nears, you'll still be joyful. Prepare cookies, cakes, breads and casserole side dishes that can be frozen up to one month, then thawed and reheated. If you stuff a turkey, prepare the stuffing and turkey one day ahead, then separately cover and refrigerate them. The next day, stuff and roast the bird. To save valuable time on the day of the feast, roll out and freeze pie crusts; fill and bake them later according to the recipes. Also chop, label and stash foods, such as nuts and onions, that can be done ahead.

Add convenience. If your menu includes an entree such as heat-and-serve spiral-sliced ham, dress it up with a couple of quick-to-make sauces. Or simplify dinner roll and mashed potato recipes by substituting refrigerated or frozen products. Look to the Hy-Vee Bakery and Deli for ideas and suggestions for tasty appetizers, breads and desserts—all beautifully presented on platters—that will enhance the menu.

Ask for help. When the holiday calendar is full and you're feeling pressed for time, call on Hy-Vee to help plan the menu and prepare as many foods as needed for the big event. Kitchen Holiday Dinner Packs—with choices of turkey, ham or prime rib, along with whichever side dishes you choose—serve as many as 12 or more. Stop by to place your order in person, call by phone or visit them online at www.hy-veecatering.com. Because dinner packs are refrigerated, plan to allow 2 hours for reheating time. These menus are gaining in popularity as families look for ease along with homemade taste. During the previous holiday season Hy-Vee sold 17,000 delicious dinner packs.



Hy-Vee Spiral Sliced Ham

Perfect ham every time, for every occasion is easy when you buy and serve Hy-Vee Spiral Sliced Ham. Always the star of the meal or buffet table, Hy-Vee Spiral Sliced Ham's lean, smoked meat is spiral sliced close to the bone for convenient serving. Bake according to label directions and top with the glaze provided. Add toasted pecans to the glaze for extra crunch.

1. Farmland Spiral Sliced Bone-In Quartered Hams per lb. \$3.28
2. Hormel Cure 81 Bone-In Spiral Sliced Hams per lb. \$2.68
3. Hormel Party Trays: selected varieties 1.75 lb. \$9.99
4. Johnsonville Old World Summer Sausage 32 oz. \$5.99
5. Rosina Meatballs: selected varieties 38 oz. \$6.99
6. Hillshire Farms Little Smokies: selected varieties 14 to 16 oz. 2/\$5.00
7. Hormel Boneless or Bone-In Smoked Pork Chops 7.5 or 15 oz. \$3.99



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Creative Ideas for Extra Holiday Ham

1. **Ham Salad:** Grind leftover ham in food processor and flavor with mayonnaise; add mustard and chopped onions and pickles. Serve on croissants or ciabatta rolls.
2. **Ham and Swiss Scrambled Eggs or Omelets:** Cube ham and toss with shredded Swiss cheese; fold into scrambled eggs or omelets.
3. **Baked Macaroni and Cheese with Ham and Broccoli:** Julienne (thin strips) ham, steam broccoli florets and make macaroni and cheese; stir together and pour mixture into a buttered casserole dish and sprinkle with bread crumbs; bake until bubbly.
4. **Gourmet Ham Sandwiches:** Slice ham and place on specialty bread such as home style rye or wheat; have an array of toppings on hand. To make spread, combine cream cheese with fresh herbs and mustard, or prepare fresh basil or sun-dried tomato pesto.
5. **Souped-up Soup:** Dice ham and stir into canned or frozen soups such as split pea, ham and bean or chunky potato.
6. **Homemade Ham and Bean Soup:** Start with a ham bone and ham chopped into bite-size pieces. Add chicken or beef stock, seasoning, northern beans and vegetables such as carrots, onions, garlic, peppers or peas.
7. **Chef Salad:** Dice ham and add to lettuce and other greens. Add chopped boiled egg, shredded carrots, cheese and croutons; top with a favorite salad dressing.
8. **Deluxe Potato Salad:** Chop ham and add to purchased or homemade potato salad.
9. **Ham Paninis:** Layer thinly sliced ham, provolone cheese, tomato and red onion onto Italian bread spread with Dijon mustard; brush melted butter or olive oil onto the outside of bread and place in a Panini maker to grill until cheese melts.
10. **Ham and Cheese Turnovers:** Layer thinly sliced ham and cheddar cheese in a refrigerator turnover; roll up and bake.

Find more delicious ham recipes at www.hy-vee.com.

1. Crisco Olive Oil: extra virgin, light or pure 16.9 oz. \$4.77
2. Coffee-mate Flavors or Sugar Free: selected varieties 10.2 or 15 oz. \$3.27
3. Musselman's Applesauce: regular, natural or cinnamon 46 or 48 oz. \$2.37
4. Kraft Sauces: selected varieties 10 oz. \$1.37
5. Idahoan Flavored Mashed Potatoes: selected varieties 4 to 8 oz. 10/\$10.00
6. Hormel Fully Cooked Entrees: selected varieties 17 oz. \$5.69
7. Holiday Dinner Buffet Napkins \$1.99-\$2.99





SLOW-COOKER POTATO CASSEROLE

Serves 12

ALL YOU NEED

- 1 (32 ounces) bag frozen Hy-Vee Potatoes O'Brien
- 1 (10.5 ounces) can Hy-Vee cream of chicken soup
- 1 (10.75 ounces) can nacho cheese soup
- 1 cup Hy-Vee sour cream
- 2 tablespoons Tone's™ minced onion
- 1 teaspoon Tone's™ minced garlic
- ½ teaspoon Tone's™ salt
- ¼ teaspoon Tone's™ black pepper

ALL YOU DO

1. Stir together potatoes, soups and sour cream. Stir in onion, garlic, salt and pepper.
2. Place in a greased slow-cooker. Cook on high for 2 to 3 hours.

Nutrition facts per serving: 140 calories, 6 g fat, 3.5 g saturated fat, 0 g trans fat, 15 mg cholesterol, 480 mg sodium, 18 g carbohydrates, 2 g fiber, 4 g sugar, 3 g protein. Daily values: 6% vitamin A, 8% vitamin C, 6% calcium.

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1. LU Pim's premium cookies or crackers: selected varieties 4.4 to 7.05 oz. **2/\$5.00**
2. Nabisco large snack crackers: selected varieties 12 to 16 oz. **\$3.49**
3. Cool Whip Aerosol Topping: regular, extra creamy or lite 7 oz. **\$2.29**
4. Kraft Grated Cheese: selected varieties 8 oz. **\$3.99**
5. Jack's 12-inch Originals or Half/Half Pizzas: selected varieties 15 to 19.4 oz. **3/\$8.00**
6. General Foods International Coffee: selected varieties 2.7 to 10 oz. **\$2.99**
7. Planters Walnuts 16 oz. **\$4.99**
8. Seattle's Best Coffee: selected varieties 12 oz. **\$6.78**

CLASSIC TIRAMISU

Serves 6

ALL YOU NEED

- 2 (8 ounces *each*) containers mascarpone cheese, softened to room temperature
- 1 cup Hy-Vee powdered sugar
- 1 cup Hy-Vee part-skim ricotta cheese, softened to room temperature
- 1½ cups Hy-Vee light whipped topping, thawed
- ½ cup strong brewed Seattle's Best™ coffee
- ¼ cup coffee liqueur
- 2 (10.77 ounces *each*) loaf pound cakes
- 2 teaspoons Hy-Vee unsweetened cocoa powder

ALL YOU DO

1. In a large bowl beat mascarpone and powdered sugar just until blended. Fold in ricotta and whipped topping; set aside. 2. In a cup or small bowl combine coffee and coffee liqueur; set aside. 3. Slice each pound cake loaf in 12 slices. Line the bottom of a 9-inch square pan with 8 cake slices. 4. Using a pastry brush, brush ¼ cup of the coffee mixture on cake slices. 5. Spread one third of the cheese mixture on cake, spreading to cover. Top with a layer of cake slices, coffee mixture and cheese mixture. Repeat for third layer.* 6. Dust with cocoa powder. Cover and refrigerate at least 2 hours before serving.

*Test Kitchen Tip: For the crowning touch on the Tiramisu, place the final third of the cheese in a resealable plastic bag. Clip the corner from the bag, and squeeze to pipe mounds.

Nutrition facts per serving: 350 calories, 23 g fat, 13 g saturated fat, 0.5 g trans fat, 95 mg cholesterol, 160 mg sodium, 30 g carbohydrates, 1 g fiber, 20 g sugar, 6 g protein. Daily values: 15% vitamin A, 0% vitamin C, 10% calcium, 4% iron.





ELEGANT AND EASY

Dress a crimson-tone table with an elegant bow, big blooms, coordinating vases or personalized decorations. Tie fabric in a large bow for the center of the table. Add florals using containers from Hy-Vee and a few blooms. Hydrangea heads are just one option. Upright beribboned white pinecones are name tags and party favor in one. Ask your Hy-Vee florist to learn about many choices to create a perfect holiday table.

Hy-Vee florists are professionally trained to create centerpieces, sprays, wreaths and more. They can even assist with whole-house holiday decorating, incorporating your personal items into holiday displays and tables. Relieve holiday decorating stress with help from Hy-Vee's professionals—your personal design staff—who are ready to handle all requests, from a simple centerpiece to whole-house or business design.

"Our florists love to help customers come up with ideas for decorating their homes," says Rita Peters, assistant vice president of floral operations. "We also decorate businesses."

When you hire Hy-Vee's floral professionals, skilled florists happily design, fabricate and, when called for, install arrangements, swags, garlands, trees, centerpieces, fireplace displays, doorway groupings and other creations.



Campbell's



MOIST AND SAVORY STUFFING

Serves 11

ALL YOU NEED

- 2 ½ cups Swanson® Chicken Broth (Regular, Natural Goodness™ or Certified Organic)
- 2 stalks celery, coarsely chopped (about 1 cup)
- 1 large onion, coarsely chopped (about 1 cup)
- 1 package (16 ounces) Pepperidge Farm® Herb Seasoned Stuffing

ALL YOU DO

1. In a 3-quart saucepan heat the broth, celery and onion over medium-high heat to boiling. Reduce the heat to low. Cover and cook for 5 minutes or until the vegetables are tender. Add the stuffing, and mix together lightly.
2. Spoon the stuffing mixture into a greased 3-quart casserole dish. Cover and bake at 350°F for 30 minutes or until hot.

Nutrition facts per serving: 170 calories, 1.5 g fat, 0 g saturated fat, 0 g trans fat, 0 mg cholesterol, 710 mg sodium, 33 g carbohydrates, 3 g fiber, 3 g sugar, 6 g protein. Daily values: 2% vitamin A, 2% vitamin C, 4% calcium, 10% iron.

For crunchier stuffing, bake the casserole uncovered.

Pepperidge Farm Stuffing: selected varieties 14 or 16 oz. **2/\$5.00**



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1. Campbell's Gravy: selected varieties 10.5 oz. **\$0.59**
2. Swanson Broth or Stock: selected varieties 26 or 32 oz. **2/\$4.00**
3. Pepperidge Farm Holiday Cookies and Pirouettes: selected varieties 10.9 to 14.2 oz. **\$4.99**

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- 1. Hy-Vee French Onion Dip
16 oz. **\$1.18**
- 2. Hy-Vee Half & Half
16 oz. **\$1.09**
- 3. Hy-Vee Original Coffee
Creamer: regular or fat-free
32 oz. **\$1.48**
- 4. Hy-Vee Premium Orange
Juice: regular or with calcium
128 oz. **\$5.88**
- 5. Hy-Vee Yogurt To-Go:
selected varieties 18 oz.
\$1.88
- 6. Hy-Vee Egg Substitute:
refrigerated 3-pk. **\$2.18**



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dinner for eight

MENU

TRADITIONAL TURKEY DINNER

10–12 lb. Butterball Turkey
Choose FOUR family-size sides:
Country Mashed Potatoes
Onion-Topped Green Bean Casserole

Bakery Fresh 10" Hy-Vee Homestyle Pumpkin Pie
Bakery Fresh 10" Hy-Vee Homestyle Cherry Pie
Bakery Fresh 10" Hy-Vee Homestyle Apple Pie

Cheesy Macaroni and Cheese
Homestyle Sage Bread Dressing
Old-Fashioned Sweet Potato Casserole
16 oz. Sweet Cranberry Relish

Each dinner includes 32 oz. of our signature gravy and 12 Hy-Vee's finest dinner rolls.
\$59.95 (serves 8, only \$7.49 per person)

Order in store, by phone or online at www.hy-vee.com.





dinner for eight

MENU

OVEN-ROASTED PRIME RIB DINNER

5 lb. Hormel Prime Rib

Choose **FOUR** family-size sides:

Country Mashed Potatoes

Onion-Topped Green Bean Casserole

Cheesy Macaroni and Cheese

Homestyle Sage Bread Dressing

Old-Fashioned Sweet Potato Casserole

16 oz. Sweet Cranberry Relish

Bakery Fresh 10" Hy-Vee Homestyle Pumpkin Pie

Bakery Fresh 10" Hy-Vee Homestyle Cherry Pie

Bakery Fresh 10" Hy-Vee Homestyle Apple Pie

Each dinner includes 32 oz. of our signature gravy and 12 Hy-Vee's finest dinner rolls.

\$89.95 (serves 8, only \$11.25 per person)

Order in store, by phone or online at www.hy-vee.com.

Order in store, over the phone or online.

Hy-Vee Dinner Packs offer incredible value and convenience. Place your next order online by visiting www.hy-veecatering.com. Create an account, select the meat you want, choose the side dishes and decide which date you'd like to pick it up. It's really that simple!

dinner for eight

MENU

TRADITIONAL BONELESS HAM DINNER

5 lb. Farmland Round Ham

Choose **FOUR** family-size sides:

Country Mashed Potatoes

Onion-Topped Green Bean Casserole

Cheesy Macaroni and Cheese

Homestyle Sage Bread Dressing

Old-Fashioned Sweet Potato Casserole

16 oz. Sweet Cranberry Relish

Bakery Fresh 10" Hy-Vee Homestyle Pumpkin Pie

Bakery Fresh 10" Hy-Vee Homestyle Cherry Pie

Bakery Fresh 10" Hy-Vee Homestyle Apple Pie

Each dinner includes 48 oz. of our signature gravy and 12 Hy-Vee's finest dinner rolls.

\$59.95 (serves 8, only \$7.49 per person)

Order in store, by phone or online at www.hy-vee.com.



Cakerie Dessert Cakes

Hy-Vee's elegant dessert cakes and melt-in-your-mouth pies are ideal for holiday family gatherings. Rather than spend valuable hours in the kitchen preparing desserts for a large group, save time this busy season by choosing the incomparable quality and convenience of Hy-Vee's ready-made cakes and pies. With presentation so stunning and taste so heavenly, your guests are sure to be delighted.



Original Cakerie Dessert Cakes: Raspberry White Chocolate, Tuxedo Truffle Mousse or Triple Chocolate Tiger Cake 35 oz. **\$12.99**

Fruit or Cream Pies



Hy-Vee Bakery Fresh Home Style Fruit or Cream Pies:
selected varieties 10" \$9.99

home for the HOLIDAYS

Want a magical holiday season? Keep it simple.
Rely on one-stop shopping at Hy-Vee for all your festive trims.

WRITTEN BY DEBRA LANDWEHR ENGLE
PHOTOGRAPHED BY TOBIN BENNETT

1. Decorative Christmas Balls 5 pc. or Balls Garland with Pattern 6 ft. **\$8.98**
2. Assorted Color Christmas Balls 50 pc. **\$13.98**
3. Prelit Tree with multi LED lights 7 ft. **\$198.98**
4. Velvet Embroidered Tree Skirt: peace, joy or hope 1 ct. **\$19.98**
5. Sheer Fabric Tree Skirt: 42" choose from 5 colors **\$9.98**



A warm winter welcome
for any setting, this
festive wreath will bring
joy for years to come.

(ribbon not included)

Home for the Holidays Wreath \$28.50



Gift Box with Lights: 3 piece, 6", 8" and 10" gold or red \$24.99

Wooden Wall or Shelf Wish Sign with Red Sparkle 17.5" \$8.98

Red Cone Tree with Lights: 3 piece 24", 31" and 39" trees \$46.98



IT'S THE SEASON OF BELIEVING—time to come together with family and friends. Time to create a cozy atmosphere with Hy-Vee holiday decorations that are easy to find—and easy on the budget. Find inspiration from these decorating tips:

Celebrate big moments. Commemorate an accomplishment or special event that occurred during the past months by choosing a special decoration or ornament that suits the occasion—a whimsical lighted tree or folk art Santa, for examples. Then, to create arrangements that are balanced and pleasing, incorporate the new decorations or ornaments, along with some time-honored favorites, in groups of three.

Bring nature indoors. Holiday decorations bring the beauty of the winter landscape into your home. Select poinsettias in various colors and sizes, buying them in multiples to group on tabletops or along a hearth or mantel. Spruce treetops make natural accents indoors as well as out. Treat them like mini trees, wrapping them in lights or with grapevines, sprigs of holly, and berries. Outdoors, near an entry, place the petite trees in planters filled with soil. Water them in, and allow the soil to freeze and hold them in place. They'll stay fresh and green all winter.



Black Metal Stocking Rack 39" \$19.98

Velvet Embroidered Stocking: peace, joy or hope 1 ct. \$5.98



White Tip Tree with Clear Star and Green Sparkles 36" \$19.98

Rattan Gold Cone Tree with Lights: 3 piece
24", 31" and 40" trees \$28.98

Metal Wire Angel Decorated with Red and
Gold 24" \$19.98

Extend the season. Choose decorations that go beyond the immediate holidays and well into the new year. Natural wreaths, for example, stay fresh and last through the season. Hang them from doors, inside or out, or lay them flat on a table with a large pillar candle in the center as a striking centerpiece. Add color and design to an ordinary greenery wreath: Fill a clear glass vase with peppermint candies, small ball ornaments, jingle bells or other collectibles. Snuggle a candle in a votive holder on top, and stand it all in the center of the wreath.

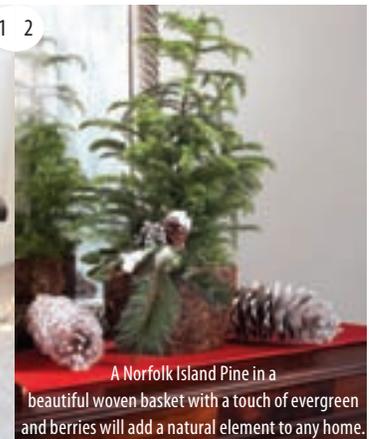
Create first impressions. Begin your greetings at the front door. Surround your entrance with garland, flank it with urns filled with ornaments, or festoon it with a whimsical reindeer or two. To greet from the street as well, ensure that decorations are in scale with the house, rather than overwhelming or too small.

Call for ideas. Contact your local Hy-Vee floral department for decorating advice. They'll even schedule time to come to your home or business to do the decorating for you! For more holiday decorating inspiration, visit www.hy-vee.com.

1. Rope Print Gift Box 2 ct. or Printed Clothes Box 3 ct. \$1.98
Clear or Multi-Color Bulbs 100 lights \$3.49
2. Norfolk Island Pine Tree \$35.00
3. Winter Frost Fresh Evergreen Bouquet with Snowy Branches \$25.00
4. Grand Poinsettia \$50.00



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A Norfolk Island Pine in a beautiful woven basket with a touch of evergreen and berries will add a natural element to any home.

A fresh evergreen bouquet with snowy branches is the perfect seasonal accent.



This vibrant colored poinsettia all decked out for the holidays makes a wonderful addition to your house.



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- 1. Holiday Plush Figurines:
Santa, snowman or reindeer
15" \$8.98
- 2. Holiday Plush Shelf Hangers:
Santa, snowman or reindeer
16" \$5.98
- 3. Holiday Figurine Stockings:
Santa, snowman or reindeer
20" \$5.98
- 4. Elegant Better Than Linen
Tableware: Beverage napkins
\$1.99; Dinner napkins \$3.99;
Snack Plate \$1.99; Table
Cover \$6.99
- 5. Acrylic Star Card Holder
4 pc. \$9.98
- 6. Santa Collection 9" Resin
figures, 3 assorted styles
\$7.98



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Decorative Ornament Ball 150 mm \$4.98, 250 mm \$5.98

OUTDOOR DECORATING



Rattan loop Wreath 24" or Garland with Cones, Berries and Apples 6 ft. \$24.98

Make your home a welcoming winter haven for all who enter. Begin the invitation by decorating outdoors with evergreen boughs, garlands, ribbons and fanciful attention-getting holiday displays from Hy-Vee.



Metal Snowman Wreath Holder
64" \$19.98



Metal Reindeer with Tree or Skis
40.5" ea. \$44.98



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1. Crispy Christmas Salad per lb.
\$4.99
2. Bom Dia Acai Juices 340 ml
\$2.99
3. Wholesome Harvest Bread:
9 Grain & Seed 24 oz. \$3.99
4. Wholesome Harvest Bread:
Oatmeal Sandwich 26 oz.
\$3.99
5. Wholesome Harvest Bread:
Stone Ground Whole Wheat
33 oz. \$3.99
6. Kashi Savory Sides: selected
varieties 8.5 oz. 2/\$4.00
7. Kashi Heart to Heart Cereals
or Oatmeal: selected varieties
12.4 to 15 oz. 2/\$6.00
8. Nabisco 100 Calorie Packs
or 100 Calorie Granola Bars:
selected varieties 4.2 to
5.88 oz. 2/\$5.00
9. Listerine Oral Care: selected
varieties 250 ml (look for \$3.00
coupon available on package)\$2.46

Encourage activities that may become holiday traditions. Gather outdoors for fresh air, fun and calorie-burning while cross-country skiing, sledding, playing broom hockey, building a snowman, and hiking trails or neighborhoods. Indoors, get away from TV and play lively games such as ping-pong or brain-toning board games.

HEALTHFUL HOLIDAYS

Celebrate the season with environmentally friendly practices that are kind to body, mind and spirit.
Resolve to live more sustainably, develop healthful lifestyles and strike a cord with nature.

WRITTEN BY JULIE MARTENS PHOTOGRAPHED BY KING AU

Crackling fires, evergreen boughs and holiday tunes signal the arrival of the season of lights, when shopping, decorating and baking become all-consuming and checking lists twice is often not enough. This year, as the holidays jingle into town, set your sights on creating a more healthful environment—for you, your family and the world around you.

It's easy to make earth-friendly choices. As you transform your home into holiday central, select decorations that protect the environment. Light up indoors and outdoors with strings of LED lights that consume 90 percent less electricity than traditional bulbs and last much longer. At Hy-Vee stores, dimming the lights overnight saves electricity. You can put the same energy-conserving principle to work in your home by plugging electricity-powered decorations into timers that turn on and off automatically.

When it's time to write out gift lists that would give the jolly old elf himself pause, consider presents that favor the good of the environment. Avoid buying gifts that drain global resources, have

a short life and are likely to wind up in landfills. Shop, instead, for earth-friendly welcome gifts and stocking-stuffers—such as organic coffee, refillable water bottles and products that are made from recycled materials. To conjure sugar-plum dreams for someone special, choose natural body-care and aromatherapy products—wonderfully indulgent last-minute gifts that are friendly to the environment. For environmentally responsible surprises, tuck gifts in reusable shopping bags—or insert Hy-Vee gift cards among other gifts or tree branches.

For merry holiday gatherings, visit a Hy-Vee meat counter to make selections for an eco-friendly buffet that heralds good taste. Select sustainably harvested USDC Lot Inspected seafood, such as Hy-Vee Fish Market Salmon fillets that are certified to be harvested and shipped directly from sustainable fisheries. For family-friendly dinners with all the trimmings, serve Hy-Vee's Just Bare Chicken, which is all-natural chicken raised without cages, hormones or antibiotics on family farms in the Midwest.





LIVING HEALTHFULLY

Navigate your way through calorie-laden celebrations with this plan, from Hy-Vee Health & Wellness Supervisor Rochelle Gilman, to stay healthy during the holidays.

- **Feast on fruits and vegetables.** Full of fiber and low in calories, fruits and vegetables fill you up without filling you out. In desserts, feature fruit that contributes color and sweetness. For naturally pretty displays that encourage healthful nibbling, fill a bowl with Clementine oranges.
- **Make substitutions.** Upgrade family food traditions by substituting healthful ingredients. "Family recipes are important to keep alive and pass from generation to generation," Rochelle says. "In my Norwegian heritage, we celebrate the holidays with healthy rice pudding made with fat-free half-and-half."
- **Limit baking.** Choose one or two family favorites that satisfy most everyone, then call a halt to the baking express. The fewer choices you have, the less likely you are to overdo. Also bake bite-size cookies and cut desserts in smaller size servings.
- **Trim your appetite.** To avoid overeating at a party, nibble beforehand. Eat a breakfast and lunch stocked with fiber and protein. Before the party, drink a glass of green tea or water, or eat an apple, salad or bowl of soup.
- **Avoid buffets.** At holiday gatherings, fill your plate once then put distance between yourself and second helpings. For potlucks, tote nutritious dishes to gatherings.
- **Count drinks.** Don't overlook calories that are concealed in beverages. Alcoholic drinks have many calories, as do some hot drinks such as cocoa. "Flavored coffee and green tea offer delicious taste with few calories," Rochelle says.

Procter & Gamble



1

1. Crest Premium Plus Whitestrips 38 to 42 ct. \$29.99

2

2. Olay Definity or At Home Treatments: selected varieties .5 to 2.2 oz. or 24 ct. \$22.77

3

3. Gillette Fusion Holiday Gift Pack (Basket not included) \$12.77

10 WAYS TO GREEN UP THE HOLIDAYS

- 1. Carry your own bags.** Keep a stash of reusable shopping bags and totes in your car or close to the back door to grab on your way to shop. When you forget the bags during a shopping excursion, fit as many purchases as you safely can in one sack.
- 2. Plan errands.** Reduce tension and gas use by mapping routes for shopping trips. Combine errands with kids' outings and avoid making special trips for just one item. In households with multiple cars, designate a family car and pile in to ride together.
- 3. Choose cards wisely.** Save paper and postage by sending a combination of e-cards and printed greetings that are made from recycled paper. If you have children, encourage creativity; help them set up and craft handmade greetings.
- 4. Wrap creatively.** Look around for imaginative wrappings. Holiday fabrics, cut with decorative-edge shears, won't ravel and can be re-used for many years. Colorful comic pages and holiday tins are creative ways to conceal gifts before opening.
- 5. Recycle gift wrapping.** Smooth, roll or fold, and store paper that can be used again. When it's beyond wrapping another gift, shred the paper to use in gift bags or for packing material. When buying new gift wrap, select those with recycled content.
- 6. Turn down the thermostat.** Reducing home energy use saves dollars while limiting the carbon footprint. This year, ask Santa for a programmable thermostat, if you don't already have one. When hosting a party, turn down the thermostat before guests arrive.
- 7. Set the table.** Purchase reusable table settings and cloth napkins for seasonal gatherings. For a special touch, rent holiday theme dishes, serving pieces and glassware. For table decorations, display bowls of fruit, pinecones or cinnamon sticks.
- 8. Save leftovers.** After meals are finished yet food is still plentiful, dish up leftovers in recycled containers and send some home with guests. Cover and refrigerate vegetables to stir into soup. Freeze entrees, breads and desserts for quick reheated meals.
- 9. Capture the memories.** Go digital with photos to limit your contribution to the waste stream associated with picture-taking. With traditional cameras, focus with faster film speeds (400 or 800) to reduce flash use and extend the life of the camera battery.
- 10. Compost evergreen trees.** Live trees without flocking or tinsel compost readily. Find local tree recycling centers through the National Christmas Tree Association, or ask about them where you purchase a tree.



method.

1. Method Cucumber Starter Kit: contains cleaners, wipes, wash and caddy 4 ct. **\$9.44**
2. Method Holiday Aroma Sticks 3.3 oz. **\$11.99**
3. Method Holiday Candles: vanilla soy, berry or cinnamon bark 8 oz. **\$6.99**
4. Method Holiday Aroma Rings .2 oz. **\$5.88**
5. Method Holiday Cleaners: wash, dish soap or cleaners 9 to 24 ct.; 12 or 25 oz. **2/\$6.00**



EVENING OUT

Host the dinner of the year at home—amid the drama of a haute-cuisine restaurant. With help from Hy-Vee, you can plan and host a dynamic event with so little effort that you'll feel like a guest in your own home.

WRITTEN BY KATHY ROTH EASTMAN
PROJECTS DESIGNED BY HEATHER HILL
PHOTOGRAPHED BY KING AU AND ADAM ALBRIGHT

A good share of the fun of holiday gatherings is the rare opportunity to pull out all the stops—setting the table with china, crystal and silver, decorating with family heirlooms or new finds, dimming lights for ambiance, playing relaxing background music and carefully dressing in your fancy best—then throwing open the door to welcome guests. Thanksgiving, Christmas and New Year's are all holidays that merit being best-dressed.

It's encouraging to know that orchestrating such a glamorous occasion can come together with about the same effort as planning a casual get-together. Well-laid plans pay off with a relaxed atmosphere for the special event and working with a Hy-Vee Catering Department consultant conserves time and dollars. A consultant will help you plan, order and arrange to have foods, beverages, flowers and decorations delivered to your home for set-up. With the date set, you'll be left with selecting invitations and getting them mailed to let guests know how to dress for the soiree and when to show up, preparing any additional foods, arranging decorations and selecting music. And, of course, planning what to wear.

You've already resolved to make the occasion extra-special, so plan to incorporate your most elegant embellishments—sensuous velvet or lace table covers, sparkling silver and crystal serving pieces, glamorous large-as-life floral arrangements, twinkling lights scattered throughout the house, music of the season, candles carefully set on trays to burn safely on the table, and beautifully-presented and sensational holiday foods and beverages. The dramatically set table will create the mood for the entire event, as guests sit back and relax, delighted with being part of the dress-up holiday. As a surprising finale, the pyramid-shape cones filled with after-dinner mints (visit www.hy-veeseasons.com for how-to), signal that you've carried off the event of the season, with perfect planning and help from Hy-Vee.

For cone-favor pattern and instructions go to www.hy-veeseasons.com





HIGH STYLE: LOW STRESS

Don Wilkens, assistant vice president of bakery operations for Hy-Vee, describes the Take and Bake line of bakery breads as “artisan breads that you can bake whenever you want.” Bake them now or freeze the breads and bake right before serving. There are 8 to 10 varieties of these artisan breads available at your local Hy-Vee every day, including two “breads of the month.” In December, the features are Cracked Pepper Ciabatta and Cranberry Pecan Bread. French Dinner Rolls are another popular Take-and-Bake option. The breads are available in white and multi-grain varieties. For quick-and-easy appetizers, slice a variety of breads about ½ inch thick, brush with olive oil and toast until lightly browned. Top with a selection of vegetables, seafood, meat, cheese, spreads and dips.



1. Take and Bake Asiago Garlic Bread 16 oz. \$3.99
2. Take and Bake Baguette Bread 2 ct. \$3.99
3. Take and Bake Ciabatta Bread 16 oz. \$3.99
4. Take and Bake Natural Whole Grain 16 oz. \$3.99

CATCH OF THE NIGHT

Because Hy-Vee is the only Midwest supermarket chain to have its own USDC inspector, you can be assured that all seafood sold at your local Hy-Vee is at the top when it comes to freshness, quality and flavor. Although shrimp trays remain the most popular holiday item, Kenan Judge, assistant vice president of meat operations, suggests a custom seafood platter that includes crab legs and smoked fish in addition to that all-time favorite—shrimp.

USDC Lot Inspected Cooked Shrimp 31–40 ct. \$7.88

Hy-Vee All Natural King Crab Legs: Star Cut 1.5 lb. bag \$18.99

World Catch Frozen Seafood Entrees: selected varieties 10 oz. \$5.99





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1. Bertolli 13.5 to 24 oz. or Ragu Pasta Sauce: selected varieties 45 oz. \$1.98
2. Hy-Vee Cranberry Juices: selected varieties 64 oz. \$1.99
3. Palermo Pizza: selected varieties 13.4 to 19.1 oz. \$4.48
4. Dole Fresh Cut Veggies 12 oz. 3/\$5.00
5. Hy-Vee Crispy Onions 6 oz. \$2.17
6. Hy-Vee Pretzels: selected varieties 10 or 15 oz. 10/\$10.00

HOT FRENCH ONION DIP

Serves 8 (2 tablespoons each)

ALL YOU NEED

- 1 (3 ounce) package cream cheese, at room temperature
- $\frac{3}{4}$ cup Hy-Vee sour cream
- $\frac{1}{2}$ cup Hy-Vee mayonnaise
- 1 (1 ounce) envelope Knorr™ onion soup & dip mix
- 1 cup Hy-Vee shredded Italian cheese blend
- 1 (18 ounce) round loaf pumpernickel bread
- Assorted dippers

ALL YOU DO

1. In a bowl beat together cream cheese, sour cream and mayonnaise. Mix in onion mix and cheese.
2. Cut off and set aside the top quarter of the bread loaf to be used as a lid. Hollow out the loaf, creating a bowl and reserving bread for dipping.
3. Spoon dip into bread bowl, top with bread lid. Tightly wrap in aluminum foil and place on a baking sheet.
3. Bake at 350°F for 1 hour or until dip is heated through and cheese is melted.
4. Serve dip with bread chunks and assorted dippers.

Nutrition facts per serving: 250 calories, 21 g fat, 9 g saturated fat, 0 g trans fat, 40 mg cholesterol, 870 mg sodium, 6 g carbohydrate, 1 g fiber, 2 g sugar, 5 g protein. Daily values: 8% vitamin A, 0% vitamin C, 15% calcium, 0% iron.



SWEET CARAMEL CRUNCH

Serves 32 ($\frac{1}{2}$ cup each).

ALL YOU NEED

- 8 cups Hy-Vee crispy hexagons cereal
- 8 cups Hy-Vee pretzel twists
- 1 (10 oz) can Planters deluxe mixed nuts
- 2 cups packed Hy-Vee brown sugar
- 1 cup Hy-Vee margarine
- $\frac{1}{2}$ cup light corn syrup
- $\frac{1}{2}$ teaspoon Hy-Vee baking soda

ALL YOU DO

1. In a large bowl combine crispy hexagons, pretzels and nuts.
2. In a saucepan bring brown sugar, margarine and corn syrup to boiling. Boil for 1½ minutes, stirring constantly.
3. Remove from heat and stir in baking soda. Pour brown sugar mixture over cereal mixture; mix well.
4. Place coated cereal in a large microwave-safe dish. Microcook on HIGH 4 minutes, stirring every 1 minute.
5. Spread crunch mixture on waxed paper to cool.
6. Store in an air-tight container.

Nutrition Facts per serving: 200 calories, 11 g fat, 2 g saturated fat, 0 g trans fat, 0 mg cholesterol, 190 mg sodium, 27 g carbohydrates, 1 g fiber, 16 g sugar, 2 g protein. Daily Values: 8% vitamin A, 6% vitamin C, 2% calcium, 15% iron.



4



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6



Roth Käse Blue Cheese 4 oz. 2/\$4.00

Roth Käse Buttermilk Blue Cheese Crumbles 6 oz. \$4.49

Roth Käse Gruyere per lb. \$10.99

IN GOOD TASTE: ROTH KÄSE CHEESES

Velvety cheese fondue using Roth Käse Gruyère is a delicious appetizer for guests to savor. “Generally, Brie, blue and fondue-type cheeses are holiday favorites,” says Bill Sales, a specialty food distributor for Lomar, a Hy-Vee subsidiary. “Brie and blue are excellent for cheese platters, while “melty” cheeses—Gruyère and Swiss—make tasty fondues.”

Bill’s suggestion is any cheese that is crafted by Roth Käse, a Wisconsin artisan cheese maker, which makes cheeses from local milk in a Swiss-made copper vat; varieties include Buttermilk Blue, Gruyère, Rofumo, Fontina and more. Hy-Vee food specialists worked with the Master Cheesemaker at Roth Käse to create a vat of cheese and learn about the care taken when producing these cheeses.



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6



7

1. Boulevard Smokestack Series:
selected varieties 750 ml \$7.99
2. Michelob Sampler 20 pack bottles
\$18.99
3. Samuel Smith's Limited Selection
Gift Pack \$10.99
4. Haier Wine Cellar: conveniently
holds 6 bottles \$76.99
5. Metrokane Wine Tool Kit 1 ct.
\$34.99
6. Oster Wine Bottle Opener and
Chiller 1 ct. \$29.99
7. The Rabbit Silver Wine Opener
1 ct. \$49.99

plus deposit where required



Souverain Cabernet Sauvignon 750 ml \$18.99

Chateau Ste. Michelle 750 ml \$7.99

Cambria Chardonnay 750 ml \$17.99

Bridlewood Syrah 750 ml \$16.99

Seven Daughters 750 ml \$10.99

plus deposit where required



SALUTE!

Jay Wilson, Hy-Vee's assistant vice president of wine and spirits, has this suggestion about beverages: "Drink what you like," he says, "but be a little adventurous and step outside your comfort zone. You might find a pleasant surprise when you try a new beer or wine."

Along with that advice, Jay suggests trying Seven Daughters Winemaker's Blend, which includes both a blended red wine and a blended white wine. "They are both very diversified and pair well with either turkey and ham dinners as well as appetizers," he says. Other suggestions for holiday wine selections include Cambria (Santa Maria, California) Chardonnay, Souverain (Sonoma Valley, California) Cabernet Sauvignon, and Bridlewood (Santa Ynez, California) Syrah. For a sweeter selection, Jay recommends Chateau Ste. Michelle (Colombia Valley, Washington state) Riesling and Gewurztraminer.

"Holiday beers are also big this year," Jay says. "My first choice is the Boulevard Smokestack series, which is a Belgian-style brew. This one pairs well with cheeses." In addition to serving beer at a party or dinner, Jay suggests giving beer as gifts. Samuel Smith has 16.9-ounce bottles along with a beer glass, and Michelob has a 20-pack sampler that is excellent for a party or as a gift for a beer-lover on your list.

Along with a favorite bottle of wine, Jay suggests gifting one of several wine tools, such as a Metrokane Rabbit corkscrew or a Vinturi wine aerator, which is used for decanting red wine by the glass. Pouring the wine through the aerator adds oxygen to the wine so the wine is ready to drink immediately, saving about an hour in the decanting process.

BE A GUEST AT YOUR OWN PARTY

Serving a stylish dinner or appetizer party can be as much fun for hosts as guests. To make your next party the event of the season, rely on Hy-Vee's professional kitchens to create a variety of taste-pleasing food platters. Hy-Vee's line of 15 platters features premier foods with "unique Hy-Vee touches, such as dips served in hollowed-out vegetables and beautiful garnishes," says Greg Frampton, assistant vice president of food service for Hy-Vee.

Greg's predictions for favorite holiday fare among the platters are the Sparkling Berry Tray and the Bruschetta Tray. "Foods on these two platters tend to disappear first when we test them with consumers," he says. Other platters that are sure to wow guests are the Creole Shrimp Platter, Zarta Bar-B-Q® Feast Platter and Asian Appetizer Tray.

Hy-Vee's new gourmet party platters make first-class entertaining easier than ever. The selection of high-quality trays stacked high with palate-pleasing foods is the result of a rigorous development process that began when a Hy-Vee team researched the best upscale food offerings available. Fresh premium foods are the most important feature of these trays. The All Natural Shrimp Platter, *opposite*, showcases all-natural cooked shrimp—a superior product that's similar to shrimp that consumers would cook and peel themselves. Each of the new platters is available to serve 10 to 15 guests or to serve as many as 30 guests.

At Left:

Triple Berry Stack Tray

Apricot Brie Hostess Tray

Chocolate Peanut Butter Stack

At Right:

Tuscan Harvest Platter

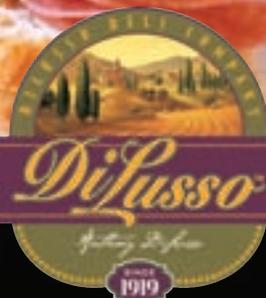
All Natural Shrimp Platter

Winging It Platter

Zarta Bar-B-Q® Feast Platter



Your guests deserve DiLusso™.



EXCLUSIVELY AT HY-VEE

DiLusso Genoa, Hard Salami or Pepperoni \$5.49

DiLusso Provolone Cheese \$4.98

FIVE-STAR MENU

"All natural, Midwest-raised, USDA Choice, hand-cut, exclusively Hy-Vee: What's not to like?" asks Kenan Judge, assistant vice president of meat operations at Hy-Vee. Because Amana Beef is sold at the meat service counter, meat department experts will help you choose the steak or roast best suited for your needs, and then they'll cut it to your specifications. The most popular holiday beef cut is prime rib. Kenan suggests giving Amana Beef—perhaps steaks—as tasty and welcomed gifts this holiday season.

Amana 100% Natural Quality Beef Bone In Ribeye Roast

HERB-CRUSTED RIBEYE ROAST

Serves 6 to 8

ALL YOU NEED

3 garlic cloves, minced
½ cup loosely packed fresh basil, then minced
4 sprigs fresh thyme
½ teaspoon Hy-Vee black pepper

½ teaspoon Hy-Vee salt
3 tablespoon Grand Selections olive oil
1 (6 to 8 pound) Amana bone-in ribeye roast

ALL YOU DO

1. Preheat oven to 350°F. 2. Combine garlic, basil, thyme, black pepper, salt and olive oil in a small bowl. Rub herb mixture over entire surface of meat. 3. Roast, uncovered, in large roasting pan. For medium-rare doneness, cook 2¼ to 2½ hours, or until internal meat thermometer reaches 135°F. For medium doneness, cook for 2¾ to 3 hours, or until internal meat thermometer reaches 150°F. 4. Remove from oven and transfer meat to cutting board. Tent with foil and allow to rest 15 to 20 minutes. Temperature of meat will continue to rise 5 to 10 degrees to reach desired doneness.

Nutrition facts per serving: 750 calories, 47 g fat, 17 g saturated fat, 0 g trans fat, 200 mg cholesterol, 410 mg sodium, 1 g carbohydrate, 0 g fiber, 0 g sugar, 80 g protein. Daily values: 4% vitamin A, 2% vitamin C, 0% calcium, 40% iron.



1



2

1. Knorr Soup Mix:
selected varieties
.9 to 1.8 oz. 3/\$4.00
2. Hy-Vee Cereals: crispy
hexagon, toasted
wheat, corn or rice
12 to 14 oz. 3/\$5.00
3. Planters Premium
Snack Nuts: selected
varieties 9 to 10.25 oz.
\$3.98
4. Rival White Roaster
Oven with divider
18 qt. \$49.99
5. Grimmway Carrot Chips
16 oz. \$1.28



3



4

5



35



CANDY Packaging

Wrap up good wishes—included with chocolates and other treats—in cleverly designed containers with fanciful trims. Handmade touches give the delicious gifts designer flare with little effort.

WRITTEN BY WANDA VENTLING PROJECTS DESIGNED BY HEATHER HILL PHOTOGRAPHED BY PETE KRUMHARDT



Create taste-pleasing gifts that have big impact for everyone on your list. Pretty packaging made from purchased boxes, a variety of shapes and sizes of containers and tins, or by using patterns and instructions available from Hy-Vee means that personalized gift-wrapping can be creative and affordable. Although these personalized wraps and trims resemble expensive versions from boutique and speciality stores, the projects shown on these pages require few basic materials, the assembly is easy and the cost is low. The delicious surprise: Inside are tucked some of the most popular candies in the world—Brach's, Mars, Hershey's, Harry London, Russell Stover and Bartons chocolates. Gift recipients will be delighted.

Be inspired by the projects featured to come up with even more customized boxes, embellished jars and bottles, or to make decorative wrap-around bands for boxes of chocolates or candies. Or to follow along, go to www.hy-veeseasons.com for patterns, downloadable designs and instructions.

BOXES AND BOWS

Although boxes of all sizes can hold a plethora of treats, tiny boxes have special charm that seem to say, "I selected this gift especially for you." Small containers are ideal for sharing with co-workers, friends at church and school, and neighbors. For sweet holiday wishes doubling as pretty decorating, stack a tray of tiny treasures at the entry to hand to departing house guests.

Ready-made or ready-to-assemble boxes in many shapes and sizes—square, rectangle, pillow, pyramid and take-out container—are available in crafts and paper stores. To make the gift boxes inexpensively, you'll need a supply of heavy card stock, patterns (visit www.hy-veeseasons.com for the rectangle box, *opposite*, pillow box, *page 39* or pyramid mint box, *page 24*) and a few crafting supplies. Download the patterns, print them, then cut out and glue boxes together. To wrap the polka-dot-lidded box, *opposite*, with "Merry Christmas" paper ribbon and bow, print the patterns on paper and cut out strips. Use two strips, one wrapped in each direction, around the box. Loop two strips, punch the center of each loop with a 1/8" hole punch, stack the loops and insert a tiny red paper fastener through the loops and into the box lid.

The message text "Happy Holidays" for the pillow box, *page 39*, is included with the pattern. Print and cut out the holly leaves, or use silk leaves or fresh evergreen tucked under ribbon wrapped around the box to the left of the message. Fill the container with Hershey's Bliss chocolates or other individually wrapped chocolates.

CONTAINERS, BAGS AND JARS

A variety of containers is available at Hy-Vee for packaging candy and cookies. The Libby candy jar and ceramic gingerbread house, *page 38*, are welcomed gifts that last for years.



Gift bags, such as the ready-made wine bag, *left*, make quick, easy-to-carry packaging for bottles, small boxes and the snowman bottle filled with holiday M&M's, *left*. Dress up the wine bag by switching out paper handles for coordinating gingham ribbon, then add a festive gift label to the bag.

To make a snowman bottle, print the Snowman Face pattern on card stock, wrap around the bottle and tape in place. Or draw a face on paper to wrap around. For the felt hat, fringe one edge for the top, cut the other with decorative edge scissors and turn up; wrap around the bottle, glue in place and tie near the top with yarn. For a scarf, wrap a length of twill tape around the bottle.

FOR QUICK HOLIDAY GIFTS, FILL CONTAINERS FROM HY-VEE WITH CANDY OR COOKIES.



Libbey Candy Jars 1 ct. \$2.99

Ceramic Gingerbread House Cookie Jar 1 ct. 10" \$14.99

MARS

Dove Christmas Candy Stand-Up Bags: dark or milk chocolate 4.5 oz. 2/\$5.00

M&M's Christmas Stand-Up Bag: plain or peanut 45 oz. \$7.99

M&M's Christmas Canes 2.5 or 3 oz. \$2.39





Hershey's Milk Chocolate Star 3 lb. \$16.77 or Bliss Crème 8.8 oz. \$3.18
 Starbucks Confection Gift Box 7.6 oz. \$8.99

HERSHEY'S



BARTONS

Bartons Gourmet Pretzel Sticks or Panda Paws 8 oz. \$3.99

Bartons Peppermint Bark 12 oz. \$5.99

Bartons Peppermint Cookies and Snowflake Pretzels 5 oz. 2/\$5.00





Harry London Christmas Candy: Peppermint Box 8 oz. \$6.88

Harry London Christmas Treats: selected varieties 5.5 oz. \$2.38

Harry London Holiday Pretzels 16 oz. \$9.99

HARRY LONDON

RUSSELL STOVER

Russell Stover or Whitman's Boxed Chocolates 4 pc. 1.75 oz. \$9.99

Russell Stover Christmas Tins: selected varieties 11.5 to 12 oz. \$5.99

Russell Stover or Whitman's Boxed Chocolates 12 oz. \$5.99



Clear glass jars, especially jelly and canning jars, are ideal for packaging and they easily recycle for a multitude of uses. The pretty holiday decorated jars, *opposite, lower right*, are topped with a circle of decorative-edged fabric tied with cording. Make the snowflake topper and gift tag using the pattern at www.hy-veeseasons.com.

BANDS AND SLEEVES

Dress up already pretty wrappers with personal statements that make them unique and attention-grabbing. Both the “Joy” band and the three-dimensional poinsettia band allow room for adding a message or creative design detail. Patterns for both are at www.hy-veeseasons.com. Also look at the Hy-Vee floral departments for more ideas to band gifts and to find ribbons, fresh evergreen and flowers, specialty items and more that can be pinned or glued to paper or ribbon bands for decoration.

For a tastefully dramatic centerpiece, wrap tall chocolate-coated pretzels, *page 39*, in sleeves of freezer paper (which won't absorb oils) and stand them upright in a versatile container. Make the sleeves, which also could be used to hold small candies, by shaping a tube, folding over the opening, and gluing or taping to secure. Serve the pretzels with coffee or tea or as class treats. To present the pretzel treats as a gift, cushion with tissue paper, wrap the vase and all in transparent cellophane and tie with a pretty bow.



BRACH'S

Brach's Bulk Chocolates: selected varieties per lb. \$3.77

Brach's Chocolate: selected varieties 12 to 14 oz. 2/\$5.00

Brach's Cinnamon Imperials 14 oz. 2/\$4.00

Brach's Milk Chocolate Stars 9.2 oz. 2/\$4.00



Nutrition Facts

Serving Size 1/2 cup (30g)

Servings Per Container about 15

Amount Per Serving

Calories 100

Calories from Fat 10

% Daily Value**

Total Fat 1g* 2%

Saturated Fat 0g 0%

Trans Fat 0g

Polyunsaturated Fat 0g

Monosaturated Fat 0g

Cholesterol 0g

Sodium 105mg 7%

Potassium 180mg 11%

Total Carbohydrate 25g 10%

Dietary Fiber 14g 57%

Soluble Fiber 1g

Sugars 0g

Total Carbohydrate 1g

Sodium 2g

Introducing NuVal™ The Nutritional Scoring System

The NuVal™ System is the new way to quickly see the nutritional values of the food you buy, in a single number from 1 to 100. The higher the NuVal™ Score, the higher the nutritional value.



HuVee[®]
EMPLOYEE OWNED

www.NuVal.com



Score with NuVal™

Customers prepare to shop smarter by numbers.

WRITTEN BY CHRIS FRIESLEBEN PHOTOGRAPHED BY TOBIN BENNETT

Hy-Vee shoppers across the Midwest, intrigued by the prospect of glancing at numbers to assess the nutritional quality of the food they buy, will soon be able to put the concept into action. A pilot of the program is underway in Des Moines area stores right now.

The system, which was first introduced in *Hy-Vee Seasons*, is called NuVal Nutritional Scoring System, or NuVal for short, and it will be in all Hy-Vee stores early in 2009.

NuVal is easy to understand and simple to use. Food products are scored from 1 to 100; the higher the number, the more nutritious the food.

“If we want people to make good decisions about the foods they buy and eat, then we have the responsibility to give them information they can understand,” says Dr. David Katz, who gathered an independent team of the nation’s top nutrition and health experts to develop the algorithm that scores the food.

It is hoped that people will use NuVal to affect the types

of foods they eat most and to increase eating more fruits and vegetables, for example. The program doesn’t label any product good or bad, however, it simply allows shoppers to make better selections within each category.

“People already know that fruit is healthier than cookies,” says Dr. Katz. “Nothing in the cookie aisle is going to score as high as apples or oranges. But let’s face it, sometimes you just want a cookie; the NuVal score will help you choose.”

The program will be unveiled slowly so customers can get acclimated to this new shopping technique. Three categories will be scored at the outset: fresh meats, frozen vegetables and produce. Next, scores will show up in the cereal aisle.

“Our test stores will allow us to assess our education efforts and get some feedback from our customers,” says Hy-Vee Senior Vice President Ron Taylor, who leads the NuVal initiative for the company. “We know there’s a lot of anticipation for this program. We are excited to be part of this new movement to help people improve their diets.”



SLEDDING PARTY

How about a fun change of pace from typical holiday scenes? Declare a snow day, pack a winter-friendly picnic and head outdoors for a day of exercise, fresh air and sledding.

WRITTEN BY JULIE MARTENS
PHOTOGRAPHED BY KING AU





Fresh snowfall just begs for footprints, fort-building, tossing a few snowballs and riding toboggans. Whenever winter blankets the landscape with white, surprise your family with a special outing—a day of sledding and snacks. Whether flocking to a familiar neighborhood slope or scouting out a local winter sports park, expect everyone to warm up quickly to a wintertime picnic, especially when the frosty feast involves a day of downhill fun.

BUNDLE UP

While the winter wonderland beckons, get your gang settled into weatherproof gear. Layers keep kids warmest. If you plan to be outdoors most of the day, dress everyone in a wicking synthetic, including socks, for the layer next to skin. Layer wool or fleece next, and top with a wind- and water-repellent outer shell. Complete cold-weather attire with hats, mittens and boots, and keep faces and necks warm, especially in wind, with scarves and face masks.

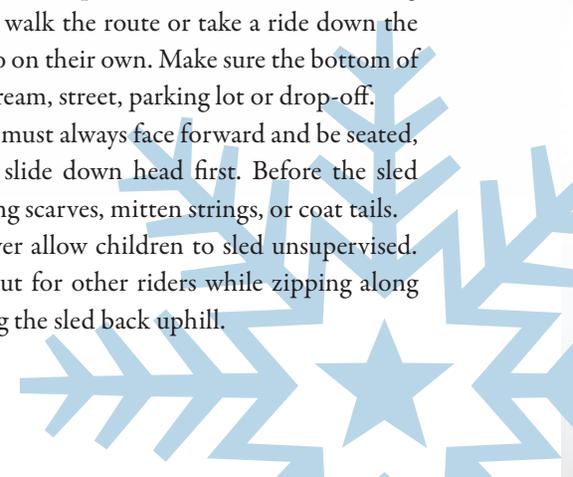
TOTE ALONG TOASTY FOODS

Outdoor winter play builds hearty appetites as calories quickly burn to keep bodies warm. Be ready to chase away any chill with food prepared at home and kept hot in thermoses. Focus on a menu of easy-to-fix and easy-to-eat favorites, such as chili dogs and a trio of toasty drinks, such as hot cider, cocoa and coffee drinks.

PRACTICE SAFETY

To ensure that the outing wraps up with only red noses and rosy cheeks, rather than any scrapes or bruises, follow and reinforce these safety steps:

- Check the forecast. When rain or wet snow threatens, postpone the outing—or hold it close to a shelter. Wet clothing plus cold equals danger because water conducts heat away from the body 25 times faster than air. When drizzle or wet snow threatens, pack up everyone and everything before getting soaked.
- Choose sturdy rides, such as runner sleds and toboggans. Plastic saucers and snow disks lack steering capabilities. When someone does ride a saucer, warn children to keep an eye out for the saucer as it careens downhill.
- Select a course without trees, poles and fences. Before sending a kid-filled sled downhill, walk the route or take a ride down the slope before letting kids go on their own. Make sure the bottom of the hill doesn't end in a stream, street, parking lot or drop-off.
- For safety's sake, kids must always face forward and be seated, and never be allowed to slide down head first. Before the sled moves, tuck in any dangling scarves, mitten strings, or coat tails.
- Look and listen. Never allow children to sled unsupervised. Remind them to watch out for other riders while zipping along downhill as well as hauling the sled back uphill.





WARM & DRY

Hy-Vee Genuine Leather Gloves 1 pair \$6.99

Hy-Vee Match Me Coordinates \$6.99

Microfiber Throw Blankets: 1 ct. \$14.99



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1. Reynolds Foil: heavy duty 37.5 ft. **\$2.58**
2. Viva Paper Towels: regular 6 roll **\$6.49**
3. Jet-Puffed Marshmallows 16 oz. or Marshmallow Crème 13 oz. **2/\$3.00**
4. Jif Peanut Butter: creamy, reduced fat or crunchy 40 oz. **\$4.69**
5. Hy-Vee Kitchen Helpers Covered Cake Pan 1 ct. **\$5.99**
6. General Mills or Betty Crocker Snacks: selected varieties 10.1 to 21 oz. **2/\$5.00**



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Hy-Vee seasons / hy-vee.com



EASY CHILI DOGS

Heat hot dogs and canned chili before leaving the house. Pack each in a thermos to keep warm. When it's time to build chili dogs, spoon some chili on each hot dog and bun and sprinkle corn chips on top.

TEA-SPICED CIDER

Serves 8 (1 cup each)

ALL YOU NEED

3 cups water	Zest of one orange
2 (4-inch long) cinnamon sticks	3 black tea bags
1 teaspoon Hy-Vee ground nutmeg	2 tablespoons Hy-Vee brown sugar
2 whole cloves	5 cups apple cider

ALL YOU DO

1. Heat water, cinnamon sticks, nutmeg, cloves and orange zest to boiling; reduce heat and simmer 10 minutes, stirring occasionally. Add tea bags and remove from heat. Let steep for 3 to 4 minutes. Remove and discard tea bags. 2. Stir in brown sugar and apple cider. Return to medium heat about 20 minutes, to warm through. Pour through fine mesh strainer before serving.

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

COFFEE NOG

Serves 7 (1 cup each)

ALL YOU NEED

5 cups low-fat eggnog	Whipped cream, for garnish
2 ½ cups hot, strong coffee	Grated nutmeg, for garnish

ALL YOU DO

1. Heat eggnog in a medium saucepan over medium heat, whisking frequently, until it reaches about 145°F. 2. Combine eggnog and hot coffee in a heat-resistant pitcher or thermos. 3. If desired, garnish with whipped cream and grated nutmeg before serving.

Nutrition facts per serving: 200 calories, 6 g fat, 3.5 g saturated fat, 0 g trans fat, 70 mg cholesterol, 125 mg sodium, 29 g carbohydrates, 0 g fiber, 27 g sugar, 9 g protein. Daily values: 8% vitamin A, 0% vitamin C, 20% calcium, 0% iron.

MAPLE HOT CHOCOLATE

Serves 8

ALL YOU NEED

2 quarts water	1 teaspoon Hy-Vee vanilla
2 cups Hy-Vee hot cocoa mix	8 large Jet-Puffed™ marshmallows
2 tablespoons Grand Selections maple syrup	

ALL YOU DO

1. In a large saucepan over medium heat, heat water. 2. Whisk in cocoa mix, syrup and vanilla. Heat until hot. Pour into a heat-proof pitcher or thermos. 3. To serve, pour in mugs and top each with a marshmallow.

Nutrition facts per serving: 180 calories, 2 g fat, .5 g saturated fat, 1 g trans fat, 0 mg cholesterol, 190 mg sodium, 39 g carbohydrates, 0 g fiber, 34 g sugar, 2 g protein. Daily values: 0% vitamin A, 0% vitamin C, 2% calcium, 4% iron.





S'MORES BARS

Serves 24

ALL YOU NEED

½ cup Hy-Vee unsalted butter, softened
¾ cup Hy-Vee sugar
2 Hy-Vee large eggs
1 teaspoon Hy-Vee vanilla extract
¾ cup Hy-Vee flour
½ cup Hy-Vee pecan pieces
2 tablespoons Hy-Vee cocoa powder

¼ teaspoon Hy-Vee baking powder
¼ teaspoon Hy-Vee salt
3 cups Hy-Vee miniature marshmallows, divided
1 cup Hy-Vee chocolate chips
1 cup Hy-Vee creamy peanut butter
1½ cups Hy-Vee Honey Graham Crunch cereal

ALL YOU DO

1. For brownie base, in a mixing bowl cream butter and sugar until well combined. Add eggs and vanilla; mix until smooth. 2. In another medium bowl combine flour, pecan pieces, cocoa powder, baking powder and salt. Mix into creamed mixture just until combined. 3. Pour brownie mixture into a greased 13×9 inch pan. Bake at 350°F for 15 to 20 minutes or until set. Sprinkle hot brownies with 2 cups of the marshmallows and return to oven. Bake 3 minutes longer to melt marshmallows. 4. In a small saucepan, combine chocolate chips and peanut butter. Melt over medium-low heat until smooth. Pour over brownies, spreading to completely cover marshmallows. 5. Top with cereal and remaining marshmallows. Cool completely before serving.

Nutrition facts per serving: 230 calories, 14 g fat, 5 g saturated fat, 0 g trans fat, 30 mg cholesterol, 120 mg sodium, 23 g carbohydrates, 1 g fiber, 15 g sugar, 5 g protein. Daily values: 4% vitamin A, 0% vitamin C, 6% calcium, 6% iron.



• SNOWMAN 101 •



There's something about that first snowfall of the season. Even the most indoorsy adults are eager to bundle up, join the kids and build a snowman.

WRITTEN BY MELODY WARNICK PHOTOGRAPHED BY ADAM ALBRIGHT

The best way to celebrate the first big snowfall of the season is to head outdoors for a day of fun. Then, after spending some quality time playing outside together, everyone has an excuse to head indoors for warm mugs of hot chocolate. It's truly the perfect winter day!

While dreaming of that first snow day, entertain yourself with a bit of snowman trivia:

Music Legend. Frosty ranks right up there with Santa and Rudolph as one of the season's most familiar and beloved figures. What made him such a celebrity? His own hit song. Gene Autry first recorded "Frosty the Snow Man" in 1950 as a follow-up to "Rudolph, the Red-Nosed Reindeer." Almost instantly "Frosty" landed on the Top 40 chart and has been a holiday classic ever since. Musicians such as Nat King Cole, the Beach Boys, Ella Fitzgerald and Harry Connick Jr. have since sung and recorded the tune.

A Star Is Born. Adding to the glamour, Frosty landed the lead role in the 1969 cartoon *Frosty the Snowman*. Catch it on TV this holiday season. Or ask Santa to stop by Hy-Vee for the DVD and to slip it in your stocking early. Then promise to watch and share it season after season.

Tower of Snow. Think you've built some pretty big snowmen in your day? Perhaps you'd like to be introduced to the world's record-holder—a 10-story snow woman that towered 122-feet over Bethel, Maine, in February and March of 2008. With bright red lips made using snow tires and eyelashes made from skis, the giant carried a fitting moniker: Olympia Snowe.

Chill Out. For a fun wintry read when you're stuck indoors, check out *The History of the Snowman: From the Ice Age to the Flea Market*, Bob Eckstein's satirical look at the rise of the snowman, complete with a selection of snowman cartoons.





BUILD THE PERFECT SNOWMAN

Step 1. Test the snow. Snowman-building snow should be wet and easy to compact. Clump a handful together; if it holds, you're ready to pack, roll and stack.

Step 2. Pack a snowball in your hands until it's large enough to begin rolling on the ground. Then roll it in snow, picking up more snow and increasing the size. You may need help rolling as the ball becomes large, dense and heavy. Or let gravity do part of the work and roll the ball down a short hill. When the ball is the size you want, place it and roll two more slightly smaller snowballs.

Step 3. Stack the snowballs for the classic three-tiered chilly guy. To help the balls balance, flatten the stacked edges or pack snow around the seams to hold them together. For extra stability, drive a long stick through the centers of the bottom two balls.

Step 4. Accessorize. The classics are, of course, coal eyes, a carrot nose and twigs for arms, but creativity counts. Try plastic lids for eyes, spatulas for arms and a drinking cup nose.



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1. Snowman Decorated Dish: bowl or plates 10" to 13" \$**9.98**
2. Snowman Decorated Ceramic Cake Plate with Server 12" \$**4.98**
3. Snowman Tableware 20 ct. \$**2/\$6.00**
4. Holiday Fun Kids Tableware \$**2/\$4.00**
5. Kane 3-Section Server \$**7.99**
6. Ceramic Snowman Decoration with Light 8" \$**9.98**
7. Wooden Santa or Snowman decoration 28" \$**19.98**
8. Kane Kitchen Towel, Oven Mitt or Pocket Mitt \$**3.99**
9. Snowman Design Resin Spreader: set of 4 \$**9.98**

Don't have time for a DIY snowman? Hy-Vee's Build-a-Snowman Kit saves the day. This clever package is complete with everything necessary to give a snow creation charming personality, including a fleece hat and scarf, a plastic carrot for a nose and smooth plastic pieces to place for mouth, eyes and buttons. There's even a plastic pipe. Packed in a cute reusable snowman container, the Build-a-Snowman Kit is perfectly portable, everything in one place and ready to assemble. Looking for a fun and quick gift for neighborhood kids (or adults)? It's ideal! Just add snow!

SNOWMAN KIT

Build-A-Snowman Kit 1 ct. \$9.98



BRING IN THE OUTDOORS

Baby, it's cold outside.

But you can cozy up a holiday table with a quick and easy snowman motif. Hy-Vee offers a complete set of dinnerware and dishes that feature bright and cheery-looking snow people. Warm yourself by sipping some hot cocoa from a snowman mug, or stash treats for Santa in an oversize snowman cookie jar. There are also serving plates, decorated dish sets, spreaders and three-section servers to make holiday buffets even more festive. The colorful and stylish dishes and accessories will last for years. Visit Hy-Vee for everything to create a snowman-inspired spread for your home.



Kane snack jar 1 ct. \$15.99



Kane Dinnerware Snowman

Dinner Plate, Side/Salad Plate, Scoop Mug, Kitchen Towel,
Oven Mitt, Spoon Rest, Trivet or Footed Bowl **\$3.99**

Euro-Style Place Mat **\$1.99**

Euro-Style Tablecloth 52"×72" **\$7.99**

Euro-Style Tablecloth 52"×90" or 70" round **\$9.99**

Serving Bowl **\$12.99**

Cake Plate **\$7.99**





Sweeten the season with stacks of homemade goodness while practicing newly learned baking tips. Cookie baking creates merry holiday memories.

Best Christmas Cookies

WRITTEN BY JULIE MARTENS
PHOTOGRAPHED BY TOBIN BENNETT



During the holidays, the finale to most gatherings includes a platter of cookies—whether soft, chewy, filled or frosted. Many families eagerly await the season just to bake and share at least one must-have favorite. As recipes are brought out, ingredients assembled and the baking begins, sweet recollections unfold and kitchens fill with taste-tempting aromas. Whether your specialty is simple, classic or sophisticated, a brief review of baking, storing, and sharing tips will ensure cookie success this holiday season.

BEST BAKING TIPS

Soften butter to produce cookie dough with the consistency for baking. Test for softness by lightly pressing a finger in the butter; a slight indentation in the surface indicates butter is ready to cream. Butter that's too soft results in cookies that spread too thinly. Interchange butter or margarine (unless recipes specify otherwise). Avoid reduced-fat and reduced-calorie butter or margarine in cookie recipes. For fewer calories, reduce sugar by one-quarter to one-third; reduce shortening, butter or margarine by one-fourth.

Preheat ovens for at least 10 minutes. Shiny aluminum baking sheets brown cookies evenly. Dark or warped sheets often result in over-baked, over-browned cookies.

Place dough on cooled baking sheets. Purchase extra sheets to rotate and let sheets cool while other sheets are in the oven. Bake cookies until firmly set or browned as the recipe specifies.

BEST STORING TIPS

Transfer hot cookies from the oven to wire cooling racks, following recipe directions. Cool completely before storing. Separate and store cookies by type or recipe.

For cookies that have hardened but should be soft, place an apple wedge in the storage container for a few hours.

Freeze unfrosted cookies up to 12 months; frosted ones up to 2 months. Freeze frosted cookies in a single layer on baking sheets; when frozen, separate layers with waxed paper in tightly sealed containers. Thaw at room temperature 15 minutes before serving. For crisper cookies, remove from the container before thawing.

BEST SHARING TIPS

Arrange cookie swaps for variety and fewer hours of baking. Or host a baking marathon with family or friends, devoting one day to baking a variety cookies. Each guest takes home some of each.

To ship cookies, place them in a sturdy box or tin lined with paper coffee filters or crumpled waxed paper. Wrap fragile cookies back-to-back. Surround container with packing material and set in a larger box. Ship first class.



Peanut Butter Sandwich

Makes 19

ALL YOU NEED

- 1 (16.5 ounces) package refrigerated peanut butter cookie dough
- 1 cup Hy-Vee powdered sugar
- 4½ tablespoons Hy-Vee unsalted butter, softened
- ½ cup Hy-Vee creamy peanut butter
- 1½ tablespoon heavy whipping cream
- Hy-Vee mini chocolate chips or Hy-Vee finely chopped peanuts, if desired

ALL YOU DO

1. Spoon and shape cookie dough in 1-inch balls. Place on ungreased cookie sheet; flatten slightly with sugar-coated cup. 2. Bake at 350°F for 9 to 11 minutes or until light golden brown. Cool completely on wire rack. 3. Meanwhile, in a mixing bowl cream together powdered sugar, butter and peanut butter until smooth. Add whipping cream and mix until light and creamy. 4. Place 1 tablespoon creamed mixture on bottom side of half of the cookies. Top with remaining cookies, bottom side to filling. 5. Roll sandwich edges in mini chocolate chips or finely chopped peanuts, if desired.

Nutrition facts per serving: 200 calories, 12 g fat, 4 g saturated fat, 0 g trans fat, 10 mg cholesterol, 140 mg sodium, 21 g carbohydrates, 1 g fiber, 15 g sugar, 3 g protein. Daily values: 2% vitamin A, 0% vitamin C, 0% calcium, 2% iron.



Chocolate-Dipped Macaroons

Makes 30

ALL YOU NEED

- 1 (7 ounce) package Baker's™ flake coconut
- 1 cup Hy-Vee sugar
- ½ cup Hy-Vee flour
- ¼ teaspoon Hy-Vee salt
- 4 egg whites
- ½ teaspoon almond extract
- 1 (7 ounce) container Baker's™ dipping chocolate

ALL YOU DO

1. Preheat oven to 325°F. Line two large cookie sheets with parchment paper; set aside. 2. In a medium bowl combine coconut, sugar, flour and salt. Stir in egg whites and almond extract. 3. Drop cookie dough by tablespoons onto prepared cookie sheets. Bake for 20 minutes or until edges are golden brown. Cool completely on wire rack. 4. Melt dipping chocolate according to package directions. Dip cooled macaroons halfway into chocolate; place on cookie sheet lined with waxed paper. Cool completely or refrigerate for 10 to 15 minutes for chocolate to set.

Nutrition facts per serving: 100 calories, 4 g fat, 3 g saturated fat, 0 g trans fat, 0 mg cholesterol, 50 mg sodium, 16 g carbohydrates, 1 g fiber, 13 g sugar, 1 g protein. Daily values: 0% vitamin A, 0% vitamin C, 2% calcium, 2% iron.



Chocolate-Drizzled Pecan Tarts

Makes 24

ALL YOU NEED

½ cup Hy-Vee unsalted butter, softened
4 ounces Hy-Vee cream cheese, softened
1 cup Pillsbury™ flour
¼ cup dark corn syrup
1 Hy-Vee large egg
½ cup packed Hy-Vee brown sugar

1 teaspoon Hy-Vee vanilla
1 tablespoon Hy-Vee unsalted butter, melted
¾ cup Planters™ pecans, chopped
1 tablespoon Hy-Vee powdered sugar
1 tablespoon melted chocolate

ALL YOU DO

1. Preheat oven to 325°F. 2. In a large mixing bowl cream butter and cream cheese; add flour and mix well. Cover and refrigerate for 1 hour. 3. Shape cream cheese mixture into 24 (1-inch) balls. Press each ball in an ungreased mini-muffin pan; set aside. 4. In a large bowl, combine corn syrup, egg, brown sugar, vanilla, butter and pecans. Spoon 1 teaspoon of the pecan mixture in each muffin cup. 5. Bake for 25 minutes; cool. 6. Dust with powdered sugar and drizzle with chocolate.

Nutrition Facts per serving: 130 calories, 9 g fat, 4 g saturated fat, 0 g trans fat, 25 mg cholesterol, 12 g carbohydrates, 1 g fiber, 6 g sugar, 2 g protein. Daily Values: 4% vitamin A, 0% vitamin C, 2% calcium, 2% iron.



Candy Stripe Cookies

Serves 42

ALL YOU NEED

- ½ cup Hy-Vee unsalted butter, at room temperature
- ½ cup Hy-Vee butter-flavored shortening
- 1½ cups Hy-Vee sugar
- 1 Hy-Vee large egg
- 2 tablespoons Hy-Vee skim milk
- 1 teaspoon Hy-Vee vanilla
- 3 cups Hy-Vee flour

- ½ teaspoon Hy-Vee salt
- ½ teaspoon mint extract
- Red food coloring
- 1 tablespoon Hy-Vee cream cheese
- 1 tablespoon Hy-Vee skim milk
- 1 cup Hy-Vee powdered sugar
- Mint extract, to taste

ALL YOU DO

1. In a mixing bowl cream butter, shortening and sugar until light and fluffy. Beat in egg, milk and vanilla. 2. Add flour, baking soda and salt. Stir until just combined. 3. Divide dough in half. Flavor half the dough with ½ teaspoon mint extract and tint with red food coloring. 4. Line a loaf pan with waxed paper. 5. Divide each dough portion in half. Press half the red dough in the bottom of the pan. Top with half the white dough, then the remaining red dough and the remaining white dough. Cover and refrigerate for 1 hour or until thoroughly chilled. 6. Invert pan and remove waxed paper. Cut dough in half lengthwise. Cut each half in ¼-inch slices; place slices 2 inches apart on an ungreased baking sheet. 7. Bake at 350°F for 10 to 12 minutes or until edges begin to brown. Cool on a wire rack. 8. For glaze, in a bowl combine cream cheese, milk, powdered sugar and mint extract, to taste. Drizzle on cooled cookies.

Nutrition facts per serving: 120 calories, 5 g fat, 2 g saturated fat, 0 g trans fat, 10 mg cholesterol, 60 mg sodium, 17 g carbohydrates, 0 g fiber, 10 g sugar, 1 g protein. Daily values: 2% vitamin A, 2% iron.

1. Christmas Shape Storage Containers 1 ct. **2/\$4.00**
2. Baker's Coconut, Bars or Dipping Chocolate: selected varieties 4 to 14 oz. **2/\$4.00**
3. Keebler Pie Shells: selected varieties 6 oz. or mini 6 ct. **\$1.39**
4. Pillsbury or Robin Hood Flour 5 lb. **\$2.28**
5. PET Evaporated Milk 12 oz. **\$1.18**
6. Planters Pecans 16 oz. **\$8.49**
7. Butter Spritz Cookie Tray 12" **\$16.99**
8. Gourmet Cookie Tray 12" **\$16.99**
9. Thumbprint Cookie Tray 12" **\$16.99**
10. Truffle Fudge Tray 12" **\$16.99**





50% OFF Hy-Vee Kitchen Helpers Bakeware

The season's best cookies begin with the best bakeware—pieces from the Hy-Vee Kitchen Helpers line. Tested by food technologists in the Hy-Vee Test Kitchen, this bakeware suits every level of baking experience, from novice brownie baker to accomplished sugar cookie artist.

Designed with everyday use in mind, the pieces are dishwasher safe. Some include silicone grips* for easy grasping. New insulated cookie sheets ensure even air circulation and browning. All pans have nonstick finishes to give sweet treats a quick getaway from pan to cooling rack. The cover for the oblong (13×9-inch) cake pan makes covering and toting convenient.

The full line of bakeware includes cookie sheets, baking pans, cake pans, springform pans and new insulated baking pans. There's also an assortment of muffin tins, including specialty pans with mini and jumbo muffin cups.

Whether setting up a new kitchen or replacing well-worn baking supplies, ensure baking success with high quality Hy-Vee Kitchen Helpers.

Best Choices for a Well-Stocked Kitchen for Holiday Baking:

Cookie sheets—for Santa's treats

Oblong (13×9-inch) cake pan—for bars and brownies

Muffin pans (mini, regular and jumbo)—for muffins, mini cheesecakes, tarts and more

Springform pan—for deliciously creamy cheesecakes

Loaf pans (assorted sizes)—for quick breads and fruitcake

*Please note: Silicone grips do not stay cool in oven baking conditions.

Save even more with 25% OFF Hy-Vee Kitchen Helpers Pots or Pans

Great meals start with a well-stocked kitchen. Hy-Vee's wide selection of quality stock pots, saucepans, sauté pans and other pots and pans create a kitchen where you can cook with confidence.



HyVee



IT'S A WRAP

It's time to get creative with gift-giving. This year, explore a variety of ways to show love and appreciation to everyone on your list.

WRITTEN BY REBECCA KUZNIAR HOSCHEK AND JENNIFER RUISCH
PHOTOGRAPHED BY KING AU

Shopping for everyone on your gift list is easier than ever. From family to co-workers to friends (even furry friends), find innovative gifts that suit every personality at your nearest Hy-Vee. Check out the fit for these suggestions:

1. MOVIE-NIGHT-IN-A-BOX

Collect the makings for a relaxing stay-at-home movie night. Purchase a few favorite DVDs or a Blockbuster gift card from Hy-Vee. Add a box of popcorn, a popcorn maker and a tub with bowls for sharing. Include some candy and other theater snacks. Wrap up the entertaining gift in a plush blanket for a truly cozy evening.

2. AT-HOME SPA

Encourage a day for total relaxation with a plethora of pampering products. Find an array of candles, lotions and facial masks at Hy-Vee, then wrap them up with a luxurious bath towel or bathrobe. Manicure and pedicure items are also welcome gifts. Complete the gifts with soothing sounds from a relaxation CD.

3. PET LOVER'S GRAB BAG

Holidays are special for pets too. Stop by Hy-Vee to choose colorful and cute ceramic dog and cat bowls along with a few toys from the Paws Pet Toy Line. Pet owners on your list will be impressed with such thoughtfulness, and the lucky pet will appreciate being pampered.

4. BETTER WAKE-UP SET

Help a co-worker or spouse discover that waking up each morning can be the best part of the day. Purchase a Cuisinart Grind & Brew Coffeemaker. Add two holiday mugs along with some specialty coffees, such as Hazelnut, Cinnamon or Vanilla. To go all out for this good-morning starter, add a Cuisinart Toaster, from Hy-Vee. Thanks to you, the recipient of this gift is sure to experience merrier mornings!



5. PHOTOGRAPHER'S PACK

Hy-Vee has everything necessary to create an ideal gift pack for the photographer in your life. From digital cameras to scrapbooking materials, select several photo boxes and fill them with items that can assist in taking and preserving photos. For a fun surprise, include a digital photo frame from Hy-Vee. Or slip in a Hy-Vee gift card so the recipient can visit the Online Photo Center to buy prints, create photo calendars and more. (Go to www.hy-veephoto.com.)

6. PERFECT HOSTESS KIT

For the person who's always hospitable, assemble an assortment of gifts to make the next big event easier. Select a bottle of his or her favorite wine from Hy-Vee's extensive collection. Include an instrumental CD and candles to fill the house with inspiring music and fragrant aromas. For a surefire party hit, buy a fondue fountain from Hy-Vee. Finally, add a book, such as *Seasons Holiday Entertaining*, now available at Hy-Vee.

7. GIFT CARDS THAT FIT

Hy-Vee's selection of gift cards is so extensive that it's fun and easy to make the perfect match for each person on your list. Select from Barnes & Noble for book lovers, iTunes or Best Buy for technology-savvy teens, Bass Pro Shops for active fans of the outdoors, and Starbucks for those who appreciate specialty coffees. You'll choose gifts that fit, without any need for return, when you buy gift cards from Hy-Vee.

Finished shopping for everyone listed? Here's how to personalize those gifts:

- Top with handmade Christmas ornaments.
- Include favorite holiday recipes.
- Tuck in warm socks or mittens.
- Include a book that you've found inspiring.



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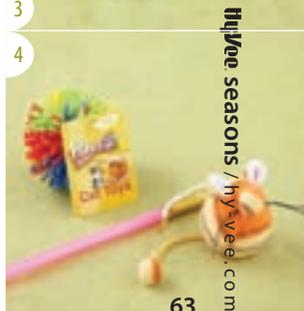
1. Kane Ceramic Pet Mugs
1 ct. \$6.99
Kane Pet Travel Mugs
1 ct. \$5.89
2. Metal Cat Figure with
Two Ceramic Cat Bowls
\$19.98
3. Metal Dog Figure with
Two Ceramic Dog Bowls
\$24.98
4. Paws Pet Toy Line
– 25% off



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HY-VEE GIFTS FOR KIDS



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1. Dora Pony Place Play Packs \$9.99
2. Hot Wheels Rapid Fire Launcher \$14.99
3. Buy Electric Guitar at \$129.00 and receive amp and cable free (\$49.99 value); in-store only. Visit www.hy-vee.com for all your music needs.
4. Wonder Pets Hero Pack \$12.99
5. Disney Princess Doll \$9.99
6. Batman Figure and Knight Cycle \$9.99
7. Dora Stylish Scents \$12.99
8. Hot Wheel Flip N Go \$12.99
9. Diego to the Rescue Vehicle \$9.99
10. Disney Tote Bag \$9.99
11. Shake and Go Racers \$9.99



HY-VEE GIFTS FOR EVERYONE ON YOUR LIST

Right:

1. Rubbermaid Collapsible Ornament Box: holds 24 ornaments \$8.99
2. Rubbermaid Wrap n Craft \$12.99
3. Holiday Books 25% to 40% off: select holiday titles
4. Santa Hat with Fur Cuff 1 ct. \$7.98
5. Candy Cane Adult Santa Hat \$7.98
6. 4-Roll Multi pack Wrapping Paper 125 or 150 sq. ft. \$4.98
7. 50 sq. ft. wrapping paper or 2-3 ct. print pattern boxes 2/\$3.00
8. Holiday Letter- Writing Supplies; 6 styles of Holiday-theme combination packs containing: 12 pc. Printed Computer Paper, 12 pc. Printed Envelopes, and 12 Stickers \$1.48
9. Holiday Address Labels 90 ct. \$1.48
10. Holiday Theme Computer Paper 11" 2/\$3.00



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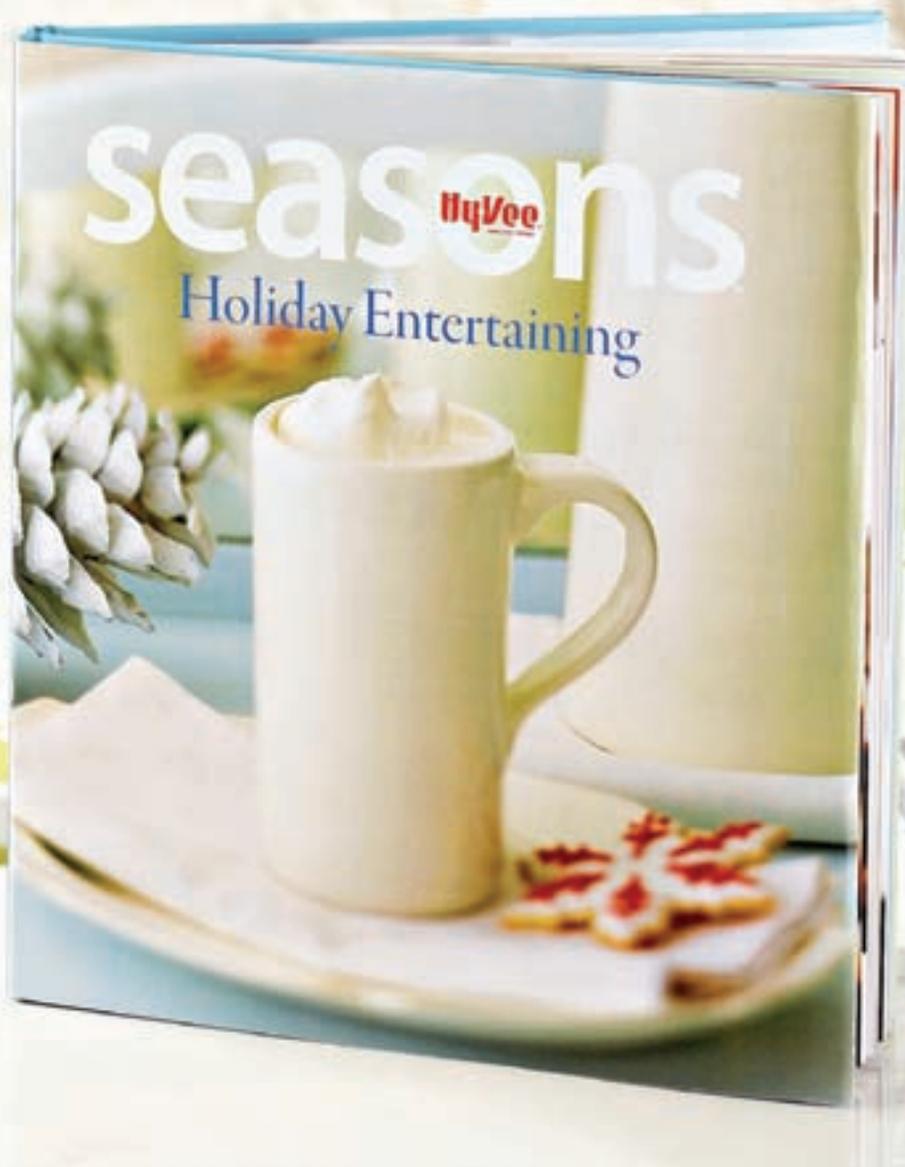


Above:

1. Cuisinart Toaster or Blender \$49.99
2. Cuisinart Hand Blender 1 ct. \$29.99
3. Rival Double Dipper Crock Pot \$19.99
4. Old Fashioned Drink Blender \$24.99
5. Cuisinart Grind & Brew Coffeemaker \$79.99
6. 3-Tier Fondue Fountain or Movie Time Popcorn Maker 1 ct. \$29.99

The essential gift for hosting the best parties, dinners and gatherings!

If you love *Hy-Vee Seasons* magazine, you'll treasure giving and receiving this world-class book filled with great holiday recipes, beautiful decorating projects and event-planning ideas. Destined to be a holiday favorite, you'll want to buy several copies of *Hy-Vee Seasons Holiday Entertaining* for gifts and one to keep. Hurry, before the limited pre-holiday supply is gone. Ask your Hy-Vee Florist to wrap books for giving in the custom wrap especially for this book.



Hy-Vee Seasons Holiday Entertaining includes:

- More than 50 Delicious Hy-Vee Test-Kitchen-Approved Recipes
- Memorable Events with Complete Menus, Prep Plans, Entertaining Tips & Ideas
- Easy-to-Make Craft Projects, Centerpieces & Room Decorations
- Beautiful Tabletop & Buffet Table Settings
- Best How-to Ideas for Hosting Great Events

HY-VEE ONLINE PHOTO CENTER

Choose from a large variety of the season's favorites.



Digital Photo Frame 7" \$69.99



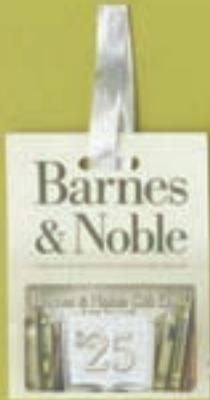
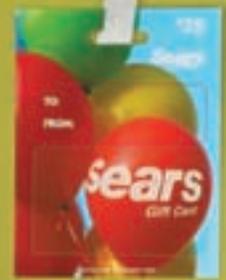
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1. 2009 Calendars: choose from a large selection \$13.99
2. Online Photo Greeting Cards – 25% OFF

Choose from a large variety of digital cameras or create your own 2009 calendar at www.hy-veephoto.com starting at \$24.95.

2





GIFT CARDS AT HY-VEE

All these choices in one convenient location.

AMC Theatres®
 American Airlines®
 Barnes & Noble Booksellers
 Bass Pro Shops®
 Bed, Bath & Beyond®
 BLOCKBUSTER®

Chili's Grill and Bar®
 Foot Locker®
 Gap®
 Home Depot®
 Jo-Ann®
 Kohl's®

Marriott® Hotels
 Old Navy
 Olive Garden®
 Pizza Hut®
 Red Lobster®

Regis Salons
 Sears
 Starbucks Coffee
 Toys "R" Us®
 and more



Velvet Glove or Sparkling Cuff Mini Stocking 7" \$.98

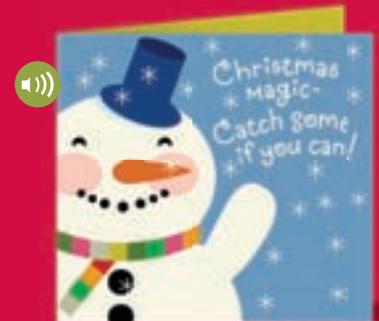
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REMEMBER TO ADD HOLIDAY WISHES TO YOUR GROCERY LIST



new RECORDABLE CARDS
WITH MUSIC \$5.99

A card becomes a prized possession
when it plays the grandkids' voices.



CARDS WITH SOUND \$4.99
Add some fun to a hostess gift with
music or a favorite movie clip.



BOXED CARDS
Now's the time to start spreading
that holiday cheer. Be the brightest
spot on their mantel.

expressions
from
Hallmark

Find Holiday Cards With Music in
the card aisle at Hy-Vee.

VISA® GIFT CARDS

What holiday wouldn't be complete without the top-selling gift card from the Visa gift card collection? These unique card designs offer a fun and easy way to personalize a gift for anyone on your list. Visa gift cards can be used online, by phone, at a favorite retailer (including Hy-Vee!) or anywhere Visa debit cards are accepted. Visa - the right card for the occasion.





Hy-Vee Dietitians

Our in-store dietitians' goals are to provide accurate and practical information about healthful eating and living.

Services offered:

- Personal shopping tours
- Health screenings
- Community and in-store nutrition classes and seminars
- Individual nutritional counseling
- Group supermarket tours
- Food demonstrations
- Weight-loss programs
- Quick-and-easy menu ideas

Typical topics for classes offered at Hy-Vee:

- Healthful slow-cooker and one-dish meals
- 10-week Begin weight-loss program
- Cooking Mediterranean foods for better health
- Prenatal nutrition
- New ways to prepare cancer-fighting foods
- Information for diabetics
- Healthy recipes that school-age kids will love
- Cooking with locally grown foods
- Quick-and-easy ways to cook seafood

Go to www.hy-vee.com and click on "Find a Dietitian Near You" to learn more about classes in your area.

coming next issue

Nutrition is the cornerstone of good health. Learn about wholesome foods and simple changes that you can make toward a more active life. Look for the Health issue of *Hy-Vee Seasons* January 2009.

