



1.98 lb.



Hy-Vee spiral sliced whole ham natural juice

Hy-Vee spiral sliced half ham natural juice ~~\$2.18~~ lb.



Happy Easter

Ad prices effective April 4 - 10, 2012

  Follow us on Facebook and Twitter

2-23
NAMI

.99 Heinz
homestyle gravy
select varieties 12 oz.

23-100
NAMI

.49 Hy-Vee vegetables green beans
or corn, select varieties 14.5 to 15.25 oz.

1
NAMI

2.88 French's French
fried onions original or cheddar 6 oz.

96
NAMI

.69 lb. Fresh golden
sweet potatoes



7.98 Folgers or Butter-nut
coffee select varieties 22.6 to 34.5 oz.

4-25
NAMI

1.88 Wilderness pie filling
cherry or apple 20 or 21 oz. select varieties

11
NAMI

.69 Hy-Vee mandarin
oranges 11 oz.

make it your way



1.29lb. Hy-Vee grade "A" quality frozen turkey



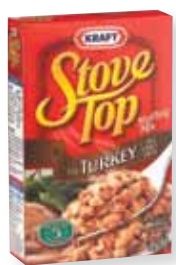
4/5.00 Philadelphia cream cheese original or 1/3 less fat 8 oz. box

21-23



4/3.00 Jell-O pudding or gelatin select varieties .3 to 3.9 oz.

1-25



4/5.00 Stove Top stuffing select varieties 5 or 6 oz.

5-16



1.18 Dole pineapple, tropical fruit or mandarin orange select varieties 15 to 20 oz.

4-25



starting at
15.99

Classic fruit tray

This beautifully arranged fruit tray is perfect for any gathering or family event.



25.00

Signature sparkling berry tray

Hand selected succulent fresh strawberries, raspberries, blueberries and blackberries elegantly displayed and topped with coarse sugar makes a beautiful addition to any event.



starting at
9.99

Classic vegetable tray

This beautifully arranged vegetable tray is perfect for any gathering or family event.



starting at
13.00

Formaggio cheese platter

Premium Di Lusso® hot pepper, provolone, cheddar, Co-Jack and Swiss cheeses, sliced or cubed, make the Formaggio a perfect appetizer, cheese course or after-dinner offering!

make
eat



all you care to eat
easter brunch buffet

Sunday, April 8, 2012

served from 9 a.m. to 1 p.m.

12.99 per person **4.99** children 12 and under

Featuring freshly prepared crisp n' tender or herb roasted chicken, spiral ham, hot dishes, salad bar* and bakery assorted pastries and desserts. *where available dine in only

ke it
sy

11.99
Fruit pie 10"

order your Hy-Vee Homestyle Pie today

APPLE	<input type="checkbox"/> Whole	<input type="checkbox"/> Half
BLUEBERRY	<input type="checkbox"/> Whole	<input type="checkbox"/> Half
CARAMEL APPLE WALNUT	<input type="checkbox"/> Whole	<input type="checkbox"/> Half
CHERRY	<input type="checkbox"/> Whole	<input type="checkbox"/> Half
DUTCH APPLE	<input type="checkbox"/> Whole	<input type="checkbox"/> Half
PEACH	<input type="checkbox"/> Whole	<input type="checkbox"/> Half
PECAN	<input type="checkbox"/> Whole	<input type="checkbox"/> Half
PUMPKIN	<input type="checkbox"/> Whole	<input type="checkbox"/> Half
PINEAPPLE UPSIDE DOWN	<input type="checkbox"/> Whole	<input type="checkbox"/> Half
STRAWBERRY RHUBARB	<input type="checkbox"/> Whole	<input type="checkbox"/> Half

To order Hy-Vee Homestyle Pies, please fill out this checklist and return it to one of our helpful bakery clerks or visit us online at www.hy-vee.com

Name: _____

Address: _____

City: _____

Phone: _____

Pick up date _____ Time _____

6

1 1.19 Just Born Easter peeps
select varieties 10, 12 ct., 2.38 to 3.38 oz.

2 8.99 Whitman's or Russell
Stover Easter chocolate candy
select varieties 7 to 12 oz.

3 10/10.00 Palmer Easter
novelties select varieties 1.5 to 4 oz.

4 2/6.00 M&M's chocolate
candies select varieties 9.9 to 12.6 oz.

5 3.99 Hershey's Easter 6 pack
candy select varieties

6 1.99 Starburst or Skittles Easter
jellybeans select varieties 9 to 14 oz.

7 3.99 Hershey's or Reese's Easter
bunnies or eggs select varieties 5 oz.

8 3/2.00 Reese's or Cadbury
Easter eggs select varieties 1.2 oz.



2.49 Easter baskets
select varieties 10 inch each



.88 Easter grass
1.5 oz.

HuVee.

SLU 15430

Hershey's Easter candy
10 to 12 oz. at \$3.99 each,
Buy two, Get one

free



Purchase of 2 required.
Limit 1 free with coupon.
Limit 1 coupon per customer.
Good April 4 - 10, 2012.



0 00000 15430 7

HuVee.

SLU 15440

**M&M's chocolate
easter candies**
milk chocolate or peanut
42 oz. at \$8.99

1.25 off



Limit \$1.25 off with coupon.
Limit 1 coupon per customer.
Good April 4 - 10, 2012.



0 00000 15440 6

HuVee.

SLU 15680

**Buy one Hershey's big bag
Easter candy** select varieties
17 to 18.5 oz. at \$4.99, **Get two
Cadbury or Reese's Easter
eggs** select varieties 1.2 oz.

free



Limit 2 free with coupon.
Limit 1 coupon per customer.
Good April 4 - 10, 2012.



0 00000 15680 6



1.69 Paas Easter egg decorating kit each



2.99 Russell Stover chocolate rabbit select varieties 6.75 or 7 oz.



9.99
Easter lily 6 inch

save twice

on General Mills cereals

Purchase four General Mills cereals and save \$4 instantly with coupon below



Save an additional \$4 on your next shopping visit (Coupon will print at register.)



16-51
Hy-Vee



Easter is a wonderful time to spend around the dining room table with delicious, traditional family recipes and loved ones to share them with. And we've got all the ingredients you need to make your meal at home a special one. But if your Easter tradition includes Sunday church service and then going out to eat and letting someone else do the cooking and cleanup—well

**A HELPFUL SMILE,
IN EVERY AISLE**

then, consider Hy-Vee for your Easter brunch this year. No need for a reservation and no need to break the bank. You'll find all your

brunch menu favorites like eggs and ham, our delicious fried chicken, fresh fruit, salads and bakery items. Plus you just might find some of your neighbors and friends there as well. And that's what I would call the perfect holiday gathering.

I'm Heather Whitney.
I'm a store director in
Lincoln, NE.

And I'm here to help.

Hy-Vee

SLU 15660

Buy 4 General Mills Cereals
select varieties 8.7 to 21.6 oz.

save **\$4** instantly

Purchase of 4 required. Limit 4 with coupon.
Limit 1 coupon per customer. Good April 4 - 10, 2012.



0 00000 15660 8



5-22
Hy-Vee

4/5.00 Betty Crocker
specialty potatoes
select varieties 4.5 to 6.6 oz.

10-50
NAMI

4.99 Planters mixed
nuts or whole cashews
select varieties 8.25 to 11 oz.

17-37
NAMI

4/10.00 Kellogg's cereal
Rice Krispies 12 oz., Cocoa Krispies 16.5 oz. or
select varieties 10.8 to 15.5 oz.

**1.99**

Lay's potato chips
select varieties 10 or 10.5 oz.
10-25
NAMI

3-11
NAMI

2.99 Kraft miracle
whip or mayo select varieties
22 or 30 fl. oz.

4-8
NAMI

1.68 Hy-Vee pickle spears
select varieties 24 oz.

4-10
NAMI

2/3.00 Pringles
potato crisps
select varieties 162 to 191 gr.



7.99 Dunkin' Donuts
coffee select varieties 11 or 12 oz.

5-6
NAMI

1.18 Hy-Vee
green or ripe olives
select varieties 5.75 or 6 oz.

3/2.00

Swanson broth
select varieties 14 or 14.5 oz.

3-5
NAMI1-11
NAMI

1.99 Kraft salad
dressing or dinner kit
select varieties 12 to 16 fl. oz.

2-28
NAMI

2/5.00 Nabisco Chips
Ahoy! or toasted chips
select varieties 8.1 to 14 oz.

2-30
NAMI

2/5.00 Keebler
Club or snack crackers
select varieties 4 to 16 oz.

Hy-Vee.**Pepsi Products**

12 pack cans or 8 pack bottles 12 fl. oz.
or 6 pack bottles 24 fl. oz. select varieties

4/\$12

Without coupon: 4/14.00. Purchase of 4 required. Limit 1 coupon per
customer. Deposit where required. Good April 4-10, 2012.



0 00000 15540 3

SLU 15540





1.48

Midwest Country Fare
brown or powdered sugar 2 lb.



2.18 Betty Crocker
muffin mix select varieties
15.2 to 18.25 oz.



1.38 Betty Crocker
super moist cake mix select
varieties 15.25 to 18.25 oz.



1.88 Betty Crocker
frosting select varieties 12 to 16 oz.



3/2.00 Tone's spices
select varieties .05 to 1.55 oz.



1.18 Jet-Puffed
marshmallows or creme
select varieties 7 to 10.5 oz.



1.88 Hy-Vee baking chips
select varieties 10 to 12 oz.



Pepperidge Farm swirl bread
select varieties 16 oz.
Buy one at \$3.99, get one

free



2.99 Wesson oil canola,
vegetable or best blend 48 fl. oz.



3.49lb. Farmland
quarter spiral sliced ham
natural juice



20-24
NuMe®

3.99 Farmland sliced
ham, turkey cubes or strips
select varieties 14 or 16 oz.

6.99

Farmland marinated
pork loin filet
select varieties 24 oz.



7
NuMe®

2.98 Farmland
smoked sausage
select varieties 14 oz.



6-7
NuMe®

1.99 Farmland
pork sausage links
12 oz. or 6.4 to 7.5 oz. fully cooked



5-14
NuMe®

3.77 Farmland
sliced bacon 12 or 16 oz.
or 2.1 oz. fully cooked



6
NuMe®

1.88 Farmland
pork sausage 16 oz. roll



2.98 Farmland premium
franks beef or cheese
16 oz. select varieties



9
NuMe®

5.79 Farmland
boneless half ham
2.5 lb.



3.99 Farmland
pork grilling filet
portabella or chipotle 14 oz.




7
NuMe®

4/5.00 Farmland
jumbo hot dogs 16 oz.





2.49 lb. 
 1 1/4" thick cut pork loin
 or center cut chops
 Fresh Blue Ribbon



2.29 lb. Hillshire Farm
 bone in half ham
 bone in whole ham \$1.99 lb.



6.99 lb. Di Lusso Deli
 premium thin sliced ham
 select varieties

ONLY AT HY-VEE



8.77 lb. Bone in standing
 rib roast Amana® 100% natural

ONLY AT HY-VEE



2/9.00 Boneless bacon
 wrapped sirloin filets Amana® 100%
 natural 8 oz.



9.99 lb. Angus boneless
 New York strip steak
 Hy-Vee 100% natural



3.99 lb. Boneless bottom
 round roast Fresh Blue Ribbon beef



2/5.00 Boneless America's
 cut or butterfly pork chops
 Fresh Blue Ribbon 8 oz.



8.99 lb. Fresh boneless
 leg of lamb regular or seasoned



7.99 lb. Fresh bone in
 leg of lamb



3/5.00 Marinated
 boneless skinless chicken breast
 6 oz.

1.88 lb.

**Boneless skinless
chicken breast**

Hy-Vee 100% natural

29
Natural



6.49 lb.

**Thin sliced roast beef
or corned beef**

Hy-Vee quality



3-17
Natural

2.99 Claussen pickles
select varieties 20, 24 or 32 oz.



4-5
Natural

5.99 Farmland
sliced bacon 1.5 lb.



23-33
Natural

2.88 Oscar Mayer deli
shaved meats or chicken strips
select varieties 5.5, 6, 7, 8 or 9 oz.



3.99 lb. Hormel Cure 81®
ham whole or half ham



7-27
Natural

2/4.00 Kraft natural cheese
shredded, chunks, cubes, crumbles, cracker
cuts or fresh takes 5.8 to 9.6 oz.



8.99 lb.
Snow crab clusters
fully cooked



13

7.99 lb.

Salmon fillets
fresh farm raised

87
Natural





1.68

Dole broccoli each

100
/NAB



1.69 lb.

Chile red seedless grapes

91
/NAB



2.48 Hy-Vee
Harvest Club
red potatoes 5 lb. bag



.99 Red radishes
16 oz. pkg.

99
/NAB



Hy-Vee
homegrown.
PICK FRESH. CHOOSE LOCAL.
1.77 Monterey
sliced mushrooms
8 oz. pkg.

96
/NAB



2/4.00 Fresh
blackberries 6 oz. pkg.

91
/NAB

2/4.00 Dole
cut vegetables
select varieties 12 oz.



.99 Hy-Vee
coleslaw mix 16 oz. pkg.



1.99 Grimmway
Farms baby carrots
2 lb. bag



1.49 Brings
yellow onions 3 lb. bag



A HELPFUL SMILE, IN EVERY AISLE

I'm a people person. That's why I love working at Hy-Vee. Our mission is to make our customers' lives easier, healthier and happier. By working in the produce department, I

can definitely help with the healthier part. (Plus is there any easier snack than fresh fruit or veggies?) I even bet I can convince a customer that's not a fan of a certain vegetable to give it a try. Take cabbage, for example. Not everyone's favorite. But there are so many great ways to cook up that cabbage, or even brussels sprouts, that can move those veggies up on the favorites list. Between the advice of Hy-Vee's produce experts and recipes on hy-vee.com, you'll be amazed at how many new foods you just might start to like. Especially the ones that are good for you.

I'm Jafar Rhodes. I'm a produce clerk in Lincoln, NE.

And I'm here to help.



2.99

Tropicana Juice

select varieties 59 oz. or 6 ct. - 8 fl. oz.

11-81



2.28 Pillsbury
pie crusts 14.1 oz.

4



1.99 Hy-Vee 99%
Real Egg 16 oz.

59



2.99 Coffee-mate
coffee creamer select varieties
32 fl. oz.

1



2/4.00 Yoplait kids
or adult yogurt select varieties
4 or 6 ct., 12 to 24 oz.

28-100



1.88 Hy-Vee
sour cream 24 oz.

25



2/4.00 Pillsbury
crescent or cinnamon rolls
select varieties 8 to 13.9 oz.

1-14



3.88 Blue Bunny
premium ice cream 1.75 quart
or Cadbury snack size bars
8 ct. select varieties

4-99



4.99 Mrs. Smith's
pre-baked pies
select varieties 34 or 37 oz.

1-3



3.18 Pillsbury frozen
biscuits or cinnamon rolls
select varieties 17.5 to 25 oz.

2-5

2.99

Eggo waffles

select varieties
25.8 or 29.6 oz.



15-24



1.77 Green Giant
frozen valley fresh steamers
select varieties 11 or 12 oz. or
mini corn on the cob 6 ct.

24-100



5/10.00 Weight
Watchers Smart Ones entrées
classic favorites, select varieties 8.5 to 11.5 oz.

14-34

RED
TAG



4.99 Freschetta or
Red Baron pizza or pasta
select varieties 14.62 to 30.63 oz.

5-20





5.95 Baked ham
and au gratin potatoes includes one side dish

fresh from our kitchen



3.99 3 egg omelet with
toast and hashbrowns (served
during regular breakfast hours)



4.99 Rotisserie
chicken each



4.49 Iced Easter
cookies or decorated cupcakes
6 ct.

Being a Hy-Vee cake decorator is a dream job for me. Mainly because I always get to put a smile on someone's face when they see how I decorated the cake they picked out. Wedding cakes and birthday cakes are my favorites, but I get pretty creative around Easter time, too. We have bunny cakes (those are a must), Easter basket cupcakes, decorated cookies—you name it. We can even make specialized treats for any child's Easter basket. And lucky for me, I have three little ones at home who don't mind when mommy brings a little extra work home for taste-testing.

I'm Katie O'Connor. I'm a Hy-Vee cake decorator.

And I'm here to help.



7.99
Iced Easter bunny cake
8 inch



2.50 Bakery fresh
brown 'n serve rolls 12 ct.



5.88 Quilted
Northern bathroom tissue
12 double rolls, 9 mega rolls,
Brawny paper towels
6 pick a size big rolls
or 8 white rolls select varieties



50% off regular price
Nature Made vitamins
select varieties 12 to 500 ct.



.58 Midwest Country Fare
paper towels 1 roll



1.88 Grand Selections
napkins all occasion 100 ct. or
dinner 40 ct.



25% off regular price
Handi-Foil pans
select varieties 1 to 6 ct.



1.99 Midwest Country
Fare laundry detergent
select varieties 45.4 fl. oz.



3/3.00 Hy-Vee
Soft Essentials facial tissues
select varieties 76, 86 or 160 ct.



25.00 Huggies
or Pampers diapers
select varieties 72 to 112 ct.



21.88 Allegra
allergy relief
24 hour, 45 ct. use as directed

Hy-Vee

SLU 15580

Buy Clorox wipes or 409 spray cleaner
at \$2.78 select varieties 35 ct. or 32 fl. oz. Get

\$2 off

Glad bags kitchen, trash, lawn & leaf 15 to 80 ct.

Purchase of 1 required. Limit 2 off with coupon.
Limit 1 coupon per customer. Good April 4 - 10, 2012



0 00000 15580 9



17.98 Tide
laundry detergent
select varieties 150 fl. oz.



2.38 Solo paper
plates, cups or bowls
select varieties 22 to 50 ct.



2.99 Dawn
dishwashing liquid
select varieties 19 or 24 fl. oz.



2.18 Hy-Vee
storage containers
select varieties 2 to 6 ct.



6.88 Glad bags
kitchen, trash, lawn & leaf
select varieties 15 to 80 ct.



15.99
Budweiser or Bud Light
24 pack cans 12 fl. oz.

15.99
Miller Lite, Genuine Draft,
Coors or Coors Light
24 pack cans 12 fl. oz.

11.99
Kendall-Jackson wine
select varieties 750 ml.



6.99 Shock Top
6 pack bottles
select varieties 12 fl. oz.



22.99 Jack Daniel's
Tennessee whiskey
original or honey 750 ml.



10.99 Mark West
pinot noir wine 750 ml.



6.99 Leinenkugel's
6 pack bottles
select varieties 12 fl. oz.



9.99
Folie á Deux blends wine
select varieties 750 ml.



7.99
Chateau Ste. Michelle
wine riesling or gewürztraminer
select varieties 750 ml.

Every day you'll find a great wine at Hy-Vee for \$3, \$6 and \$9.

\$3

Cutler Creek Wine
select varieties 750 ml.



\$6

Lulu B. Wine
select varieties 750 ml.



\$9

Dolce Bacio, San Felipe or
Running with Scissors Wine
select varieties 750 ml.



Products not available at all locations. Plus deposit on applicable items. Alcoholic beverages not available in Minnesota.



23-44

2/1.00

Campbell's cream soup cream of mushroom or chicken 10.75 oz. (limit 2 total)



1.58

Hy-Vee butter select varieties 16 oz. (limit 2)



1.99

Del Monte
gold pineapple each

Great savings all week at **Hy-Vee**®

Hy-Vee

SLU 15560

Coke 12 pack cans 12 fl. oz.
or 6 pack bottles 24 fl. oz.

4/12.00



Without coupon: 4/14.00
Purchase of 4 required. Limit 1 coupon per customer.
Deposit where required. Good April 4 - 10, 2012.



0 00000 15560 1



1.98

C&H sugar 4 lb.



.89

Cool Whip
whipped topping
select varieties 8 oz.

Ad prices effective April 4 - 10, 2012
We reserve the right to limit quantities

