

Happy New Year, Ya'll! Open REGULAR STORE HOURS THURSDAY, JANUARY 1

# H-E-B This week's BIG SAVINGS

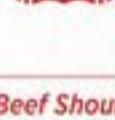


**\$3.99**  
lb.

SAVE up to \$4 per lb.

FRESH! H-E-B Boneless Wagyu Beef Shoulder Roast ..... \$6.99 lb.

FRESH! Texas Style Beef Ribs, boneless shoulder  
USDA Select, Texas-Size Pack ..... \$4.49 lb.



**FRESH!**  
Beef Shoulder Roast  
USDA Select

Limit-2 pkgs. with an  
additional \$10 purchase



ea.

YOUR CHOICE!  
Blackberries  
6 oz. (sold by ea.) or  
Envy Apples  
(sold by the lb.)

**97¢**

lb.

envy



**\$2.99**  
lb.

SAVE up to \$1.48 per lb.

**FRESH!**  
H-E-B Natural  
Boneless Skinless  
Chicken Breasts  
value pack  
Limit-2 pkgs. with an  
additional \$10 purchase



**\$1.97**  
lb.

lb.

FRESH!  
H-E-B Wild Caught  
Jumbo Gulf  
White Shrimp  
16 - 25 ct. per pound



**\$8.97**  
lb.

SAVE up to \$1 per lb.

YOUR CHOICE!  
Sliced  
Baby Bella  
Mushrooms  
8 oz. (sold by ea.) or  
Serrano Peppers  
(sold by the lb.)

**\$1.47**



ea.

lb.



OFFICIAL TAILGATE HEADQUARTERS OF THE  
**HOUSTON TEXANS**



**H-E-B**



FRESH!  
Center Cut  
Pork Loin  
Rib Chops  
bone-in,  
value pack  
Limit-2 pkgs.  
with an additional  
\$10 purchase

**\$2.99**  
lb.



**\$6.97**  
ea.

SAVE up to \$3 ea.

H-E-B  
Wild Caught  
North Atlantic  
Coldwater  
Lobster Tails  
4 - 5 oz. avg.  
previously frozen

WHEN YOU  
BUY \$15 OF  
H-E-B  
Fish Market  
Seasoned or  
Marinated Raw  
Seafood Items  
(excludes burgers,  
seafood cakes,  
and meatballs)

**SAVE  
\$3  
OFF  
YOUR  
BASKET**

with yellow coupon  
in-store or online



ea.

WHEN YOU  
BUY \$15 OF  
H-E-B Organics® Items  
(excludes beef)

**SAVE  
\$3  
OFF  
YOUR  
BASKET**

with yellow coupon  
in-store or online



Organic

# LIVE Well Your WAY

Any  
field & future  
by H-E-B  
Items

**SAVE  
20%**

when you clip Digital  
Coupon in My H-E-B App



WHEN YOU BUY  
\$20 OF H-E-B  
Vitamins, Minerals,  
Supplements, or  
Probiotics

**SAVE  
\$5 OFF  
YOUR  
BASKET**

with yellow coupon  
in-store or online



Yoplait  
Yogurt  
8 pk.  
assorted varieties



**SAVE  
20%**  
with yellow coupon  
in-store or online

**SAVE \$1**  
H-E-B  
Light Orange  
Juice  
52 oz.  
no pulp or  
some pulp

**\$3.48**  
ea.  
with yellow coupon  
in-store or online



**BUY**  
Meal Simple®  
Microwaveable  
Soup, 32 oz.  
assorted varieties



**GET  
FREE!**  
with yellow coupon  
in-store or online

H-E-B  
Saltine Crackers  
8 oz.  
original or jalapeño



**SAVE up to \$1.98!**

**SAVE 50¢**  
H-E-B  
Split Top  
Honey Wheat  
Bread, 20 oz.



**\$2.18**  
ea.  
with yellow coupon  
in-store or online



**\$5.27**  
ea.  
with yellow coupon  
in-store or online

**SAVE \$1**  
Hershey's or  
Reese's  
Frozen Fruit  
8 oz.  
assorted varieties

**BUY**  
MightyCrust  
by H-E-B™  
Frozen Cauliflower  
Pizza, 9.7 - 11.8 oz.  
assorted varieties



**GET  
FREE!**  
with yellow coupon  
in-store or online

H-E-B  
Frozen Riced  
Veggie Cauli Rice  
12 oz., assorted varieties



**SAVE up to \$2.38!**

**2 for \$8**  
with yellow coupon  
in-store or online  
**WHEN YOU BUY 2**

**SAVE \$1**  
H-E-B  
Sweetened or  
Unsweetened  
Sparkling Water  
12 pk., 12 oz. cans,  
assorted varieties

**BUY two (2)**  
Rambler  
Sparkling Water  
8 - 12 pk., 12 oz. cans  
assorted varieties

**GET 3RD  
FREE!**  
with yellow coupon  
in-store or online  
**SAVE up to \$5.97!**



**BUY**  
1877  
Mineral Water  
by H-E-B®  
12 pk., 12 oz. btls.  
assorted varieties



**GET  
FREE!**  
with yellow coupon  
in-store or online

Central Market  
Veggie Straws, Sticks,  
Chips, or Popcorn  
5.5 - 10 oz., assorted varieties

**SAVE up to \$4.78!**

H-E-B  
Texas Tough®  
Double Zipper  
Snack or  
Sandwich Bags  
30 - 300 ct.  
assorted varieties



**SAVE  
50¢**  
with yellow coupon  
in-store or online

our goods  
Disposable  
Food  
Containers  
25 ct.  
assorted varieties

**SAVE  
\$2**  
with yellow coupon  
in-store or online



**WHEN YOU  
BUY \$25 OF**  
Any Native  
Deodorant, Body  
Wash, Hair Care,  
Skin Care, Hand or  
Body Lotion Items

**SAVE  
\$5 OFF  
YOUR  
BASKET**  
with yellow coupon  
in-store or online



**\$9.99**  
lb.  
**SAVE up to \$7 per lb.**

**FRESH!**  
H-E-B Wagyu  
Center Cut  
Beef Sirloin  
Steak  
value pack  
Limit-2 pkgs.  
with an additional  
\$10 purchase

**\$4.99**  
ea.  
**SAVE  
\$2.50**  
with yellow coupon  
in-store or online  
**WHEN YOU BUY 2**

**FRESH!**  
H-E-B  
Natural  
Ground Turkey  
93% lean, 16 oz.

**\$3.99**  
lb.  
**SAVE up to \$1.50 per lb.**

**FRESH!**  
H-E-B Natural  
Boneless Skinless  
Thin Sliced  
Chicken Breasts  
value pack

## MEAT MARKET



**BUY 2 LBS. OR MORE OF**

H-E-B Wild Caught  
Fresh Extra Jumbo  
White Gulf Shrimp



**GET  
FREE!**  
with yellow coupon  
in-store only

Stick + Tine  
Chile Garlic Crisp  
Cooking Sauce, 6.5 oz.



**WHILE SUPPLIES LAST. LIMITED TO STOCK ON HAND.**

We reserve the right to limit quantities.

# Freshness YOU CAN COUNT ON!



**\$2.97 ea.**

Red Scarlet Rose Dragon Fruit

**FRESH!**  
Salad Kits  
any brand  
(excludes Grab & Go  
Salad Bowls)

**SAVE \$1**  
with yellow coupon  
in-store or online  
**WHEN YOU BUY 2**



**H-E-B**  
Texas Roots™  
Juice Oranges  
8 lb. bag, or  
Grapefruit  
10 lb. bag

**SAVE \$1**  
with yellow coupon  
in-store or online



**SAVE \$1**  
with yellow coupon  
in-store only



**WHEN YOU BUY 1 LB. OR MORE OF**  
H-E-B Premium White or Red Grapes

**BUY**  
EverCrisp Apples, 2 lb. bag

**GET FREE!**  
with yellow coupon  
in-store or online



**H-E-B**  
Made in Texas Peanut Butter, 18 oz.,  
assorted varieties

**SAVE up to \$2.98!**



**10% off**

Non-Alcoholic Wines

Discount applies to non-alcoholic and alcohol removed wine. Assortment may vary by store. Discount reflected at shelf. Inventory on hand only. Available in-store and via H-E-B Curbside where available.

**FORMUFIT**  
by H-E™  
Whey Protein Blend,  
Pre-Workout, or  
BlenderBottle

**SAVE 20%**  
with yellow coupon  
in-store or online



**MEAL SIMPLE**  
Green, Pasta, or  
Grain Salads

**SAVE \$3**  
with yellow coupon  
in-store or online  
**WHEN YOU BUY 2**



**H-E-B**  
Mi Tienda®  
Rosca de Reyes  
2.2 - 4.4 lbs.,  
assorted varieties

**SAVE \$1**  
with yellow coupon  
in-store or online



**SAVE \$1**  
Zenergy Bouquet

**\$11.98 ea.**  
with yellow coupon  
in-store or online



## MORE BIG SAVINGS!

**SAVE \$1**  
General Mills  
Family Size Cinnamon Toast Crunch, 18.8 oz.,  
Lucky Charms 18.6 oz.,  
Reese's Puffs, 19.7 oz.,  
Trix, 16.1 oz., Cocoa Puffs 18.1 oz., or Cookie Crisp Cereal, 18.3 oz.,  
assorted varieties

**\$3.93 ea.**  
with yellow coupon  
in-store or online



Nescafé Vanilla Espresso Concentrate, 10 oz.,  
Gold Espresso, 3.5 oz.,  
Ice Roast, 6 oz., or Clásico Instant Coffee 7 oz.,  
assorted varieties

**SAVE \$1**  
with yellow coupon  
in-store or online



**BUY**  
Starbucks Frappuccino Coffee Drink 4 pk., 9.5 oz. btl.,  
assorted varieties

**GET FREE!**  
with yellow coupon  
in-store or online



**Quaker**  
Instant Oatmeal 8 - 10 ct.,  
assorted varieties

**SAVE up to \$3.97!**

**H-E-B**  
Tortilla Chips  
11 - 14 oz.,  
assorted varieties

**SAVE \$1**  
with yellow coupon  
in-store or online  
**WHEN YOU BUY 2**



**Poppi Soda**  
12 oz. can,  
assorted varieties

**3 for \$5**  
with yellow coupon  
in-store or online  
**WHEN YOU BUY 3**



**BUY two (2)**  
Rao's Homemade Alfredo or  
Pasta Sauce, 15 - 24 oz.,  
assorted varieties

**GET FREE!**  
with yellow coupon  
in-store or online



**Rao's**  
Homemade Pasta 16 oz.,  
assorted varieties

**SAVE up to \$2.98!**

**BUY**  
Lipton Pure Leaf Tea  
12 pk., 16.9 oz. btl.,  
assorted varieties

**GET FREE!**  
with yellow coupon  
in-store or online

**Bare**  
Fruit Chips, 2.7 - 3.4 oz.,  
assorted varieties

**SAVE up to \$5.83!**



**H-E-B**  
No Scratch, Light Duty, or Heavy Duty Scrub Sponges 3 pk.

**2 for \$3**  
with yellow coupon  
in-store or online  
**WHEN YOU BUY 2**



**Blue Buffalo or Heritage Ranch by H-E-B Pet Food or Treats**  
assorted varieties

**SAVE 15%**  
with yellow coupon  
in-store or online



**K**  
KITCHEN & TABLE  
H-E-B  
Borosilicate Bakeware  
assorted varieties

**SAVE 20%**  
with yellow coupon  
in-store or online



**H-E-B**  
Charcoal Briquets  
16 lb. bag, regular or Texas mesquite

**SAVE \$2**  
with yellow coupon  
in-store or online



**H-E-B**  
Charcoal Lighter Fluid 32 oz.

**SAVE \$1**  
with yellow coupon  
in-store or online



PRICES GOOD AT THESE PARTICIPATING H-E-B STORES:

Houston-area H-E-B Stores.

Items not available at Central Market.

WHILE SUPPLIES LAST. LIMITED TO STOCK ON HAND.

We reserve the right to limit quantities.



My H-E-B

# DOWNLOAD THE MY H-E-B APP OR VISIT **HEB.COM** TO SEE OUR WEEKLY AD.

*Offers shown on app screen are examples only and may not reflect actual offers.*

The image displays a weekly ad flyer on the left and a smartphone screen showing the My H-E-B app on the right. The flyer features various grocery items like ground chuck, chicken breasts, and cherries, each accompanied by a yellow 'SAVE!' button. The app screen shows a similar layout with deals for items like fresh corn, seasoned chicken, and Texas roots, also featuring 'SAVE!' buttons. The app interface includes a navigation bar at the bottom with icons for Home, Shop, Coupons, Orders, and Account.

Download on the App Store

GET IT ON Google Play

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Sign up to receive our  
weekly ad right in your inbox!