



Start the New Year with

BIG SAVINGS

We're open New Year's Day REGULAR STORE HOURS, DECEMBER 31 AND JANUARY 1



\$6⁹⁷
lb.



FRESH!
H-E-B Prime 1
Boneless Beef
Top Sirloin Steaks
USDA Prime, value pack
Limit-2 pkgs. with an
additional \$10 purchase

SAVE up to \$5.02 per lb.



97¢
lb.

Red Seedless
Grapes

YOUR CHOICE!
Pork Baby Back Ribs
or St. Louis Style
Pork Spareribs
sold in the bag
Limit-2 pkgs. of each with
an additional \$10 purchase



\$1⁹⁷
lb.

SAVE up to \$1.70 per lb.

EZ PEEL!
Jumbo Raw
White Shrimp
16 - 25 ct. per pound
farm-raised
previously frozen



\$5⁹⁷
lb.

SAVE up to \$2.50 per lb.



FRESH!
Ground Chuck Patties
Texas-Size Pack

12 patties
for **\$12**



\$6⁹⁷
ea.

SAVE up to \$3 ea.



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



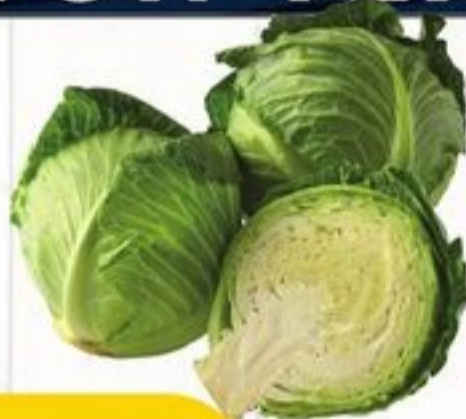
OFFICIAL TAILGATE HEADQUARTERS OF THE
HOUSTON TEXANS



3 LB. BAG

\$2
ea.

H-E-B
Bella Mandarins



33¢
lb.

Green
Cabbage



SAVE
\$5
with yellow
coupon
in-store or
online

H-E-B Sushiya®
Party Trays
20.9 - 51.7 oz.
assorted varieties

WINE FAVORITES Sale

Dec. 25 thru Dec. 31

Sweet, Sparkling &
Ready to Drink
Cocktail Mixes

10% off



Look for the tag at shelf
Wine FAVORITE

Deli
Cheese Shop
Fresh Cut or
Prepackaged
Cheeses, or
Charcuterie
any brand

SAVE
20%
with yellow coupon
in-store or online



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

Party Trays or
Cheese Boards
Located in Bakery, Deli,
Produce, and Seafood;
excludes Sushiya

MEAL DEAL

save
more
than

\$12

in

FREE ITEMS
with yellow coupons in-store or online

BUY two (2)
FRESH! Hill Country Fare
Beef Fajitas, Texas-Size Pack,
H-E-B Mi Tienda® Beef Fajitas
or H-E-B Thigh or Breast Fajitas
value pack, assorted varieties



get 4 items
free!

with yellow coupons in-store or online

- H-E-B Mi Tienda® Refried Beans
17.6 oz., assorted varieties
- H-E-B Original Fajita or Butter Flavored
Flour Tortillas, 20 ct.
- H-E-B Mi Tienda® Cheese, 10 oz., assorted varieties
- H-E-B Mi Tienda® Refresco, or
H-E-B Mini Soft Drinks, 6 pk. cans, assorted varieties



Prices good Thursday, December 25 thru Wednesday, December 31, 2025



heb.com



WIC ACCEPTED HERE

H-E-B GIFT CARDS
are reloadable in-store
for use in-store or
for online purchases.

WHILE SUPPLIES LAST. LIMITED TO STOCK ON HAND. WE RESERVE THE RIGHT TO LIMIT PURCHASES.

H1225p01z60,62,64,70

COUNTDOWN to 2026!



\$8.46 ea.
with yellow coupon
in-store or online

SAVE \$2
1877 Mineral Water
by H-E-B®
12 pk., 12 oz. btl.
assorted varieties

H-E-B
Thin Wheat,
Rich & Crisp, or
ITZ-A Crackers
8.5 - 13.7 oz.
assorted varieties

2 for \$5
with yellow coupon
in-store or online
WHEN YOU BUY 2



BUY
Fischer & Wieser
Four Star Provisions
Texas Heat
Pepper Jelly, 12 oz.

GET FREE!
with yellow coupon
in-store or online

H-E-B
Cream Cheese Spread
8 oz., assorted varieties
SAVE up to \$2.53!



H-E-B
Sodas
2 L btl.
assorted varieties

4 for \$5
with yellow coupon
in-store or online
WHEN YOU BUY 4



H-E-B Bakery
Buñuelos
6 or 12 ct., or
My Nanas Buñuelo
Rounds or Chips
9 - 9.5 oz.
assorted varieties

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



BUY
H-E-B
Dry Cured Diced
Bacon, 12 oz.

GET FREE!
with yellow coupon
in-store or online

H-E-B
Dried
Blackeyed
Peas, 16 oz. bag



SAVE \$1.50
with yellow coupon
in-store or online

FRESH!
H-E-B
Meatballs or
Sausage Links
assorted varieties

H-E-B
Fancy
Shredded
Cheese
8 oz.
assorted varieties

2 for \$5



BUY two (2)
H-E-B
Blackeye Peas
15.5 oz. cans

GET FREE!
with yellow coupon
in-store or online

Hill Country Fare
Corn Bread Mix, 6 oz.
assorted varieties
SAVE up to 68¢!



Cheetos, Doritos,
Fritos, Ruffles,
Munchies or Tostitos
Party Size Chips
12 - 18 oz., or Tostitos
Salsa or Dip
15 - 15.75 oz.
assorted varieties

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



H-E-B
Tortilla, Potato or
Corn Chips, Cheese
Curls, Pretzels, or
Pork Rinds
5 - 18 oz.
assorted varieties

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



BUY ONE (1)
La Costeña
Sauce or Salsa
16.7 oz., assorted varieties

GET 2ND FREE!
with yellow coupon
in-store or online

SAVE up to \$2.48!



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

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



Bic
Classic or
Flex Wand
Multi-purpose
Lighters
(excludes
Texas Edition and
multipack items)

2 for \$5
with yellow coupon
in-store or online
WHEN YOU BUY 2



BUY
H-E-B
Plates, 50 ct.
assorted varieties

GET FREE!
with yellow coupon
in-store or online

H-E-B
Cutlery, 24 ct.
assorted varieties
SAVE up to \$1.78!



SAVE \$6
with yellow coupon
in-store or online

Energizer Max
AA or AAA
Batteries
16 or 24 pk.

WHEN YOU BUY
\$30 OF
Bounce, Cascade,
Cheer, Dawn,
Downy, Dreft,
Febreze, Gain,
Mr. Clean, 9 Elements,
Swiffer or Tide Items
Limit one per household

SAVE \$5 OFF YOUR BASKET
when you clip Digital
Coupon in My H-E-B App



Downy or Gain In-Wash
Scent Booster Beads
24 - 30.1 oz., **Liquid Fabric**
Conditioner, 190 loads,
Downy Ultra Soft
Fabric Softener, 138 loads,
Rinse & Refresh Laundry
Odor Remover, 48 oz.
assorted varieties, or
Tide Rinse, 62 oz.

SAVE \$3
with yellow coupon
in-store or online



SEAFOOD FLAVORS

SAVE \$3
All Natural
Jumbo
Shrimp Ring &
Cocktail Sauce
16 oz.

\$9.97 ea.
with yellow coupon
in-store or online



H-E-B
Frozen Panko
Breaded
Butterfly Shrimp
32 oz.
Texas-Size Pack

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



SAVE \$4
with yellow coupon
in-store or online
WHEN YOU BUY 2

H-E-B Simply
Wrapped™
Shrimp or
Seafood
Poppers
18.5 - 20.32 oz.

WHILE SUPPLIES LAST. LIMITED TO STOCK ON HAND.
We reserve the right to limit quantities.

Freshness YOU CAN COUNT ON!



SAVE \$3 OFF YOUR BASKET
with yellow coupon in-store or online

WHEN YOU BUY \$12 OF
H-E-B Fresh Cut Ingredients, 3 - 9 oz., Blackeyed Peas, 12 oz., Bagged Greens, 16 oz., or H-E-B Bakery Corn Bread, assorted varieties (excludes Fresh Cut Garlic 6 oz.)

H-E-B Guacamole, Salsa, or Pico de Gallo, or H-E-B Mi Tienda® Salsa, 10 - 16 oz. assorted varieties

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



BUY
H-E-B Fresh Cut Ingredients Peeled Garlic Cloves, 6 oz.

GET FREE!
with yellow coupon in-store or online

FRESH!
Greens, Kale, Mustard, Collard, Turnip, or Spinach, 1 bunch

SAVE up to \$1.58!



H-E-B Key Limes

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



H-E-B Fresh Baby Carrots

\$1.47 ea.

2 LB. Texas-Size



H-E-B Made Fresh In-Store Ranch Dressing, 15 oz., \$3.98 ea.

BUY
Grown Wild™ by H-E-B® Wildflower Bouquet

GET FREE!
with yellow coupon in-store or online

H-E-B Flavor Favorites Grown Wild Wildflower Bouquet Candle or Wax Melts, 2.5 - 4 oz.

SAVE up to \$5!



Martinelli's Sparkling Juice 25.4 oz. assorted varieties (excludes Organic Sparkling)

2 for \$7
with yellow coupon in-store or online
WHEN YOU BUY 2



hiyo Organic Non-Alcoholic Sparkling Social Tonic Singles or Multipacks

SAVE 25%
with yellow coupon in-store or online



WHEN YOU BUY \$15 OF
Meal Simple® Oven-Ready Starters assorted varieties

SAVE \$3 OFF YOUR BASKET
with yellow coupon in-store or online



BUY
Meal Simple® Quiche, 24 oz. assorted varieties

GET FREE!
with yellow coupon in-store or online

H-E-B Fresh Cut Watermelon, Cantaloupe, or Pineapple Chunks, 10 - 11 oz.

SAVE up to \$2.98!



BUY
Meal Simple® Oven-Ready Comfort Meal assorted varieties

GET FREE!
with yellow coupon in-store or online

Gold Peak Ready to Drink Tea 59 oz., assorted varieties

SAVE up to \$3.28!



MORE BIG SAVINGS!

Coca-Cola, Diet Coke or Coca-Cola Zero 6 pk., .5 L. btls. assorted varieties

3 for \$11
with yellow coupon in-store or online
WHEN YOU BUY 3



SAVE \$2
Midtown by H-E-B™ Frozen Flatbread Pizza 9.3 - 10.93 oz. assorted varieties

\$3.98 ea.
with yellow coupon in-store or online



SAVE \$1
H-E-B Creamy Creations® Ice Cream or Sherbet half gallon assorted varieties

\$4.98 ea.
with yellow coupon in-store or online



SAVE \$1
Central Market Totopos Tortilla Chips 12 oz. assorted varieties

\$2.98 ea.
with yellow coupon in-store or online



Any H-E-B Frozen Pizza Snacks, Mozzarella Sticks, Jalapeño Poppers, Egg Rolls, Potstickers, Mac & Cheese Bites, or Hill Country Fare Frozen Taquitos, Chicken Sandwiches or Cheeseburgers (excludes vegetable egg rolls)

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



Swoon® by H-E-B® Ice Cream 1 pint assorted varieties

2 for \$6
with yellow coupon in-store or online
WHEN YOU BUY 2



BUY two (2)
Pepsi or Diet Pepsi 2 L. btl. assorted varieties

GET 3RD FREE!
with yellow coupon in-store or online

SAVE up to \$2.64!



BUY
H-E-B Our Finest® Bath Tissue 24 mega rolls

GET FREE!
with yellow coupon in-store or online

H-E-B Our Finest® Flushable Wipes 84 ct., assorted varieties

SAVE up to \$3.17!



Tide or Gain Liquid, 83 - 113 loads, PODS or Flings! 60 - 112 ct., or Power•PODS Laundry Detergent, 45 - 63 ct. assorted varieties (excludes Gain 107 loads)

SAVE \$3
with yellow coupon in-store or online



Oster Classic Series Blender black or white

SAVE \$10
with yellow coupon in-store or online



WHEN YOU BUY \$25 OF
Any Olay, Old Spice, Mielle, Ivory, Safeguard, Pantene, Head & Shoulders, Aussie, Herbal Essences Personal Cleansing, Hair or Skin Care, Liquid Hand Soap, Hand & Body Lotion, or Secret or Gillette Deodorant

SAVE \$5 OFF YOUR BASKET
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



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.

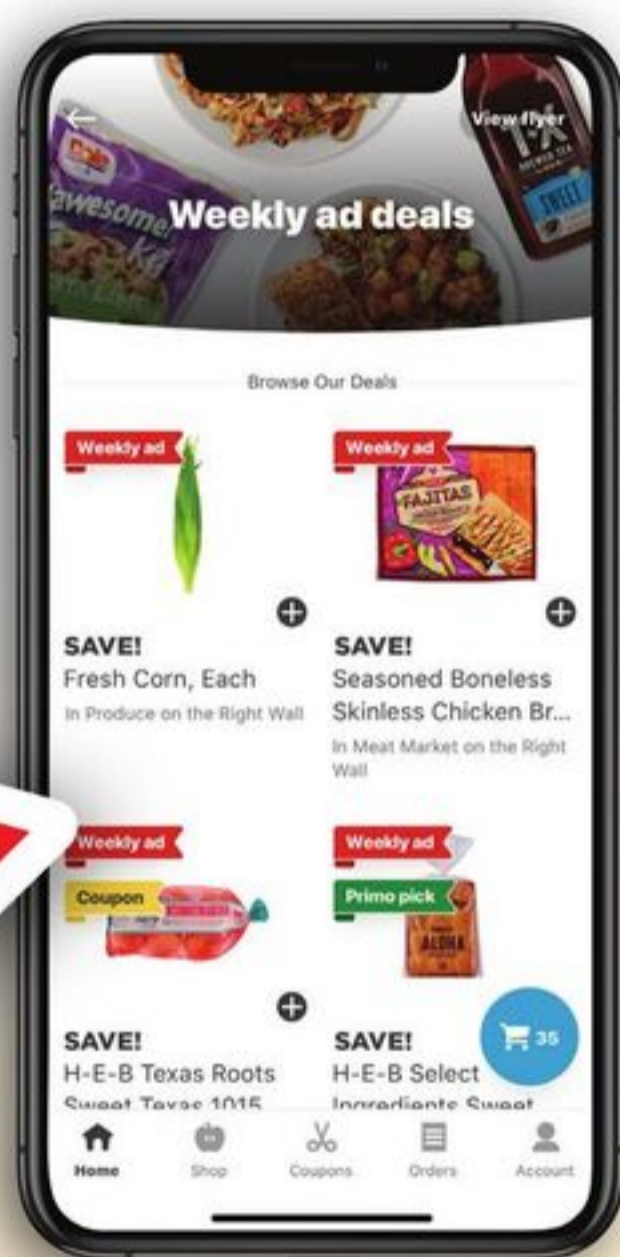
We reserve the right to limit quantities.



My H-E-B

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