



Start the New Year with **BIG SAVINGS**

We're open New Year's Day

REGULAR STORE HOURS, DECEMBER 31 AND JANUARY 1



\$6.97
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



OR



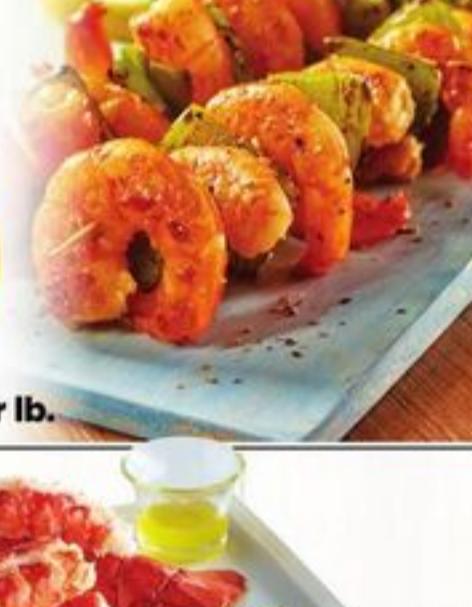
\$1.97
lb.

SAVE up to \$1.70 per lb.

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

\$5.97
lb.

SAVE up to \$2.50 per lb.



**TEXAS-SIZE
PACK**
FRESH!
Ground Chuck Patties
Texas-Size Pack



**12 patties
for \$12**



\$6.97
ea.

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

SAVE up to \$3 ea.



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



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 in 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



Texas
WIC
ACCEPTED
HERE



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

H1225p01z60,62,64,70

COUNTDOWN to 2026!

 <p>\$8.46 ea. with yellow coupon in-store or online</p>	<p>H-E-B Thin Wheat, Rich & Crisp, or ITZ-A Crackers 8.5 - 13.7 oz., assorted varieties</p> <p>2 for \$5 with yellow coupon in-store or online WHEN YOU BUY 2</p>	<p>BUY Fischer & Wieser Four Star Provisions Texas Heat Pepper Jelly, 12 oz.</p> <p>GET FREE! with yellow coupon in-store or online</p> <p>H-E-B Cream Cheese Spread 8 oz., assorted varieties SAVE up to \$2.53!</p>
<p>H-E-B Sodas 2 L btl., assorted varieties</p> <p>4 for \$5 with yellow coupon in-store or online WHEN YOU BUY 4</p>	<p>H-E-B Bakery Buñuelos 6 or 12 ct., or My Nanas Buñuelo Rounds or Chips 9 - 9.5 oz., assorted varieties</p> <p>SAVE \$1 with yellow coupon in-store or online WHEN YOU BUY 2</p>	<p>BUY H-E-B Dry Cured Diced Bacon, 12 oz.</p> <p>GET FREE! with yellow coupon in-store or online</p> <p>H-E-B Dried Blackeyed Peas, 16 oz. bag</p>
 <p>SAVE \$1.50 with yellow coupon in-store or online</p> <p>FRESH! H-E-B Meatballs or Sausage Links assorted varieties</p>	<p>H-E-B Fancy Shredded Cheese 8 oz., assorted varieties</p> <p>2 for \$5</p>	<p>BUY two (2) H-E-B Blackeye Peas 15.5 oz. cans</p> <p>GET FREE! with yellow coupon in-store or online</p> <p>Hill Country Fare Corn Bread Mix, 6 oz., assorted varieties SAVE up to 68¢!</p>
<p>Cheetos, Doritos, Fritos, Ruffles, Munchies or Tostitos Party Size Chips 12 - 18 oz., or Tostitos Salsa or Dip 15 - 15.75 oz., assorted varieties</p> <p>SAVE \$1 with yellow coupon in-store or online WHEN YOU BUY 2</p>	<p>H-E-B Tortilla, Potato or Corn Chips, Cheese Curls, Pretzels, or Pork Rinds 5 - 18 oz., assorted varieties</p> <p>SAVE \$1 with yellow coupon in-store or online WHEN YOU BUY 2</p>	<p>BUY ONE (1) La Costeña Sauce or Salsa 16.7 oz., assorted varieties</p> <p>GET 2ND FREE! with yellow coupon in-store or online SAVE up to \$2.48!</p>
<p>H-E-B Charcoal Briquets 16 lb. bag, regular or Texas mesquite</p> <p>SAVE \$2 with yellow coupon in-store or online</p>	<p>BiC Classic or Flex Wand Multi-purpose Lighters (excludes Texas Edition and multipack items)</p> <p>2 for \$5 with yellow coupon in-store or online WHEN YOU BUY 2</p>	<p>BUY H-E-B Plates, 50 ct., assorted varieties</p> <p>GET FREE! with yellow coupon in-store or online</p> <p>H-E-B Cutlery, 24 ct., assorted varieties SAVE up to \$1.78!</p>
 <p>SAVE \$6 with yellow coupon in-store or online</p> <p>Energizer Max AA or AAA Batteries 16 or 24 pk.</p>	<p>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</p> <p>SAVE \$5 OFF YOUR BASKET when you clip Digital Coupon in My H-E-B App</p>	<p>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.</p> <p>SAVE \$3 with yellow coupon in-store or online</p>

SEAFOOD FLAVORS

<p>SAVE \$3 All Natural Jumbo Shrimp Ring & Cocktail Sauce 16 oz.</p> <p>\$9.97 ea. with yellow coupon in-store or online</p>	<p>H-E-B Frozen Panko Breaded Butterfly Shrimp 32 oz., Texas-Size Pack</p> <p>SAVE \$2 with yellow coupon in-store or online</p>	<p>H-E-B Simply Wrapped™ Shrimp or Seafood Poppers 18.5 - 20.32 oz.</p>
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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!

2 LB. BAG

H-E-B
Key Limes



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

2 LB. Texas-Size

H-E-B
Fresh
Baby Carrots



\$147 ea.

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.

WILD



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

MEAL SIMPLE



**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.

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!

3 for \$11

with yellow coupon
in-store or online

WHEN YOU BUY 3

**Coca-Cola,
Diet Coke or
Coca-Cola Zero**

6 pk., .5 L btl.

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

WHEN YOU BUY 3



SELECT INGREDIENTS

MIDTOWN

FLATBREAD PIZZA

CHICKEN

SAVE \$1
H-E-B
Creamy
Creations®
Ice Cream or
Sherbet

half gallon
assorted varieties



SELECT INGREDIENTS

CREAMY CREATIONS

COOKIES & CREAM

BUTTER PECAN

\$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

TOTOPOS

TORTILLA CHIPS

**BLUE CORN
WITH SEA SALT**

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 Cheesburgers
(excludes vegetable egg rolls)

SAVE \$1

with yellow coupon
in-store or online

WHEN YOU BUY 3



SELECT INGREDIENTS

MIDTOWN

FLATBREAD PIZZA

CHICKEN

2 for \$6

with yellow coupon
in-store or online

WHEN YOU BUY 2



SWOON

LEMON LIME PIE

LEMON LIME PIE

LEMON LIME PIE

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!

PEPSI

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

WHEN YOU BUY 2



**HEB
Our Finest**

24 MEGA ROLLS

OUR FINEST

SOFT

24 MEGA ROLLS</



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!