



This week's BIG SAVINGS



\$9.99
lb.

FRESH!
Beef
Ribeye Steaks
bone-in
USDA Choice
value pack

SAVE up to \$6 per lb.

YOUR CHOICE!

FRESH!
H-E-B Seasoned
Boneless, Skinless
Chicken Breasts or
Thighs for Fajitas
value pack



\$2.49
lb.

SAVE up to \$1 per lb.

FRESH!

Hill Country Fare
Thin Sliced
Boneless Skinless
Chicken Breast

\$2.99
lb.

SAVE up to \$1.40 per lb.

H-E-B Natural
Boneless
Turkey Breast



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

This week's BIG SAVINGS



\$147
ea.

YOUR CHOICE!
Blackberries, 6 oz., or
LARGE!
Round Mangos

COSMIC CRISP



\$1.27
lb.

YOUR CHOICE!
Bosc Pears or
Beefsteak Tomatoes

97¢
lb.



4 LB. BAG

H-E-B
Navel Oranges

\$2.97
ea.



FRESH SEAFOOD DAILY!

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



\$8.97
lb.

SAVE up to \$1 per lb.

FRESH!
Rainbow Trout Fillets
responsibly raised
Product of U.S.A.

\$6.97
lb.

SAVE up to \$2 per lb.



OUR BIGGEST DEALS IN TEXAS!



SAVE
\$1 with
yellow
coupon
in-store
only

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



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

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



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

**WHEN YOU
BUY \$20 OF**
H-E-B
Grass Fed Beef

Any
Field & Future
by H-E-B™ Items

SAVE
20%

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



Higher Harvest
by H-E-B™ Products
assorted varieties

SAVE
20%

with yellow coupon
in-store or online



WHILE SUPPLIES LAST. LIMITED TO STOCK ON HAND.

We reserve the right to limit quantities.

Prices good Wednesday, January 7 thru Tuesday, January 13, 2026 only at your neighborhood H-E-B Stores.

heb.com



H-E-B MEAL DEAL

save more than

\$7 in

FREE ITEMS

with yellow coupons in-store or online

BUY

Striped Pangasius (Swai)
Fillets, 4 lb. bag



get 3 items free!

with yellow coupons in-store or online

- H-E-B Broccoli Florets, Green Beans, or Vegetable Medley 12 oz. bag, assorted varieties
- H-E-B Long or Medium Grain Rice 1 lb. bag, brown or white
- H-E-B Avocado Oil No Stick Cooking Spray, 5 oz.



Combo Loco®

Welch's
Juiceful Fusions,
Fruit 'n Yogurt, 20 ct., or
Fruit Snacks
22 ct., assorted varieties



BUY

GET
FREE!

with yellow coupon
in-store or online

SAVE
UP TO
\$2.98!



H-E-B
Lone Stars
Baked Snack
Crackers, 11 oz.
assorted varieties

H-E-B
Texas Tough®
Trash Bags
80 - 100 ct.
assorted varieties



BUY

GET
FREE!

with yellow coupon
in-store or online

SAVE
UP TO
\$4.47!



Tyson Frozen
Chicken Breasts
assorted varieties, or
Tenders
2.25 - 2.50 lb. bags



BUY

GET
FREE!

with yellow coupon
in-store or online

SAVE
UP TO
\$1.28!



H-E-B Frozen
Vegetables, 12 oz.
assorted varieties

two (2)
Starbucks
Frappuccino
Chilled Coffee
Drinks, 13.7 oz. btl.
assorted varieties



BUY

GET
3RD
FREE!

with yellow coupon
in-store or online

SAVE
UP TO
\$3.28!



LOW PRICES ON EVERYTHING YOU NEED!

**WHEN YOU
BUY \$10 OF**
Central Market,
H-E-B Broth,
Bone Broth or
Stocks, 9.5 - 48 oz., or
Value Packs, 6 ct.
(excludes
Hill Country Fare
Broth)



**SAVE
\$2 OFF
YOUR BASKET**

with yellow coupon
in-store or online



**SAVE
\$5 OFF
YOUR BASKET**

with yellow coupon
in-store or online

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



**SAVE
\$1**

with yellow coupon
in-store or
online
**WHEN YOU
BUY 2**

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

MORE BIG SAVINGS

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

WHEN YOU BUY 2

Always Discreet
Liners, 111 - 120 ct.,
Pads, 26 - 66 ct., or
Underwear, 17 - 28 ct.
(excludes Always Discreet
Pads, 30 ct., and all other
counts & Always products)



**SAVE
\$3**

with yellow coupon
in-store or
online

WHEN YOU BUY 2

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



**SAVE
\$10 OFF
YOUR BASKET**

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

WHEN YOU BUY \$50 OF
Pampers
Diapers, 16 - 164 ct.,
Easy Ups Training
Pants, 13 - 74 ct.,
Ninjamas Youth
Pants, 11 - 44 ct.,
Wipes, 52 - 1344 ct., or
Luvs Diapers, 18 - 168 ct.
Limit one per household

BUY two (2)
H-E-B Texas Tough®
Food Storage
Containers, 2 - 4 ct.
assorted varieties
(retail value of \$2.75)



**GET 3RD
FREE!**

with yellow coupon
in-store or online

Dove or M&M's
Valentine's Day
Laydown
Candy Bag
7.94 - 10 oz.
assorted varieties

**SAVE
\$1**

with yellow coupon
in-store or
online

WHEN YOU BUY 2



**SAVE
20%**

with yellow coupon
in-store or online

Sterilite Items

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

App store and the Apple logo are trademarks of Apple Inc.
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Sign up to receive our
weekly ad right in your inbox!