

Happy New Year, Ya'll!

Open REGULAR STORE HOURS THURSDAY, JANUARY 1

H-E-B This week's BIG SAVINGS



\$3.99
lb.



FRESH!
Beef Shoulder Roast
USDA Select
Limit-2 pkgs. with an
additional \$10 purchase

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.

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

ea.



lb.

envy

97¢



\$2.99
lb.

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

SAVE up to \$1.48 per lb.

H-E-B
Royal Deko
Mandarins



\$1.97
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.)

ea.



lb.

\$1.47



OFFICIAL TAILGATE HEADQUARTERS OF THE
HOUSTON TEXANS



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

H-E-B
Organics

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



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



HIGHER
HARVEST
by H-E-B™

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

SAVE
20%
with yellow coupon
in-store or online

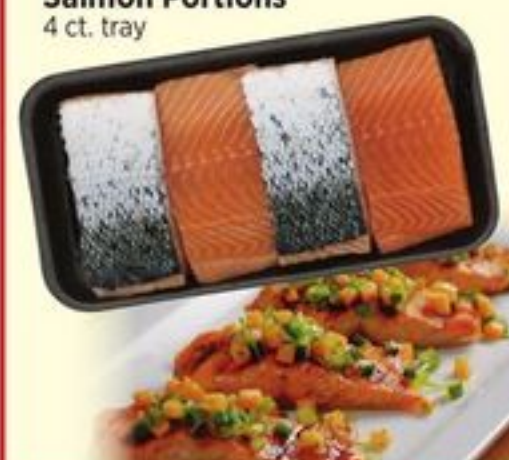


MALDEAL

save more than **\$10**

FREE ITEMS
with yellow coupons in-store or online

BUY
Salmon Portions
4 ct. tray



get 3 items
free!
with yellow coupons in-store or online

- H-E-B Vegetables, 6 - 16 oz. bag, assorted varieties (excludes H-E-B Organics®)
- H-E-B Couscous, 5.66 - 5.89 oz., assorted varieties
- H-E-B Avocado Oil No Stick Cooking Spray, 5 oz.



Prices good Thursday, January 1 thru Tuesday, January 6, 2026



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 QUANTITIES.

H0101p01z60.62.64.70

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



**HERSHEY'S
FROZEN FRUIT
TREATS**

\$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



MEAT MARKET



\$9.99
lb.

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

SAVE up to \$7 per lb.



\$4.99
ea.

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



\$3.99
lb.

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

SAVE up to \$1.50 per lb.

SEAFOOD FLAVORS

**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.**



SAVE up to \$6.58!



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

**FISH Market
Salmon
Burgers**
2 ct.
assorted varieties

**FISH Market
Grilled Shrimp
Cocktails**
8 or 10 oz.

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



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-B™
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



KITCHEN & TABLE
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.

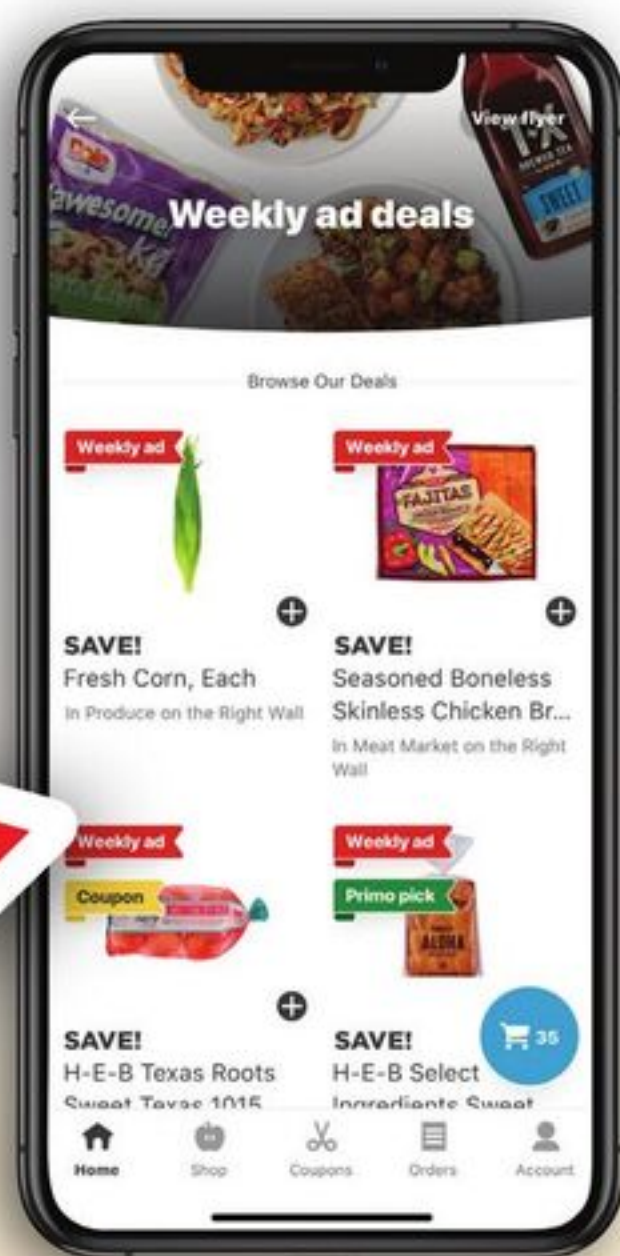
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My H-E-B

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