

FREE!

Winn✓Dixie

FLAVOR

A MAGAZINE OF RECIPES
AND SEASONAL INSPIRATION

Love at First Bite!

Introducing our exclusive new
SE Grocers products

ONE-PAN SPAGHETTI AND MEATBALLS, PAGE 14

14

RECIPES
INSIDE!

**BACK TO
SCHOOL**

**QUICK
LUNCHES,
SNACKS,
AND MORE**

**+
COUPONS
INSIDE!**

AUGUST 2017



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A Better Way To Start The Day.



Wake up to a better breakfast. SE Grocers Cereals are a tasty way to start any day, like our Frosted Flakes with golden, toasted flakes in every delicious spoonful. Free from preservatives, artificial flavors, and high fructose corn syrup, it's a better way to start your family's day.

Exclusively at

BILO

HARVEYS

Winn✓Dixie

Say Hello to SE Grocers!



Here at Winn-Dixie, we are all about offering you the best quality for the best price—which is why we're excited to introduce our exclusive line of SE Grocers products (page 24). From our naturally aged cheeses to our delicious chocolate sandwich crème cookies, we've got you covered from breakfast to dinner (and everything in between). So pick up some items from the new line on your next weekly shopping trip. Between the savings and quality taste, we're sure you'll fall in love with them. Read all about how we made these goods on page 28, then try out some fun and creative ideas for using them on page 30.

With summer coming to an end and school starting up again, we're also sharing quick and simple weeknight recipes (page 13), along with some useful tips on how to maximize your leftovers for easy meals the next day. We know getting back into your regular routine can be hard enough after vacation, so let our healthy and easy tips for packing the perfect lunch box (page 18) inspire you to get back on track.

I would like to take this opportunity to introduce myself—I am thrilled to help you create tasty, easy meals for your family and friends. After all, cooking doesn't have to be difficult to be delicious. My goal is to help you get inspired in the kitchen, all while having more time to spend with the ones you love!

What sorts of recipes would you like to see more of in our pages? Send us an email at flavor@winn-dixie.com or post a photo with the hashtag **#WinnDixieFlavor**. We'll be sure to retweet, like, and share your pics. And for even more recipes, head to WinnDixie.com/Flavor.

Welcome to a whole new world of *Flavor*!

—Ashley Lopez

TRY THESE NOW!

My picks for this month's must-try items and recipes.



1

My after-dinner dessert of choice?
SE Grocers Vanilla Ice Cream on page 27.

2

I plan on baking a batch of the sweet, spiced muffins—which showcase **SE Grocers Carrots**—on page 10.

3

My favorite snack—jalapeño poppers—inspired the cheesy **quesadilla** on page 30.

PHOTOGRAPHS BY MICHELLE PAULSEN (ASHLEY);
EMILY KATE ROEMER (MUFFINS); FOOD STYLING BY EUGENE JHO.
PROP STYLING BY COURTNEY DE WET

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NEW!



Perfect[®]
Size for 1



A warm treat in about a minute.

HOW *Perfect* IS THAT?

NEW

Look for Duncan Hines[®] Perfect Size for 1[®] at the New Item Display in store 8/9-9/5 and find \$1.00 savings in the coupon section.

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August 2017



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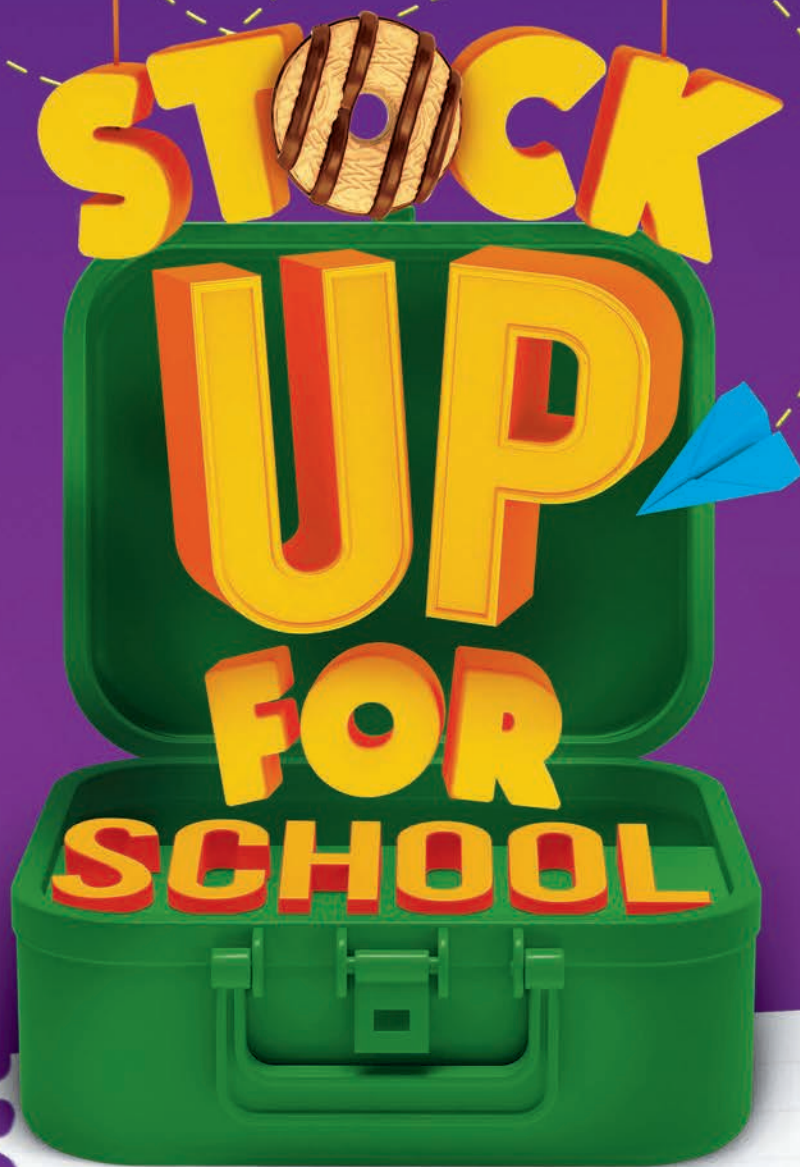
Get back into the school-year routine



ON THE COVER: ILLUSTRATION BY ANGELA SOUTHERN, PHOTOGRAPH BY EMILY KATE ROEMER, FOOD STYLING BY EUGENE JHO, PROP STYLING BY COURTNEY DE WET



Published by John Brown Media.
For advertising inquiries, please contact SEG@johnbrownmedia.com.



**STOCK
UP FOR
SCHOOL**

Fill their lunchboxes with back-to-school favorites that are sure to keep them smiling all day long! Don't forget to look for our money-saving coupon on Keebler® Sandwich Cracker Packs in the back of this magazine.



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It's in the Bag

Save time and money with versatile, pre-packaged SE Grocers produce. Adding flavor and nutrients to your favorite dishes has never been easier!

← YELLOW ONIONS

A kitchen staple and common base in both cooked and raw recipes, the humble onion is a good source of vitamin C and dietary fiber. When purchasing, choose onions with dry outer skins free of blemishes and store in a cool, dry place.

← CARROTS

Just half a cup of chopped carrots contains over twice the recommended daily value of vitamin A, which promotes healthy skin, vision, and a strong immune system. Store them in your refrigerator's crisper drawer.

KALE →

This dark, leafy green is one of the most nutrient-dense foods on the planet, packing in plenty of antioxidants and vitamins, including over 900 percent of your daily vitamin K per serving. Store kale in a plastic bag in the coldest part of the refrigerator.

BABY BELLA MUSHROOMS →


The younger cousin of portobello mushrooms, these petite fungi are full of vitamins and minerals that boost both metabolism and immunity. Store them in the refrigerator in their packaging.

↑ GOLD POTATOES

Forget oranges. One medium gold potato provides enough vitamin C to meet half of your daily needs. Store them in a cool, dry place and avoid the refrigerator, where the cold temps will convert their starches to sugar, making them taste too sweet.

Teriyaki Salmon Packets

 **SERVES 4**  **PREP 10 MIN.**

 **COOK 15 MIN.**

- 1 cup matchstick carrots
- 1 cup sliced baby bella mushrooms
- 2 tsp. minced garlic
- 1 Tbsp. vegetable oil
- Salt and pepper
- 4 (5-oz.) skinless salmon fillets

- $\frac{1}{4}$ cup teriyaki sauce
- 2 scallions, thinly sliced
- 1 tsp. sesame seeds

PREHEAT oven to 350°. Cut four 12"-long pieces of aluminum foil.

TOSS carrots, mushrooms, and garlic with oil and season with salt and pepper. Arrange evenly in the center of each piece of foil.

BRUSH salmon fillets with teriyaki sauce and place on top of vegetables.

PULL sides of foil up to meet and crimp edges together to seal and form packets. Transfer to a rimmed baking sheet and bake until salmon is cooked through, 12 to 15 minutes. Carefully open packets, sprinkle with scallions and sesame seeds, and serve.



KEY INGREDIENT
SE Grocers
Baby Bella Mushrooms



KEY INGREDIENT
SE Grocers
Gold Potatoes



Harvest Quiche

SERVES 6 **PREP 10 MIN.**
 COOK 1 HOUR

- 1 ready-made frozen pie crust**
- 8 slices bacon, chopped**
- 1 large gold potato, peeled and cut into ½" pieces**
- 1 cup sliced baby bella mushrooms**
- 1 cup shredded kale**
- 6 large eggs**
- ¾ cup heavy whipping cream**
- ½ tsp. salt**

- ½ tsp. pepper**
- 1 cup shredded Swiss cheese (4 oz.)**

PREHEAT oven to 375°. Place pie crust on a rimmed baking sheet and set aside.

COOK bacon in a medium skillet over medium until crisp, 8 to 10 minutes. Transfer bacon to a paper-towel-lined plate and drain all but 2 tablespoons bacon fat from skillet.

ADD potatoes to skillet and cook 5 minutes, stirring occasionally. Add

mushrooms and continue to cook until potatoes are tender and mushrooms are lightly browned, 8 to 10 more minutes. Add kale and cook, stirring frequently, until wilted, about 2 minutes. Let mixture cool slightly.

WHISK eggs, heavy whipping cream, salt, and pepper in a large bowl until well combined. Stir in vegetable mixture, cheese, and bacon and pour into pie crust. Bake until center of quiche is just set, 30 to 40 minutes. Let sit 5 minutes before serving.

Ripe to Perfection

Carrot Cake Muffins with Cream Cheese Drizzle

 **MAKES 12 MUFFINS**  **PREP 10 MIN.**
 **COOK 20 MIN.**

- 1½ cups flour
- 1¼ cups packed light brown sugar
- 2 tsp. ground cinnamon
- 1 tsp. ground ginger
- 1½ tsp. baking soda
- ¼ tsp. ground allspice
- ¼ tsp. salt
- 1½ cups grated carrots (2 to 3 medium)
- 1 Granny Smith apple, peeled, cored, and grated
- ⅓ cup chopped toasted walnuts or pecans

- 1½ tsp. orange zest
- ⅔ cup vegetable oil
- 2 large eggs
- 1 Tbsp. vanilla extract

CREAM CHEESE DRIZZLE

- ½ cup confectioners' sugar
- 3 Tbsp. softened cream cheese
- 2 Tbsp. orange juice
- ¼ tsp. salt

PREHEAT oven to 350°. Line a standard-size muffin tin with cupcake liners.

WHISK flour, brown sugar, cinnamon, ginger, baking soda, allspice, and salt in a large bowl. Add carrots, apple, nuts, and orange zest and toss to coat.

WHISK oil, eggs, and vanilla extract in a medium bowl. Stir egg mixture into carrot mixture until combined. Divide the batter evenly among lined muffin cups.

BAKE until a toothpick inserted into center of muffins comes out clean, 20 to 22 minutes. Let cool completely.

STIR together confectioners' sugar, cream cheese, orange juice, and salt until smooth and drizzle over cooled muffins.



KEY INGREDIENT
SE Grocers
Whole Carrots



Coca-Cola

TASTE THE FEELING®

PLAY.
PAUSE.
REFRESH.

Pick the perfect snacks for your TV night

For recipes, chef-inspired videos and more,
visit www.coke.com/playpauserefresh





The Perfect Crunch.



For our SE Grocers Chips, we select only potatoes at the peak of harvest, cook them in pure vegetable oil for an irresistibly crisp crunch, and season with incredible flavors to give you the perfect chip every time.

Exclusively at

BILO

HARVEYS

Winn✓Dixie

Cook Once, Eat Twice!

These five-ingredient recipes are a total win-win: They not only come together fast, they'll also leave you with plenty of leftovers for quick, creative meals the next day.



SE Grocers
Boneless Pork Shoulder



Barbecue Sauce



Onion



Large Sandwich Rolls



Prepared Coleslaw

Slow-Cooker Pulled Pork Sandwiches

SERVES 4 TO 6 PREP 5 MIN.

COOK 9 HOURS

- 1 (2- to 2½-lb.) boneless pork shoulder
- Salt and pepper
- 1 (18-oz.) bottle barbecue sauce
- 1 onion, chopped
- ½ cup water
- 6 large sandwich rolls, split
- 1 cup prepared coleslaw

SEASON pork all over with salt and pepper and add to a slow cooker with barbecue sauce, onion, and water.

COVER and cook on low until pork is tender, 7 to 9 hours. Using a slotted spoon or tongs, transfer pork to a cutting board and shred into bite-sized pieces. Skim fat from leftover cooking juices in slow cooker, stir pork back in to coat, and season with salt and pepper to taste.

SANDWICH pork between rolls, top evenly with coleslaw, and serve.



Use It Up!

Stash an SE Grocers Classic Crust 5 Cheese Pizza in your freezer and top it with any leftover pulled pork before cooking for a fast and satisfying next-day dinner.

Salt, pepper, and oil are considered pantry staples and aren't counted as one of the five ingredients.



SE Grocers
Traditional Spaghetti



SE Grocers
Traditional Pasta Sauce



Italian Seasoning



Frozen, Cooked
Meatballs



SE Grocers
Shredded Italian
Cheese Blend

One-Pan Spaghetti and Meatballs

SERVES 4 TO 6 **PREP 5 MIN.**
 COOK 30 MIN.

- 12 oz. spaghetti**
- 1 (16-oz.) jar marinara sauce**
- 3 cups water**
- 1 Tbsp. Italian seasoning**
- 1 (16-oz.) bag frozen cooked meatballs**
- ½ cup shredded Italian cheese blend**

COMBINE spaghetti, marinara sauce, water, and Italian seasoning in a large nonstick skillet and bring to a boil.

STIR in meatballs, reduce to medium-low, and cook, stirring frequently, until pasta is tender, 20 to 25 minutes.



REMOVE from heat, sprinkle with cheese, and cover until cheese is melted, about 3 minutes. Serve immediately.


Use It Up!

Pick up some sub rolls and an extra jar of marinara sauce to mix with any leftover meatballs and shredded cheese for a hearty Italian sub the next night!



Steak and Cheese Subs

 **SERVES 4**  **PREP 10 MIN.**

 **COOK 20 MIN.**

Tip: Freeze steaks for 45 minutes before preparing to make it easier to slice into very thin pieces.

- 3 Tbsp. vegetable oil**
- 3 assorted red and green bell peppers, halved, cored, and thinly sliced**
- 1 large onion, halved and thinly sliced**
- 2 lb. New York strip steak, thinly sliced**
- Salt and pepper**

8 slices American cheese

1 French baguette, cut crosswise into 4 equal pieces and split

PREHEAT oven to 350°.

HEAT 1 tablespoon oil in a large skillet over medium-high until shimmering. Add peppers and onion and cook, stirring occasionally, until softened and beginning to brown, 8 to 10 minutes; transfer to a plate.

WIPE out skillet with a paper towel. Combine sliced steak with 1 teaspoon salt and 1½ teaspoons pepper in a large bowl until coated. Heat 1 tablespoon oil over high until just

smoking. Add half the steak, stirring occasionally, and cook just until no longer pink, 2 to 3 minutes. Transfer to plate with peppers and onion and repeat with remaining 1 tablespoon oil and steak.

DIVIDE cheese slices among baguettes. Transfer to a large baking sheet and bake until bread is toasted and cheese is melted, 3 to 5 minutes. Meanwhile, return cooked steak and pepper-onion mixture to skillet and heat over medium, stirring occasionally, until warmed through, 2 to 3 minutes.

DIVIDE steak and veggies among baguettes and serve immediately.

Use It Up!

For a healthy, filling no-cook lunch or dinner the next day, top a mixed green salad with any of the leftover steak and vegetables.



Assorted Red and Green Bell Peppers



Onion



Winn-Dixie
New York Strip Steak



SE Grocers
American Cheese Singles



French Baguette



WE'RE CHANGING
EVERYONE WE MAKE.



HOT DIGGITY DOG!

NOW WITH

NO ARTIFICIAL PRESERVATIVES IN OUR MEAT

NO ADDED NITRITES OR NITRATES*

NO BY-PRODUCTS



FOR THE LOVE OF HOT DOGS.

*EXCEPT THOSE NATURALLY OCCURRING IN CELERY JUICE.

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Make a
Better Sandwich



THE BEST SANDWICHES FOR BACK-TO-SCHOOL!

kraftrecipes.com

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Bring on the Burrito Bowl

Too hot to cook? Limit your time in the kitchen with this healthy spin on a takeout favorite, filled with zesty chicken, fresh veggies, and crushed tortilla chips.

Grilled Chicken Burrito Bowl

GLUTEN-FREE

MAKES 4 BOWLS **PREP 10 MIN.**

COOK 35 MIN.

- 4 boneless, skinless chicken breasts
- 2 Tbsp. vegetable oil
- 1 (1-oz.) packet taco seasoning
- 3 Tbsp. lime juice from 2 limes
- 1 cup sour cream
- 2 cups plus 1 Tbsp. water
- 1½ tsp. salt
- 1 cup long-grain white rice
- ¼ cup chopped fresh cilantro, plus more for garnish
- 1 can SE Grocers Black Beans, drained and rinsed
- 1 can SE Grocers Diced Tomatoes with Green Chilies, drained
- 1 cup shredded romaine lettuce
- 1 cup crushed SE Grocers Tortilla Chips
- ¾ cup SE Grocers Shredded Cheddar Cheese

PREHEAT grill to medium-high.

COMBINE chicken, oil, taco seasoning, and 1 tablespoon lime juice in a bowl; cover and refrigerate. Stir together sour cream, remaining 2 tablespoons lime juice, 1 tablespoon water, and ½ teaspoon salt in a small bowl and set aside.

BRING remaining 2 cups water, rice, and remaining 1 teaspoon salt to a boil in a medium saucepan. Cover, reduce heat to low, and cook until rice is tender, 16 to 18 minutes. Remove from heat, stir in cilantro, and set aside.

COMBINE beans and tomatoes in a microwave-safe bowl and microwave until hot, about 2 minutes. Cover to keep warm and set aside.

GRILL chicken until cooked through and well browned, 6 to 8 minutes per side. Let rest for 5 minutes, then slice crosswise into thin strips.

DIVIDE rice, lettuce, bean mixture, and chicken between four bowls. Top each bowl with tortilla chips and cheese. Drizzle with sour cream-lime mixture, sprinkle with more cilantro, and serve.



KEY INGREDIENT

SE Grocers
Diced Tomatoes
with Green Chilies



LET'S *Do Lunch!*

Mix and match your way to a healthy midday meal by assembling your favorite sources of protein, carbs, and healthy fats.

Try our creative combos ahead, or use them as an inspiration for thinking outside the lunch box.



SE Grocers
Dry Roasted Peanuts

Bento Box

Teriyaki Chicken

Cut 1 cooked chicken breast into 1" pieces and toss with 2 tablespoons SE Grocers Teriyaki Sauce. Spoon over 1 cup cooked white rice and sprinkle with ½ teaspoon sesame seeds.

Round it out!

Edamame
SE Grocers
Dry Roasted Peanuts
Strawberries

Lunch Box Special



Pizza Party

Pita "Pizza"

Spread 3 tablespoons SE Grocers Traditional Pasta Sauce over a whole-wheat pita, leaving a ½" border all around. Top with ¼ cup SE Grocers Fancy Shredded Mozzarella Cheese, 6 slices pepperoni, and 2 tablespoons assorted toppings such as banana pepper rings, chopped bell peppers, or chopped red onion. When you're ready to eat, microwave for about 30 seconds, or until the cheese is melted.

Round it out!

Veggie skewers with ranch dressing
Cantaloupe



SE Grocers
Fancy Shredded
Mozzarella Cheese

Little Dipper

BLT Skewers

Cut a wooden skewer in half crosswise to make 2 small skewers. Cut 2 pieces cooked bacon into 1" pieces. Remove crust from 1 slice white sandwich bread, toast, and cut into quarters.

Cut a wedge of iceberg lettuce into 2 (1") chunks.

Alternating ingredients, thread toasted bread, bacon, cherry tomatoes, and lettuce onto a skewer. Repeat with remaining skewer and ingredients.

Round it out!

Apple slices with peanut butter

Carrots, celery, and bell peppers with hummus

SE Grocers
Restaurant Style Tortilla
Chips with guacamole





Californian

Veggie Wrap

Spread $\frac{1}{4}$ cup hummus over a whole-wheat sandwich wrap, leaving a $\frac{1}{2}$ " border all around. Layer 3 thin slices each red bell pepper, tomato, cucumber, and avocado in the center of wrap. Roll wrap into a tight cylinder, tucking in edges as you go, and cut into pieces.

Round it out!

Cottage cheese
SE Grocers
Original Potato Chips
Grapes

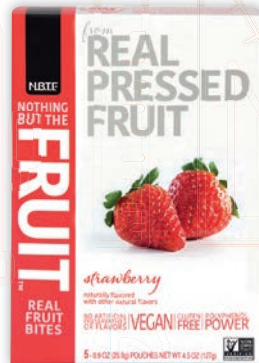


SE Grocers
Original Potato Chips

ADVERTISER PROMOTION

LOOK FOR THESE GREAT BACK-TO- SCHOOL ESSENTIALS

OH
Perfect
for the
lunch box...



NOTHING BUT THE FRUIT™
These gluten-free, healthy fruit
bites are a sweet pick-me-up!



goodnessKNOWS
A great snack when you're on the go!
Available in select stores.



Keebler Cracker Packs
Don't forget to add these to your
lunch box! Coupon available
in the coupon section.



Chewy bites
Great for the lunch box or
snacking in between meals!

After-school must-haves...



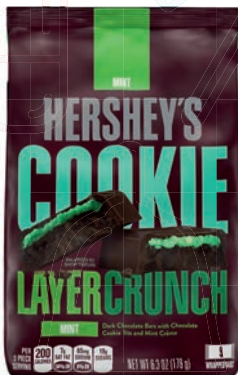
Duncan Hines Perfect Size for 1
The perfectly portioned sweet treat
for after school! Coupon available
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El Monterey Taquitos-
A great grab-and-go snack
anytime



ARNOLD Country BUTTERMILK BREAD
This bread is made with real buttermilk
for a rich, delicious taste and just a hint
of sweetness.



HERSHEY'S COOKIE LAYER CRUNCH
Try these delicious, crunchy taste
sensations!

A breakfast favorite...



Cinnamon PEBBLES™,
It's the new way to
rock your breakfast
with a sweet, cinnamon
flavor in every crunchy
spoonful.

THE FLINTSTONES™ and all related characters and elements
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SE GROCERS
DRY ROASTED
PEANUTS

It's a Whole New World of Flavor!



» Your weeknight dinners, speedy breakfasts, and snack times are about to change for the better: Meet our new SE Grocers line, which brings great taste and quality to your pantry for a better value than our national competitors. Ready for a life-changing experience? Simply turn the page.

SE GROCERS
TRADITIONAL SPAGHETTI

SE GROCERS
TRADITIONAL ROTINI
TWISTS

SE GROCERS
BREAKFAST BLEND 100%
GROUND COFFEE

PHOTOGRAPHS BY EMILY KATE ROEMER. FOOD STYLING BY EUGENE JHO.
PROP STYLING BY COURTNEY DE WET



SE GROCERS
FROSTED FLAKES





SE GROCERS FROSTED FLAKES

A better breakfast is here.

Wake up with the crunch of SE Grocers cereals, packed with vitamins and minerals but never any artificial colors, flavors, preservatives, or high fructose corn syrup. Favorites like Frosted Flakes, Crunchy Granola, Raisin Bran, and Cinnamon Crunch help start your family's day off right, and at a better price.

ALSO DON'T MISS:



As you've shopped our stores recently, you may have spotted something new on our shelves, like the ready-to-use bags of SE Grocers Shredded Cheddar in the dairy section, the tubs of creamy SE Grocers Vanilla Ice Cream in the freezers, and the brightly colored bags of crispy SE Grocers Potato Chips in the snack aisle.

These are just three of the high-quality products we've rolled out this month—each of which was either carefully transformed or reformulated, or is being debuted for the first time. It's all part of a company-wide effort to bring you great food at a value and price you'll love. "We want to ensure our customers receive the best products for their families—whatever their needs may be," says Jason Ulichnie, our vice president of own brand products, who oversaw the initiative.

Sound like a lot of work? It was. We tapped an all-star team of food scientists, chefs, and experts that, over the course of 18 months, not only created items that we're sure will become staples in your household, but that match or exceed big-name brands in price and quality, too.

"At the backbone of everything we do is a level of quality that is best in its class," Jason says.

When it came down to deciding which products of the many we tested would hit our shelves, we were focused on one thing: delivering you items with maximum flavor. To do this, we launched SEG Eats, a program that offered blind, side-by-side taste tests to shoppers. So the products you'll find in stores now reflect the feedback of customers just like you.

And we're just getting started. Going forward, we plan to launch 1,000 additional new products each year.

"We want every experience with SE Grocers products to delight the customer," Jason says. "We are looking to wow people."

And that's true whether you're reaching for a box of breakfast cereal, pasta for a quick dinner, or a chocolaty cookie for a sweet dessert.

*You scream,
I scream,
we've got new
ice cream!*



Tip!

Add some crushed
SE Grocers Chocolate
Sandwich Crème Cookies
on top for the ultimate
treat!



SE GROCERS VANILLA ICE CREAM

SE Grocers has partnered with one of America's oldest family-owned creameries to bring you 12 new flavors of ice cream—all made using real dairy milk, cream, and sugar, with nothing artificial. It's ice cream the way it's meant to be, available in new delicious flavors like Fudge Royal, Butter Pecan, and Black Cherry, and classics like Chocolate, Neapolitan, and Vanilla. So indulge in the real deal with SE Grocers Ice Cream.

SE GROCERS CHOCOLATE SANDWICH CRÈME COOKIES

**Your cookie jar won't
know what hit it.**

As if you needed another reason to treat your family to their favorite sweet, SE Grocers' new line of cookies is here! Made with carefully selected ingredients like natural vanilla extract, dark cocoa, and real chocolate chips, and with no artificial ingredients or preservatives, our cookies are sure to be a family favorite in no time. Check out our Chocolate Sandwich Crème Cookies, and other flavors like Chocolate Chip, Ginger Snap, and Vanilla Wafer, all at a price that will help you fill (and empty) the cookie jar for less!



Our new SE Grocers Chocolate Sandwich Crème Cookies are made with carefully selected ingredients like natural vanilla extract, dark cocoa, and real chocolate chips.



Pictured: Rachel McLaren, food scientist (left), and Lauren Gwyn, quality control technician (right)

The Science of Good Taste

In order to get our SE Grocers products just right, we leaned on the expertise of food scientists Rachel McLaren and John Wigglesworth, Ph.D., who have extensive training in chemistry, biology, and engineering. So what does science have to do with creating delicious food? It's the key to achieving perfection—a light and crispy potato chip, a rich and velvety spoonful of ice cream. “We look at all of the sensory components of flavor, texture, aroma, and mouthfeel to analyze the products and determine what we want out of them,” John says.

When it came to creating products that are as good or better than the leading brands, Rachel and John had their work cut out for them—but they were up to the challenge. The hardest item to get right? The chocolate sandwich crème cookie.

It took Rachel over 18 months to perfect our new version, a rigorous process that involved reviewing 30 suppliers and reformulating the cookie over 20 times to ensure that its sensory components—crunchy cookie, creamy filling—were up to par. The result: a great-tasting treat that our customers favored over the leading national brand. “After testing the cookie with consumers, we ended up with an excellent product,” Rachel says.

The crème cookie may have been the biggest challenge, but it's hardly the only product the team's excited about. “There is a lot of dedication that goes into developing a project and bringing it forward,” John says. “We are passionate about every one of our SE Grocers items.”

From chips to cheese, we've got all of the staples you need to get breakfast, lunch, and dinner on the table. Need some inspiration? Turn to page 30 for unique recipe ideas using some of our favorite items.

SE GROCERS POTATO CHIPS

Small batches, big flavors

Three things make for a great potato chip: the best potatoes, that perfect crunch, and plenty of seasonings. SE Grocers Chips have them all—we select only the best potatoes at the peak of harvest, cook them in small batches in pure vegetable oil for that irresistible crispiness, and then season them with incredible flavors to give you the perfect chip every time. There's no denying yourself these golden beauties.



ALSO
DON'T
MISS:



SE GROCERS SHREDDED CHEESE

Naturally aged, naturally delicious

When it comes to cheese, we take our time.

An award-winning, family-owned producer proudly crafts our new line of SE Grocers Cheese. Unlike the leading national brand, our cheese is naturally aged for that unmistakable full, rich cheese flavor. So whether it's grilled, melted, sprinkled, or straight off the block, SE Grocers is the big cheese, naturally.

ALSO DON'T MISS:






"In launching our new SE Grocers line, our team has re-engineered 2,300 products in 18 months!"

—SE Grocers vice president of own brand products Jason Ulichnie

Mealtime Made Easy

When time is limited, just reach for the SE Grocers staples in your pantry and fridge and try these recipes, which come together in under an hour.

Jalapeño Popper Quesadillas

 SERVES 4  PREP 10 MIN.
 COOK 10 MIN.

- 1/2 cup SE Grocers Cream Cheese, softened
- 1 1/4 cups SE Grocers Shredded Sharp Cheddar Cheese
- 4 (8") flour tortillas
- 1/2 cup SE Grocers Pickled Jalapeño Rings
- 6 slices cooked bacon, crumbled, plus more for garnish
- 4 tsp. vegetable oil
- 2 scallions, thinly sliced
- Sour cream, for serving

STIR together cream cheese and 3/4 cup cheddar cheese in a medium bowl.




SPREAD mixture over half of each tortilla and sprinkle evenly with jalapeños and bacon. Top with remaining 1/2 cup cheddar cheese and fold tortillas in half.

HEAT 2 teaspoons oil in a large nonstick skillet over medium until shimmering. Working in batches of two, cook quesadillas until golden brown, flipping once, about 2 minutes per side. Repeat with remaining 2 teaspoons oil and quesadillas.

TOP quesadillas with more bacon, scallions, and sour cream and serve.



Pretzel-and-Honey-Mustard-Crusted Chicken Tenders

 **SERVES 4 TO 6**  **PREP 15 MIN.**
 **COOK 25 MIN.**

- 1½ lb. chicken tenders**
- ½ cup SE Grocers Honey Mustard, plus more for dipping**
- Salt and pepper**
- 2 cups SE Grocers Mini Twist Pretzels**

PREHEAT oven to 400°. Toss together chicken and honey mustard in a medium bowl and season with salt and pepper; set aside.

PLACE pretzels in a large resealable plastic bag and seal. Using a rolling pin, crush pretzels into fine crumbs; transfer to a shallow plate. Working one at a time, dip chicken into pretzel crumbs, pressing lightly to adhere.

ARRANGE tenders on a greased baking sheet and bake until golden brown and cooked through, 20 to 25 minutes, flipping halfway.

SERVE with additional honey mustard for dipping.

KEY INGREDIENT



**SE Grocers
Honey Mustard**





KEY
INGREDIENT



SE Grocers
Solid White
Tuna

Tuna Melt Casserole

SERVES 4 TO 6 PREP 15 MIN.
 COOK 30 MIN.

- 6 oz. SE Grocers Rotini Pasta
- 2 (10.5-oz.) cans condensed cream of mushroom soup
- 1½ cups SE Grocers Shredded Cheddar Cheese
- 1 cup milk
- 2 (5-oz.) cans SE Grocers Solid White Tuna, drained and flaked

- 2 large tomatoes, each cut into 8 wedges
- 1 cup crushed SE Grocers Club Crackers
- 2 Tbsp. unsalted butter, melted

PREHEAT oven to 400°.

COOK pasta according to package instructions, then drain and return to pot.

WHISK soup, 1 cup cheese, and milk in a medium bowl until smooth and

stir into pasta. Gently fold in tuna and tomatoes and transfer to a greased 2-quart baking dish. Sprinkle evenly with remaining ½ cup cheese.

STIR together cracker crumbs and butter in a small bowl, sprinkle over noodle mixture, and bake until casserole is bubbling and cracker crumbs begin to brown, 15 to 20 minutes.



Naturally Aged, Naturally Delicious.



When it comes to cheese, we take our time. SE Grocers new range of cheese is proudly crafted by an award-winning, family-owned producer. Unlike the leading national brand, our cheese is naturally aged for that unmistakable full, rich cheese flavor.

Exclusively at

BILO

HARVEYS

Winn✓Dixie

NEW

SINCE 1894

HERSHEY'S COOKIE LAYER CRUNCH

THE CREAMY CRUNCHY SIDE
OF HERSHEY'S CHOCOLATE



SAVE WHEN YOU SHOP!

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SAVE \$1⁰⁰
on any TWO Keebler®
Sandwich Cracker Packs
(8 ct. or Larger, Any Flavor, Mix or Match)



Keebler®

NEW!



Perfect[®] Size for 1
A warm treat in about a minute.
HOW Perfect IS THAT?

NO ARTIFICIAL PRESERVATIVES
real ingredients
NO ARTIFICIAL FLAVORS

From Our Family To Yours Since 1958
Land O'Frost

Simply Delicious[®]

SAVE 55¢
ANY 1 PACKAGE OF SIMPLY DELICIOUS LUNCHEAT
8OZ OR 13OZ

SE GROCERS

A Better Way To Start The Day.

SAVE \$1

when you buy two cereal



NO ARTIFICIAL COLORS & FLAVORS

SE GROCERS

The Perfect Crunch.

SAVE \$1

when you buy one bag



NO ARTIFICIAL COLORS & FLAVORS

SE GROCERS

Deliciously Dunkable.

SAVE \$1

when you buy one package



BI•LO HARVEYS Winn•Dixie

SE GROCERS

Naturally Aged, Naturally Delicious.

SAVE \$1

when you buy one package



NO ARTIFICIAL FLAVORS

BI•LO HARVEYS Winn•Dixie

SE GROCERS

Real Ice Cream, Real Ingredients.

SAVE \$1

when you buy one carton



NO ARTIFICIAL FLAVORS

BI•LO HARVEYS Winn•Dixie

SE GROCERS

Dry Roasted Peanuts.

SAVE \$1

when you buy one Jar



NO ARTIFICIAL FLAVORS

BI•LO HARVEYS Winn•Dixie

MANUFACTURER COUPON EXPIRES SEPTEMBER 7, 2017

SAVE \$1.00

on any **TWO Keebler®** Sandwich Cracker Packs
(8 ct. or Larger, Any Flavor, Mix or Match)

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for coupon

Try **Keebler®** Sandwich Crackers today!



CONSUMER: Limit ONE coupon per purchase of product indicated. Limit of FOUR like coupons in same shopping trip. Consumer pays sales tax. Coupon may not be bought, reproduced, transferred or sold. No cash value. NO CASH BACK. Void where taxed, restricted or prohibited.

RETAILER: We will redeem this coupon in accordance with our redemption policy, copies available upon request. Cash Value 1/100¢. Void where prohibited, taxed or restricted by law. Mail Coupons to: KELLOGG COMPANY 1354, NCH Marketing Services, P.O. Box 880001, El Paso, TX 88588-0001

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SAVE WHEN YOU SHOP!

Check out these exclusive store coupons

MANUFACTURER'S COUPON EXPIRES 10-31-17

SAVE 55¢

Any 1 (one) Package of Land O'Frost
Simply Delicious™ Lunchmeat
8oz or 13oz

Healthy & Delicious

LIMIT ONE COUPON PER PURCHASE. Any other use is fraudulent.
RETAILER: Land O'Frost will reimburse you for the face value of this coupon in accordance with Land O'Frost's redemption policy. Send coupon to Land O'Frost Inc., CMS Dept. #51900, One Fawcett Drive, Del Rio, TX 78840. © 2017 Land O'Frost, Inc.



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for coupon

MANUFACTURER'S COUPON EXPIRES 8/29/17 NO DOUBLING

SAVE \$1.00

on any **TWO (2) Duncan Hines®**
Perfect Size for 1® items

CONSUMER: One coupon per purchase. Good only on product indicated. Consumer pays any sales tax. Void if copied, sold, exchanged, or transferred. **RETAILER:** Redem on terms stated for consumer upon purchase of product indicated ANY OTHER USE CONSTITUTES FRAUD. If submitted in compliance with Pinnacle Foods Group LLC's Coupon Redemption Policy (copies available upon request), you will be reimbursed face value plus 5¢. Mail to: PINNACLE FOODS GROUP LLC, Inner Dept. #54100, ONE FAWCETT DRIVE, DEL RIO, TX 78840. Failure to produce on request invoices proving purchase of stock covering coupons may void all coupons submitted. Void if taxed, restricted, prohibited or presented by other than retailers of our products. Cash value 1/100¢. ©2017 Pinnacle Foods Group LLC. SM10-000761.



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for coupon

Store Coupon

7/26/17 - 8/29/17

\$1 off

any one
SE Grocers Potato Chips
With card



See in store
for coupon

The following exclusions apply. Limit one coupon per transaction. Coupon must be presented at time of purchase. Plenti Card Required. Visit winndixie.com/plenti to sign up or manage your account. Cannot be combined with any other Winn-Dixie in-store coupon. Excludes alcohol, tobacco, gift cards, money orders, postage stamps, pharmacy prescriptions, fees, FTD, charitable donations, Western Union, shipping, utility payments, fuel, service departments, vending machine, bottle deposits/refunds, tax, event tickets, prepaid products or lottery purchases.

BI•LO HARVEYS Winn-Dixie

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\$1 off

any one
SE Grocers Shredded Cheese
8 oz. • With card



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BI•LO HARVEYS Winn-Dixie

Store Coupon

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\$1 off

any one
SE Grocers Peanuts
With card



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for coupon

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BI•LO HARVEYS Winn-Dixie

Store Coupon

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\$1 off

any two
SE Grocers Cereal
With card



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BI•LO HARVEYS Winn-Dixie

Store Coupon

7/26/17 - 8/29/17

\$1 off

any one
SE Grocers Sandwich Crème Cookies
With card



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for coupon

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BI•LO HARVEYS Winn-Dixie

Store Coupon

7/26/17 - 8/29/17

\$1 off

any one
SE Grocers Ice Cream
With card



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BI•LO HARVEYS Winn-Dixie

From Our Family To Yours Since 1958

Land of Frost

Simply
Delicious™

KEEP 'EM GOING STRONG WITH A+ LUNCHES

- No Hormones Added
- No By Products
- No Artificial Flavors



3 SQUARE MEALS + 4 SNACK SQUARES = 1 GOOD DAY

goodnessKNOWS®
SNACK SQUARES

Available in select stores.



GET READY TO HEAD BACK TO SCHOOL!

With summer drawing to a close, we asked how you transition to back-to-school season.

YOUR FAVORITE BACK-TO-SCHOOL SNACKS:

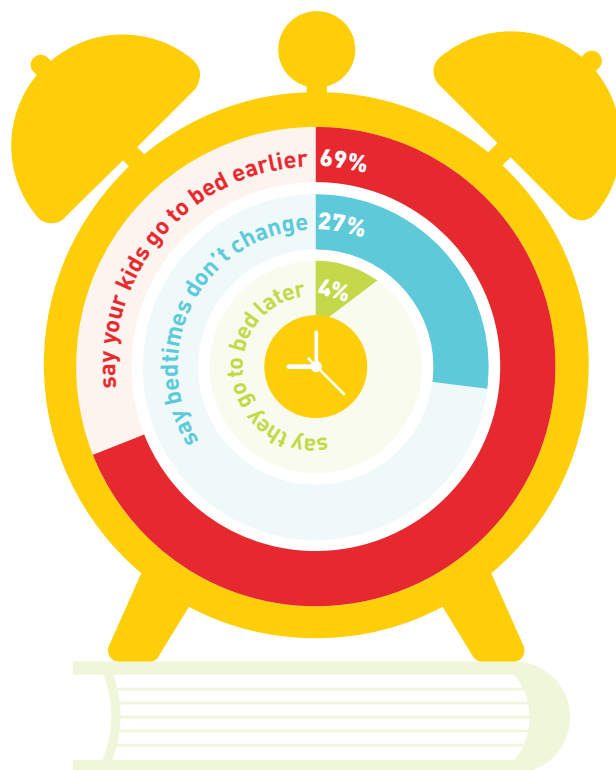
#1
FRESH FRUIT
OR VEGGIES

#2
FRUIT SNACKS

#3
YOGURT

"I am a more strategic shopper during the school year. I make lists and compare sales."

Does bedtime change for your kids during the school year?



CEREAL IS THE
#1 CHOICE
FOR BREAKFAST
DURING THE
SCHOOL YEAR!

WHAT'S YOUR
GO-TO FOR
QUICK AND EASY
WEEKDAY DINNERS?

1

ROTISSERIE CHICKEN
FROM THE DELI

2

REHEAT LEFTOVERS

3

PICK UP FAST FOOD

4

BASIC PASTA WITH
JARRED SAUCE



Whiskers & Tails

Whiskers & Tails is committed to using only high quality protein and ingredients that are perfectly balanced, with just the right amount of vitamins and minerals, available at an everyday low price.



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Deliciously Dunkable.



Our SE Grocers Chocolate Sandwich Crème Cookies are perfect dunked in milk or enjoyed on their own. Made with rich chocolate and a creamy vanilla filling, they stack up in any taste test.

Exclusively at

BILO

HARVEYS

Winn✓Dixie

Nutritional Info

August 2017

Ripe to Perfection

Teriyaki Salmon Packets

PER SERVING: 280 Cal; 14g Fat (2g Sat Fat); 90mg Chol; 95mg Sodium; 4g Carb; 1g Fiber; 2g Sugar; 33g Protein

Harvest Quiche

PER SERVING: 490 Cal; 33g Fat (16g Sat Fat); 255mg Chol; 610mg Sodium; 28g Carb; 2g Fiber; 3g Sugar; 19g Protein

Carrot Cake Muffins with Cream Cheese Drizzle

PER MUFFIN: 310 Cal; 15g Fat (2g Sat Fat); 35mg Chol; 115mg Sodium; 40g Carb; 1g Fiber; 28g Sugar; 3g Protein

Fast Five

Slow-Cooker Pulled Pork Sandwiches

PER SERVING (FOR 6): 540 Cal; 19g Fat (6g Sat Fat); 70mg Chol; 960mg Sodium; 66g Carb; 4g Fiber; 26g Sugar; 25g Protein

One-Pan Spaghetti and Meatballs

PER SERVING (FOR 6): 500 Cal; 22g Fat (7g Sat Fat); 60mg Chol; 900mg Sodium; 55g Carb; 6g Fiber; 8g Sugar; 22g Protein

Steak and Cheese Subs

PER SERVING: 680 Cal; 30g Fat (10g Sat Fat); 120mg Chol; 1080mg Sodium; 58g Carb; 5g Fiber; 11g Sugar; 43g Protein

Fresh Idea

Grilled Chicken Burrito Bowl

GLUTEN-FREE

PER BOWL: 860 Cal; 31g Fat (13g Sat Fat); 180mg Chol; 2430mg Sodium; 79g Carb; 10g Fiber; 7g Sugar; 63g Protein

Lunch Box Special

Teriyaki Chicken

PER SERVING: 430 Cal; 5g Fat (1.5g Sat Fat); 95mg Chol; 1470mg Sodium; 50g Carb; 1g Fiber; 5g Sugar; 42g Protein

Pita "Pizza"

PER SERVING: 320 Cal; 12g Fat (4.5g Sat Fat); 30mg Chol; 900mg Sodium; 40g Carb; 6g Fiber; 3g Sugar; 18g Protein

BLT Skewers

PER SERVING: 250 Cal; 12g Fat (2.5g Sat Fat); 55mg Chol; 550mg Sodium; 26g Carb; 1g Fiber; 4g Sugar; 9g Protein

Veggie Wrap

VEGETARIAN

PER SERVING: 370 Cal; 18g Fat (3g Sat Fat); 0mg Chol; 540mg Sodium; 44g Carb; 12g Fiber; 4g Sugar; 12g Protein

Meet SE Grocers

Jalapeño Popper Quesadillas

PER SERVING: 540 Cal; 38g Fat (18g Sat Fat); 90mg Chol; 1090mg Sodium; 29g Carb; 2g Fiber; 3g Sugar; 19g Protein

Pretzel-and-Honey-Mustard-Crusted Chicken Tenders

PER SERVING (FOR 6): 240 Cal; 5g Fat (1g Sat Fat); 65mg Chol; 340mg Sodium; 24g Carb; 3g Fiber; 7g Sugar; 26g Protein

Tuna Melt Casserole

PER SERVING (FOR 6): 440 Cal; 22g Fat (10g Sat Fat); 70mg Chol; 1160mg Sodium; 36g Carb; 2g Fiber; 5g Sugar; 25g Protein