

HyVee®

Happy Easter!

1.77 lb.

Cook's super trim ham portion



.59

Hy-Vee green beans or corn
14.25 to 15.25 oz.



**ONLY
1.94
PER POUND!**

3.88

California strawberries
32 oz. pkg.



4.99 ea.

with purchase of 4
Pepsi or Prebiotic Pepsi soda
12 pk. cans 12 fl. oz.,
10 pk. mini cans 7.5 fl. oz.,
8 pk. bottles or cans 12 fl. oz.



2.00 ea.

with purchase of 2
Frito-Lay Lay's, Kettle Cooked
or Tostitos Cantina chips 5 to 12 oz.



4.99 ea.

with purchase of 4
Coca-Cola soda
12 pk. cans 12 fl. oz.
or 8 pk. bottles 12 fl. oz.



.99 lb.

Sweet potatoes

Ad prices effective March 30 – April 5, 2026

Plus deposit on applicable items. Select varieties included. Some restrictions apply. Prices subject to change. We reserve the right to limit quantities. See store for details.



5.99
Blue Ribbon Classics
frozen dessert gallon
or novelties 8 to 20 ct.



1.18
PERKS PRICES
Jell-O pudding or gelatin
.3 to 3.9 oz.
1.48 NON-MEMBER PRICE

**SAVE!
.30**



2.49
PERKS PRICES
Gold Medal flour
5 lb.
2.99 NON-MEMBER PRICE

**SAVE!
.50**



2.49
Planters peanuts
16 or 16.5 oz.

FUEL SAVER
EARN
5¢
OFF
PER GALLON



1.68
Dole garden salad, shredded
lettuce or classic coleslaw
8 to 14 oz. pkg.



2/\$6
Cheez-It, Kellogg's Club,
Townhouse or Toasteds snack
crackers 5.75 to 13.8 oz.



2/\$5
Pillsbury cinnamon, crescent
rolls, Grands! or sweet biscuits
8 to 16.3 oz.



11.99
Hy-Vee Choice Reserve
boneless beef New York
strip steak 8 oz.
12 oz. **17.98**



2.49
Heinz gravy
12 oz.



1.28
Large avocados
each



5/\$10
Hy-Vee cheese
shredded, bars or cubes,
6 to 8 oz.



3/\$10
Tombstone, DiGiorno
classic crust, Jack's rising
crust pizza or pizza dippers
13.9 to 27 oz.



14.99
6" Easter lily
each

MAKE EASTER EASY

Simple premade holiday meals.
Just heat, serve & enjoy!

HEAT & EAT!



SERVES 6

99.99

Turkey breast bundle
Jennie-O boneless turkey breast 3 to 4 lb.,
2 large sides of mashed potatoes,
2 large sides of your choice,
16 oz. of beef or turkey gravy
& 12 brown & serve rolls
allow approximately
1.5 hours of reheating time



SERVES 8

149.99

CarveMaster Applewood pit ham meal
CarveMaster Applewood pit ham 7 to 10 lb.,
2 large sides of mashed potatoes,
2 large sides of your choice
16 oz. beef or turkey gravy
& 12 brown & serve rolls
allow approximately
2 to 2.5 hours of reheating time



HOP INTO HOSTING

Easy party trays made for gathering the whole family this Easter

Hassle-free apps

Order premade party trays that serve up to 20 guests. Choose pickup or delivery for convenience.



FUEL SAVER
EARN 5¢ OFF PER GALLON

Pride of the Midwest board
98 oz.



EARN 10¢ OFF PER GALLON

Brunch charcuterie board
90 oz.



FUEL SAVER
EARN 5¢ OFF PER GALLON

Fruit & cubed cheese tray
45 oz.



FUEL SAVER
EARN 5¢ OFF PER GALLON

Sparkling fruit & cheese board
96 oz.

FUEL SAVER
EARN 10¢ OFF PER GALLON

14.99
Bakery-fresh cookie tray
36 ct.



FUEL SAVER
EARN 10¢ OFF PER GALLON

12" Shrimp & snow crab leg cocktail dip tray
44 oz.



EASTER MADE EASY



FUEL SAVER
EARN
10¢
OFF
PER GALLON

25.00

Di Lusso entertainment tray
36 oz.



FUEL SAVER
EARN
10¢
OFF
PER GALLON

30.00

12" Captain's trio
seafood party tray
32 oz.



FUEL SAVER
EARN
10¢
OFF
PER GALLON

25.00

12" Supreme
cooked shrimp tray
includes sauce, 100% natural,
32 oz.



6.49

Bakery-fresh large croissants
6 ct. (limit 10)



2.99

Bakery-fresh
brown & serve rolls
12 ct. (limit 10)



9.99

Cannoli chips and dip
10 oz.



FUEL SAVER
EARN
5¢
OFF
PER GALLON

6.99

Bakery-fresh gourmet
cinnamon rolls 4 ct.



FUEL SAVER
EARN
10¢
OFF
PER GALLON

15.00

Hy-Vee fiesta party tray
36 oz.

SWEET EASTER DEALS

FUEL SAVER
EARN
5¢
OFF
PER GALLON



9.99
5" Bakery-fresh
decorated cookies
3 ct.

FUEL SAVER
EARN
3¢
OFF
PER GALLON



5.99
Bakery-fresh
cut out cookies
6 ct.

Dessert made easy

Ordering desserts online is a sweet idea for hosts. Find all your holiday favorites and place your order on Hy-Vee.com!

FUEL SAVER
EARN
5¢
OFF
PER GALLON



6.99
Bakery-fresh
decorated cupcakes
6 ct.



14.99
12" Bakery-fresh apple
or pumpkin pie 51 or 82 oz.



14.99
7" Bakery-fresh Easter
bunny decorated cake
15 oz.



16.99
7" Bakery-fresh
double layer
carrot cake
42 oz. (limit 10)



7.49
1/2 Bakery-fresh fruit pie
20 or 21 oz.



14.99
12" Bakery-fresh decorated
chocolate chip cookie 12 oz.



13.99
10" Bakery-fresh
gourmet fruit, creme
or meringue pie
31 to 54 oz.



4.99
 Ferrero Easter candy
 3.1 to 5.7 oz.



2/\$3
 Russell Stover Easter
 candy egg 1.3 oz.



15% off
 regular price
 Mars Easter candy
 16.15 to 61.72 oz.
 (price varies by store)



2.99
 Russell Stover Easter
 chocolate bunny 3 oz.



5.00 ea.
 with purchase of 2
 Hershey's chocolate bunny
 4.25 or 5 oz.



1.49
 2" Bright Easter eggs
 12 ct.



1.99
 PAAS Easter egg
 decorating kit 55 ct.



1.49
 Easter napkins 16 ct.
 or plates 8 ct.



5.00 ea.
 with purchase of 2
 Hershey's Easter candy
 5.7 to 9 oz.

Ad prices effective March 30 - April 5, 2026
 Select varieties included. Some restrictions apply. Prices subject to change. See store for details.. We reserve the right to limit quantities.

JOIN US Sunday, April 5 | 8 a.m. - 1 p.m.

EASTER BRUNCH



Hallmark

2.00 off
 regular price

with purchase of 2
 Hallmark cards

(2.99ea. minimum card purchase required)



Two weeks of savings!

SPRING KITCHEN SALE

March 23 - April 5

Save on everything you need
to host with ease.

15% off
regular price

Hy-Vee Seasons cookware,
glassware, ceramicware,
woven storage baskets
or bins each
(price varies by store)



15% off
regular price

Hy-Vee Seasons
kitchen utensils
each (price varies by store)



15% off
regular price

Hy-Vee Seasons
kitchen appliances
each (price varies by store)



15% off
regular price

Hy-Vee Seasons kitchen
or dining cloth
each (price varies by store)



15% off
regular price

Hy-Vee Seasons
kitchen baking pans
each (price varies by store)

MORE FOR LESS

\$2
or under



1.88
Dole celery
each



.88
Lemons or limes
each



1.48
Red, yellow or orange peppers
each



1.88 lb.
Fresh chicken drumsticks
or thighs 100% natural, value pack
No antibiotics ever.



.99
Birds Eye vegetables
10 or 10.8 oz.



1.99
Pepsi soda
2 liter



2.00
each

2/\$4
Pringles crisps
4.9 to 5.6 oz.



1.67
each

3/\$5
Swanson broth or stock
32 oz.



1.28 lb.
Red or gold potatoes



2.00
each

2/\$4
Barilla pasta
8 to 32 oz.



1.67
each

3/\$5
Rockstar or AMP energy drink
12 or 16 fl. oz.



1.28
Hy-Vee oyster crackers
9 oz.



1.67 each

3/\$5

Poppi prebiotic soda
12 fl. oz.



1.67 each

3/\$5

Betty Crocker Super Moist
brownie, cake mix
or frosting 12 to 16.3 oz.



1.67 each

3/\$5

Banquet Brown 'N Serve
sausage 6.4 oz.



1.67 each

1.28

Imperial spread
16 oz.



3/\$5

Siggi's yogurt
4.4 or 5.3 oz.



1.29

Hy-Vee soup
10.5 to 11.25 oz.



1.50 each

2/\$3

Betty Crocker casserole
potatoes 4 or 5 oz.



.95

Hy-Vee chunk light tuna
5 oz.



1.99

Hy-Vee juice
12 fl. oz. concentrate



1.99

V8 Splash fruit juice
64 fl. oz.



1.49

Good Graces gluten
free soup 10.5 oz.



1.88

Hy-Vee frosting
16 oz.



.58

Hy-Vee tomato sauce
8 oz.



1.65

Hy-Vee brownie mix
16.3 oz.



1.50 each

2/\$3

Lemon Perfect hydrating
lemon water 15.2 fl. oz.



Exclusive Savings with Hy-Vee PERKS Card



SAVE!
1.00

7.99

PERKS PRICES

Fresh ground beef patties
85% lean, 15% fat 4 ct., 16 oz. pkg.

8.99 NON-MEMBER PRICE



SAVE!
1.00

8.99

PERKS PRICES

Hy-Vee True ground beef
grass fed, 85% lean, 15% fat 16 oz.

9.99 NON-MEMBER PRICE



SAVE!
1.00

5.99

PERKS PRICES

Mealtime meatballs
16 oz.

6.99 NON-MEMBER PRICE



SAVE!
.50

3.99

PERKS PRICES

Kraft string cheese
10 or 12 oz.

4.49 NON-MEMBER PRICE



SAVE!
.50

4.49

PERKS PRICES

Di Lusso salad
6.5 to 8.1 oz. pkg.

4.99 NON-MEMBER PRICE



SAVE!
.40

2.28

PERKS PRICES

Daisy Brand sour cream
16 oz.

2.68 NON-MEMBER PRICE



SAVE!
.40

2.79

PERKS PRICES

Ragú or Bertolli pasta sauce
15 to 45 oz.

3.19 NON-MEMBER PRICE



SAVE!
.30

1.68

PERKS PRICES

Hy-Vee croutons
5 oz.

1.98 NON-MEMBER PRICE



SAVE!
.40

2.89

PERKS PRICES

Simply Potatoes
breakfast potatoes
20 oz.

3.29 NON-MEMBER PRICE



SAVE!
.50

1.99

PERKS PRICES

Wish-Bone dressing
15 fl. oz.

2.49 NON-MEMBER PRICE



SAVE!
.50

2.79

PERKS PRICES

Ocean Spray juice
64 fl. oz.

3.29 NON-MEMBER PRICE



SAVE!
.50

1.49

PERKS PRICES

Hy-Vee stuffed
manzanilla olives
5.75 oz.

1.99 NON-MEMBER PRICE



SAVE!
.50

3.99

PERKS PRICES

Welch's sparkling
juice or cider 25.4 fl. oz.

4.49 NON-MEMBER PRICE



SAVE!
.40

2.89

PERKS PRICES

Hy-Vee cooking spray
5 or 6 oz.

3.29 NON-MEMBER PRICE



SAVE!
.40

2.48

PERKS PRICES

Craisins dried cranberries
5 or 6 oz.

2.88 NON-MEMBER PRICE



SAVE!
.50

3.79

PERKS PRICES

Lactaid milk
64 fl. oz.

4.29 NON-MEMBER PRICE



SAVE!
.50

3.49

PERKS PRICES

Pillsbury pie crusts
10 or 12 oz.

3.99 NON-MEMBER PRICE



SAVE!
.50

3.49

PERKS PRICES

Hy-Vee vinegar
gallon

3.99 NON-MEMBER PRICE

SAVE \$44.00 WITH DIGITAL COUPONS



6.98
-1.00 off with digital coupon

5.98

Oscar Mayer Deli Fresh lunch meat 15 or 16 oz.



4.79
-.50 off with digital coupon

4.29

Hy-Vee fruit or veggie dip 11 oz.



4.99
-1.00 off with digital coupon

3.99

Claussen pickles 20 to 32 fl. oz.



2.29
-.50 off with digital coupon

1.79

Hy-Vee long grain rice 32 oz.



7.99
-1.00 off with digital coupon

6.99

Hy-Vee trail mix 24 or 26 oz.



1.98
-1.00 off with manufacturer's digital coupon

.98

Red Star active or quick rise yeast .75 oz.



4.49
-.50 off with digital coupon

3.99

Hy-Vee sparkling water 12 pk. cans 12 fl. oz.



3.48
-.50 off with digital coupon

2.98

Hy-Vee hummus 10 oz.





5.49
-1.00 off with digital coupon

4.49

Hy-Vee coffee
12 ct.



2.99
-1.00 off with manufacturer's digital coupon

1.99

I Can't Believe It's Not Butter,
Brummel & Brown
or Country Crock plant based
spread 8 to 16 oz.



5.98
-2.00 off with manufacturer's digital coupon

3.98

Hellmann's mayonnaise
20 or 30 fl. oz.



2/\$8.00
-2.00 off 2 with manufacturer's digital coupon

2/\$6

Breyers ice cream 1.5 quart
or Klondike novelties 4 or 6 ct.



4.99
-1.00 off with manufacturer's digital coupon

3.99

Country Crock spread
45 oz.



12.97
-1.00 off with manufacturer's digital coupon

11.97

Crest toothpaste
9.9 oz.



2/\$19.98
-7.00 off 2 with manufacturer's digital coupon

2/\$12.98

Olay body wash
33 oz.



2/\$59.88
-10.00 off 2 with manufacturer's digital coupon

2/\$49.88

Olay Regenerist skin care
.4 to 1.7 fl. oz.



2/\$9.94
-3.00 off 2 with manufacturer's digital coupon

2/\$6.94

Aussie hair care
8 to 16 fl. oz.

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Select varieties included. Some restrictions apply. Prices subject to change. We reserve the right to limit quantities. See store for details.

**BUY \$50 OR MORE IN
SELECT GIFT CARDS
GET \$5 OFF INSTANTLY**



Offer valid in store 03/30/26 - 04/05/26 Subject to availability. See gift cards for details, terms, conditions and (if applicable) fees. All trademarks are property of their respective owners. Product may not be available in all states. The gift cards featured are not sponsors or otherwise affiliated with this company. One4All Favorites Gift Cards are issued by Pathward®, N.A., Member FDIC.



WITH **H**PERKS YOU SAVE ON GAS!

*Some restrictions apply. See **H**PERKS terms and conditions at Hy-Vee.com



Di Lusso Harvester sandwich
6 to 9 oz.



2.49
Bakery-fresh baguette bread
10 oz.



6.99
U-Bake cinnamon rolls
6 ct. (limit 10)



2/\$5
Hy-Vee Midwest Pork
boneless pork loin butterfly
or America's cut chops 8 oz.



4.99 lb.
Hy-Vee Short Cuts
watermelon chunks



4.99 lb.
Hy-Vee Short Cuts
cantaloupe chunks



6.99
Hy-Vee guacamole
16 oz.



Pepcid antacid or Imodium
multi-symptom relief caplets
12 to 50 ct. or 4 fl. oz.



Band-Aid or Neosporin
first aid products
1 to 110 ct. or .5 to 8 oz.



with purchase of 3
Suja or Vive health
benefit shots 2 fl. oz.



with \$50 purchase of
Millie Moon diapers or wipes
15 to 648 ct.



Purina Friskies cat food
5.5 oz.

PRODUCE



4.99 lb.
Sumo Citrus



3.99
Del Monte Mag-Nificent
cantaloupe each



2.98
Del Monte gold pineapple
each



2.68 lb.
Green or black seedless grapes



3.99 lb.
Asparagus



2.88
Braga Farms cut vegetables
10 to 12 oz. pkg.



3.99
Josie's Organics salad
5 oz. pkg.



2.77
Grimmway Farms baby carrots
32 oz. pkg.



2.68
Mini cucumbers
6 ct. pkg.



2.99
Pero Family Farms
snipped green beans
12 oz. pkg.



4.98
Mann's sugar snap peas
15 oz. pkg.



5.99
Organic Cal-Organic
potatoes 3 lb. pkg.

MEAT



4.99

Bacon wrapped chicken griller
8 oz.



14.99

Hy-Vee Choice Reserve beef
tenderloin filet mignon 5 oz.
8 oz. **19.99**



2.48 lb.

Bone-in pork
shoulder roast
Hormel Always Tender



16.99 lb.

Hy-Vee Angus Reserve
beef T-bone steak



8.99 lb.

Hy-Vee Choice Reserve boneless
beef bottom round roast



19.98 lb.

Hy-Vee Angus Reserve
boneless beef ribeye steak



3.99 lb.

Hy-Vee fresh boneless
skinless chicken breasts
100% natural, value pack
No antibiotics ever. 4.49 lb.



2.68 lb.

Hy-Vee premium spiral
sliced half ham



6.99 lb.

Fresh semi-boneless lamb leg
Fresh boneless lamb leg **7.99 lb.**



4.99 lb.

Fresh ground pork sausage
mild or Italian



4.99 lb.

Hormel Cure 81 boneless
whole or half ham



5.99

Fresh ground beef
80% lean, 20% fat 16 oz. roll



4.99

Ball Park beef franks
14 or 15 oz.



15.99

Butterball boneless
turkey roast 3 lb.



13.99

Hormel Gatherings
party tray 28 oz.



4.77

Jimmy Dean sausage
16 oz.



2/\$6

Kraft natural sliced cheese
7 to 8 oz.



4.48

Hormel side dish
19 or 20 oz.



3.99

Galbani ricotta or chunk
mozzarella cheese
16 or 32 oz.

FIRE UP THE GRILL

Two weeks of savings | March 30 - April 12



3.49
Kraft American singles
10.7 or 12 oz.



4.48
Hy-Vee gourmet
steakhouse burgers 6 oz.



11.99
Schweid & Sons burger patties
1.33 lb.



2/\$6
Chicken griller patties
6 oz.



8/\$12
Our Special Recipe
bratwurst links or patties
regular or skinless, 3 or 3.75 oz.



7.99 lb.
Bacon wrapped asparagus



9.99
Hy-Vee True grass fed
boneless beef New York
strip steak 10 oz.

FIRE UP THE GRILL

Two weeks of savings | March 30 - April 12



2/\$5

Hy-Vee Midwest Pork
bacon wrapped pork
ribeye chops 8 oz.



12.00

Hy-Vee Midwest boneless
country style ribs 30 oz.



3.99 lb.

Fresh pork tenderloin
Hormel Always Tender



4.99
-1.00 off with digital coupon

3.99

Chophouse Meats
smoked sausage
links, ropes or slices, 12 to 14 oz.



4.99 lb.

Fresh boneless skinless
lean hand trimmed
chicken breasts



5.99

Yellowfin Ahi tuna steak
previously frozen, 8 oz.



9.99

Large grilling shrimp
EZ peel, 8 to 12 ct., 16 oz.



9.99

Red Apple Just Baked
grilling cheese 8 oz.



2/\$5

Ball Park hot dogs
15 oz.

SEAFOOD



7.99 lb.
Fresh tilapia fillets



11.98 lb.
Fresh Atlantic Verlasso
salmon fillet farm raised



9.98 lb.
Cooked shrimp
100% natural, 51 to 60 ct.



12.98 lb.
Wild Argentina red shrimp
EZ peel



5.99
Wild Alaska Sockeye
salmon portions
16 oz. pkg.



buy one, get one
FREE
SeaPak shrimp,
clam strips or cod
9 to 14 oz.



3.99
Tastee Choice breaded
shrimp 8 or 9 oz.



6.98
Ahi tuna steak
fair trade, 12 oz.

FRESH



10.98 lb.
Di Lusso premium sliced salami or pepperoni



8.99 lb.
Di Lusso premium thin sliced ham



9.99 lb.
Di Lusso thin sliced turkey or chicken



12.98 lb.
Di Lusso thin sliced roast beef



8.99 lb.
Di Lusso premium sliced cheese



12.99
Columbus sampler or entertainment tray
12 oz.



buy one, get one
FREE
Kaukauna cheese cup, ball or log, 6 or 6.5 oz.



5.99
Boursin dairy-free alternative, cheese spread, bites or crumbles 4 to 6 oz.



9.99
Bella Rosa cheese tray 16 oz.

FREE
Di Lusso premium deli sliced cheese 8 oz.
with 1 lb. purchase of Di Lusso premium deli sliced meats



7.99
Hy-Vee potato salad
3 lb.



8.99
Hickory House pulled
pork sandwich
includes one side



7.99 lb.
Market Grille boneless wings



4.99
La Terra Fina dip or spread
10 oz.



10.99
Nori Sushi Godzilla roll
A bold, fusion sushi roll with rice, cucumber, shrimp & cream cheese. Lightly tempered, finished with spicy sauce, glaze & a crunchy finish. 9.5 oz.



6.99
HyChi rice bowl
rice topped with any hot case entrée



8.99
Market Grille
ham & cheese skillet
Double-smoked ham & cheddar
cheese served with 2 eggs, toast
or pancakes.



5.99 lb.
Hy-Vee ratatouille pasta
15 minute meal kit



BIG BIG SALE

BIG deals on **BIG** packs!

Two week sale | March 30 - April 12



40pk.

4.99

Hy-Vee purified drinking water
40 pk. bottles 16.9 fl. oz.



8pk.

8.49

Kraft mac & cheese
8 pk.



Mega pack

8.99

Hillshire Farm lunch meat
22 oz.



15ct.
or
20ct.

8.99

Nabisco multipack snacks
15 or 20 ct.



FUEL SAVER
EARN
10¢
OFF
PER GALLON

18pk.

Powerade sports drink
18 pk. bottles 12 fl. oz.



18oz.
or
20oz.

7.99 with
-2.00 off manufacturer's
digital coupon

5.99

Chex Mix or Gardetto's
snacks 18 or 20 oz.



17oz.

4.00 ea.

with purchase of 2
Fiesta Size Takis
rolled tortilla chips
17 oz.



12pk.

8.99

V8 energy drink
12 pk. cans 8 fl. oz.



10ct.

7.99

Entenmann's Little Bites
10 ct.



32ct.

26.47

Purina Friskies cat food
32 ct.



10pk.

11.99

Johnsonville brats
2.38 lb.



36ct.

13.99

Blue Ribbon Classics novelties
36 ct.

BIG BIG SALE

Two week sale
March 30 - April 12



10lbs.

4.98 lb.

Fresh ground beef
80% lean, 20% fat,
sold in a 10 lb. roll for **49.80**



Club Pack

2.98 lb.

Fresh boneless skinless
chicken breast club pack



24ct.

9.99

Butterfinger ice cream
candy bars 24 ct.



24oz.

14.99

Fish Market cooked shrimp
tail on, peeled & deveined,
26 to 30 ct., 24 oz. pkg.



2lb.

9.99

Sea Best tilapia fillets
32 oz.



32oz.

17.99

Sea Best Argentine shrimp
EZ peel, 16 to 20 ct., 32 oz. pkg.



18ct.

12.99

Babybel mini cheese snacks
8.4 or 12.7 oz.



48oz.

14.99

Bella Rosa cheddar cheese cubes
48 oz.



130 ct.

12.49

Totino's pizza rolls
130 ct.



42ct.

17.99

Frito-Lay multipack snacks
42 ct.



BIG bag

4.99

Valley Pop popcorn
16 oz.



14ct.

5.99

Bar-S franks or smoked sausage
2.5 or 3 lb.

BIG BIG SALE

Two week sale
March 30 - April 12



13.99
Dixie paper plates
150 ct.



12.99
Hy-Vee honey
48 oz.



9.99
Hy-Vee twin pack
peanut butter
2 ct. - 40 oz.



3.99 lb.
Fresh chicken wings
club pack



7.77
Starkist light chunk tuna
8 pk.



6.99
Hy-Vee sliced peaches
4 ct. - 15 oz.



7.49
Hy-Vee fruit snacks
40 ct.



29.99
Hy-Vee coffee
100 ct.



70.00
Hy-Vee meat bundle pack #3
4 pork bratwursts, 3.75 oz.,
4 gourmet steakhouse burgers, 6 oz.,
4 twice baked potatoes, 5 oz.,
4 Hy-Vee Choice Reserve
bacon-wrapped sirloin filets, 5 oz.,
4 ground chuck patties
85% lean, 15% fat, 5 oz.,
4 bacon wrapped chicken grillers, 8 oz.



18.99
Vita Coco coconut water
12 pk. bottles 11.1 fl. oz.



3.99
Hy-Vee apple juice
96 fl. oz.



7.49
Hy-Vee fruit cups
12 ct. - 4 oz.

BIG BIG SALE

Two week sale
March 30 - April 12



17.99
Bear Mountain BBQ
gourmet pellets 40 lb.



26.99 with
-2.00 off manufacturer's
digital coupon

24.99
Cottonelle bath tissue
36 mega rolls



9.99 with
-2.00 off manufacturer's
digital coupon

7.99
Kleenex tissue
6 pk.



6.99
Sunny D juice drink
18 pk. bottles 6.5 fl. oz.



9.99
Werther's, Riesen
or Mamba candy
25 to 30 oz.



22.86
Purina Fancy Feast
24 ct.



8.48
Arm & Hammer scent
booster 45 oz.



9.99
Hy-Vee American
cheese singles 3 lb.



8.99
Party Pack Johnsonville
sausage 28 oz.



9.99
BelGioioso cheese
wedges or shreds, 16 oz.



6.99
Kellogg's cereal cups
variety pack 8 pk.



2.28 lb.
Whole boneless pork loin
Hormel Always Tender



8.99
Capri Sun variety pack
30 ct.



5.49
Annie's shells
or macaroni & cheese
24 oz.



4.99
Family Size Cheez-It
crackers 12 to 21 oz.



6.99
Hy-Vee bacon
24 oz.

EVERYDAY SAVINGS WITH **HyVee** PRODUCTS!

If you can't tell the difference, why pay the difference?



3.99
Hy-Vee lunch meat
7 or 9 oz.



3.88
Hy-Vee macaroni
& cheese cups 4 ct.



1.99
Hy-Vee pitted ripe olives
6 oz.



3/\$4
Hy-Vee mini spice
.2 to 1.2 oz.



2.68
Hy-Vee crumbled
bacon bits or pieces
2.5 or 2.8 oz.



3.49
Hy-Vee bagels
6 ct.



1.49
Hy-Vee instant potatoes
4.7 oz.



3.48
Hy-Vee fruit
29 or 30 oz.



2.78
Hy-Vee taco sauce
16 oz.



1.88
Hy-Vee mustard
20 oz.



3.49
Hy-Vee everything seasoning
2.3 to 2.6 oz.



3.99
Hy-Vee General Tso
or sesame teriyaki sauce
11 or 11.8 fl. oz.



3.99
Hy-Vee spring water
24 pk. mini bottles 10 fl. oz.



3.48
Hy-Vee Select mayonnaise
10 fl. oz.



2.48
Hy-Vee ketchup
32 oz.



4.49
Hy-Vee avocado
or air fryer spray
5 oz.



1.99
Hy-Vee rice pouch
8.5 oz.



14.99
Hy-Vee coffee
22.6 to 24.4 oz.

PANTRY



2.50 ea.
with purchase of 2
Nabisco snack crackers
or Ritz toasted chips
3.5 to 8.5 oz.



5.99
Jack Link's beef jerky
2.6 or 2.85 oz.



2/\$8
Annie's fruit snacks,
graham crackers, cookies
or granola bars 6 or 10 ct.



2/\$6
Mott's applesauce
6 ct.



4.79
Sun-Maid raisins
20 oz.



2.69
Donut You Dare donuts
11 or 13 oz.



3.99
Family Size Post cereal
18 to 19.5 oz.



3.99
Family Size Kellogg's cereal
16.6 to 24 oz.



3.29
Sara Lee Artesano bread
20 oz. or dinner rolls 12 ct.

THAT'S SMART!™

With hundreds of products full of everyday savings, **That's Smart!** gives you exceptional value on grocery essentials and basics.



2.38
That's Smart! flour
5 lb.



1.78
That's Smart! apple juice
64 fl. oz.



1.48
That's Smart!
soft baked cookies
7.1 oz.



3.79

Hungry Jack pancake syrup
24 fl. oz.



2.88

Nature's Own bread
100% wheat or butterbread,
20 oz.



4.48

King's Hawaiian rolls
12 ct.



25% off

regular price

**Wilton icing, sprinkles,
food colors or tools**
1 to 20 ct. or .35 to 10.4 oz.
(price varies by store)



2.99

Welch's grape jelly
20 oz.



2/\$5

Stove Top stuffing mix
6 oz.



2/\$6

**Betty Crocker Delights
cookie or brownie mix**
11.9 to 19.1 oz.

Ad prices effective March 30 - April 5, 2026

Select varieties included. Some restrictions apply. We reserve the right to limit quantities. Prices subject to change. See store for details.

**EARN UP TO 15¢
OFF PER GALLON**
when you buy \$15 of select
Nestlé baking items

FUEL SAVER
EARN
15¢
OFF
PER GALLON

**Save
INSTANTLY
at checkout**



3.99

Nestlé Toll House cookies
14 to 16.5 oz.

1.69

Carnation evaporated milk
12 oz.



2.88

**Carnation sweetened
condensed milk** 14 oz.



3.99

Nestlé Toll House morsels
10 to 12 oz.

All trademarks are owned by Société des Produits Nestlé S.A., Vevey, Switzerland.



SHOOT FOR SAVINGS MADNESS

SPEND \$25, SAVE \$5

instantly on qualifying products



3.99

Frito-Lay Doritos chips
4.04 to 10.75 oz.



3.49

Frito-Lay Miss Vickie's chips
6 or 7.5 oz.



2.99

Frito-Lay Smartfood
or Tostitos snacks



2/\$5

Quaker instant oatmeal
8 ct.



4.49

Quaker protein bars
5 ct.



3/\$4

Rice-A-Roni or Pasta Roni
4.3 to 7.2 oz.





4.49
Wilderness pie filling
or topping 21 oz.



1.99
Libby's pineapple
20 oz.



1.98
Suddenly! pasta salad
7.25 to 8.3 oz.



2.98
Family Size Idahoan homestyle
casserole or flavored mashed
potatoes 7.34 to 8.2 oz.



2/\$7
Rummo Italian pasta
16 to 17.12 oz.



2.29
Gustare Vita chopped garlic
3 oz.



10/\$10
Campbell's tomato, chicken
noodle or select cream soup
10.5 or 10.75 oz.



6.99
Carbone pasta sauce
15 or 24 oz.



2.99
Gustare Vita balsamic
glaze, vinegar or spray
8.5 or 16.9 fl. oz.



15% off
regular price

Graza oil
5 to 33.81 fl. oz. (price varies by store)



5.49

Jack Daniel's pork or beef rub
5 or 6 oz.



2.89

Vlasic pickles
16 or 24 fl. oz.



30% off
regular price

**Morton & Bassett spices
or extracts** .01 to 4 oz.
(price varies by store)



1.99

**Simply Organic
seasoning packet**
.08 to 1.5 oz.



1.66

**Happy Family Organics
baby food pouches**
4 or 4.22 oz.



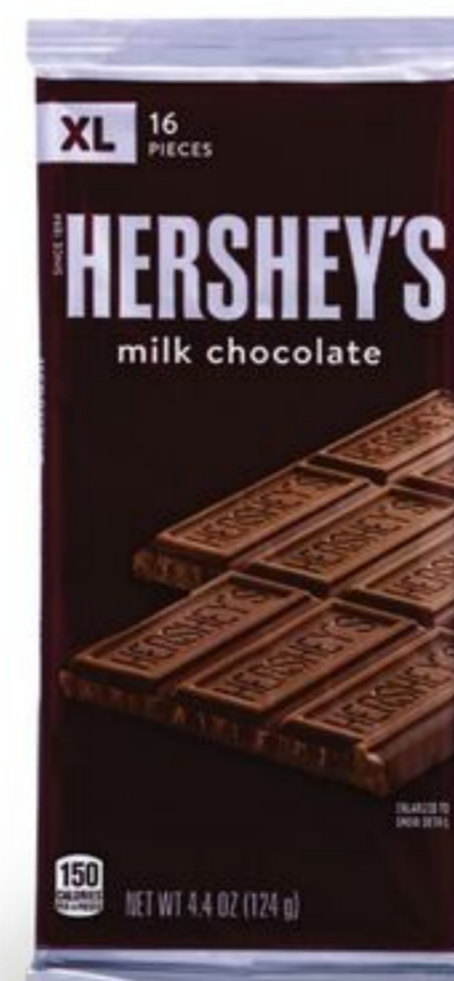
2.29

Kinder Joy
.7 to 1.5 oz.



17.49

Lindt chocolate
12.7 oz.



2.50 ea.

**with purchase of 2
XL Hershey's chocolate bar**
3.5 to 4.4 oz.



2/\$4

**Russell Stover
sugar free candy**
2 to 2.4 oz.



FUEL SAVER
EARN
25¢
OFF
PER GALLON

with every
\$15 purchase
of Kraft items on this page



7.98
Gevalia coffee
12 oz.



1.24
Kraft mac & cheese
5.5 to 7.5 oz.



2/\$3
Jet-Puffed marshmallows
or creme 7 or 10 oz.



5.98
Oscar Mayer bacon
12 or 16 oz.
Oscar Mayer fully cooked bacon
2.52 oz. **3.99**



5.49
Kraft Miracle Whip
19 or 30 fl. oz.



2/\$5
Philadelphia cream cheese
8 oz.

Drink in Adventure

ENTER FOR A CHANCE TO WIN A JEEP® BRAND VEHICLE

BUY*



Save \$5 when you spend \$30 on participating Coca-Cola Products in **one transaction (3/30-5/25)** for your chance to win!
(See below for participating products)

► **SWIPE** ►

Your
HyVee.
PERKS card



for your chance to
WIN

A 2026 Jeep
Brand Vehicle



*NO PURCHASE OR STORE VISITATION NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED BY LAW. Sweepstakes begins at 12:00 AM CT on 3/30/2026 and ends at 11:59 PM CT on 5/25/2026. Open to residents of Illinois, Iowa, Kansas, Minnesota, Missouri, Nebraska, South Dakota, and Wisconsin who are 18 years of age (19 in Nebraska) or older at time of entry. For rules, eligibility, free method of entry, prize, participating products, and complete details: <https://bit.ly/America250HyVeeSweepstakes>. Sponsor: The Coca-Cola Company, One Coca-Cola Plaza, Atlanta, GA 30313.

Participating Products include Coca-Cola, Sprite, Fanta, Fresca, Seagrams, Minute Maid 6-10pk 7.5oz Mini Cans, 16oz Can, 6pk 16.9oz Bottles, 1.25L Bottle, smartwater 1 Liter and 1 Liter 6-12pk Bottles, Gold Peak 18.5oz Singles and 6pk 16.9oz Bottles, BODYARMOR 16oz Singles, 8pk 12oz and 6pk 16oz Bottles.

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SIGNATURE PARTNER

BEVERAGE



4.49 ea.

with purchase of 4
7UP soda
12 pk. cans 12 fl. oz.
or 8 pk. bottles 12 fl. oz.



1.00 ea.

with purchase of 5
7UP soda
2 liter



2.99

Polar seltzer
8 pk. cans 12 fl. oz.



5.99 with coupon
-1.00 off available on pkg.
while supplies last

4.99

Gatorade sports drinks
6 or 8 pk. bottles 20 fl. oz.



3.99 ea.

with purchase of 3
Pepsi soda
6 pk. bottles 16.9 fl. oz.



6.49

San Pellegrino
or Maison Perrier sparkling
water 6 or 8 pk. cans 11.15 fl. oz.



buy two, get one
FREE

Poppi prebiotic soda
4 pk. cans 12 fl. oz.



6.99

Lipton tea
12 pk. bottles 16.9 fl. oz.
or Pure Leaf tea
6 pk. bottles 16.9 fl. oz.



4/\$10

San Pellegrino
or Acqua Panna
sparkling water
1 liter



3.59

Gustare Vita soda
25.4 fl. oz.



2/\$5

Gold Peak tea
59 fl. oz.



buy two, get one
FREE

Bubly sparkling water
8 pk. cans 12 fl. oz.



6.99

Starbucks frappuccino
or espresso
4 pk. bottles 9.5 fl. oz.
or 4 pk. mini cans 6.5 fl. oz.



6.79

Maison Perrier French Kiss
sparkling juice drink 6 ct.



11.99

Gold Peak tea
12 pk. bottles 16.9 fl. oz.



8.99

BodyArmor SportWater
6 pk. bottles 1 liter

DAIRY



buy two, get one
FREE
Chobani drinks
10 or 14 fl. oz.



3.98
Kemps cottage cheese
22 oz.



2.77
AE Dairy dip
16 oz.



4.77
Wanderbean cold brew coffee
48 fl. oz.



4.48
Yoplait, Go-Gurt or Ratio yogurt
4 to 20 ct. or 24 oz.



4.99
Reddi-wip original, barista series
or non-dairy topping 6 or 13 oz.



2/\$7
Coffee mate creamer
28 or 32 fl. oz.,
cold foam 14 oz.
or iced coffee 50 fl. oz.



2/\$5
Simply lemonade, juice
or Gold Peak tea drinks
52 fl. oz.



2/\$7
Simply juice
46 or 52 fl. oz.

Become a HOME RISTA

Make your house

your coffeehouse 🍷



Coffeehouse order

at-home edition 📌



2/\$6

Activia, Danimals or YoCrunch yogurt 4 or 6 ct.



2/\$10

Stok cold brew coffee 48 fl. oz., Oikos drink 6 ct. or Too Good yogurt pouch 4 ct.



2/\$8.00 -1.00 off 2 with manufacturer's digital coupon

2/\$7

Silk soy protein milk 48 fl. oz., Silk oat creamer 32 fl. oz. or Too Good coffee creamer 25.4 fl. oz.



2/\$8

Dannon Greek yogurt 4 ct.



2/\$7.00 -1.00 off 2 with manufacturer's digital coupon

2/\$6

International Delight creamer 32 fl. oz., cold foam 14 fl. oz., or Silk cold foam 14 fl. oz.



2/\$6.00 -1.00 off 2 with manufacturer's digital coupon

2/\$5

Danimals pouches 4 ct., Silk almond milk 64 fl. oz. or Oikos protein shake 12 fl. oz.

FROZEN



6.99

Brew Pub Patriot or Nancy's Chicago thin crust pizza 15.95 to 21.45 oz.



2.98

Tony's pizza 18.56 to 20.6 oz.



5.99

DiGiorno Detroit style, thin & crispy stuffed, Tombstone tavern, or California Pizza Kitchen pizza 13.4 to 22.3 oz.



2/\$8

New York Bakery garlic toast, Reames homestyle egg noodles or Sister Schubert's rolls 7.3 to 17 oz.



4/\$10

Lean Cuisine or Stouffer's entrée 5 to 16 oz.



5.99

Stouffer's meals for two 26 oz.



2.98

Hy-Vee Select ravioli or tortellini 19 to 25 oz.



3.78

Hy-Vee artisan bread 9.4 to 14.1 oz.



3.99

Bridgford cinnamon or garlic parmesan monkey bread 16 oz.



5.99

Hy-Vee French toast sticks 32 oz.



9.99

Philadelphia cheesecake 24 oz.



5.99

Edwards pie 23.5 to 30.4 oz.



buy one, get one

50% off regular price

Pepperidge Farm pastry shells, sheets or cakes 10 to 19.6 oz. (of equal or lesser value)



5.99

Marie Callender's pie 24 to 42 oz.



4.98

Rhodes rolls 16.5 to 36.5 oz.

HEALTHMARKET



4.49
Oatly oat milk
48 or 64 fl. oz.



4.49
Ripple Kids, organic
or pea milk 48 fl. oz.



4.28
Blue Diamond almond milk
48 fl. oz.



5.99
Sweet Loren's gluten
free cookie dough
9.6 or 12 oz.



6.99
Egglife pasta
9 oz.



5.49
Belgian Boys bite-sized
pancakes 32 or 36 ct.
or waffles 5 ct.



2/\$4
Heath-Ade SunSip soda
11.5 fl. oz.



7.99
Olipop prebiotic soda
4 pk. cans 12 fl. oz.



4.99
Good Graces gluten free
crispy onions 8 oz.



Good Graces™
No Gluten? No Problem.

Enjoy high-quality, affordable gluten-free products.
You'll never taste what's missing.



3.99
Good Graces gluten free
stuffing 5.5 oz.

NOTHING BUT THE TRUTH™

ALL GOOD HERE.

Other brands make a lot of promises, but we follow through on ours. Our organic snacks have nourishing taste that you can trust - no high fructose corn syrup, no hidden ingredients, just wholesome flavor. & that's Nothing But The Truth.



5.49

Nothing But The Truth flavored extra virgin olive oil 8.5 fl. oz.



2.99

Nothing But The Truth organic broth 32 fl. oz.



13.99

Nothing But The Truth avocado oil 25 fl. oz.



2.29

Nothing But The Truth vegetables 12 oz.



3.99

Nothing But The Truth organic sugar 24 oz.



4.29

Nothing But The Truth organic quinoa 16 oz.



4.29

Nothing But The Truth organic crispy onions 6 oz.



3.99

Jolly Llama gluten & dairy-free ice cream bars or cones 3 or 4 ct.



4.49

Siete chips, churro strips or salsa 5 to 10.5 oz.



6.49

Orchard Valley Harvest snacks 5 to 8 oz.



15% off

regular price
Unreal snacks 3.4 to 5 oz. (price varies by store)



3.99

Late July tortilla chips 7.5 to 10.1 oz.



5.99

Nature's Bakery gluten free bars or mini bars 6 or 10 ct.



4.99

Proper Good soup or pasta 10 to 12 oz.



5.89

Schär gluten-free ciabatta rolls 4 ct.



3.99

Flanagan Farms organic sauerkraut 16 oz.



20% off

regular price
Bob's Red Mill tapioca or whole grain oat flour 16 or 18 oz. (price varies by store)



4.99

King Arthur flour 5 lb.



buy one, get one 50% off

regular price
Jocko Molk protein shake or drink mix powder 4 ct. or 10.79 to 25.12 oz. (of equal or lesser value)



20% off

regular price
Vega pre-workout or protein powder 8.4 to 23.4 oz. (price varies by store)



buy one, get one

25% off

regular price
Grun's Nootropics or Greens gummies 3 or 10 ct. (of equal or lesser value)



30% off

regular price
Nature's Truth vitamins 30 to 300 ct. or .5 to 10 oz. (price varies by store)



10% off

regular price
Hy-Vee HealthMarket beauty vitamins 90 to 250 ct. (price varies by store)

FLORAL



9.99

4" Blooming plant

This mix features bright begonias, full-bodied chrysanthemums or elegant cyclamen, offering a delightful variety of textures, hues & seasonal blooms.



19.99

6" Blooming plant

This includes bright begonias, full-bodied chrysanthemums or graceful cyclamen, offering a mix of textures, tones & seasonal blooms.



9.99

4" Spring mum

Featuring a lively mix of blooms in a spectrum of cheerful hues, this compact plant adds a playful, bright touch to any space.



24.99

8" Easter lily

Featuring multiple trumpet-shaped white blooms & rich green foliage. Larger & fuller than standard pots, this plant offers a striking seasonal display perfect for homes or gifting.



24.99

8" Spring bulb garden

An attractive mixed planting of premium flowering bulbs arranged in an 8-inch container for a full, layered display of seasonal color.



22.99

Bloomakers

Designed for convenience & style, Bloomakers deliver vibrant bulb blooms with minimal care—perfect for desks, kitchens, gifting or small living spaces.



29.99

6" Hydrangea plant

Features full, lush blooms in a range of soft, elegant colors, making it a classic choice for brightening indoor spaces.



29.99

8" Multi-color gerber plant

Features large, vibrant blooms in a mix of lively hues, this full-bodied plant creates an eye-catching display.



12.99

Tulip bouquet

Perfect for gifting or decorating your home, this 10 stem bouquet delivers fresh, long-lasting blooms that showcase the simple beauty & charm of tulips.



16.99

6.5" Rainbow mum

Bring lively, eye-catching hues to any space. Perfect for gifting or seasonal décor, it's an easy-care plant that adds a joyful, colorful accent wherever it's displayed.



19.99

Prism Pastel bouquet

This hand-tied arrangement features a delicate mix of pastel blooms in soothing shades of pink, lavender, peach & cream.



7.99

Pastel Crazy daisy bouquet

Featuring a mix of soft pastel-colored daisy poms, this 5-stem bouquet brings a playful, cheerful touch to any space.

HOME



4.49

Hy-Vee coated paper plates
80 or 100 ct.



buy one, get one
FREE

Rubbermaid storage containers
1 to 10 ct.



7.99

Chinet plates or bowls
24 to 60 ct.



5.99

Ziploc storage bags
12 to 42 ct.



2.97

Softsoap hand soap
11.25 fl. oz.



10% off
regular price

Banana Boat
or Hawaiian Tropic sun care
5 to 16 oz. (price varies by store)



buy one, get one
40% off
regular price

Maybelline or L'Oreal cosmetics
each (of equal or lesser value)



25% off
regular price

Kiss nails or glue
each (price varies by store)



buy one, get one
50% off
regular price

EOS lip balm
4 ct. or 14 to 1.25 oz.
(of equal or lesser value)



\$10 Hy-Vee
gift card

FREE

\$10 Hy-Vee gift card
with \$30 purchase of any
P&G hair care, body care,
skin care, cleaning, paper
or baby products
1 to 33 ct. or .4 to 38.04 oz.



10% off
regular price

Playtex, Carefree, OB
or Stayfree products
22 to 100 ct. (price varies by store)



buy one, get one
50% off regular price
Huggies diapers
 36 to 96 ct.
 (of equal or lesser value)



4.99
That's Smart! liquid laundry detergent
 gallon



16.99
Traeger pellets
 18 lb.



10.29
Kingsford or Match Light charcoal briquets
 12 or 16 lb.



buy one at regular price,
 get one for
1.00
Yankee candle, wax melt or car jar 1 to 6 ct., 10 or 12 oz.
 (price varies by store)



14.99
Super Mario Plush
 Bring the magic of Super Mario to life with these authentic 6-inch plush characters. Featuring fan-favorites like Mario, Luigi, Fire Mario & Yoshi, this collectible assortment is perfect for gamers of all ages.



7.99
Hot Wheels Super Mario Kart
 Power-up imagination with iconic Mario Kart™ characters. Combine the hands-on thrill of Hot Wheels® performance, re-live or reinvent game-inspired stunting, racing & adventure stories.



1.79
PEZ Super Mario Bros. dispenser Featuring fan favorites like Mario, Luigi, Yoshi, Donkey Kong & Princess Peach



8.29
ZAK Super Mario drinkware
 Features your favorite characters from the Super Mario Galaxy Movie! Drinkware features a leak-proof, screw on, push button lid & removable comfortable soft spout.



7.99
Super Mario Uno
 Join Mario, Luigi, & all their friends for a special game of UNO™! It's the classic UNO™ you love, but this version also includes a special Mario Super Star Card that makes your character invincible!



4.99
Super Mario figurine
 Build out toddler's world of Super Mario with these new figures!



14.99
Super Mario Magic 8 ball
 The Super Mario Magic 8 Ball™ has the answers to your most pressing questions! Now with Super Mario-themed answers, this novelty toy offers fortune-telling fun & intrigue for everyone.

WINE & SPIRITS



20.99 ea.

with purchase of 2
Busch or Busch Light
24 pk. cans 12 fl. oz.



22.99 ea.

with \$4.01 purchase of meat & 2
Michelob Ultra
24 pk. bottles or cans 12 fl. oz.



22.99 ea.

with purchase of 2
Coors or Miller
24 pk. cans 12 fl. oz.



15.99

Michelob Ultra zero
12 pk. cans 12 fl. oz.



17.99

Corona, Modelo,
Chelada or Pacifico
12 pk. bottles or cans 12 fl. oz.



14.99

after instant savings
Blue Moon
12 pk. bottles or cans 12 fl. oz.



17.99

High Noon hard seltzer
or vodka iced tea
8 pk. cans 12 fl. oz.



21.99

Keystone Light
30 pk. cans 12 fl. oz.



9.99

Leinenkugel's
6 pk. bottles or cans 12 fl. oz.



9.99 ea.

with purchase of 2
Nutri vodka seltzer or Skimmers
Iced Teas & Lemonade
8 pk. cans 12 fl. oz.



\$5 off
with purchase of
King's Hawaiian
rolls
10.2 to 66 oz.

16.99

Kona Brewing Co
12 pk. bottles or cans 12 fl. oz.



6.99

Fever-Tree mixers
8 pk. cans 5.07 fl. oz.



31.99

Tito's Handmade vodka
1.75 liter



27.99 ea.

with purchase of 2
Captain Morgan rum
1.75 liter



14.99

Fireball cinnamon whisky
750 ml.



27.99

Ritual Zero Proof spirits
alternative 750 ml.



27.99

Maker's Mark whisky
750 ml.



9.49

Agalima mixer
1 liter



24.99

RumChata
750 ml.



10.99

On the Rocks cocktail
375 ml.



10.99 ea.

with purchase of 2
Chateau Ste. Michelle
white wine 750 ml.



15.99

La Marca prosecco
750 ml.



19.99

Meiomi red wine
750 ml.



13.99

Risata moscato
750 ml.



16.99

Whitehaven sauvignon
blanc wine 750 ml.



11.99

Mark west wine
750 ml.