Heinen’s …
Bringing Great Taste to Any Occasion.

Entertaining the Easier Way.

From casual game time gatherings to holiday meals that are sure to make lasting memories, this helpful guide has your entertaining needs covered. Discover time-saving appetizers, sides, salads and entrees in ready-to-serve or ready-to-cook options. Looking to take your gathering or meal to the next level? Our associates can help you choose the perfect wine, beer or beverage pairings, as well as fantastic desserts and gifts for food lovers.

Experience the Best. It’s Our Tradition.

Since opening in 1929, we know that we have to find the best to sell the best. Here at Heinen’s we search locally and worldwide for growers, ranchers, artisans and chefs who are as committed as we are to quality. We take great pride in offering these fine foods and ingredients and featuring them here as part of our entertaining selections.

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Cover Photo: Heinen’s Rack of Lamb
(See page 22 for a complete description)

Prices subject to market conditions and product availability.

Items featured in this brochure may not be available at all Heinen’s stores.
party planning

Estimating the approximate amount of food and beverages you will need for entertaining can help you plan how much to order or make without having too much or too little. Here are some recommendations for helping you calculate the quantities you’ll need.

**PARTY PLANNING GUIDE**

<table>
<thead>
<tr>
<th>Category</th>
<th>Recommendation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appetizers</td>
<td>4 to 6 hors d’oeuvres per person per hour</td>
</tr>
<tr>
<td>Cheese</td>
<td>2 to 4 oz. per person</td>
</tr>
<tr>
<td>Salad</td>
<td>1 to 1-1/2 cups per person</td>
</tr>
<tr>
<td>Soup</td>
<td>1 cup per person</td>
</tr>
<tr>
<td>Dips &amp; Spreads</td>
<td>2 to 4 oz. per person</td>
</tr>
<tr>
<td>Main Course (1 entree choice)</td>
<td>6 to 8 oz. (lunch) 8 to 10 oz. (dinner) per person</td>
</tr>
<tr>
<td>Vegetables &amp; Sides</td>
<td>4 to 6 oz. of each (presuming two choices) per person</td>
</tr>
<tr>
<td>Potatoes &amp; Stuffing</td>
<td>4 to 8 oz. per person</td>
</tr>
<tr>
<td>Desserts</td>
<td>1 to 2 pieces per person and up to 3 mini pieces</td>
</tr>
<tr>
<td>Wine</td>
<td>4 to 5 servings per bottle</td>
</tr>
<tr>
<td>Beer</td>
<td>1 to 2 12 oz. bottles per person per hour</td>
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</tbody>
</table>

**appetizers**

**Hors d’oeuvres**

Bite-sized, warm or chilled, and just right for dipping – our versatile selection is expertly made in-store and ready for easy entertaining.

**chicken satay with peanut dipping sauce**

Marinated and grilled chicken breast on skewers, served with peanut sauce

$21.00 dozen

**crab truffles with roasted garlic and lime aioli**

A miniature version of our crab cakes, baked to a golden brown.

$24.00 dozen

**mini turkey meatballs with cranberry-bbq sauce**

Fully-cooked turkey meatballs smothered in a tangy cranberry-bbq sauce.

$9.99 pound

Pictured: Jarlsberg Cheese Spread
**appetizers cont.**

**arancini balls**
Crispy Italian risotto balls stuffed with a mixture of asiago, parmesan and romano cheeses. Served with marinara sauce.

**garlic shrimp skewers with prairie fire dipping sauce**
Large tail-on shrimp, marinated in garlic, spices and olive oil then skewered and grilled to perfection. Served with prairie fire sauce for dipping.

**falafel bites with tzatziki sauce**
A traditional Middle Eastern specialty, served with a cool cucumber yogurt sauce.

**mini meatballs with choice of 4 sauces**
(Teriyaki, Red Sauce, BBQ or Swedish)
You pick the sauce, we make them great. These meatballs may be mini, but there’s nothing small about the taste!

**sesame salmon skewers with honey-soy glaze**
Marinated Atlantic Salmon, skewered and lightly coated in sesame seeds. Served with honey-soy sauce.

**coconut shrimp with sweet thai chili sauce**
Breaded and fried coconut crusted shrimp with a sweet and tangy chili sauce.
appetizers cont.

Artisan Cheese Trays

Stop by our Gourmet Cheese Department and choose from an assortment of pre-made, grab and go cheese boards with unique accoutrements. Made to order cheese boards are also available. Ask a Cheese Specialist for details.

artisan cheese tray

Our artisan cheese tray showcases some of our favorite cheeses from around the world. Included are Heinen’s French Brie, Widmer 4-year aged cheddar, 4-month aged Manchego raw milk cheese from Spain, and a Danish blue. The cheeses are accompanied by an assortment of nuts, fresh fruit and dried fruit.

$49.99
serves up to 20

Dips & Spreads

Our cheese associates can help you select from an assortment of handcrafted dips to pair with crackers or chips, or one of our vegetable trays. Choose from chilled, ready to serve and heat and serve spreads.
Deli Trays

Fresh, casual, appetizing – and all designed for no-fuss entertaining. Our popular fruit and vegetable trays are the tasty way to get things started and substantial enough to be part of the buffet.

**cheese, veggie and sausage relish tray**

Baby carrots, sliced English cucumbers, broccoli florets julienned red and green peppers and cherry tomatoes, served with your choice of dip. Also includes cubed Two Brothers Colby, Two Brothers Baby Swiss and Two Brothers Pepper Jack cheeses and Heinen’s beef sticks.

**cheese ball & cheese tidbit tray**

Two Brothers Havarti, Two Brothers Smoked Gouda, Two Brothers Baby Swiss, Two Brothers Colby, Two Brothers Pepper Jack and Muenster cheeses around a nut-encrusted cheese ball.

**cheese & fresh fruit tray**

Red and green grapes, strawberries, cantaloupe and honeydew melon, Two Brothers Colby, Two Brothers Baby Swiss and Two Brothers Pepper Jack cheeses served with a strawberry yogurt dip.

**veggie lovers relish tray**

Baby carrots, white button mushrooms, celery sticks, cherry tomatoes, cauliflower florets, sliced English cucumbers and broccoli florets served with your choice of dip.

**cheese & fresh veggie tray**

Baby carrots, broccoli florets, julienned red and green peppers and your choice of spinach or cheddar dip. Also includes cubed Two Brothers Colby, Two Brothers Baby Swiss and Two Brothers Pepper Jack cheeses.

**antipasto tray**

A flavor-packed tray featuring sun-dried tomato marinated mozzarella pearls, goat cheese stuffed sweeties, gigande beans in vinaigrette, olives, cipollini onions, Heinen’s beef sticks, pickled Brussels sprouts and mozzarella prosciutto pinwheels.

**charcuterie and cheese tray**

Artfully arranged and ready to serve to your friends and family, this collection features some of our favorite meats and cheeses. Sopressata, chorizo, coppa and prosciutto, Heinen’s Brie, Danish bleu, Two Brothers Havarti and Two Brothers Gouda accompanied by Marcona almonds, fresh grapes and tangy olives.

**grilled veggie tray**

This tray offers a variety of grilled marinated vegetables; baby bellas, red bell and Cubanelle peppers, asparagus, baby eggplant, zucchini, red onions, Campari tomatoes, radicchio and a sliced baguette and Heinen’s Basil Pesto sauce for dipping.

Please order any of the trays shown on this page from the Deli Department.
Fruit & Vegetable Trays

**fresh cut vegetable tray**
Guests will enjoy this freshly sliced selection of baby carrots, cucumber slices, celery sticks, cauliflower florets, cherry tomatoes, broccoli florets and sliced red or green peppers.

**custom-made fresh cut fruit tray**
Choose your favorite fresh fruits and our produce associates will prepare custom-made fresh cut fruit trays, priced per pound and per availability of selections.

**scalloped fruit tray**
A blend of fresh, ripe in-season berries, melon, pineapple and grapes.

**scalloped vegetable tray**
A blend of fresh carrots, celery, cauliflower, grape tomatoes and peppers.

Seafood Trays

Fresh is the focus when we prepare our impressive and delicious seafood trays. Trays can also be customized.

**seafood crab dip tray**
Large cooked tail-on shrimp with Heinen’s Cocktail Sauce, crab dip and crackers.

**gourmet shrimp tray**
Freshly-cooked to perfection daily in our stores, tail-off shrimp with Heinen’s Cocktail Sauce.

Fruit & Vegetable Trays

**fruit cut vegetable tray**
Guests will enjoy this freshly sliced selection of baby carrots, cucumber slices, celery sticks, cauliflower florets, cherry tomatoes, broccoli florets and sliced red or green peppers.

**custom-made fresh cut fruit tray**
Choose your favorite fresh fruits and our produce associates will prepare custom-made fresh cut fruit trays, priced per pound and per availability of selections.

**scalloped fruit tray**
A blend of fresh, ripe in-season berries, melon, pineapple and grapes.

**scalloped vegetable tray**
A blend of fresh carrots, celery, cauliflower, grape tomatoes and peppers.

Prices subject to market conditions and product availability. Please order seafood trays shown from the Seafood Department.
Salads We Love

We offer a wide selection of freshly made, seasonally driven salads with plenty of options for everyone. Selections vary throughout the year, based on what’s fresh and in season. Check with a Heinen’s associate in the Prepared Foods Department to find out what’s available to order.

Pictured below: 5-A-Day Salad, Calico Bean Salad, Greek Pasta Salad

Additional Seafood Tray Selections

- **nova lox & cream cheese tray**
  - $79.99
  - Serves 10-12
  - Thinly-sliced Nova salmon, shaved cucumber, red onion slices, capers and party-sliced pumpernickel bread.

- **traditional shrimp tray**
  - $49.99
  - Serves 10-12
  - Cooked tail-on shrimp with Heinen’s Cocktail Sauce.

- **colossal shrimp tray**
  - $69.99
  - Serves 18-20
  - Colossal cooked tail-on shrimp with Heinen’s Cocktail Sauce.

- **wild colossal shrimp tray**
  - $89.99
  - Serves 18-20
  - Freshly-cooked to perfection, daily in our stores, wild tail-on shrimp with Heinen’s Cocktail Sauce.

- **seafood sampler tray**
  - $99.99
  - Serves 10-12
  - Heinen’s fresh-cooked shrimp, our own smoked salmon and crab dip with Heinen’s Lemon-Dill and cocktail sauces.

- **custom seafood trays available**
  - Featuing crab legs, scampi, oysters and lobster tails.

Sushi

Artfully arranged with a variety of offerings to suit any need, our sushi platters are a perfect addition to any gathering. Whether you prefer raw, cooked or a mix of both, we have a platter designed to satisfy all of your guests.

Please order sushi from the Sushi Department.
side dishes

Veggies and Sides

Created by Heinen’s chefs, these fully cooked, ready to serve sides are seasoned and cooked to perfection. Selections vary throughout the year, based on what’s fresh and in season. Check with a Heinen’s associate in the Prepared Foods Department to find out what’s available to order.

Pictured below: Spinach Feta Orzo, Sautéed Cabbage with Cumin Seeds & Turmeric and Brussels Sprouts with Hazelnuts & Cranberries

$7.99/pound

seared cauliflower with turmeric, ginger and cumin

$7.99/pound

sautéed mixed vegetables with garlic and herbs

Additional Veggie Selections

- Grilled Asparagus $9.99 lb.
- Kettle Roasted Vegetables $7.99 lb.
- Corn & Bacon Casserole $7.99 lb.
- Broccolini with Fried Garlic $8.99 lb.

Additional Side Selections

- Smashed Redskin Potatoes $6.99 lb.
- Gourmet Mashed Potatoes $7.99 lb.
  Flavors include: Loaded Mashed, White Cheddar, Bleu Cheese, Jarlsberg, Horseradish and Smoked Cheddar.
- Parmesan Scalloped Potatoes $7.99 lb.
- Herb Roasted Redskins $7.99 lb.

Homemade Gravies

- Heinen’s Turkey Gravy $6.99/32 oz.
- Heinen’s Chicken Gravy $4.99/16 oz.
- Heinen’s Beef Gravy $4.99/16 oz.
sandwiches & trays

The Ideal Choice

Trying to please a lot of palates? Two Brothers meats, tasty deli salads and bakery-fresh breads and rolls make our party trays the best! Designed to fit any occasion — including meetings, luncheons, casual dinners and last-minute gatherings.

**mini beef tenderloin sandwich tray**

Sliced, oven-roasted Heinen’s Beef Tenderloin, Dijon mayonnaise and English cucumber slices on your choice of mini croissants or mini buns.

- **$79.99**
  - serves 8-12

- **$119.99**
  - serves 16-20

**Two Brothers deli meat and cheese tray**

Two Brothers Roast Beef, Two Brothers Corned Beef, Two Brothers Ham, Two Brothers Oven Roasted Turkey Breast, Hard Salami and Two Brothers Baby Swiss and Two Brothers Colby Jack cheeses with pickles, sliced Roma tomatoes, an assortment of breads and rolls and choice of cole slaw, macaroni or potato salad.

- **$79.99**
  - serves 8-12

- **$119.99**
  - serves 16-20

**mini sandwich trays**

Choose from Two Brothers Sliced Ham, Two Brothers Turkey, Two Brothers Roast Beef with basil mayonnaise and leaf lettuce, or Heinen’s Pork Tenderloin, Two Brothers Grilled Chicken with Dijon mayonnaise and English cucumber slices, ham or chicken, tuna or egg salad.

- **$39.99**
  - starting at
  - 10 sandwich minimum

**sandwich tray - mix and match**

Mix and match your favorite 6-inch croissants, flatbread pinwheels, subs, wraps, and sprouted 7-grain bread. Please select a minimum of 10 sandwiches for your tray.

- **$6.99**
  - each
  - 10 sandwich minimum

**gourmet meat tray**

Slices of Heinen’s Beef Tenderloin, Heinen’s Turkey Off the Bone, Heinen’s Pork Tenderloin, herbed chicken breast, tomato slices, Dijon parmesan sauce and fresh croissants and Kaiser rolls.

- **$119.99**
  - serves 10-12
Entrees

These main course entrees are some of our most popular. Ready to heat and serve for every occasion from a casual family gathering to a large dinner party.

- **sundried tomato chicken breast**
  Roasted chicken breast tossed in our tangy sun-dried tomato sauce.
  - **$12.99** pound

- **oven roasted beef tenderloin**
  Heinen’s beef tenderloin, roasted to perfection.
  - **$29.99** pound

- **Two Brothers® salmon**
  Simply seasoned with our Two Brothers Seasoning and baked.
  - **$21.99** pound

Additional Dinner Selections

- **Chicken Romano** $11.99 lb.
- **Grilled Herb Chicken Breast** $12.99 lb.
- **Nut Crusted Tilapia** $14.99 lb.
- **Garlic Grilled Shrimp** $19.99 lb.
- **Parmesan Crusted Orange Roughy** $15.99 lb.
- **Teriyaki Flank Steak** $19.99 lb.
- **Grilled Pork Tenderloin** $13.99 lb.

Holiday Dinners Made Easy

Let us take care of the cooking this season! Our complete dinners allow everyone to relax and spend time with family and friends.

- **Heinen’s turkey dinner**
  - Minimum of 10 Servings
  - 3 days advance notice required
  - **$16.99** per person
  - Cooked Heinen’s Turkey, 10-12 lbs.
  - Herb Roasted Redskin Potatoes or Mashed Potatoes, 4 lbs.
  - Sweet Potato Casserole or Fresh Candied Yams, 4 lbs.
  - Crouton Stuffing, 4 lbs.
  - Turkey Gravy, 2 qts.
  - Green Bean Amandine or Green Bean Mushroom Casserole, 5 lbs.
  - Heinen’s Cranberry Relish, 15.5 oz. container
  - 15 Rolls and Butter
  - 2 Heinen’s Pies (Pumpkin or Apple)

- **Heinen’s ham dinner**
  - Minimum of 10 Servings
  - 3 days advance notice required
  - **$14.99** per person
  - Heinen’s Spiral Sliced Ham (6-7 lbs. average)
    or Boneless Baked Ham with Orange Sauce (4.5 lbs. average)
  - Green Bean Amandine or Green Bean Mushroom Casserole, 5 lbs.
  - Au Gratin Potatoes or Candied Sweet Potatoes, 5 lbs
  - Heinen’s Cranberry Relish, two 15.5 oz. containers
  - 15 Rolls and Butter
  - Spiced Orange Sauce, 2 cups (Baked Ham Only)
  - Small Relish Tray with Dip
  - 2 Heinen’s Pies (Pumpkin or Apple)

All dinner items available a la carte.
Shepherd’s Pride® Lamb
Order tender rib racks of family-rancher raised Shepherd’s Pride Lamb that our butchers will expertly French-trim. Just season and roast the meat using our easy recipe and you have an impressive dinner.

Heinen’s Crown Roast of Pork
What better way to welcome guests to the table than with this show-stopping pork roast. We tie two gorgeous center-cut rib racks of Heinen’s Premium Pork to create the classic ring shape.

Heinen’s Beef Strip Roast
Imagine the juiciest and most tender strip steak you’ve ever bitten into. Now, imagine it’s large enough to be a full-sized roast. That’s our succulent boneless Strip Roast and it’s the perfect cut for entertaining.

Heinen’s Beef Rib Roast
A worthy centerpiece for holiday entertaining or any festive occasion is our Heinen’s Premium Rib Roast. We offer this classic cut of beef boneless or bone-in.

Entertaining Suggestions
Call our butchers to help you entertain with ease with Heinen’s extensive meat selections.

- Delmonico Boneless Roast
- Steaks – Ribeye, Strip, Tenderloin or Porterhouse
- Dry Aged – Strip or Delmonico Steak
- Pork Loin Roast
- Crown Roast of Lamb or Pork
- Organic Grass-Fed Beef
- Rack of Lamb
- Fresh Turkey
- Stuffed Chicken Breasts
- Duck, Goose or Capon
- Assorted Stuffed Peppers and Mushrooms
Heinen’s in-store bakeries specialize in desserts, breakfast treats and artisan breads that celebrate any occasion and match any craving.

**breakfast trays**

**breakfast pastry trays**

This assortment of our fresh-baked breakfast items includes: cinnamon rolls, croissants, assorted danish and scones.

*Pastry trays can be customized to your specifications.

**all butter mini cookie and brownie tray**

This tray includes a variety of Two Brothers Brownies, chocolate chip cookies, pistachio cookies and chinese almond cookies. The assortment of Two Brothers Brownies includes: Chocolate Caramel, Peanut Butter, Chocolate Chip, Blondie and Caramel Sea Salt.

*Cookie trays can be customized.

**mini dessert tray**

Our assortment of delicacies will get everyone’s attention. This tray includes mini chocolate chip cannolis, mini coconut bars, mini carrot cake bars and mini cheesecake bars.

**Special Occasion Cakes**

Celebrate in great taste with our special occasion cakes available in a delicious variety of flavors and styles. Choose any theme for decorating including birthdays, graduations and baptisms. Ask our Bakery Associate about our custom special occasion cakes.

**bagels, bagels, bagels**

Our wide selection of bagels use old-world ingredients and each bagel is preservative-free and trans fat-free. We bake them throughout the day, so no matter what time you shop, you have fresh, out-of-the-oven bagels. This tray also includes Heinen’s cream cheese.
Fruit & Gift Baskets

Our thoughtfully designed gift baskets make a most-appreciated gift for family, friends, co-workers and colleagues. Choose from our selection or customize your own basket.

Contact the Produce Department to order your Heinen's fruit or gift baskets for the holidays or for any occasion throughout the year.