PRICES VALID 12/26/25

Central Market H-E-B

THROUGH 12/31/25

WEEKLY SAVOR

CHEERS TO PEAK-SEASON FAVORITES AND FESTIVE SAVINGS I REALLY INTO NEW YEAR'S

WILD COLD WATER LOBSTER TAILS 4 OZ.

$7.99/EA.

SAVE $2

A guaranteed stunner! Simply season with lemon and garlic, then broil or grill for 10 minutes and serve with drawn butter.



FRESH SUSHI

BUY 1, GET 1 50% OFF

Choose your roll, then choose one more! Our sushi is made fresh throughout the day with clean ingredients.

*Discount taken on item of equal or lesser value.





20% OFF SELECT PLATTERS



USDA PRIME, BLACK ANGUS BEEF

NEW YORK STRIP STEAKS

PRIME

$21.99/LB.

SAVE $10

Trusted Texan ranchers bring us 100% source-verified Black Angus known for its bold beefy flavor and impressive marbling and tenderness.

MINI ANTHONY'S CHOCOLATE MOUSSE CAKE

2 FOR $10

SAVE 99¢/EA.

These cakes rise to the occasion with the sweetest way to welcome in a new year. Chocolate cake is layered with rich chocolate mousse, enrobed with ganache, and dressed to impress with chocolate curls.

MADE RIGHT HERE



POMMERY AND AYALA BRUT MAJEUR CHAMPAGNES 750 ML.

$44.99/EA.

SAVE UP TO $25

Two picks from historic Champagne houses creating bubbly blends worthy of your countdown celebrations. Choose your cheers: rich, delicate Pommery, or pure, balanced Ayala.



BASE

PRODUCE

ORGANIC COLLARD GREENS

$2.18/EA.



Tradition says when you serve greens on New Year's Day, you'll be seeing more green in the new year! Everybody has a favorite recipe, but you can never go wrong by braising with a ham hock or smoked turkey leg and serving with pepper vinegar or hot sauce.

FRESH BLACK-EYED PEAS 11 OZ.

$4.49/EA.



Set yourself up for a lucky and prosperous new year with a meal of these tender, earthy peas in Hoppin' John along with other southern New Year's Day must-haves like braised greens and cornbread.

ORGANIC CALIFORNIA NAVEL ORANGES

$1.99/LB.

SAVE UP TO 50¢



Peak-season oranges that are popular for their snackability and sweetness! Always juicy, seedless, and easy to peel.

LARGE TEXAS PORTOBELLA MUSHROOMS

$5.99/LB.

SAVE UP TO $1



Firm and meaty in texture, and always ready for fajitas. Create hearty entrées by marinating or stuffing, then roast or grill.

NEW YORK SNAP DRAGON APPLES

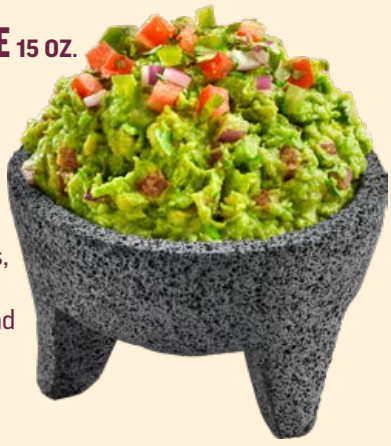
$2.49/LB.



Extra sweet with a monster crunch and hints of vanilla and spice. Excellent for fresh snacking, dipping into nut butter, and adding to salads.

FRESH GUACAMOLE 15 OZ.

$6.98/EA.



Never have a lonely chip again! Our in-house made favorite is made fresh with ripe avocados, tomatoes, cilantro, jalapeños, red onions, and lime juice.

GERMINI DAISIES 12-STEM BUNCH

$14/EA.

SAVE $1



Bright and cheerful, these are also known as "Mini Gerber Daisies" and they stand out in lighthearted arrangements when paired with extra greens and complementary blooms.

NEW YEAR'S CELEBRATION BOUQUETS

$24/EA.

SAVE $1



The perfect gift to wish loved ones a bright new year and put on display for New Year's Eve celebrations! Vibrant blooms are paired with gilded accents and Queen Anne's lace.

MARKET

CENTRAL MARKET ALL-NATURAL, AIR-CHILLED

CHICKEN PARTY WINGS

$4.99/LB.

SAVE $1



Air-chilled wings ready for your blend of seasonings and sauces to complement their full savory, satisfying chicken flavor.

MARINATED PORK TENDERLOINS

$7.99/LB.

SAVE $2

Undeniably tender and extra lean, these "time-savors" make sheet-pan meals even more impressive. Choose from marinades like ***Herb Dijon***, ***Chipotle Lime***, ***Southwest***, and ***Orange Honey Habanero***.



MIDDLE EASTERN-STYLE LAMB AND BEEF KOFTA

$12.99/LB.

SAVE $1



Grill or broil this spiced combination of ground lamb and Angus beef seasoned with onion, bell pepper, cumin, and cardamom. Serve with fresh herbs, tzatziki, hummus, and pita or add to your next grain bowl or salad.

BEELERS PORK LI'L BITES 16 OZ.

$6.99/EA.

Uncured smoked pork sausages for wrapping in li'l blankets of pastry dough to create irresistible party bites. Choose from ***Original***, ***Jalapeño Pepper Jack***, and ***Apple Cranberry***.



SEAFOOD

LIVE OYSTERS

10 FOR $10

SAVE 50¢/EA.



Gather your favorite crowd-pleasers from a variety of fresh Gulf and East Coast oysters sourced directly from oyster beds, ***including rare, award-winning, Totten Inlet Virginica oysters from Washington State (In Texas, you can only find them here!).***

NORWEGIAN SALMON FILLETS

$14.99/LB.

SAVE $2

A great salmon eating experience, every time. Raised on family farms located in the Arctic Circle. Flown in for freshness, favored for its clean finish.



COOKED COLOSSAL COCKTAIL SHRIMP 6/8 CT.

$26.99/LB.

SAVE $3



We don't use "colossal" lightly! We cook huge Tiger Shrimp to add the tastiest kind of drama to any party with their outsized presentation and flavor.

SELECT SEAFOOD APPETIZERS

20% OFF



Win best host with appetizers that will take your celebrations over the top! From smoked seafood dips and mini lobster grilled cheeses to oysters, crab, and shrimp galore, the party starts here.

FOODIE FREEBIE

BUY:
LEANING R SALSA 16 OZ.
$8.69/EA.



GET FREE:
CHICAS TORTILLA CHIPS 10-11 OZ.
DUTCH FARMS SHREDDED CHEESE 8 OZ.



THAT'S UP TO $7.98 FREE!

FOODIE FREEBIE

BUY:
TUCKER'S CRACKERS
3.53-4.05 OZ.
$4.49/EA.



GET FREE:
YAZA LABNEH
12 OZ.



THAT'S UP TO $6.99 FREE!

CENTRAL MARKET ORGANIC IGP DRY PASTA
17.6 OZ.



$4.48/EA.
SAVE 50¢

CENTRAL MARKET POPCORN OR KETTLE COOKED POTATO CHIPS
6 OZ.



2 FOR $6
SAVE UP TO $1.78/EA.

ARTAJO EXTRA VIRGIN OLIVE OIL
8.45-33.8 OZ.



BUY 1, GET 1 FREE
SAVE UP TO $29.99
*Discount taken on item of equal or lesser value.

SIBI ORGANIC SODAS
25.4 OZ.



2 FOR $4
SAVE 59¢/EA.

FIREHOOK CRACKERS
7-8 OZ.



$6.99/EA.
SAVE 50¢

IRUELA OLIVES
7.1-25.4 OZ.



BUY 1, GET 1 FREE
SAVE UP TO $8.49

VITAL FARMS PASTURE RAISED EXTRA LARGE EGGS
12 CT.



$7.48/EA.
SAVE UP TO $1.50
*Sale price only valid in-store.

HABIZA HUMMUS, HAPPY TOMATO SALSA, AND JULIO'S QUESO



20% OFF

SELECT TEXAS PACKAGED COFFEE
12 OZ.



$2 OFF

3 GERARDS FROZEN PIZZAS
15.7-20 OZ.



$8.99/EA.
SAVE $1

DELI & CHEESE

MARIN FRENCH CHEESE CO. TRIPLE CRÈME BRIE 8 OZ.

$13.99/EA.

SAVE $2.89



Versatile and rich, this triple crème cheese is made with fresh cow's milk and cream from neighboring Marin County dairies. A classic pairing with sparkling wine.

MARIA LUIGIA PROSCIUTTO RISERVA

$14.99/EA.

SAVE $2



A limited-edition of prosciutto that's dry cured and aged for 24 months in ancient wooden cellars to coax out complex flavors that finish with a sweet note on the palate.

DE GRAAFSTROOM EXTRA AGED SIGNATURE GOUDA



$19.99/LB.

SAVE $5

A Central Market exclusive! Made with cows' milk from small family farms in the Netherlands. Aged 18 months for salty, caramelly, butterscotch flavors; the resulting aging crystals give a slight crunch.

PETROSSIAN CAVIAR

MARKET PRICE



For over a century, the Petrossian family has sourced and crafted the finest caviar from sustainably farmed sturgeon. In Texas, it's only found at Central Market. Choose from nutty, briny Ossetra, robust Shassetra, and ultra-rare Kaluga, prized for its rich flavor and firm texture.

WINE

JASE KELLEN CHARDONNAY AND DITTOLI PINOT GRIGIO 750 ML.

$8.95/EA.

SAVE $6

RATED 92 POINTS WINE ENTHUSIAST



Amazing values on a classic Chardonnay and Pinot Grigio! Bright notes of honeycrisp apple and meyer lemon lead into a subtle oakiness. Pair with crisp salads, grilled chicken, and fresh seafood.

PEJU WINERY PICCOLO RED BLEND 2023 750 ML.

$19.95/EA.

SAVE $30



Founded in 1983, Peju has been an integral part of the Napa Valley Landscape. This exceptional vintage has notes of bright plum, black raspberry, and spice.

RON RUBIN CARNEROS CHARDONNAY 2023 750 ML.

$24.95/EA.

SAVE $15



From one of our favorite Chardonnay producers, and ready to pair with lobster, chicken, and pasta carbonara. Buttery with notes of stone fruits, oak spice, and cream notes in the finish.

ROBERTS & ROGERS LOUER FAMILY NAPA CABERNET 750 ML.

$39.95/EA.

SAVE $60



Tastes like: dense velvety blackcurrants and blackberries with subtle oak

Pair with: aged cheeses, steaks, grilled chicken, roasted lamb

BAKERY

CRÈME BRÛLÉE

2 FOR $7

SAVE 49¢/EA.



A decadent dessert known for its rich, silky smooth texture, topped with a signature caramelized sugar crust.

COUNTRY FRENCH BREAD

$4.49/EA.

SAVE 50¢



This crusty, country loaf is known for its signature flavor from a pleasant balance of wheat and rye flour.

CRANBERRY WALNUT BREAD

$4.49/EA.

SAVE 50¢



Each loaf is filled with cranberries and toasted walnuts for breakfast or afternoon snacks. Try it toasted, with pats of European-style salted butter or your favorite jam.

MINI SCONES 8 CT.

$6.49/EA.

SAVE 50¢



Buttery, tender scones are perfect for brunch spreads or afternoon tea with clotted cream and jam. Try flavors like ***Cranberry Orange***, classic ***Plain***, and savory ***Bacon Cheddar***.

CHEF PREPARED

BLACK-EYED PEAS

BLACK-EYED PEAS...$6.99/LB.

TEXAS CAVIAR...$8.99/LB.



Ring in 2026 with lots of luck on your side! Try our Texas Caviar as a dip served with chips, or enjoy Black-Eyed Peas with Ham along with cornbread from our Bakery.

FAMILY SIZE CUT FRUIT

$10.99/EA.

SAVE $1



Whether you're entertaining family and friends at brunch or just need a quick and healthy snack, we have you covered with prepped watermelon, pineapple, and honeydew.

APPETIZERS AND TRAYS

This party season, stay ready for a good time anytime. Let us help with cheese trays, crudités, naan dippers, cranberry turkey meatballs, and our heat-and-eat dips like our Hot Dip Duo.



AUSTIN-NORTH | 4001 N. LAMAR | 512-206-1000 **AUSTIN-SOUTH** | 4477 S. LAMAR | 512-899-4300 **DALLAS LOVERS** | 5750 E. LOVERS LN. | 214-234-7000
DALLAS MIDWAY | 4349 W. NORTHWEST HWY. | 469-697-7800 **DALLAS PRESTON ROYAL** | 10720 PRESTON RD. | 972-860-6500
FORT WORTH | 4651 WEST FREEWAY | 817-989-4700 **HOUSTON** | 3815 WESTHEIMER | 713-386-1700 **PLANO** | 320 COIT RD. | 469-241-8300
SAN ANTONIO | 4821 BROADWAY | 210-368-8600 **SOUTHLAKE** | 1425 E. SOUTHLAKE BLVD. | 817-310-5600

WE ACCEPT MASTERCARD, VISA, DISCOVER, AMERICAN EXPRESS, DEBIT, GIFT CARDS FOR CENTRAL MARKET OR H-E-B, AND LONE STAR.