

PRICES VALID
8/9/23

Central Market
H · E · B

THROUGH
8/15/23

WEEKLY SAVOR

PEAK-SEASON PRODUCTS AND DELICIOUS SAVINGS | REALLY INTO HATCH PEPPERS

ROASTED HATCH PEPPERS

\$2.98/LB.

Fresh from Hatch, New Mexico, and roasted daily in our giant, fiery roasters. They freeze well, and they're available in hot or mild, for a limited time.

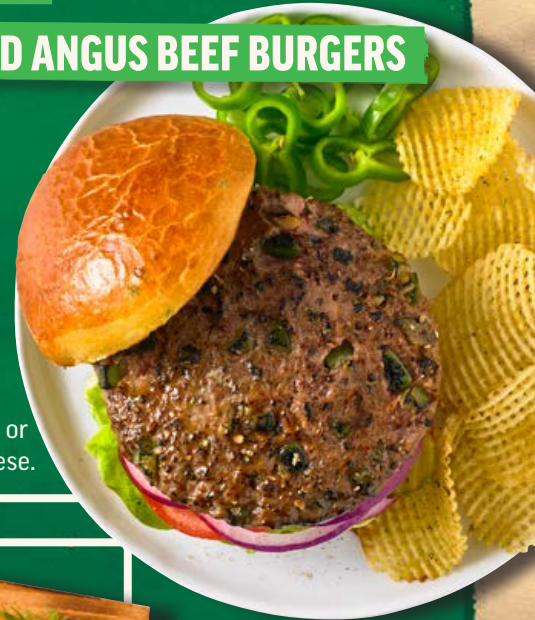


HATCH SEASONED ANGUS BEEF BURGERS

\$6.99/LB.

SAVE \$1.00

Our patties are made by hand daily with fresh, natural Black Angus beef, then seasoned with mild or hot roasted Hatch chiles. Available with or without asadero cheese.



HATCH MARINATED SALMON FILLETS

\$14.99/LB.

SAVE \$2.00

Ahoy, Hatchy! Our Hatch-marinated fillets bring on plenty of that infamous Hatch pepper flavor. Ready for the grill, oven, or skillet. Check out our other signature marinades, too.



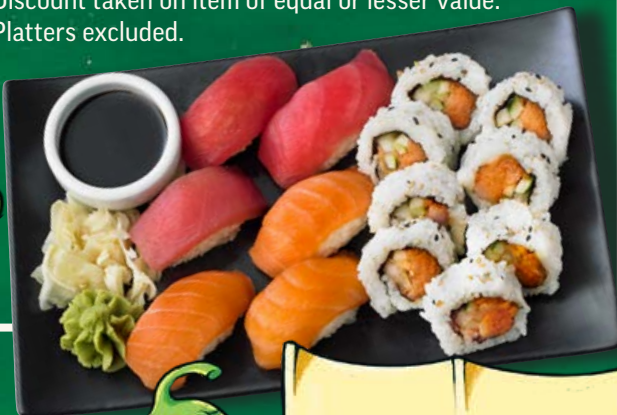
A Match Made
in Hatch Heaven!

FRESH SUSHI

**BUY ONE, GET ONE
50% OFF**

Made with clean ingredients and ready for an easy grab-and-go meal or snack. Make sure to try our Toasted Hatch and Summer Hatch rolls while Hatch is here!

*Discount taken on item of equal or lesser value. Platters excluded.



ROASTED HATCH PEPPER BRIOCHE BUNS 4 CT.

\$4.99/EA.

Soft, buttery, and rich buns full of diced roasted Hatch peppers. Our fellow Hatch fiends say it's perfect balance of sweet and heat to complement Hatch burgers!



CATCH HATCH

THE MOST WANTED PEPPER IN THE SOUTHWEST

PRODUCE

HATCH WATERMELON QUARTERS

75¢/LB.

Grown in the same valley that brings us our beloved Hatch chiles! Sweet and refreshing, this is a perfect follow-up to a peppery meal.



FRESH HATCH PEPPERS

99¢/LB.

Here for a short time! Specific soil and growing conditions in New Mexico's Hatch Valley produce these world-famous peppers. They're ready for you to put a Hatch spin on anything and everything in your kitchen.



HATCH YELLOW ONIONS

\$1.28/LB.

Sweet onions grown in Hatch, New Mexico make the perfect flavor counterpart to Hatch's savory smokiness.



LARGE NAVEL ORANGES

\$1.48/LB.

Seedless and easy to peel! They're sweet, so juicy, and perfect for a snack anytime.



ORGANIC WHITE FLESH PEACHES AND NECTARINES

\$3.48/LB.

SAVE UP TO 50¢

Bright, juicy, and lower in acidity than their yellow cousins, making them an even sweeter summer treat.



YELLOW SQUASH AND ZUCCHINI

99¢/LB.

From using thin slices for veggie lasagnas to easy sides off the grill, and even pickling for sandwiches and pasta salads, these summer veggies are cookout ready!



ORGANIC HEIRLOOM TOMATOES

\$3.99/LB.

SAVE UP TO \$1.00

We baby these juicy and delicate tomatoes in order to stock the best, and it's always worth it. Taste your way through an exciting variety of colors and textures from this peak-season California crop.



FLORAL ROSES

18-STEM BUNCH, 40 CM.

\$13.99/EA.

SAVE \$1.00

Even our flowers are in on the Hatch celebration! Choose from assortments of seasonal flowers in warm shades of reds, oranges, and yellows.



CATCH HATCH

THE MOST WANTED PEPPER IN THE SOUTHWEST

MARKET

HATCH SEASONED MEATBALLS

\$7.99/LB.

Made in-house daily and loaded with Hatch peppers. Simply bake or brown and braise before adding to your favorite pastas and grain bowls. Add a Hatch-filled Chef Prepared side to live your life to the Hatch-iest!



HATCH-SEASONED MEATLOAF...\$6.99/LB.

HUDSON MEAT MARKET SMOKED HATCH GREEN CHILE SAUSAGE 12 OZ.

\$4.99/EA.

SAVE \$2.00

Artisan-smoked sausage made in the heart of downtown Austin. The combination of beef, pork, and Hatch peppers are one delicious way to celebrate all things savory and Southwest. All other flavors are also on sale.



CENTRAL MARKET ALL-NATURAL, AIR-CHILLED CHICKEN DRUMSTICK LOLLIPOPS

\$2.99/LB. AIR CHILLED

SAVE 50¢

A unique cut that really shines on the grill. Vegetarian-fed, humanely raised chicken that's preferred by chefs for its outstanding flavor and tenderness.



SPATCHCOCKED CHICKEN...\$2.99/LB., SAVE \$1.00

USDA PRIME, BLACK ANGUS BEEF TOP SIRLOIN STEAKS

\$11.99/LB.

SAVE \$3.00

Our natural Angus beef is sourced by 8th generation Texas ranchers. This versatile cut is great for quick cooking on the grill. Ours is beautifully marbled, delivering a tender bite with big, beefy flavor.

PRIME



HATCH MARINATED SIRLOIN KABOBS

\$11.99/LB.

SAVE \$1.00

An easy-grilling favorite! Lean yet generous cuts of Black Angus beef, skewered with onions and peppers. Try unseasoned, marinated with Hatch chiles, or choose from our other signature marinades.



SEAFOOD

HATCH MARYLAND-STYLE CRAB CAKES 4 OZ.

\$6.99/EA.

SAVE \$2.00

Bursting with fresh blue crabmeat and Hatch peppers. Partner it up with a side of our scratch-made Hatch remoulade.



FRESH ICELANDIC SALMON

\$12.99/LB.

SAVE \$4.00

Flown in fresh from the cold, pristine waters of Iceland. Responsibly raised without antibiotics and known for its excellent flavor and omega-3 content.



FRESH PEELED AND DEVEINED TAIL-ON SHRIMP 21/25 CT.

\$14.99/LB.

SAVE \$5.00

Sweet, tender shrimp that's already prepped for all your favorite dishes. We'll just be over here grilling them nonstop for Hatch shrimp tacos (in Hatch Pepper Tortillas, naturally!).



CATCH HATCH

THE MOST WANTED PEPPER IN THE SOUTHWEST

SNACKS & STAPLES

CentralMarket
**HATCH CHILE
 AND SWEET LIME
 SANDWICH COOKIES**

10.5 OZ.



20% OFF

**TERRAPIN RIDGE
 HATCH JAM**

10-11 OZ.



\$5.99/EA.

SAVE UP TO \$1.70

*Sale price only valid in-store.

**THE FRESH CHILE CO.
 SALSA**

14-16 OZ.



\$8.99/EA.

SAVE \$2.00

*Sale price only valid in-store.

**OLD DUTCH CRUNCH
 KETTLE CHIPS**

9 OZ.

NEW



\$3.49/EA.

SAVE \$1.30

**MARIMIX
 SNACKMIXES**

4 OZ.

NEW



\$3.99/EA.

SAVE \$1.30

**MARCHESI INFUSED
 OLIVE OIL SPRAYS**

100 ML.

NEW



\$5.99/EA.

SAVE \$2.00

*Sale price only valid in-store.

**DAL RACCOLTO
 DRY PASTAS**

16 OZ.



\$5.99/EA.

SAVE \$1.00

**PIZZA GIRL
 PASTA SAUCES**

24 OZ.



\$7.99/EA.

SAVE \$2.00

CentralMarket
**ENTERTAINER'S
 SELECTION CRACKERS**

8.8 OZ.



\$3.98/EA.

SAVE 50¢

CentralMarket
MINERAL WATER

12 PK.



\$9.99/EA.

SAVE \$4.97

**BELGIAN BOYS
 COOKIE BARS
 AND TARTS**

3.5-5.08 OZ.



\$4.69/EA.

SAVE UP TO \$1.00

**FERRIS
 NUT BUTTERS**

14 OZ.



\$5.99/EA.

SAVE UP TO \$4.00

CATCH HATCH

THE MOST WANTED PEPPER IN THE SOUTHWEST



SNACKS & STAPLES

MELISSA'S HATCH SALSA
9 OZ.



\$5.99/EA.
SAVE \$1.00

*Sale price only valid in-store.

DELLA CASA HATCH PASTA
14 OZ.



20% OFF

NITRO PRESS INFUSIONS COLD-PRESSED HATCH MANGO JUICE
25.4 OZ.



\$7.99/EA.
SAVE \$2.00

VAN LEEUWEN ICE CREAM AND BARS
9.2-14 OZ.



\$2 OFF

*Sale price only valid in-store.

FIELD DAY PIZZAS
12.2-13.8 OZ.



\$5.99/EA.
SAVE \$2.00

ALL BULK SPICES

25% OFF
WHEN YOU BUY \$5 OR MORE OF BULK SPICES

Overhaul your spice stash by browsing new and unique dried herbs and spices from all over the globe.

*Sale price only valid in-store.



WINE

90+ CELLARS BRUT AND ROSÉ PROSECCO 750 ML.

\$11.95/EA.

SAVE \$3.00

One of the best prosecco values on the market in both Brut and Rosé. Perfect for the patio, brunch, or the beach. Crisp, fresh apple notes in the Brut and light berry flavors in the delicious Rosé.



HEALTHY LIVING

HOST DEFENSE MUSHROOMS
20% OFF

Borne out of a goal to connect people with the benefits of fungi, these supplements designed in several formulations to support natural immunity and whole body wellness.



KATE'S REAL FOOD BARS
2.2 OZ.

BUY ONE, GET ONE FREE
SAVE \$2.50

Organic and gluten free energy bars known for their taste and texture that feature wholesome ingredients like oats, nut butters, dried fruits, and honey.



CHÂTEAU DE CAMPUGET ROSÉ 12 PK. CASE

\$60/EA.

SAVE \$71.99

Classic French Rosé at the best price of the summer! Raise a crowd of peony-hued glasses and relish in bright berry flavors and refreshing acidity.



CATCH HATCH

THE MOST WANTED PEPPER IN THE SOUTHWEST



BAKERY

HATCH PEPPER MINI SCONES 8 CT.

\$6.49/EA.

We turn up the heat in the scone world with Hatch chiles, cumin, and crushed red pepper, then added Monterey Jack cheese to round out the edges on these bold flavors.



HATCH CHEDDAR CORN BREAD

\$7.99/EA.

Roasted Hatch peppers and sweet kernels of corn fill each hearty muffin. Its tender crumb is courtesy of a rich sour cream and buttermilk batter made even richer with the addition of Monterey Jack cheese.



PEACH BLACKBERRY COFFEE CAKE

\$6.99/EA.

SAVE 50¢

A buttery, moist cake mixed with juicy diced peaches and blackberries, then topped with a spiced cinnamon and nutmeg streusel.



CHEF PREPARED

HATCH PEPPER CRAB CAKES

\$6.79/EA.

Our ready to eat house-made crab cakes are stuffed full of crabmeat and Hatch peppers. Pair with Hatch Pepper Rice for a match made in Hatch paradise.



HATCH CASSEROLES

\$2 OFF FAMILY CASSEROLES
\$1 OFF SMALL CASSEROLES

Hearty, Hatch-filled, and ready-to-heat meals that also keep weeknights easy with hands-off prep. Try Penne with Shrimp and Hatch Sauce and don't miss the Hatch Pepper Queso Chicken Macaroni and Cheese! Look for your other favorite casseroles, too.

NEW



BUY \$5 OR MORE
OF HOT ROASTED CHICKEN

GET 50% OFF
HOT MACARONI AND CHEESE

This classic combo of hot, ready-to-eat Macaroni and Cheese and Hot Roasted Chicken is all laid out for you—find tonight's dinner by the rotisserie chicken.

*Sale price only valid in-store.



DELI & CHEESE

SCHALLER & WEBER SLICED COLD CUTS

\$1.50 OFF

NOW \$7.99-\$9.99/EA.

Using inspiration from recipes he brought from Europe, Ferdinand Schaller created deli meats that continue to be popular for their outstanding flavor nearly a century later. Made with antibiotic and hormone free pork and poultry.



Central Market

HATCH CHILE PEPPER JACK

\$12.99/LB.

This Central Market exclusive is a Hatch fan favorite. Loaded with fresh Hatch chiles, it delivers more kick than classic Pepper Jack. Slice it up and give your sandwiches and snack plates a jolt of delicious Hatch flavor!



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.