



HY-VEE MARKET CAFÉ

BY RICH BELMONT

My first job was stocking shelves in a grocery store. That was in 1962. Those were the days before supermarkets so the grocery store was simply a place you went to buy groceries. Over the next few years the grocery also became the butcher shop and the fish market. It was a big deal when soon after that the grocery store was also the liquor store. Then it also became a drycleaners and a bank. Not too long ago the grocery store also became the place to go for ready-to-eat meals. Soon after that successful grocery chains like Hy-Vee Supermarkets had full scale food courts!

Now Hy-Vee has taken the concept of a food store to a whole new level. Now we have the Hy-Vee Market Café. It is a full service bar and restaurant serving made to order meals with a variety of tastes to satisfy every member of the family.



The Hy-Vee Market Café on Dodge Street in Dubuque opened on November 20, 2013. It's inside the Hy-Vee Supermarket next to the food court. Once you go inside, though, you will not know you are still inside a grocery store. You have a full bar with a bartender ready to serve you the beverage of your choice. You are greeted by a friendly and eager to please wait staff. You are handed an interesting menu with several unusual food pairing choices and are surrounded by large screen TVs tuned to different channels.



The Market Café is supervised by a full staff of restaurant professionals. The Restaurant Manager is Anne Chelf; her Assistant Manager is Anna Adams (left). The Kitchen Manager is Andy Hoffman and the Chef is Tyler Bosveld.



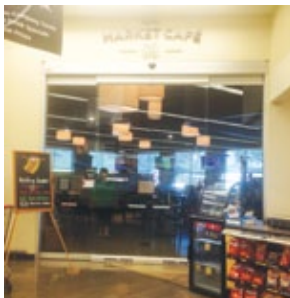
For five years Anne (above left) owned and operated a catering service in Dubuque called Essenhaus (German for "eating house"). She was a Food and Beverage Manager at the Diamond Jo Casino and moved over to Hy-Vee as Assistant Kitchen Manager while the Market Café was under construction. Chef Tyler Bosveld (above right) holds a degree in Culinary Arts from Southwest Wisconsin Technical College in Fennimore, WI. He was previously Assistant Chef at the Dubuque Golf and Country Club.

The primary purpose of the Market Café is to serve made from scratch meals seven days a week. However, customers can choose to select any of the various food offerings in the food court and bring them into the café. Once inside the café the wait staff will serve beverages and take payment for your meal. You can choose anything from the following stations:

- Salad Bar—either all you can eat or one trip only
- Italian Meal—Italian specialties or pizza
- Asian Meal—the entrée you prefer
- Asian Buffet—your choice of all of the Asian meals on the buffet
- Kitchen Meal—the lunch or dinner to your liking
- Grand Buffet—All you can eat selections of everything in the food court

By the way, if you are not taking your food court items into the café you can pay for your to-go orders at any cash register in the supermarket.

I have discovered the Market Café is a great place to go for breakfast which is available from 6 AM to 11 PM. All the



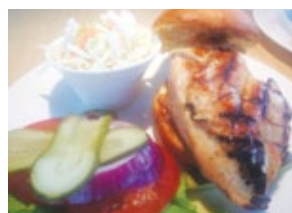
morning items are really good and reasonably priced. For instance The Double Play is two huge pancakes, two eggs, two bacon strips, and two sausage links or patties all for only \$6.99; and my typical breakfast here known as Sunrise Favorite Number 3 includes 2 eggs, 2 bacon strips or sausage, hash browns and toast for only \$5.99. If you are in a hurry you might want to grab one of the four breakfast sandwiches like the XL: a quarter-pound sausage patty with cheese on a toasted bagel (\$3.59) or the Muffin Melt: egg, cheese, ham, bacon or sausage on grilled English muffin (\$2.99).



The regular menu is the same in all Hy-Vee Market Cafés. It is clearly designed to entice you with new and unusual tastes. A couple of examples; the Bacon, Jalapeno and Maple Wontons are crispy wontons with a unique sweet and spicy flavor garnished with Wasabi mayo. If you like spicy then you will want to try the Asian Trio: batter-cooked Firecracker Shrimp in a sweet and spicy sauce, plus three Crab Rangoons and two Egg Rolls served with two Asian inspired sauces.

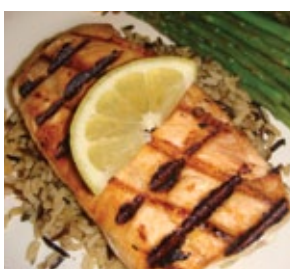


The burgers are 8 ounces of ground chuck flavored with a zesty flavor house-made seasoning and cooked on a charbroiler. One burger has peanut butter and another is topped with an egg, Canadian bacon and smoked gouda cheese. The Mac-N-Cheese burger is probably the most popular: it is topped with white cheddar macaroni and cheese, bacon, Colby jack cheese and toasted Panko bread crumbs served open faced on fresh baked sourdough bread.



↑ Jumbo Breaded Tenderloin and Chicken Sandwich

Other lunch favorites include a Pulled Pork Sandwich with hickory house-smoked pork topped with BBQ sauce, and the grilled or crispy Chicken Sandwich. In my opinion, the best sandwich is the Jumbo Breaded Tenderloin. Chef Tyler cuts whole pork loins into filets, tenderizes them, coats them with a mixture of Panko bread crumbs and parmesan cheese and then fries them.



The dinner entrées are all very good. The Grilled Salmon white meat filets are lightly seasoned and grilled over an open flame and served over a wild rice blend. The Top Sirloin and Ribeye steaks are Hy-Vee's trademarked Choice Reserve grilled to your temperature.

The Baked Cavatappi contains Graziano Sausage and is covered with a 3 cheese blend of mozzarella, provolone and cheddar. Incidentally, cavatappi is usually described as a tubular corkscrew noodle. The Italian words Cava Tappi literally mean "tap extractor" or what we call a corkscrew.

The sausage is made from fresh pork ground with a masterful blend of Italian seasonings. It comes from Graziano Brothers in Des Moines. Frank and Louis Graziano immigrated to this country from the Calabria region of Italy in 1903. They opened their grocery business in 1912. Their company has supplied Hy-Vee stores for many years.

In addition to the standard menu items each Hy-Vee Market Café has monthly specials exclusive to only one Café. The July Features at the Dodge Street Café are examples of Chef Tyler's creativity and culinary expertise. His delicious soup of the month is Chicken and Rice. The plain sounding name does not begin to describe it. The soup contains wild rice, zucchini, yellow squash, corn, red bell peppers, chicken stock, Millstream Amber beer, sage and other seasonings.

One July appetizer is called Cowboy Poutine. This tasty dish originated in Quebec and is very popular throughout Canada. It is typically made with French fries and cheese curds and is topped with brown gravy. Chef Tyler's version is French fries smothered in cheddar cheese, green chilies, BBQ sauce and topped with crumbled bacon.

Another July appetizer is made-from-scratch beer battered sweet Vidalia Onions deep fried and served with smoky Cowboy Sauce. This sauce is house made BBQ sauce mixed with Sriracha and mayonnaise. The July special is the 'Merica Burger. Chef Tyler has covered a burger patty with 2 slices of American cheese, pulled pork, a seared hot dog and bacon.

His special dessert of the month is called Not Your Grandma's Apple Pie. The streusel topped pie is made with crushed cashews, oats, brown sugar, cane sugar, butter and nutmeg. It is served with Chef Tyler's special bourbon and caramel sauce. By the way, you might notice the crumbly topping of flour, butter and sugar baked on top of the pie looks like it was scattered or sprinkled on. This is literally the meaning of the German word: streusel.

The other desserts are all delectable, too. The Crème Brûlée vanilla infused custard with caramelized turbinado (partially refined light brown cane) sugar; the Bread Pudding surrounded by cinnamon infused bourbon cream; the Cheesecake Rangoons consisting of graham cracker dusted wontons filled with luscious cheesecake topped with raspberry syrup and whipped cream.

So the next time you are having a hectic day visit the Hy-Vee Market Café. Order some wine or cocktails, or perhaps one of the four beers on tap or one of the 18 craft beers. Or take advantage of the beer specials: \$1.50 bottles of Busch Light, Bud Light or Coors Light. Watch some TV and enjoy a well-crafted meal.

If your day is so hectic you don't have time to sit in the café you can order everything on the menu including all breakfast items to-go. Or if you are really pressed for time and need your food even faster use Curbside Pick-up Service. Here is how it works:

1. Go online to **Hy-Vee.com**
2. Pay for your order with PayPal
3. The order goes directly to the kitchen
4. Pull up to the curb and wait. You will be seen on camera and your order will be brought right out to you.

HY-VEE MARKET CAFÉ

3500 Dodge Street, Dubuque, IA 52001
563-583-4247 • Hy-VeeMarketCafe.com

Hours: Sun–Thu: 6 AM–9 PM; Fri–Sat: 6 AM–10 PM

Dining Style: Come as you are

Noise Level: Conversational

Recommendations: Sunrise Egg Favorites; Double Play Pancakes with Eggs, Bacon, Sausage; 3 Egg Omelets; Asian Trio; Bacon, Jalapeño and Maple Wontons; Asian Chicken Salad; Mac-N-Cheese Burger; Pulled Pork Sandwich; Jumbo Breaded Tenderloin; Baked Cavatappi, Grilled Salmon; Top Sirloin

Liquor Service: Full Bar

Prices: Breakfast: \$2.99–\$7.99

Lunch/Dinner: \$7.00–\$23.00

Pay Options: Cash, Debit, Local Checks, All Credit Cards

Accessibility: Front door and restrooms

Kids Policy: Menu, High Chairs and Booster Seats

Reservations: Yes • **Catering:** No • **Take Out:** Yes

Delivery: No • **Parking:** Grocery Store Parking Lot