

**January
2011**

WHAT'S INSIDE

**Pg. 2
Under the Dome**

**Pg. 3
Wild & Unique Foods**

**Pg. 4
For the Pastry Chef**

**Pgs. 5-6
New Grocery**

**Pg. 7
Changes &
Line Extensions**

**Back Cover
Specialty Grocery**

New items listed are scheduled to arrive by the month titled on the front of the newsletter.

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Visit our website monthly to view a short video showcasing our newest products and our Buyers' Deals of the Month. Click on the NEWS tab and then click on the video link.



We hope you had a wonderful holiday season. It has been a very busy holiday season for us, and we know you have probably had a few hectic months too. It's hard to believe we have closed out another year and are starting a new one. With that said, in case you missed them when they were first introduced, following is a list of some of the stand out products we brought you in 2010:

Raisin River Jambon Francais
Daelia's Crackers
Cucina Viva Pasta Sauces
Possman Apple Juices
Four Winds Feta Cheese Spread & Dips
Cucina Viva Taralli
Elle & Vire Mixes
Tuckers Gourmet Crackers
Mrs. Crimbles Gluten Free Crackers
Las Quinas Honey
Starbrook Airlines Wheels Chocolate Bars
Berghoff Root Beer
Little Ragghi's Crackers
Ka-Ching Fruit Juice Blends
Stockmeyer Soups
Alexian Pates
Ortiz Seafood
Umami Paste (Taste No. 5)



These are just a few of the products we added in 2010. For more information about these products and all the others introduced in 2010, please view our Newsletter library on our website. We would like to wish you a very Happy New Year and are looking forward to what 2011 has to bring to market.

Under the Dome by Jeff Babcock, Cheese Category Manager

Melting on the Mountains

Who doesn't like melted cheese? Whether it is a traditional grilled cheese sandwich that brings home our creature comforts or a mountainous plate of nachos smothered with gooey goodness, it usually pleases the palate! Much of what we know might not have really been true cheese at all, as so much of the past was processed and chemical creations, but America has moved to embrace better cheese.

The great melting cheeses started in the high mountain areas of Europe, crossing the boundaries of Switzerland, Italy and France. Huge wheels were created with the best Alpine milk available during the summer months in chalet creameries and brought down and sold at markets. During the cold winter months these great wheels helped people survive, as they could draw selections from their cellar stash to create some amazing meals! Fondue has been a tradition in both Switzerland and France for many years, blending mixtures of many cheeses to



create the ultimate flavor profiles. I was fortunate long ago, before I was in the cheese business, to stay in Switzerland and eat a family dinner of Fondue made with seven cheeses; an amazing culinary experience. Fondue is most often made with a blend, but Emmentaler and Gruyere are the most common and traditional. In Italy a dish is made with Fontina and named Fonduta, but the same principles apply: crusty bread dipped in molten cheese! Yet I've seen versions of Fondue made with Camembert and black truffles, so endless possibilities exist.

Another great dish, not quite as known in this country, is Raclette. Raclette, which means 'to scrape' is perhaps even more fundamental, as there are no added ingredients like wine or starch; just pure melted cheese scraped right off the heated wheel. It is both a dish and a cheese, made in both France and Switzerland. Last season we brought in our own *Life in Provence* Raclette, a creamy and deliciously mild version made in France, perfect for an introduction to this time honored dish. No special equipment is needed, as strips of the cheese can be melted in the oven over roasted potatoes and served with a little *Raisin River* Black Forest Ham or Smoked Duck Breast or just eaten out of a warm mini-pan with *Life in Provence* Party Toasts and tart Cornichons.

On the more American side of things, a grilled cheese made with *Tribeca* sourdough and a little *Pleasant Ridge Reserve* could be devastating; a Midwest Fondue with *Fair Oaks* Emmentaler and *Roth Käse* Surchoix Gruyere could be fun for those creating regional recipes; or try your warm tortilla chips dipped in a Queso Fundido made with Marieke Smoked Cumin Gouda for a smoky Southwest taste.

In these wintry days you should think of melted cheese, it will warm your spirit and delight your senses.



010541 Life In Provence Raclette 1/15 lb

Wild & Unique Foods by Alex Yilmaz, Meat & Game Buyer Black Forest Prosciutto



Abraham Black Forest Prosciutto is made from only the finest ingredients. Fresh pork and a bit of salt and seasonings are smoked over real pine tree chips in natural brick stone chambers. After the three week smoking period, this authentic Black Forest Prosciutto is cured to perfection under the watchful eye of their curing masters.

Abraham Black Forest Prosciutto is the only ham available in the United States that is made under the strict guidelines of the Association of Black Forest Ham Manufacturers (Schutzverband der Schwarzwälder Schinkenhersteller). Abraham is the only company among those in the Black Forest region that exports its authentic Black Forest products to the United States.

Abraham's dedication for over thirty years and their exceptional experience in making only dry cured ham products, combined with their industrial standards and their unique HPP process, make this Black Forest Prosciutto a unique item in the US Deli and Specialty Food industry.

Quality begins with the raw products. Abraham thus obtains its supplies exclusively from selected butchery companies in Germany, Holland, Belgium, Spain and Denmark. All suppliers are subject to strict controls and are audited by staff from Abraham's Quality Assurance

department. Each in-coming ham is additionally inspected with regard to freshness, fat content and cut.

Ham, either smoked or air-dried, is an all-natural piece of meat with no modification of its inherent structure. The consumer can see this in the final product. Jürgen Abraham, managing partner and responsible for the commercial area: "The consumers know that raw ham is a product whose natural quality can be recognized by its appearance."

"Manufacturers of all-natural products are reliant on nature being protected". In this respect, Abraham is regarded as a pioneer in its branch. The ham specialist has combined its modern production operations with a system of environmental management which is also in line with the very latest standards.



**MP3015 Abraham Black Forest Ham
4/3.5 lb**

For The Pastry Chef by Karl Helfrich, Pastry Category Manager



New from Valrhona: Caramélia milk chocolate made with caramel!

This totally unique chocolate is unlike any you've ever tasted! It is manufactured with a dark caramel base (milk, sugar and butter) that is then blended with cacao and milk powder to produce a dark amber colored milk chocolate couverture. The taste and texture are incredible! It begins smoothly on the tongue, and the intense creamy caramel taste builds into a long velvety finish. It is not overly sweet at all, but rather sophisticated and totally addictive! It is well suited for molding and ganaches, and will bring a unique flavor and texture to your bon bons and desserts.



The ganache recipe below was developed by David Capy MOF, the head pastry chef at L'Ecole du Grand Chocolat in Tain L'Hermitage, France:

Salted Butter Caramel Ganache

220 g Caster sugar
120 g Glucose
240 g Whipping cream 35%
240 g CARAMÉLIA 34% MILK COUVERTURE
60 g VALRHONA COCOA BUTTER
60 g Inverted sugar
120 g Salted butter
QS Fine flower of salt

Bring the cream with the glucose and inverted sugar to a boil.

Cook the caster sugar dry to caramel stage and deglaze with the hot liquid.

Pour the hot cream gradually over the Caramélia couverture and cocoa butter both melted beforehand, stirring in the centre with a rubber spatula to create a core of emulsion.

This texture should be kept until the end of mixing. As soon as the ganache reaches 35 / 40°C, process the butter in with a hand blender making sure not to incorporate any air bubbles in.

The temperature of the ganache must be below 30°C to be poured inside bon bon moulds.

**426111 Valrhona Caramelia
34% Milk Couverture 3/6.61 lb**



New from PatisFrance: Patis Coeur Fondant mix for making melted center chocolate tortes.

PatisFrance introduces a high-quality mix for making liquid-center chocolate tortes that can be served warm or at room temperature.

This powdered mix contains 37% real Belgian chocolate, has an incredibly rich



taste and takes only 3 steps to produce!

Recipe:

- 1000g **Patis Coeur Fondant**
- 250g eggs
- 250g water

Simply mix with a paddle for 3 minutes on medium speed and pour into muffin cups or stainless steel molds and bake for 6-8 minutes at 350°F.

The tortes can be frozen or refrigerated after baking and re-heated before serving either in a conventional oven or microwave.

Patis Coeur Fondant makes serving a high quality, delicious "chocolate lava cake" easy for



both restaurants and high-volume catering and hotel operations. It enables you to have a consistently excellent product with incredible labor savings!

PatisFrance has always been known for its high-quality raw and

prepared products, and this one is among its best!
468644 PatisFrance Coeur' Fondant 1/5 kg

New Grocery

Tasty Vegetarian Specialties



Donna Knopf, chef and owner of Vegetas LLC, has been providing the Phoenix area with outstanding vegetarian Southwestern cuisine since 1993. She started Vegetas with the notion that people should be able to eat healthy food without being deprived of flavor. As a result, Donna created a line of flavorful vegetarian products, making everyday a celebration of vegetables.

The first thing you will notice about Vegetas' products is that all of their products are of the highest quality. Quality is number one in their book. Each product is unique and full of flavor. As you taste each item, you really taste all the components of the product: the garbanzo bean flavor comes through in the Jalapeño Hummus Tortilla. You can taste all the chilies and pumpkin seeds in the Pumpkin Seed Salsa Verde. Their chips have the seasonings in the actual chip, it is not sprayed on like most other chips. And, their salsas are not only a great eating salsa, but are great to cook with. All of these great Vegetas products are now available from European Imports Ltd.:

464255

Rustic Corn Tortilla Chips

12/16 oz

These chips have it all! Taste, a good crunch and perfect for dipping with Vegetas' premium salsas.

464277

Jalapeno Hummus Corn Tortilla Chips

12/13 oz

Take Vegetas' Rustic Corn Tortilla Chips -- good crunch and good corn flavor -- then kick them up with a jolt of jalapeno and stir in the earthy taste of their hummus and you have got their Jalapeno Hummus Corn Chips!

464299

Sweet Potato Corn Tortilla Chips

12/13 oz

These chips are Vegetas' number one selling item. Made with Sweet Potatoes and a perfect blend of spices for a very unique tortilla chip! They are a good source of beta carotene.



464266

Cinnamon & Sugar Sweet Potato Corn Tortilla Chips

12/13 oz

This makes a great desert nacho with vanilla ice cream and caramel topping. Sweet Potato Corn Tortilla Chips with a dash of cinnamon and sugar. They are a good source of beta carotene.



131999 Sesame Seed Salsa Roja

6/12 oz

Sesame Seed Salsa Roja is a terrific, all-purpose, spicy salsa. Although it's pretty close to perfect with chips, try it over enchiladas or even add an extra kick to scrambled eggs.

131966 Pumpkin Seed Salsa Verde

6/12 oz

A unique salsa combining pureed tomatillos, pumpkin seeds and some chili heat. Add some extra spice to baked chicken, pork and beef. Or simply scoop it up with Vegetas' tasty tortilla chips.

131977 Tropical Pineapple Mango Salsa

6/12 oz

Vegetas' Tropical Pineapple Mango Fruit Salsa is a chunky and delicious blend of sweet pineapple, smooth tropical mango and other complementary seasonings -- great with grilled foods. Try it spooned over vanilla ice cream for an adventurous treat.

131988 Cranberry Mango Salsa

6/12 oz

Bright and sweet with some chili heat, this chunky and colorful Cranberry Mango Fruit Salsa can also be served as an alternative to traditional cranberry relish at your holiday table. Use as a dip or spooned on grilled chicken or pork, keep it around all year.

New Grocery

Fresh Italian Flavors from Maggiano's



We are really excited to be introducing Maggiano's new pasta sauces. Maggiano's has also restyled the packaging of their dressing and marinara. The flavors of their new sauces are incredible and their new packaging will demand attention on any store shelf. Now available:

111688 House Salad Dressing 6/12.5 oz

A smooth and zesty Italian dressing full of flavor, with spices visible throughout the dressing. Use this dressing to heighten the flavor of any salad.

111744 Marinara Sauce 12/25 oz

A traditional Italian marinara sauce made from a blend of tomatoes, sautéed fresh garlic and fresh onions in extra virgin olive oil and butter with fresh basil providing an authentic Italian flavor and smooth texture.

111633 Tomato Vodka Sauce 12/25 oz

A pale red, creamy tomato sauce with a blend of cheeses and a hint of vodka. This sauce is fairly mild in spiciness and smooth in texture.

111622 Diavolo Sauce 12/25 oz

A chunky tomato sauce characterized by its spicy taste resulting from a blend of peppers and oil, also having a predominant fresh basil flavor and aroma.

111611 Tomato Basil Sauce 12/25 oz

A chunky tomato sauce with a predominant fresh basil flavor and aroma.

Holiday Spirit

With the hopes of inspiring some holiday spirit into our staff, European Imports held a gingerbread house decorating competition in December. The competition was open to all the employees in our Chicago warehouse. The result was six beautifully decorated houses. Some complete with lights and occupants.

As you know, every competition has to have a winner and here are the winners of our competition:

First place went to Rosalina Saucedo and Anais Ortega from our accounting department. They did an incredible job using pretzels to give their gingerbread house the look of a log cabin. They topped it off with a candy roof and Santa for their winning entry.



Second place went to our receptionists. Marilyn Perez and Patricia Serna are the first voices you hear when you call our office in Chicago.

Their beach themed gingerbread house included a brown sugar beach, palm trees made from cookies and fruit roll ups and gingerbread men sunbathing on the beach.



We were thrilled by the buzz this competition created and the interest shown by our employees. We are all looking forward to making this an annual event. Congratulations to all the participants.

Changes & Line Extensions



We have come to expect nothing less than the best from Vosges and they continue to hit the mark with their new baking mixes. Thanks to an enthusiastic baker in the office we tasted many of these new products and found them to be delicious. Our baker reported them to be very easy to prepare. Try them for yourself, they are now in stock:



151711
Super Duper Sugar Cookie Mix
 12/18.4 oz

151722
The Ultimate Chocolate Chip Cookie Mix
 12/34.3 oz

151733
Caramel Toffee Chocolate Chunk Brownie Mix
 12/28.8 oz

151744
Love Goddess Chocolate Cake Mix
 12/23.9 oz

New to the Mediterranean
 Snack Food line:

427688
**Baked Lentil Chips with
 Sea Salt**
 24/1 oz



111755
Marinara Sauce
 12/26.46 oz
 Replaces 088802 pack 12/26 oz

432399
Provencale Wafers
 12/3.5 oz
 Now packed in boxes.
 Replaces 43238-0 12/3.5 oz
 packed in plastic sleeves.



New to the Lavazza line:
952605 Crema E Aroma 6/2.2 lb
A well balanced blend of the best Arabica and Robusta beans.

952600 Qualita'Oro Whole Beans 20/8.8 oz
A special selection of the best 100% Arabica coffee beans.



221199 Acacia Honey 5/13.13 oz
 Replaces 22114-6 packed 10/17.5 oz

New to the line:
221200 Forest Honey 5/13.13 oz

Bubbly Organic Juices

LeVillage Organic Sparkling Juices

Sometimes we all need a little bubbly in our lives. Bubble baths. Bubble gum. Bubbly juice drinks. LeVillage's sparkling juice drinks have always fit the bubbly juice drink bill and now they are adding organic into the mix.

Each juice starts with a base of organic apple juice. LeVillage uses a blend of sweet, tart, dry and bitter apples. Unlike regular apples, the apples used to make these juices are specifically selected for their rich Tannin contents. Each type of apple has its own unique essence, highlighting either their sweet, bittersweet, bitter or acidic components.

The organic apple juice is then mixed with pure sparkling water and the end result is an organic fruit juice beyond compare. Their fruit sources are so pure and flavorful no sugar is needed. That's right - no added sugar, preservatives or anything artificial.

These juices really take on the flavor of the fruits used. They taste like real fruit. The apple taste like real apples, so does the pear, peach, pomegranate and raspberry.

Imported from France, each juice is packed in an elegant Champagne-style bottle with a cork and metal cap. These non-alcoholic beverages are a great alternative to beer, wine and champagne. LeVillage's Organic Sparkling Fruit Juices are the beverages to serve to everyone for any special occasion. You will love the refreshment and the elegance of the flavors. These sparkling fruit juices will help you celebrate in style. Now available:

693811
Organic Sparkling Apple Juice
12/11.84 oz



693799
Organic Sparkling Apple Juice
12/25.4 oz



693800
Organic Sparkling Peach Juice
12/25.4 oz

693766
Organic Sparkling Pear Juice
12/25.4 oz



693777
Organic Sparkling Pomegranate Juice
12/25.4 oz

693788
Organic Sparkling Raspberry Juice
12/25.4 oz

