

# January 2012

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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.

### A Pantry Must Have

What one product should we all keep stocked in our pantries? **Quinoa**. Quinoa is an ancient food that is just now starting to take off in America. As consumers grow more and more health conscience, it is no surprise quinoa is growing in popularity. This ancient grain (it isn't actually a grain, it's a seed) is high in protein (12-18%), dietary fiber, calcium and iron. Quinoa is also gluten-free and considered easy to digest.



Quinoa has a mild delicate flavor and blends well with other flavors. It can be served hot or cold, for breakfast, lunch or dinner. Start the New Year off right by incorporating this healthy grain into a balanced diet. Following are the quinoa products now available from European Imports:

#### **Foodservice:**

87857-9 Love of Fare Quinoa 1/10 lb

#### **Retail:**

083861	Roland Andean Quinoa, Prewashed	12/12 oz
878601	Roland Mediterranean Quinoa	12/5.4 oz
878634	Roland Roasted Garlic Quinoa	12/5.4 oz
878645	Roland Garden Vegetable Quinoa	12/5.4 oz
878656	Roland Black Bean Quinoa	12/5.4 oz
878667	Roland Toasted Sesame Ginger Quinoa	12/5.4 oz

#### **New:**

832478	Near East Red Pepper & Basil Quinoa	12/4.9 oz
832512	Near East Rosemary & Olive Oil Quinoa	12/4.9 oz

### Happy New Year!

It's not too late to make plans to attend the Winter Fancy Food Show in San Francisco. Simply register on-line at [www.fancyfoodshows.com](http://www.fancyfoodshows.com). And then visit us in booth #3705 to get started on your new product selections for the New Year.

#### **37th Winter Fancy Food Show**

January 15-17, 2012  
Moscone Center  
San Francisco, CA  
Booth # 3705



# Under the Dome by Jeffrey A. Babcock, Cheese Category Manager

## Filling Up, Curds and No Whey!

During the long winter months we think of rich foods to get us through the hostile weather, especially here in the Midwest. Pastas and pastries, meats and vegetables, stuffed with both sweet and savory fillings, most notably cheese! This month we bring you two new cheeses, both exceptionally satisfying and serving as fantastic ingredients for these and many other uses.



For our first cheese we return once again to the southern regions of France, a true classic, goat cheese, *Chevre de France*, perfect in its simplicity. *Life in Provence Chevre de France Pail*, also called fresh goat curd, is a completely un-stabilized, pure and natural cheese. We say curd because it is only the dry matter from the fresh goat's milk in its pure unaltered state! The taste is clean and bright, rich with a full mouth feel.

This is an amazing product for working into recipes, as a filling, and especially helpful to form into shapes as condiments or appetizers.

Try rolling little spheres and dusting with fresh minced herbs,

paprika or specialty pepper. These can be used as garnish to soups, or placed with a composed



salad, or on top of a potato. *Chevre de France* is great baked in the oven, as it holds its shape very well. So, a simple log or pyramid drizzled with olive oil and sprinkled with dry cured olive bits or strips of six hundred day Prosciutto di Parma Riserva becomes a savory masterpiece for a special event or gourmet party. Don't

forget the sweet indulgences, as the cheese can be rolled in roasted almonds and lathered with a premium honey, made into ice cream or a beautiful cheesecake with cranberry chutney.

### 010689 Life in Provence Goat, Pail 1/3 kg

Our second cheese is also a great classic, Ricotta; made not from the recooked whey, but rather from farm fresh whole milk, becoming an especially

creamy and luxuriously rich cheese. Ricotta cheese in Italy was traditionally made from the whey, processed after other cheese was already made. Yet as the cheese



became more popular and milk plentiful, the cheese was produced for many different necessities.

Bellwether Farms Whole Milk Ricotta is an exceptional product, made from the milk of their neighbor's farm; it is the most authentic I have had outside Italy. Superior in flavor, as the northern California sun seems to reside within it and its silky smooth texture, this cheese can be eaten straight out of the container! Use it whenever you need a filling of natural cheese, as no gums or artificial thickeners are used in their production.



401312 Bellwether Ricotta 6/12 oz

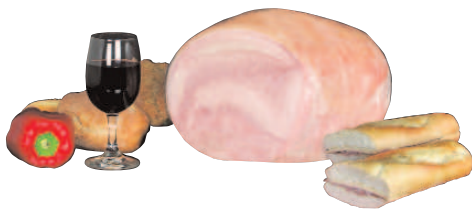
401133 Bellwether Ricotta 1/3.5 lb

# Wild & Unique Foods by Tim Doyle, Meat & Game Category Manager

## Madrange Hams



Madrange is rated the No. 1 Brand throughout France and Europe in the Jambon Superieur Category (the French Government's classification of premium hams). This means Madrange hams are rated the highest in terms of quality, high protein count, lower fat, sodium and sugar content, and they are high in real ham flavor. Madrange Hams are made from an authentic French recipe, free from chemical coloring and polyphosphates, are oven roasted in their own juices, and **NO WATER IS EVER ADDED**. Only the finest, fresh, premium quality pork legs are selected for manufacturing.



The exceptional quality and character of the Madrange hams are the result of a time honored French culinary art, perfected through three generations of the Madrange Family. Since the early 1920's, Madrange has supplied its celebrated hams to leading restaurants, cafes, and bistros throughout Europe. European Imports Ltd. has sold them to many retailers and restaurants throughout the USA for years. People love them!

Madrange Buffet Ham are three muscles, unlike other hams that are muscle and knuckle meat fused together. They do not contain any of the meat membranes, integuments, or connective tissue that are in lower quality hams. There is a greater yield of meat since no water is added as in most other hams that are 20% or more water. Madrange hams are pure meat!



The sodium content of Madrange hams are 30% lower than most domestic hams. You get the picture. Believe it or not, these hams have fewer calories than beef and more protein than chicken.

Slice it thin on a cheese plate, it is great on a Panini, and wonderful on a Bistro banquette with unsalted butter. Enjoy some today!

**MP3020 Ruban Bleu Ham 1/16.5 lb**  
**MP3021 Le Buffet Ham 2/6 lb**



# For The Pastry Chef by Karl Helfrich, Pastry Category Manager



We are happy to announce we now carry **Sadaf Pomegranate Molasses**. This all-natural product is made by slowly reducing pomegranate juice with a small amount of sugar and citric acid. There are no preservatives or artificial ingredients. This thick syrup is great for adding a piquant touch to both sweet and savory dishes.

Traditionally combined with walnuts as a pastry filling, it can be used in everything from sorbets and ice creams to basting poultry and game. Give your winter desserts an exotic touch!

**660478 Pomegranate Molasses 12/20 oz**



Due to popular demand we are now stocking **Pistachio Flour** from American Almond. The highest quality USA-grown pistachios are blanched and then ground to a very fine

consistency. Pistachio flour can be used to make biscuits, macaron shells, and other baked items where the nutty flavor and green color of pistachio is desired.

**850523 Pistachio Flour 1/5 lb**

With the winter season upon us it is a good time to feature familiar flavors in a new way.



## BLiS™

BLiS produces an infused maple syrup that adds a wonderful twist

to a great American flavor. **BLiS Bourbon Barrel Matured Pure Maple Syrup** is made with Grade A dark amber pure maple syrup aged in specially selected 12-18 year old single barrel bourbon casks. The barrels are carefully agitated until the honey, charred oak, vanilla and spice notes are imparted into the maple syrup for a pure, one-of-a-kind natural flavor.

**152110 Bourbon Barrel Matured Maple Syrup 24/12.68 oz bottle**



## PATISFRANCE®

SOURCE DE SÉDUCTION

PatisFrance is known world-wide as the producer of some of the highest quality pastry ingredients available, and this includes their line of canned fruits. The fruits chosen to have the PatisFrance label are much more uniform and of a much higher quality than most domestic canned fruits and deserve to have a place in even the most discriminating pastry chef's repertoire. We are featuring the mini pears in syrup in this issue. They are firm, perfectly peeled and so cute! 16 pears per can.

**BK560 Mini Whole Pears in Syrup 12/30 oz**



# New Grocery Gourmet Wafers

RUTHERFORD & MEYER™

Rutherford & Meyer is a New Zealand company producing innovative gourmet products. Today we present their Gourmet Wafers. Like many New Zealand small businesses, this now thriving export business started as a cottage industry. It began in 1996, when two North Canterbury farming friends, Gay Rutherford and Alison Meyer, came together to make innovative products using old family recipes.

Recognizing an exciting opportunity, their vision was simply to take something that had been enjoyed in the farm kitchens of North Canterbury and share it with others, both within New Zealand and other parts of the world.

Ownership of the company changed in 2001, when Jan Meyer and Russell Coventry bought the business. Today Rutherford & Meyer is a small and dedicated team of foodies who are passionate about creating gourmet products that enhance the lives of consumers.

Their Gourmet Wafers combine wonderful natural flavors with a crisp, lightly baked texture to create a fantastic taste experience. Rutherford & Meyer brings you these sensational wafers, made from the highest quality ingredients. Gourmet Wafers come in 3 delicious flavors:

## 414012 Natural Gourmet Wafers 12/4.2 oz

*A wonderful blend of natural ingredients with a hint of cheddar.*



## 413990 Garlic & Olive Oil Gourmet Wafers 12/4.2 oz

*Flavors of the Mediterranean brought together in a delicious, light wafer.*



## 414001 Three Cheese Gourmet Wafers 12/4.2 oz

*This wafer combines the full bodied flavors of Parmesan, Mozzarella & Cheddar for a rich cheese taste.*



Gourmet Wafers are a healthy snack alternative:

- All natural ingredients
- No artificial flavors, colors or preservatives
- Low fat, no trans fats



Serving Suggestions:

- Ideal served with cheeses
- Superb with dips, salsas, or spreads
- Add to a cheeseboard or antipasto platter
- A divine base for canapés or a quick and tasty snack on their own

# Changes & Line Extensions



Incorporated in 1852, Ghirardelli has the richest heritage of any American Chocolate Company. In addition, they control the entire manufacturing process from cocoa bean to finished product. New to the Ghirardelli line, each case is packed with twelve 3.5 oz bars:



- 472601  
Gourmet Milk 32% Cacao  
Creamy Devotion Bar
- 472634  
Gourmet Milk Sea Salt Escape Bar
- 472645  
Gourmet Milk Coconut Rendezvous



- 472612  
Dark & Orange Filled Bar
- 472623  
Intense Dark Sea Salt Soiree Bar
- 472656  
Intense Dark Hazelnut Heaven Bar



- 370856  
Barrel Pickles  
6 /34.2 oz  
Replaces Gundelsheim item  
37080-6



Rubschlager Baking has added Flax Bread as a new flavor to its Rye-Ola bread line. Rye-Ola breads have the true taste of Northern European breads, baked in Chicago for a fresher flavor than imports. The product is made of 100% Whole Rye and is 100% Whole Grain.



- 459256  
Rye-Ola Flax Bread  
6/16 oz



- New to the Near East line:
- 832478 Red Pepper & Basil Quinoa  
12/4.9 oz
- 832512 Rosemary & Olive Oil Quinoa  
12/4.9 oz



*Quinoa (pronounced KEEN-wah) is a unique, versatile grain with a slight crunchy texture and a light nutty flavor that is used around the world. Near East Quinoa Blends are a blend of quinoa and brown rice and are a great way to bring worldly excitement to your table. Serve as a side dish or add fish or meat to make the dish the main attraction.*

# Changes & Line Extensions



New to the line:



- 935623 Assorted Herbal Teas 6/20 ct**  
*A selection of four great tasting herbal teas, each carton contains 5 envelopes of Bedtime Blend, Pure Camomile, Pomegranate & Raspberry and Orange & Cinnamon Spice.*
- 935634 Bedtime Blend 6/20 ct**  
*Naturally caffeine free. A comforting herbal tea made with soothing chamomile, cooling spearmint, and the subtle flavor of lemongrass.*



**SANPELLEGRINO**

New to the line:



- 691767 Aranciata Rossa 4/6/11.15 oz**  
*San Pellegrino Aranciata Rossa is a carbonated Blood Orange soda, imported from Italy. A cool and refreshing beverage containing no less than 12% real fruit juice. Enjoy chilled or served over ice!*

- 691778 Pompelmo 4/6/11.15 oz**

*San Pellegrino Pompelmo is a carbonated Grapefruit soda, imported from Italy. This refreshing thirst quencher contains no less than 16% real fruit juice. It is an all-natural alternative to traditional sodas.*



## Foodservice Changes:



- 361223 First Choice Dried Porcini Mushrooms 1/1 lb**

*Replaces DV1357*

- 361212 Choice Dried Porcini Mushrooms 1/1 lb**

*Replaces DV1358*

*Porcini mushrooms have a chewy texture and a strong nutty-woody, sweet, and meaty taste. These sliced mushrooms are a rich brown color with hints of yellow. The dried Porcini mushrooms' flavors are actually enhanced when the mushrooms are dried. Porcinis like most wild mushrooms can be substituted into any recipe. The authentic flavor of these mushrooms is especially popular in Italian cooking where Porcinis are added to risotto, pasta, sauces, soups, casseroles, and stuffing.*

## Foodservice Additions:

- 138223 Hawaiian Pink Sea Salt 1/2.5 lb**

*An unrefined, coarsely ground sea salt that gets its color from Hawaiian clay, called 'alaea', which is rich in iron oxide. The pink hue and subtle mellow flavor make this product a great finishing salt.*



## New from the Peanut Shop of Williamsburg:



- 463445 Jalapeno Seasoned Peanuts 1/10 lb**  
**463467 Wasabi Seasoned Peanuts 1/10 lb**  
**463478 Bloody Mary Seasoned Peanuts 1/10 lb**  
**463489 Creole Seasoned Peanuts 1/10 lb**

# Another Healthy Ingredient

Many of us will be starting the New Year off on a diet. Tuna is an often ubiquitous item on the daily menu for anyone serious about getting into shape. Tuna is a great source of protein and omega-3 fatty acids and can be a great on-the-go-food for health conscious consumers. The ever popular tuna salad sandwich is a standard offering on many menus in restaurants and delis and for that we suggest you turn it up a notch by using Love of Fare Tonggol Tuna.



To make a great tuna salad you have to start with an exceptional tuna. Love of Fare is that tuna. Each can of Love of Fare tuna contains only three ingredients: tuna, water and salt. Additionally, Love of Fare Tonggol Tuna is horizontally packed, which means the cans are packed by hand using only the best parts of the tuna: the breast and tail sections of the fish. When you start with the best ingredients available, the end result is a fantastic product that will have consumers coming back for more.



The tonggol tuna is a small fish, the average size of this variety is 15 to 20 kg in weight. Because of its size, Tonggol only has a trace amount of mercury. This is a major concern of the public today. Tonggol tuna is recognized by the health food industry as an overall higher quality and better tasting tuna than that of any other species. It also represents the tonnage of only 4 % of all the tuna fished in the world today, and European Imports Ltd. is one of the few companies who have the opportunity to sell this quality product to our customers.

While tonggol tuna is sold in the United States as “chunk light” tuna, it is considered “chunk white” tuna in every other country. Love of Fare Tonggol Tuna has been certified by Earth Island as “Dolphin Safe”, denoting the product has been fished via long line and not by net which harms or kills the dolphin population.



If we haven't impressed you with Love of Fare Tonggol Tuna's low mercury levels and responsible fishing practices, we know the taste will win you over! Order yours today:

**371119**

**Love of Fare Tonggol Tuna**

**6/66.5 oz drained weight**