



EUROPEAN IMPORTS, INC.

CHEESE • SPECIALTY FOODS • GAME • PASTRY



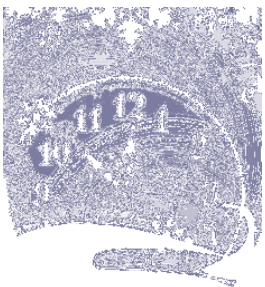
AMBER VALLEY



COCINA
SELECTA™



Cucina
Viva™



January
2014

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.

European Imports, Inc.
2475 N. Elston Ave.
Chicago, IL 60647
1-800-323-3464
orders@eiltld.com
www.eiltld.com

A Healthy & Happy New Year

If you are looking to get a healthy start to the new year look to European Imports, Inc. European Imports is proud to be the distributor of several healthy products, many of which were recognized by Men's Health magazine on their list of 125 of the Best Packaged Foods for Men. Following is a list of our items appearing on the list:

Best Tomato Sauce
Cucina Antica Tomato Basil Sauce
Item 2465082 packed 6/25 oz



Best Umami Booster
Red Boat Fish Sauce
Item 1889383 packed 6/8.45 oz



Best Salt
Maldon Sea Salt Flakes
Item 1012562 packed 12/8.5 oz



Best Butter
Plugra European Style Unsalted Butter
Item 1572965 packed 36/1 Lb



Best All-Purpose Cheese
Sartori SarVecchio Parmesan
Item 8934099 packed 1/10 Lb



Best Snacking Cheese
Sartori Espresso BellaVitano
Item 1906066 packed 1/5 Lb



Best Spread
**Inglehoffer Cream Style
Horseradish**
Item 9109190 packed 12/4 oz



Best Salsa
Frontera Tomatilla Salsa
Item 6071439 packed 6/16 oz



Best Mustard
Maille Original Dijon Mustard
Item 1429701 packed 6/13.4 oz



Best Bottled Water
Perrier

We offer a variety of Perrier products in cans, glass and plastic bottles. Please contact your sales rep for a list of the Perrier products available from Europe-





Under the Dome



It all started in 1999 when an old gold mine tucked within the Sierra Nevada Mountain range was transformed into an ideal aging facility. After years of working with one of Wisconsin's finest master cheese makers, they were able to perfect the formula that allows Shaft's Cheese to age gracefully.

Shaft's Bleu Vein Cheese is a savory, full flavored bleu cheese aged for a minimum of one year. This cheese is made with only the finest rBST free pasteurized cow's milk. By aging this cheese, a rich creamy flavor is created. This product has a big, bold bleu flavor without the overpowering taste which can often accompany bleu cheeses. Enjoy this versatile cheese on everything from crackers to steaks.

1690892 Aged Blue Vein Cheese 1/6 lb



“Jason Wiebe Dairy is a third generation dairy farm located on the historic Santa Fe Trail in Central Kansas. We milk about 120 mixed breed cows, and do some grazing. We do not give our cows growth hormones or milk producing hormones (BST). In 2000, we started making cheese in our house and selling raw milk cheese to neighbors. In 2003, we were inspected and got a permit from the Kansas Department of Ag to produce cheese in a new building built next to the barn where the cows are milked. We made pasteurized milk cheeses for several years, and then added raw milk cheese to our lineup, with the demand growing rapidly for raw milk cheeses.”

“After making cheese on our farm for about 10 years, we decided in summer of 2010 to develop our own signature line of cheese. We are excited to be introducing the result of the collaboration between Jason Wiebe Dairy and Cheezsource to you. Cottonwood River Cheddar is a raw milk aged cheddar with a unique process that develops a full, slightly sweet flavor without the acid bite of a typical aged cheddar. It is pale yellow in color, body is firm, and is getting outstanding reviews since starting to market it in summer 2011.”

An extraordinary cheese, Cottonwood River Cheddar has a wonderfully sweet aroma and a dense crumbly texture. The flavor is immediately reminiscent of pineapple with traditional cheddar notes coming forward as sharp meets sweet.

**1733411 Cottonwood River Cheddar “Reserve”
2/5 lb**





Wild & Unique Foods by Tim Doyle, Meat & Game Specialist

Cervena Venison

Venison, a.k.a. deer meat, is a hot commodity these days with consumers looking for healthier eating options compared to traditional red meats. Chefs are embracing venison in larger quantities as well because it offers them an opportunity to diversify their menus and create signature dishes that help to differentiate their restaurants from their competition.



Cervena® brand venison is imported from New Zealand, where the deer are able to thrive in the lush pastures, grazing freely on grass. The story of Cervena® venison starts with European red deer, which were brought to New Zealand in the late 1800's. In the pristine landscape of New Zealand, the deer population thrived given the abundance of naturally growing grass and vegetation as well as a lack of natural predators. Since those early days, New Zealand has grown to become the largest venison exporting country in the world. Today, roughly 85% of all venison served in U.S. restaurants comes from New Zealand. When you taste Cervena® for the first time, you will certainly understand why!



In order to assure consistently excellent quality and flavor, Cervena® requires that all deer used must be raised naturally and humanely. This includes being allowed to roam freely in large pastures feeding exclusively on grass, as well as never using steroids or growth promotants of any kind. All deer used must be under 3 years of age. This process results in a lean and tender animal with a less gamey flavor compared to wild venison.



Venison not only sets itself apart in the pasture, but it also exceeds expectations on the plate. Packed with the same rich nutrients you would expect from red meat, venison also packs fewer calories than traditional red meats due to its lean nature. Because of its low fat content, cooking venison to either rare or medium rare is advised. Cooking to a maximum of medium rare ensures the tender and juicy characteristics of venison.

Besides its health and nutritional aspects, venison is extremely versatile. Roasted, grilled, seared, sous vide, you name it, venison will surpass your expectations. Try it today and put your own signature on one of the hottest trending proteins today!

2194589	Frenched Rack 8-Rib Fresh	4/2.5 lb
2194623	Short Loin Fresh	6/2 lb
2194668	Strip Loin Fresh	6/2.5-4 lb
2197638	Saddle Fresh	3/16-19 lb
6792311	Denver Leg Fresh	1/9 lb



For the Pastry Chef by Karl Helfrich, Pastry Specialist

Sandwich Solutions from Tribeca Oven and Highland Baking

European Imports carries a great variety of up-scale breads and buns that will give your sandwiches a touch of class! From gourmet burgers to Panini to deli classics we have a great selection to choose from.



Tribeca Oven is known for its small batch artisan breads and their sandwich offerings are just as special.



First we have the stirato sandwich square. Durum flour gives it a nutty flavor, and extra virgin olive oil makes a nice moist crumb; these 4" square

rolls are perfect for sandwiches or panini.

1902632 Stirato Sandwich Roll 60/4.1oz

Next is the rustic club hero. With the same shape as a demi baguette, it is perfect for "hero" type sandwiches, but with its thin crust, open structure and delicate flavor, it is less challenging to eat, and the fillings stay put as you bite into your sandwich!



1902111 Rustic Club Hero 60/3.75oz

Burgers are big business, and Tribeca's challah burger and slider buns are real crowd pleasers.



For the ultimate gourmet burger, use the 4" challah bun. They are fully baked (thaw and serve) and have a soft texture and buttery crumb that comple-

ment a perfectly grilled burger. Garnish with whatever toppings you choose from bacon to guacamole...these buns can handle it!

5410826 Challah Burger Bun 60/2.5oz

Tribeca also offers the same soft and delicious challah bun in a smaller size, perfect for gourmet "sliders". Create a burger



"flight", or use for anything from pulled pork to fried chicken for great bar fare.

1428980 Challah Slider Buns 192/1ct



Highland Baking crafts a delicious soft pretzel hamburger bun for us. These 4" frozen buns feature the classic scored

pretzel exterior and a soft chewy interior. They come pre-sliced and blister packed for freshness and convenience. Perfect for gourmet burgers or any type of deli sandwich where a pretzel flavor and soft texture are desired.



2463386 4" Pretzel Hamburger Bun

80/3.25oz

New Grocery

A New Generation of Healthy Snacking



This new generation of healthy snacking comes to us from **Natural Sins**. **Natural Sins** is a company dedicated to the development and manufacturing of products where high quality, freshness and innovation are the common denominators.

Natural Sins is focused on creating healthy fruit and vegetable snacks. The result is their Crispy Thins. Crispy Thins are delicious crispy fruit and vegetable thins. Crispy Thins were developed in a gourmet food shop in Costa Rica. Their Crispy Thins proved to be very popular, and after several years of success they decided to expand their operation.

Depending on the season, their fruits and vegetables are grown in Costa Rica or imported from Chile or the United States. After being shipped to the factory in Costa Rica, the fruits and vegetables are thinly sliced to keep their original shape and are then carefully baked to create natural and flavorful crisps. **Natural Sins** Crispy Thins are rich in fiber, they are preservative, fat and sodium free, and low in calories; hence making them a delicious and healthy snack.



Natural Sins Crispy Thins are delicious right out of the bag, but they can also be used as a tasty ingredient in recipes such as:

Mango Thins Salad

Add a crunchy and tasty element to your salad with the Mango Thins. Mix them with greens, crumbled cheese and a lite dressing to make a delicious and fresh lunch.



Beetroot Thins with Yogurt Dip

Taking a more savory approach, pairing the Beetroot Thins with a yogurt dip is the perfect guilt free snack. Put it out at parties or small get-togethers

with friends without having to worry about gaining some extra pounds.

Pineapple Thins with Strawberry Smoothie

Pineapple Thins are not only a healthy snack option but also great as a decoration. Any fruit smoothie can use a **Natural Sins** touch.



Orange Thins with Chocolate Cake

Take the classic combination of orange and chocolate to a whole new level. Add Orange Thins to your favorite chocolate cake to take it from ordinary to extraordinary.

Natural Sins Crispy Thins are now available from European Imports, Inc.:

2454793	Crispy Mango Thins	12/1 oz
2451500	Crispy Apple Thins	12/1 oz
2454813	Crispy Orange Thins	12/1 oz
2454789	Crispy Coconut Thins	12/1 oz
2454801	Crispy Pineapple Thins	12/1 oz
2451476	Crispy Beetroot Thins	12/1 oz

Changes & Line Extensions



Replacement:

2550848 Jasmine Rice Bags 6/17.6 oz
Replaces 88044-9 boxes packed 12/17.6 oz

New to the Ines Rosales line:



2546111 Almond Sweet Olive Oil Tortas 10/6.3 oz

For 100 years, residents of Seville, Spain have enjoyed the sweet and savory flavors of Ines Rosales® Tortas. Each delicious and delicate pastry is hand crafted by Andalusian craftswomen.

Replacement:

2582217 Nutella Chocolate Nut Spread 2/6.6 Lb
Replaces 2255493 packed 4/6.6 Lb



Peppadew Replacement:
0721728 Peppadew Diced Mild Peppers 2/105 oz cans
Replaces 1807767
Packed 3/70 oz bags



Replacement:

2618899 E.S.E. Individually Wrapped Pods Decaffeinated Espresso 12/18 ct
Replaces 0033555 packed 10/18 ct



Giovanni's
Replacement:
2611723 Anchovy Paste 12/2 oz
Replaces 57139-4 packed 24/2 oz

Farmhouse Kitchens Replacements:



2605089 Unsalted Hand Rolled Butter 10/8 oz
New UPC: 857423 002339
Replaces 2310227

2599130 Salted Hand Rolled Butter 10/8 oz
New UPC:
857423 002322
Replaces 2310181

Specialty Grocery Spanish Ingredients



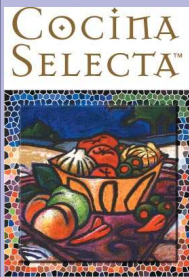
le Village



Love of Fare



Spanish cuisine consists of a great variety of dishes which stem from differences in geography, culture and climate. It is heavily influenced by the seafood available from the waters that surround the country, and reflects the country's deep Mediterranean roots. Spain's extensive history with many cultural influences has led to a unique cuisine.



Cocina Selecta supplies the Spanish ingredients you need to create traditional Spanish dishes in your own home. **Cocina Selecta** has changed some pack sizes and introduced some new products for your consideration:

Fine Caperberries are now available from Cocina Selecta. Some confusion exists regarding capers and caperberries. The two are not interchangeable though they both derive from the same plant, *Capparis Spinosa*, which grows throughout the Mediterranean. To clarify, the round, lemony, small capers are not the berries. These tiny pea like bursts of flavor are actually immature buds of the caper bush.

In addition to the tiny buds, caperberries are also harvested, and some may prefer their taste to the stronger caper buds. The berries on the caper plant are oblong, semi-green fruits, about the size of or slightly larger than a table grape. Though they still have some lemon taste, they are much milder than caper buds. Caperberries have varied uses from their smaller counterparts; they're often eaten as a snack alongside antipasti or placed in lieu of olives as a garnish in Bloody Marys and Martinis. They can also be incorporated into savory salads.

2394597
Caperberries
6/16 oz
Replaces 7044490



Nonpareil Capers are now available from **Cocina Selecta** in three pack sizes. Get just the size you need leaving no waste. Nonpareil refers to the capers size. Nonpareil Capers are capers under 10 mm and are considered the best capers grown. Capers are frequently used in Mediterranean cooking; they add tanginess to dishes such as pasta sauces, pizzas and salads, go very well with meat and fish, in particular anchovies, and they are a key ingredient in tartar sauce.



2394365 Nonpareil Capers 12/3.75oz
Replaces 1740477 packed 12/2 oz
2394437 Nonpareil Capers 6/16 oz
Replaces 1428764 packed 6/16 oz
2394395 Nonpareil Capers 6/32 oz
Replaces 1699543

Smooth, Vibrant, Bold. Just like a fine wine, the varietal, climate and region determine an olive oil's taste. Cocina Selecta Extra Virgin Olive Oil has a fresh fruity flavor with a hint of pepper at the end. The aroma is strong and warm. This 100% Spanish Extra Virgin Olive oil is cold pressed from Hojiblanco olives grown by small farmers in the Andalusia region. Cocina Selecta Extra Virgin Olive Oil adds a flavorful and healthy touch to any application and is well suited for everyday use.

2601668
Extra Virgin Olive Oil
24/8.5 oz
Replaces 7274707
packed 12/8.5 oz

