

# EUROPEAN — IMPORTS — a Sysco company

**JANUARY 2022  
NEWSLETTER**  
*Happy New Year!*

## UPCOMING INDUSTRY EVENTS













FEB 6TH-8TH  
**WINTER FANCY FOOD SHOW**  
LAS VEGAS, NEVADA

**NEXT MONTH'S  
HOLIDAYS & EVENTS**  
*time to start planning!*

**FEB 14 VALENTINE'S DAY**  
*all month long...*  
NATIONAL HOT TEA MONTH

### ICON KEY:

Look for these icons throughout the newsletter for easy identification of attributes that may be important to you.

-  **ALL-NATURAL**
-  **ANIMAL WELFARE**
-  **DAIRY FREE**
-  **EGG-FREE**
-  **FAIR TRADE CERTIFIED**
-  **GLUTEN FREE**
-  **KOSHER**
-  **LACTOSE FREE**
-  **LOCAL**
-  **LOW SODIUM**
-  **NON-GMO / NON-GMO VER.**
-  **NUTS FREE**
-  **SOY FREE**
-  **SUGAR FREE**
-  **TRANS FAT FREE**
-  **VEGAN**



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As we close out the year, it's time to look forward to the next big holiday that's sure to impact grocery shelves and restaurant menus alike: Valentine's Day. Although chocolate is at the forefront of this holiday, there are a number of savory food staples that are sure to impress. *Here's a few:*

### CHEESE

**Life in Provence** Brie is more buttery than a typical single crème. It boasts a nice, well-rounded flavor with a subtle mushroom aroma.

7013704 **Life in Provence Brie** 6/8 oz.  
*Stocked in IL, TX, VA and CA.* 

### CHEESE ACCOMPANIMENTS

If you're looking for an accompaniment to your cheese of choice, look to the Can Bech *Just for Cheese* line. Each variety pairs best with a specific type of cheese, making perfect pairings a breeze.

7151253 **Peaches & Apricots** 12/2.33 oz.  
*Stocked in IL and VA. Non-Stock in TX.*

*Pairs best with Soft Ripened Cheese, like the Brie above!*

7172967 **Quince with Madagascar Bourbon Vanilla** 12/2.47 oz.  
*Stocked in IL, TX, VA and CA.*

*Pairs best with all cheeses — from blue to brie!*

### MEAT

**Rougie** foie gras slices are cut by hand from the best foie gras lobes and individually frozen immediately after harvest, so all you need to do is thaw, sear & serve for a lavish meal.

3492281 **IQF Duck Foie Gras Slices Prestige** 2/2.2 lb.  
*Stocked in IL, TX, and VA.*  

4167738 **IQF Duck Foie Gras Slices** 2/2 lb.  
*Stocked in IL and VA. Non-Stock in TX.*  

### SPECIALTY GROCERY

Valley Lahvosh offers neutral-flavored crackers that make the perfect companion for a variety of cheeses (including the brie above). Boasting a special heart shape, it is not only festive, but also low in fat, cholesterol free and certified kosher!

1529619 **Heart Crackerbread** 12/4.5 oz.  
*Stocked in IL and VA. Non-Stock in TX and CA.*  

8420440 **Heart Crackerbread** 10/16 oz.  
*Stocked in IL, TX, and VA. Non-Stock in CA.*  

### IT'S SHOW TIME

*It's that time again.* It's time to plan your 2022 show schedule and figuring out what shows to attend couldn't be easier. The Fancy Food Shows are the shows to attend if you want to see all the hottest trends in specialty food. Start making your plans now.

**Winter Fancy Food Show** February 6th—8th, 2022  
Las Vegas Convention Center (Las Vegas) **Booth # 2102**

**Summer Fancy Food Show** June 12th—14th, 2022  
Jacob K. Javits Convention Center (New York City)

**Sysco Employees and Customers:**

*To shop all items in this month's newsletter, click on the Sysco Shop icon.*

# UNDER THE DOME

Jeff Babcock, Cheese Specialist

## KEEP ON CUTTING!

Save labor *and* time! Current times continue to bring a need for solutions in labor efficiencies, so we've added additional, wonderful pre-cut cheeses to our portfolio that are perfect for cheese boards, specialty markets, chef menus and assortments for every special occasion. These are all items with rich flavors and unique profiles, ready to be used and great for portion control.

### A BETTER KIND OF CHEDDAR

Made on the farm in rural Kansas, **Cottonwood River Cheddar** is a fantastic cheese, full of intriguing and exciting flavors that can be quite bold. It starts out with raw milk, but the cultures are what truly bring the cheese to a unique place. Crystallization develops, and that's when sweet notes play with the tangy cheddar and create a symphonic tasting of tropical fruits and savory goodness.

Eat this one straight away for sure, but it is also a great cheese in the kitchen, especially as a finishing cheese.

7191711

**Cottonwood River Cheddar Cuts**  
8/10 oz. (RW)

Stocked in IL, TX, VA and CA.



Milton Creamery, maker of the beloved Prairie Breeze, has been busy developing new flavors. We first introduced you to their **Caramelized Onion Cheddar** back in July; now, it's available in a convenient exact weight cut! This flavorful cheddar is speckled with bits of sweet,

caramelized onions giving it just the right balance. It's ready to be grated over your soups, used in toasted sandwiches or savory tarts, and is an excellent addition to any meal.

7187006

**Milton Caramelized Onion Cheddar**  
12/6 oz.

Stocked in IL, TX, VA and CA.



### IMPORTED FOR YOU

On the import side, we have **Artikaas Jalapeno Smoked Gouda**: a spicy and smoky cheese full of flavor. Imported from Holland in an exact weight round, this cheese is perfect for melting. You can add this to a simple white sauce, create your own queso dip, grate over chili, or feature it on a charcuterie board for those upcoming big game days.



7182708

**Artikaas Smoked Jalapeno Gouda**  
12/6 oz.

Stocked in IL, TX, VA and CA.



Last on our list, but certainly not least, is the **Melkbus Truffle Gouda**. This raw milk farmstead Gouda is imported from Holland and comes in an exact weight wedge. The quality of this cheese is outstanding. It is truly an artisanal work with just the right amount of truffle. A great addition to high-end markets and a center stage piece for a special occasion cheeseboard.



7162948

**Melkbus Truffle Gouda Wedge**  
12/6 oz.

Stocked in IL, TX, VA and CA.



# WILD AND UNIQUE FOODS

Tim Doyle, Meat & Game Specialist

## WHERE CHARCUTERIE TAKES SHAPE



Traditions and flavors of Central Europe are the inspirations behind Piller's Black Kassel salami. The craftsmen who lived in these regions used recipes handed down through generations to produce Europe's finest meats and salamis,

and Piller's has held true to these traditional recipes. Our assortment of Black Kassel products is vast — if you haven't tried Black Kassel yet, start with one of the top three varieties: Old Forest, Mustard Seed, and Zesty.



Black Kassel Old Forest Salami is a full-flavored, smoked salami. It is a beautiful salami created with a lean blend of pork and gently smoked over a secret mix of hardwoods. It is then air-dried to finish it with a rich and luxurious flavor. It pairs well with a mellow yet aromatic cheese.

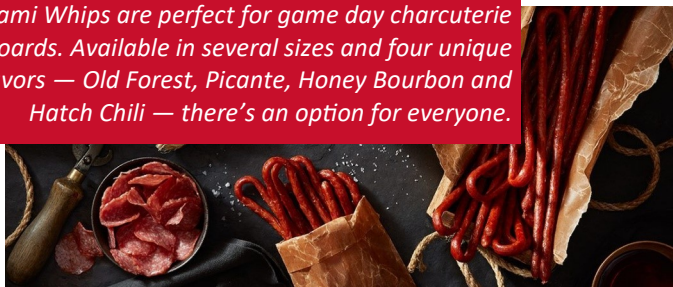


9904252 **Old Forest Sliced Salami** 15/4 oz.  
Stocked in IL, TX, VA and CA.

0351829 **Old Forest Deli Chub** 2/2.35 lb.  
Stocked in IL, TX, VA and CA.

7098812 **Old Forest Whips** 16/2 oz.  
Stocked in IL, TX, VA.

Salami Whips are perfect for game day charcuterie boards. Available in several sizes and four unique flavors — Old Forest, Picante, Honey Bourbon and Hatch Chili — there's an option for everyone.



Black Kassel Mustard Seed Salami is a classic salami created using a lean blend of finely chopped pork resulting in a nice texture and an elegant plating aesthetic. Crafted with mustard seed and a hint of garlic, then gently smoked and air-dried, this is a must-try salami.



9904253 **Mustard Seed Sliced Salami** 15/4 oz.  
Stocked in IL, TX, VA. Non-Stock in CA.

1694187 **Mustard Seed Deli Chub** 2/2.35 lb.  
Stocked in IL, TX, VA. Non-Stock in CA.



Black Kassel Zesty Salami is a fantastically bold salami made with finely ground Madagascar pepper and a hint of garlic. Your mouth will slowly come alive with its taste. It has a full-bodied flavor with a spicy heat that is not overwhelming. These salamis can be served alone or with a cheese plate to help balance the heat.

8726794 **Zesty Deli Chub**  
Stocked in IL, TX, VA and CA.

2/2.35 lb.



Still not sure where to start? The Black Kassel Charcuterie Trio allows you to sample three unique varieties — Old Forest, Mustard Seed and D'Amour, a heart shaped mild salami with hints of garlic and pronounced black pepper.

Perfect for retail shelves or on a Charcuterie Board.



7105095 **Charcuterie Trio**  
12/6 oz.

Stocked in IL, TX, VA and CA.



# SPECIALTY GROCERY

Salima Ghariani, Grocery Specialist

## PASS THE PASSATA, PLEASE!



In February 2009, three friends with a vision to create food as nature intended founded Mr. Organic. Valerio, Kostas, and Carlo wanted to make a positive change in the way people eat and live while respecting our planet and all beings that live on it. Their path was clear: organic is the way! To them, organic doesn't just mean food that is free from pesticides and harmful chemicals but also includes respect and care for nature as a holistic way of living.

**YUMMY  
NAKED  
GOODNESS  
MADE WITH LOVE  
FOR THE PLANET**

And although Mr. Organic is a young brand, the story goes back three generations, when Valerio's grandfather started producing tomatoes in Italy. Mr. Organic has been working with the same farmers near their production base in Pontinia, just south of Rome, for many years, and all of their farmers produce only organic tomatoes. Placed right in the middle of the fields, the tomatoes are brought to the production base by tractor, traveling only a short journey and allowing for them to be processed within 5 hours of harvest.



The long-lasting and fair relationships with their farmers guarantee that we, the consumers, know exactly where all the ingredients come from, ensuring everything is ethically sourced and carefully selected.

Today we introduce two varieties of Mr. Organic Passata. You might ask, "What is passata and how does it differ from tomato paste or pasta sauce?" Passata is raw or uncooked tomatoes that have been strained, providing a smooth yet thick consistency. It's ideally used as a base for sauces, pizza, soups and stews.



Squash and Chickpea Rice Stew

Mr. Organic Passata boasts these sought-after qualities:

- Organic
- No Added Sugar
- Gluten Free
- Vegan
- No Citric Acid
- BPA Free Packaging
- Zero Air Miles



7166666  
**Mixed Herbs Passata Sauce**  
6/14.11 oz.  
*Stocked in IL, TX, VA and CA.*



7166658  
**Garlic and Chili Passata Sauce**  
6/14.11 oz.  
*Stocked in IL, TX, VA and CA.*

# SPECIALTY GROCERY

## Ryan LaMere, Grocery Specialist

### INTRODUCING RYAN LAMERE



When other kids were out riding their bikes and practicing sports, Ryan was glued to the TV watching classics such as “Yan Can Cook” and “Great Chefs of the World.”

After growing up in kitchens from the age of 16, Ryan decided to try food sales and worked in the broad-line sector at Sysco for 8 years. When European Imports rolled out to the CT area, Ryan jumped at the chance to represent the specialty program, leading trainings and visiting customers in the Metro NYC and Boston areas for 8 years. During this time he traveled the northeast, visiting hundreds of restaurants and interacting with chefs from a wide variety of concepts. During his career in sales, Ryan has been recognized by his customers, earning *Vendor of the Year* from Sysco Boston in 2019, and by European Imports, earning the *Product Specialist of the Year* award in 2017.

Ryan brings more than 16 years of food sales experience to the Category Specialist role at European Imports, along with a broad knowledge base and enthusiastic love of all things edible. Whether dipping into a ripe round of Epoisse, or slurping a bowl of spicy cumin lamb noodles, there is nothing more he enjoys than eating, and talking about, incredible food. We welcome Ryan as a Category Specialist, covering a wide range of Specialty Groceries, including one of his favorite cuisines: Asian. Discover Ryan’s favorite picks from the Asian line at European Imports below.

### RYAN’S PICKS OF ASIAN FAVORITES



By now not really a “secret” flavor weapon, **Red Boat Fish Sauce** is the most refined and Umami-filled flavor bomb we carry, and it only has two ingredients! I keep a bottle on hand to give roundness and depth to everything from vinaigrettes for salads and grilled fish, as well as long braised winter dishes and tomato sauces.

7011858 **Red Boat Fish Sauce** 12/16.9 oz.  
Stocked in IL, TX, VA. Non-stock in CA.



Created by combining salty soy with palm sugar, **ABC Sweet Sauce** is great drizzled directly from the bottle or added to long-braised and stewed dishes to create a deep flavor base. Well-balanced and shelf-stable, a bottle of this Indonesian condiment belongs on a shelf in every kitchen.

1686585 **ABC Sweet Soy** 12/20.3 oz.  
Stocked in IL, TX, VA and CA.



What other condiment could inspire such loyalty? I have even seen some chefs who have tattooed the “cupid” on their arms! **Kewpie Mayonnaise** is crafted from a “yolk only” base for a rich and velvety creaminess. They use a blend of vinegars for more complexity than a typical western mayo and just the right touch of MSG to make it irresistible. Perfect for amping up any mayo-based sauce or salad such as yuzu, aioli, or creating the best lobster roll you’ve ever had.



7049597 **Kewpie Mayonnaise** 4/64 oz.  
Stocked in IL, TX, VA and CA.  
 7040999 **Kewpie Mayonnaise** 6/12 oz.  
Stocked in IL, TX, VA and CA.



Consumed in traditional diets for hundreds of years, fermented foods are now being focused on for gut health and probiotic benefits. Sure, that’s great, but are they delicious? YES! **Momoya Kimchee Base** from Japan allows you to add incredible richness and flavor to everything from light vinaigrettes to long-cooked soups. Use this mixed with Kewpie Mayo for an unforgettable dipping sauce or as a dressing for fried bites and sandwiches.

3607100 **Momoya Kimchee Base** 6/16.87 oz.  
Stocked in IL, TX, VA and CA.



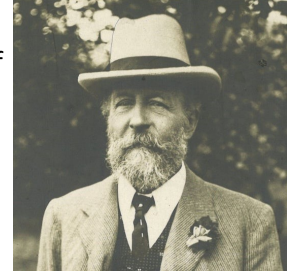
# FOR THE PASTRY CHEF

## Cat Carp Wall, Pastry Specialist

### BECAUSE CHOCOLATE MAKES EVERYTHING BETTER

In the 19th century the Cadbury family revolutionized confectionery by making one of the first milk chocolate bars. Nearly 200 years later, James Cadbury — the great-great-great grandson of Cadbury Chocolate founder John Cadbury — is revolutionizing chocolate yet again.

John Cadbury built Cadbury on great ethical grounds, looking after its workforce and improving civil rights. James launched Love Cocoa in July 2016 built on the principles of the ethical company Cadbury originally was. In 2021, he continued building his new chocolate empire with the founding of H!P. Learn more about each company’s story below.



John Cadbury  
Founder Cadbury Chocolates

#### SINGLE ORIGIN CHOCOLATE BARS



Inspired by his great-great-great grandfather, James Cadbury created Love Cocoa with the purpose of making great-tasting chocolate bars

in a way that is loved by the planet and its people.

Love Cocoa is on a mission to make chocolate consumption more sustainable by being *Carbon-Negative, Climate Change Positive*. The mainstream chocolate industry is shrinking rainforests and seriously contributing to global warming. The problem begins right at the source: with the farming of the humble cocoa bean. Love Cocoa aims to tackle this problem head on by planting one tree for every product sold. By 2020, Love Cocoa had already planted 500,000 trees. Further adding to their sustainability practices, the bars come in plastic-free packaging, too!



7165006  
**Orange Cocoa Bar**  
12/2.65 oz.

Stocked in IL, TX, VA and CA



7165000  
**English Mint—70%**  
12/2.65 oz.

Stocked in IL, TX, VA and CA.



7164997  
**Honeycomb Milk Chocolate**  
12/2.65 oz.

Stocked in IL, TX, VA and CA.

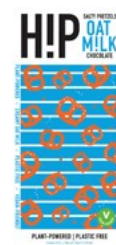
#### VEGAN-FRIENDLY OAT MILK CHOCOLATE



H!P launched in early 2021, with the aim of reinventing chocolate by replacing dairy with plant-based creamy oat milk. The brand was born out of a desire to eat good quality, creamy vegan chocolate.

At H!P, they use the best quality, single-origin Colombian cacao and combine it with creamy, gluten-free oat milk.

H!P cares as much about providing ethically-sourced chocolate as they do ensuring it is a delight for the taste buds! With this in mind, they source the cocoa that goes into making their delicious bars from a family-owned business in Bogota, Colombia who have grown cocoa for over 100 years. They harvest their own beans and work alongside other cocoa farmers to create long-term, sustainable relationships.



These plant-powered bars are stocked in all divisions and boast the following attributes:



- |         |                           |             |  |
|---------|---------------------------|-------------|--|
| 7176247 | <b>Oat Milk Chocolate</b> | 12/2.47 oz. |  |
| 7176248 | <b>Salted Caramel</b>     | 12/2.47 oz. |  |
| 7176244 | <b>Salty Pretzels</b>     | 12/2.47 oz. |  |
| 7176240 | <b>Cookies No Cream</b>   | 12/2.47 oz. |  |

# INDUSTRY TRENDS

## Retail & Foodservice

### FORGING A PATH FOR FUTURE GROWTH



Global forces, growing tensions and the ongoing pandemic has continued to cause uncertainty as consumers look to establish a sense of normalcy, leading to a growing urgency for businesses to understand shifting expectations and behaviors. While no one can truly forecast the future, there are signals in the industry landscape that make it possible to anticipate what's next.

As 2022 begins, consumers are paying close attention to the entire spectrum of health and wellbeing, seeking products that fit their personal wellness goals and values. This sense of mindful self-care began before the COVID-19 pandemic, and global issues have only exacerbated the movement.

#### **TREND:** Nourishment for the Whole Self

Consumers want to be more proactive about supporting their mind and body through a balanced approach to diet and lifestyle. While this is a long-term trend, the global pandemic has driven renewed interest, with many seeking new ways to cope with stress and anxiety and promote emotional wellbeing. Heeding the mind-body connection and the pivotal role foods and beverages can play in nourishing both, consumers are looking for proactive, mindful and accessible solutions tailored to their unique tastes, lifestyle and wellness goals. Wholesome nutrition is one important way consumers are looking to support their holistic health. In fact, ADM Outside Voice research indicates that 37% of global consumers expect the snacks they eat to improve their mental well-being.

#### **TREND:** Plant-based Lifestyles

A flexitarian approach to eating has become mainstream as consumers look to wholesome, plant-based nutrition to support healthy, environmentally friendly lifestyles. In fact, it is expected that alternative proteins will very likely account for 11% of the total protein market in 2035. In addition, manufacturers can expect greater demand for plant-based products that include more flexible formats, accessible and affordable options, kid-friendly items and alternative versions of authentic regional cuisines. This is

being fueled, in part, by COVID-19, which has accelerated interest in plant-based as an alternative for those paying close attention to their eating habits.

#### **TREND:** Microbiome as the Root of Wellness

Even a few years ago, the term “microbiome” wasn't well known. Today, the benefits of a robust microbiome are becoming increasingly apparent, and consumers are linking a healthy gut to other aspects of health and wellbeing, including immune function, metabolic health and even mental acuity and mood. Instead of seeking foods and drinks that are reactive — i.e., making different food choices after experiencing digestive issues — people increasingly look for food and beverage solutions that are proactive, including pre-, pro- and postbiotic solutions.

#### **TREND:** Clean and Transparent Sourcing

With consumers adopting a holistic approach to what they put in their bodies, they seek foods and beverages made in a way that mirrors their mindset. The demand for ‘clean label’ products made with real, kitchen-level ingredients has become table stakes. Transparency across a product's entire supply chain will be elevated as a priority and tied into the simultaneous trends of nourishment for the whole self, the rise of more plant-based choices and a healthy microbiome.

#### **TREND:** Sustainable Goodness

Sustainability continues to gain momentum as a priority. ADM's Outside Voice research confirms that consumers view sustainability as a moral imperative and connect it to what is right and ethical in their community, the environment at large and even the future of humanity.

#### **TREND:** Advanced Renewables and BioSolutions

Wary of climate change and plastic pollution, consumers are acutely aware of the use of finite materials and the need to cut down on physical waste.

38% of global consumers are willing to pay more for products made with sustainable materials, including food, personal care and home care products.

People not expect manufacturers to provide innovative solutions that contribute to mitigation of climate change and protect resources via plant-based materials and processing practices that reduce waste and energy use from development to disposal.

# EXCLUSIVE VALENTINE'S DAY DESSERTS



Just in time for Valentine's Day we introduce DeleYE, a new exclusive line of thaw, finish and serve desserts that are not only easy to prepare, but eye-catching and delicious. Discover the five exquisite options sure to impress this holiday and year-round.

Carlos DeleYE, the current CEO of DeleYE Products, was a baker in his younger days. He was often praised for his delicious patisserie, which is why he took part in various fairs and competitions worldwide. Despite his young age, he was elected several times as a laureate.

In 1993 he chose to delve further into what was then his absolute specialty, so he founded DeleYE Products. Under that name, he launched a unique and innovative concept: deep-frozen, refined desserts. Over the years, the company has evolved into a valued, innovative player on a national and international level.

From using green energy to adhering to strict food safety and hygiene standards, DeleYE is focused on sustainable entrepreneurship.

## THE DIAMOND COLLECTION

Efficiency is key! Thanks to these desserts, which are prepared in advance at DeleYE Products, there is not much work left. Just finish on location and serve! The ideal way to make work faster and more efficient, even for people with less experience.



*All items below are stocked in all divisions.*

**7173006 Half Moon Emerald** 10/2.3 oz.  
A feuilletine and almond biscuit is topped with a layer of Belgian ganache. Sitting on top of the half moon sits:

- a spherical white chocolate mousse
- a raspberry mousse coated with a raspberry jam
- a spherical, velvety milk chocolate mousse
- a velvety Greek yogurt oval and
- a basil flavored sphere

**7173177 Long Bar Topaz** 10/3.53 oz.  
A feuilletine and almond biscuit is topped with a layer of Belgian ganache. Sitting on top of the long bar sits:

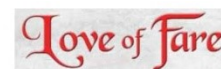
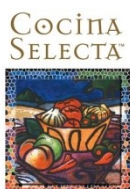
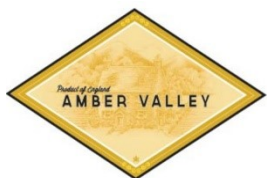
- a velvety chocolate fondant mousse oval
- a chocolate mousse sitting on a passionfruit and mango cake base and topped with a macaron
- crispy, puffed rice coated in white chocolate
- a chocolate curl
- a mini passionfruit sphere and a mini passionfruit oval
- a large caramel sphere



**7173307 Q Bar Onyx** 10/2.47 oz.  
A feuilletine and almond biscuit is topped with a layer of Belgian ganache. Sitting on top of the bar sits oval-shaped Dark, Milk and White Chocolate Mousse.

**7173312 Rect Piedmont Pastries** 10/3 oz.  
Named after the Italian region where the hazelnuts originate, this dessert is made with chocolate biscuit, hazelnut cremeux, chocolate mousse and is covered with chocolate and nuts.

**7173253 Mini Sans Souci** 40/0.53 oz.  
Assorted pastry in a variety of flavors: java, almond, mango/passion, raspberry milk chocolate, mascarpone, tiramisu, dark chocolate and dark chocolate praline.



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