

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
**Line Extensions &
Changes**

Back Cover
Specialty Grocery

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

October 2010

European Imports Ltd.
2475 N. Elston Ave.
Chicago, IL 60647
1-800-323-3464

orders@eiltld.com
www.eiltld.com

*October is
Breast
Cancer
Awareness
Month*

In support of Breast Cancer Awareness Month, European Imports Ltd. and LeVillage are donating a portion of the proceeds from the October sales of LeVillage Pink Lemonades to a Breast Cancer Awareness Foundation. To make this opportunity even sweeter, we put LeVillage Pink Lemonades, items 693731 and 693628, on promotion this month too. Support the cause!



Autumn's favorite fruit – the apple is available from European Imports Ltd. in a variety of forms. The best form being apple cider. The best apple cider is from LeVillage. LeVillage apple cider is available in a non-alcoholic and a hard version (read more about LeVillage on the back cover). We also have apple juice from Possmann and Martinelli's, traditional and flavored applesauce from LeRoux Creek and crunch dried apples from Sensible Foods. Enjoy the flavors of autumn.



**New to our website – tune in 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 for each month's video.*

Under the Dome

by Marcia Suchy

EAT (cheese) DRINK (beer) AND BE MERRY

Octoberfesting With Beer And Cheese

The weather is cool and crisp, pumpkins are orange, the leaves are turning, football has started and there is the smell of wood-burning fires in the air. It must be October.

Octoberfests begin and beer is the beverage of choice.



This is the perfect time to switch from Wine and Cheese to Beer and Cheese tastings. For the novice, there is 'mucho' information on the web to guide you in choices for both the brew and the cheese.

Beer, like wine, should be paired with cheese in a way that one does not over-power the other. Sometimes the opposites will attract, for example a bitter beer would counter balance a sweet and creamy cheese.

An example of a perfect match comes from the Monks of Scourmont in Belgium. Chimay Monastery Cheese and the Trappist Chimay Beer have assertive flavor profiles that absolutely complement one another.

When tasting beer and cheese together, have fun and experiment with the tastes of each.

A beer should never dominate the cheese, but look for those with spicy notes that could contrast buttery, creamy notes in the cheese.

Be sure to taste the beer every time you take a taste of cheese.

Here are some of my favorite cheeses for fall and the beers that would nicely match their flavor profiles:

Delice de Bourgogne (rich): Fruit Beers, Apricot, Cherry or Cider (tart and sweet)

Humboldt Fog (full, tart): Wheat Beer (full, sour and tart)

Prairie Breeze (sweet, smooth, nutty): Ale (hoppy, caramel, slightly sweet)

Widmer 6 yr. Cheddar (fruity, tart): Belgium Ale (fruity, grassy) or a big Stout (complex)

Barber's Cheddar (fresh, grassy): English Pale Ale (fragrant, hoppy)

Italian Piave (sharp, nutty): Brown Ale (nutty, hoppy)

Comte St. Antoinnes (complex, bold): Bock Beer (full malty)

Caprinelle Goat Pyrenees (fruity, fragrant): Pilsner, Lager (medium hoppy, dry) or Creamy Stout

Crave Les Freres (full, earthy): Complex Beers, with deep sherry or oaky tones. Belgium Dark Ale (Chimay)

Aged Goudas (sweet, caramel tones): Amber Ale (scotchy, malty)

So many possibilities! And so many beers and cheeses I didn't list. That is why experimenting with many cheeses and beers would be fun with a group of friends wanting to experience and create their own perfect matches.

In your tasting, you may want to include some fresh apples and pears, a few cracker types, possibly figs and raisins and maybe some walnuts and almonds.

A certain cheese monger in Wisconsin said that

Cocoa Cardona along with Dragon's Milk (or other Bocky Beer) was truly awesome when served with fig, honey and oat cookie. Have Fun This Fall.



PROST!

Wild & Unique Foods

by Alex Yilmaz



For three generations, the Redondo family has specialized in *Jamon Serrano*. They have earned the designation, *Maestros del Jamon* (ham masters), due to their expertise in the art of turning fresh hams into Spain's best known delicacy. Redondo Iglesias has offices in the ancient city of Valencia, and their curing houses are in the nearby Utiel Mountains.

The curing process starts with fresh hams specially selected to meet Redondo's high standard of quality. Upon arrival at the curing house, these hams are buried in sea salt. After about 6 days, the hams are individually checked to see if they have absorbed the cure to the perfect degree. Since the legs cure at different rates depending on size, some may need to stay buried in salt for several more days. After they are deemed ready, the hams are rinsed, a rope is tied around the shank end, and they are hung by hand on hooks in the first of a series of curing chambers. Next, they are moved to *secaderos* (drying chambers), and finally to a *bodega* (cellar) which is where the ultimate development of complex flavors happens. These chambers mimic the temperature and humidity trends of the four seasons of the surrounding mountains—*Jamon Serrano* simply means "mountain ham". Redondo takes no short cuts in its commitment to quality. Other Serrano producers use heat and mechanical pressure to accelerate the curing process, which results in their product being saltier and less complex in flavor. There is no substitute for the function of time in that complex natural action taking place within the ham. To have a truly top notch ham, it's going to take some time.

Serrano ham can be used in any application that prosciutto or another cured meat is used. Besides making a wonderful holiday Spanish themed appetizer plate along with Manchego or other Spanish cheeses, Marcona Almonds, Piquillo peppers, and white anchovies, it is easy to incorporate into cooked dishes and give them an extra boost. Wrap scallops or shrimp in Serrano, add it to stuffed mushrooms, into potato gratin, or any creamy pasta dish, or in deluxe paninis. Serrano makes entertaining easy because there is no preparation involved!

Redondo Iglesias Serrano ham is also available presliced in a convenient 3 oz. retail package. These slices are irregular and unique, close to the source of the whole ham, adding an artisanal touch. Then the taste of the Redondo Serrano seals the deal - it's not salty because of the time taken during curing - as little salt as possible and long aging allows an amazing depth of flavor. A happy marriage of authenticity and convenience!



600822
Redondo Iglesias Serrano Ham
Aged 12-14 Months, Presliced
20/3 oz

For The Pastry Chef

by Karl Helfrich



Did you know that European Imports Ltd. is a distributor for the entire line of **Silpat** silicon baking sheets and **Flexipan** silicon molds from Demarle?

You can choose from any of their professional grade molds, forms, etc. and order them through your European Imports rep. The items will be shipped directly to you from Demarle and you will receive an invoice from EIL. It's never been easier to order these essential pastry items, and our prices are very competitive!



PatisFrance Chestnut Cream is the classic unsweetened chestnut

paste that pastry chefs have been using for years to make the perfect Mont Blanc or chestnut mousse. It has a perfectly smooth texture and can be made into a myriad of holiday desserts.



PatisFrance Chestnut Paste
Item # BK630, 1/2.2 # can



In praise of **Superpomme**. For those of you who have never had the pleasure of working with this incredible product, it is about time you discovered the fantastic taste and workability of this truly “super” apple product. It is much more than an

applesauce; it is a concentrated apple compote (38% solids compared to 22-24% solids of regular applesauce) that is made from fresh apples, glucose and sugar. Because of its high solids content, you can pipe it directly into danish dough, turnovers, tarts, etc. and bake it off without fear of soaking your product. Its fresh apple flavor is also great for strudels and pies.

PatisFrance Superpomme Concentrated Applesauce
Item # BK420, 1/10.25# can



Capfruit is known for their high-quality fruit purees, but they also have the highest quality frozen whole fruits. Their IQF

whole peeled chestnuts are perfect for poaching and pureeing, candying whole, or using in savory applications such as stuffings, risottos, and sauces.



Capfruit IQF Chestnuts
Item # DF118, 5/1 kg bag



Peureux Griottine Brandied Cherries

are another great fall dessert item. These cherries in kirsch have a firm texture and a great flavor that has just a little “heat” to make it interesting. Update the classic Cherries Jubilee, or use as a warm crepe filling. They pair amazingly well with pistachio and almond pastries; think frangipan with a cherry center, or pistachio macaroons with a dark red cherry filling.



Peureux Griottine Cherries in Brandy
Item # DF2001, 6/1 liter jar
Item # DF2000, 4/3 liter jar

New Grocery

The Tastes of Germany

Nothing warms you up on a cool fall day like a tasty bowl of soup. Many of us have memories tied to the flavors of the soups we enjoyed as children. Stockmeyer Soups, imported from Germany, rival those flavors in a big way. Stockmeyer Soups offer consumers a family tradition of quality. These soups are ready to heat, serve and savor the memories. Five flavors of Stockmeyer Soups are now available from European Imports Ltd.:

528355 Split Pea Soup

12/28 oz

This classic soup is made from vegetables, and a savory blend of spices, making its flavor surprisingly light and delectable. It is protein rich, fiber filled and a great source of Vitamin A.



528455 Harvest Potato Soup

12/28 oz

This soup is not only packed with hearty potatoes and vegetables, it is also cholesterol free and a great source of Vitamin A.



528444 Hearty Lentil

12/28 oz

Created with lentils, blended with carrots and potatoes, this high protein, fiber rich soup offers a truly satisfying flavor.



528433 Minestrone Soup

12/28 oz

This soup offers a lively mix of vegetables and spaghetti in a tomato based broth that is low in fat and cholesterol free, which makes for a satisfying lunch.



528366 Savory Bean Soup

12/28 oz

This tasty, traditional German soup is made with the highest grade ingredients, providing a wholesome, low fat, fiber & iron rich meal.



New Grocery

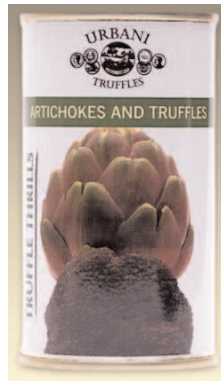
Urbani Truffles, Gourmet Touches Made Easy



All over the world, the word for Truffles is Urbani. Urbani truffle products are recognized as some of the best most innovative truffle products available. Urbani has now developed five truffle based sauces to bring everyone the gourmet flavor and aroma of truffles everyday. These new sauces present truffles like you have never tasted before. Now available from European Imports Ltd.:

164144 Artichokes and Truffles 12/6.1 oz

Artichokes and truffles are an exciting combo. The earthiness of truffles is perfect for the artichokes. Try this sauce on bread, pasta meat or fish. It is especially good on grilled meat and fish.



164155 Cream and Truffles 12/6.1 oz

Try the cream and truffles with tortellini for a great gourmet dish ready in less than 10 minutes!

164166 Pesto and Truffles 12/6.1 oz

The famous ancient Genoa recipe made with basil plus delicious truffles. Try the Pesto and Truffles with linguini!



164177 Tomatoes and Truffles 12/6.1 oz



This sauce is simple yet delicious. It works with most cuts of pasta for a simple yet gourmet meal. It is also makes a sensational bruschetta.

164211 White Truffles and Porcini 12/6.1 oz

Delicious porcini mushrooms and precious white truffles make this sauce an irresistible earthy delight. Add this delicious sauce to risotto and your specialty food is ready to serve.



Line Extensions & Changes



423011 Southwest Cashews
 Enjoy the harmony of classic Southwestern tastes with an all-natural twist. Whole cashews are topped with a dusting of grated Cheddar-Jack cheese and blended with Poblano and Guajillo peppers, then slow roasted, for a spicy, crunchy snack.

6/4 oz



423000 Tuscan Almonds

6/4 oz



Enjoy the harmony of classic Italian tastes with an all-natural twist. Grated Parmesan cheese and sun dried tomato are partnered with a blend of Tuscan herbs, then oven roasted with whole almonds to create a bold, savory snack.

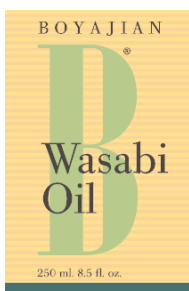
422299 Barbeque Almonds Seasoned Nuts

6/4 oz

Enjoy the harmony of classic tastes with an all-natural twist. Barbeque Almonds are seasoned with a proprietary “Dry Rub” spice blend and accented with tangy buttermilk ranch. Then, they’re slow roasted to a smoky, spicy-sweet perfection.



New from Boyajian:



123544 Wasabi Oil 6/8.5 oz

A perfect balance of sweet and spice, Wasabi Oil is ideal for fish and seafood, marinades and dressings, or mix with soy sauce for delicious dipping.



127733 PDO Extra Virgin Olive Oil 6/16.9 oz

This Extra Virgin Olive Oil is special. The famed Koroneiki olives of Crete are handpicked and pressed almost immediately resulting in an oil of exceptional flavor and quality. With an extremely low acidity (0.3%), this oil delivers that mild peppery taste characteristic of olive oils containing high level of antioxidants.



127755 PDO Organic Extra Virgin Olive Oil 6/16.9 oz

Certified as organic by the European Union, Taste of Crete Organic Olive Oil is made from the famous Koroneiki olives of Crete. Handpicked and pressed almost immediately, these olives create an oil of exceptional flavor and quality.



142599 Organic Balsamic Vinegar 6/17 oz
 Replaces 14258-3 packed 12/17 oz



490022 Original Pita Chips 12/9 oz
 Replaces 082376 packed 12/6 oz

490044 Whole Wheat Pita Chips 12/9 oz
 Replaces 082377 packed 12/6 oz

The King of Fall Flavors

LeVillage

Fall flavors are in full harvest and nothing marks the start of fall like apples. Apples are the king of fall flavors. Who amongst us doesn't have a memory of sipping apple cider at a pumpkin patch, hay ride or bonfire? And, nothing marks the arrival of fall better than a great apple cider. LeVillage has two great ciders to kick off the season, a Sparkling Apple Cider and a Hard Cider.

Encouraged by the success of its sparkling French Lemonades and surfing the trend of all-natural fruit beverages, **LeVillage** extended the line to include a very unique and delicious old-fashioned Sparkling Apple Cider. LeVillage Sparkling Apple Cider is a non-alcoholic sparkling beverage. It is made out of 100% pure apple juice from France. No added preservatives, no added sugar or sweetener of any kind, no concentrate and no water are added either. With only 18g of natural apple sugar, LeVillage Sparkling Apple Cider simply tastes better, cleaner and fresher.

LeVillage Apple Cider is an **all-natural**, clear-filtered beverage. This sparkling cider comes in a 25.4 fl. oz glass bottle as well as a convenient single serving 11.1 oz bottle.



573942 Sparkling Apple Cider
24/11.1 oz

This fancy 25.4 oz bottle makes a decorative addition to fall festival tables.



570253 Sparkling Apple Cider
12/25.4 oz

Now let's move on to the hard stuff; Hard Cider that is. LeVillage's Hard Apple Cider has a deep apple flavor with a bit of a bite and an alcohol content of 4%.



570442 Hard Cider
12/25.4 oz

Ad and demo support is available on the whole LeVillage line.