

**October  
2012**

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**Back Cover  
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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.

**The Flavors of Autumn**

The summer has come to a close and the falling leaves stir our desire for the comfort foods of Autumn. Our desire for light summer salads quickly turns to cravings for the hearty traditional foods of the season such as squash and pumpkin, soups and stews. **Cucina Viva** Pumpkin Seed Oil provides the "essence of fall in a bottle". The dark green oil provides the aroma of roasted pumpkin seeds with subtle pumpkin flavors. Combine the oil with a bit of brown sugar and butter to serve on squash, mix with apple cider vinegar for a marinade or salad dressing, drizzle on vegetables, or create a sauce for filled pasta.

**13932-0  
Cucina Viva Roasted Pumpkin Seed Oil  
6/8 oz**



Autumn's favorite fruit – the apple, is available from European Imports, Inc. in a variety of forms. Starting with Sparkling Organic Apple Juice from **LeVillage** and Apple Juice and Cider from **Martinelli**. We also have traditional and flavored applesauces from **LeRoux Creek** as well as the kid friendly **Buddy Fruits** Bites and Squeezes.

Start the day off right with a piping hot bowl of **McCann's** Artisan Instant Apple & Cranberry Oatmeal or their Instant Apple & Cinnamon Oatmeal. **Sticky**

**Fingers** has two apple options: Apple Cinnamon Scone Mix and Cranberry and Apple Fruit Butter.

Savory options include **Raisin River** Chicken and Apple Sausage available in retail and foodservice size packages, **Golles** Balsamic Apple Jelly and finally how about a side dish of Red Cabbage and Apples from **Kuhne**. Many of these selections are on promotion this month. Contact your sales rep for a copy of our October promotion book to place your order today.



# Under the Dome



Cello Riserva Artisan Parmesan, Traditional Romano and Hand Crafted Asiago are all made at Arthur Schuman's Lake Country Dairy facility,

the preeminent hard cheese producer in the United States. It is here the art and science of great Italian cheese making is united with talented Wisconsin cheese makers. The classic Italian flavors of these cheeses stem from the craftsmanship that dates back many centuries and the water and mineral character of Wisconsin's rich land that echoes the lush pastures of northern Italy.

A fourth generation family run company, immersed in tradition and regarded as a leader in the hard cheese industry, Arthur Schuman is committed to delivering the expertise of Italian cheese making in every wheel of Cello Riserva cheese.

To step into a curing room filled with Cello Riserva Artisan Parmesan is to step into cheese heaven. The air is infused with the deep, nutty, caramel soul of the cheese. Wheel after wheel sits stacked on shelves waiting the 12-plus months it takes to reach maturity. Each wheel is a true expression of the cheese maker's dedication to superior quality and commitment to maintaining the heritage of Italian-style hard cheese making. The sweet, nutty, complex composition of Cello Riserva Artisan Parmesan makes it ideal for culinary applications, in addition to being distinctive enough to sit on a cheese board and enjoy with a glass of wine.



**0742520 Parmesan Wheel**

**1/20 lb**

Made in small batches using cheese making methods steeped in Italian heritage, Cello Riserva Hand Crafted Asiago is a tasty treasure. Each wheel is carefully crafted and aged for over 10 months, developing a pure authentic flavor. A buttery cheese with a hint of tang, Cello Riserva Hand Crafted Asiago is mild yet assertive, boasting a nutty depth with a piquant note. Its sophisticated essence lends a savory nuance to soups, salads and pasta. Eaten alone or used as an ingredient, Cello Riserva Hand Crafted Asiago is a culinary delight.



**1648894 Asiago Wheel**

**1/20 lb**

The metamorphosis of milk into Cello Riserva Traditional Romano cheese takes place under the watchful eye and masterful skills of the head cheese maker. Every wheel of cheese is delicately immersed in a brine solution of sea salt and water to ensure its flavor is sealed in. The cheese is then closely monitored and naturally aged for a minimum of 6 months to develop its light sheep's milk notes, ultimately delivering a classic Italian taste. The slightly sharp, robust Italian flavor of Cello Riserva Traditional Romano makes it a power player in the kitchen. Preferred over Pecorino Romano, Cello Riserva Traditional Romano is the perfect complement to any Italian dish.



**7247909 Romano Wheel**

**1/20 lb**

# Wild & Unique Foods by Tim Doyle, Meat & Game Category Manager Applegate in the House

I am happy to tell you we now have several food service items from Applegate to serve your customers. This is a perfect fit to accompany all the other all natural items we already carry. Their motto “Changing the Way We Eat” says it all.

Their guiding principles are Taste, Truth and Trust:



- Taste ~ strive to make the best tasting products with no shortcuts and only natural ingredients.
- Truth ~ conduct farming practices with integrity and treat the animals and land with respect.
- Trust ~ tell all of their story; provide transparency into the industry and to consumers.

The company was founded in 1987, and has always been a natural/organic meat company. Products are sourced from 1,000 Family Farms and rising. The food service side of the business just started in 2011.



Their claims are very important to a lot of people: NEVER EVER ANY fillers, antibiotics, growth hormones, added nitrites or nitrates, artificial ingredients or preservatives, and no animal by-product. WOW! All meats are gluten and casein free (gluten free is a buzz word for Chefs now).

Current USDA definitions for natural meats do NOT include standards for how animals are raised. Also the meat can come from animals that are fed grocery waste, and animal by-products, antibiotics and hormones (what a loop hole). The animals from Applegate are fed only a 100% vegetarian diet.



Applegate consumers are less price sensitive to paying a premium for great tasting, high-quality products. They are educated about food claims and seek out clean ingredients. They are also concerned about the source of their food and how it was raised. The downside of this is it has a short shelf life and will be shipped out to the best by date. We are going to try for seven days minimum.



<b>6505620</b>	<b>Maple Sugar Ham</b>	<b>2/4 lb</b>
<b>6289524</b>	<b>Oven Roasted Turkey</b>	<b>2/6 lb</b>
<b>6289599</b>	<b>Black Forest Ham</b>	<b>2/5 lb</b>
<b>6505491</b>	<b>Sunday Bacon</b>	<b>2/5 lb</b>
<b>6289573</b>	<b>Roast Beef</b>	<b>2/4 lb</b>
<b>6289532</b>	<b>Genoa Salmi</b>	<b>3/2 lb</b>

For The Pastry Chef by  
Karl Helfrich, Pastry Category Manager



**New From Callebaut!**



**Caramel Loaf**

Ready to use 5# blocks of real caramel - just heat and use! Perfect for caramel apples, ice creams, candies, layering or glazing cakes and cheesecakes...anytime a thick, chewy caramel is needed. Trans fat free!

**1668112 Callebaut Caramel Loaf 1/5 lb**



**Mousse Mixes**

One step mousse mixes that taste like they were made from scratch! The texture is rich, full, and both firm and aerated like traditional home made chocolate mousse, and can be piped or scooped into

quenelles! One bag yields 36 portions of 1.7 oz. **Dark Chocolate Mousse Mix** contains 75% real Callebaut chocolate.

**White Chocolate Mousse Mix** contains 58.5% real Callebaut chocolate.



Add 1 Liter Milk per 800g package



Mix at high speed for 5 minutes



Pipe mousse in cups or shells



Cool in refrigerator for **2 hours**

- 7277603 Callebaut Mousse Mix, Dark Chocolate 10/28.22 oz**
- 7277686 Callebaut Mousse Mix, White Chocolate 10/28.22 oz**



**Pasquier Macarons** Now in stock!

They are produced in France, and the case includes six classic flavors: chocolate, raspberry, vanilla, café, lemon and pistachio. They are a perfect eye catching "snack" to bag in cellophane and ribbon on your check-out counter, or to sell with espresso or tea. They also make great garnishes for ice cream creations or the sides of cakes.



**87355-7 Pasquier Mini Macaroons 4/72 ct**

# New Grocery More Rice to Love



The Cucina Viva line has been expanded to include your two favorite rices in new convenient pack sizes. All the same great flavor and texture you have grown to love about the 17 ounce boxes, but now there is more to love.

**883791**  
**Carnaroli Rice**  
**5/1 kg**



Carnaroli Rice is Italian white rice typically grown in the Piedmont and Lombardy regions of Italy, however, Cucina Viva Carnaroli Rice is from Tuscany. Carnaroli rice like arborio contains more starch than other rice varieties, however, it retains liquid and holds its shape better than arborio rice and has a larger grain making for a more textured dish. Its excellent cooking qualities make it ideal for preparing risottos of the finest quality. Try it in risotto dishes featuring white truffle or saffron, and you'll be surprised by its super creaminess.



**883802**  
**Arborio Rice**  
**5/1 kg**



**883813**  
**Arborio Rice**  
**2/5 kg**

Arborio Rice is an Italian short-grain rice. It is named after the town of Arborio in the Po Valley where it is typically grown, however, Cucina Viva Arborio Rice is from Tuscany. Arborio rice is undoubtedly the best-known variety of rice and



has been a staple in Italian kitchens for decades. Because it undergoes less milling than ordinary rice, Arborio rice retains more of its natural starch content. When cooked, the rice releases this starch, making Arborio rice one of the very best choices for the preparation of the famous Italian rice dish risotto.

# Changes & Line Extensions



New to Carr's crackers are their thin flatbread crackers. These flatbread are topped with salt and pepper or blended seeds and then baked until golden brown. Available in two flavors, they are great with anything from pates to hard cheese and cheese spreads.

**1674540**  
**Blended Seeds Flatbread**  
 12/5.3 oz



**1674538**  
**Salt & Cracked Pepper Flatbread**  
 12/5.3 oz



New to the line:

**139435**  
**Organic Extra Virgin Olive Oil PDO Kalamata**  
 12/16.91 oz  
 Smooth and full bodied with a peppery aftertaste.  
 Replaces OL2985 packed 12/25 oz



**139446**  
**Extra Virgin Olive Oil PDO Kalamata**  
 12/16.91 oz  
 Replaces 139359 packed 12/17 oz



New the Bahlsen line:



**1648926 Deloba Blueberry** 12/3.5 oz  
 Deloba, Bahlsen's most popular Delicate Indulgence, now has a new flavor that is sure to be a winner: Blueberry! Deloba Blueberry is all natural and has only the most carefully selected and highest quality ingredients.



New to the line:

**430657 Galettes Au Beurre D'Antan** 14/4.41 oz  
 Traditional butter cookies from Normandy with 26% AOP Isigny butter. Can be enjoyed anytime, as is, or with milk, coffee, tea or ice cream.

A refreshing new tea from Tea's Tea:



**931068**  
**Half & Half Green Tea with Lemonade**  
 12/16.9 oz

**SkinnyPop replacement:**  
**464746**  
**SkinnyPop Skinny Pack**  
 10/6/.7 oz  
 Replaces 464678 packed 10/6/.72 oz new UPC.



# Changes & Line Extensions



Additions to the Colavita line:

**6824835**  
**Mediterranean Extra**  
**Virgin Olive Oil**  
**4/3 L**



Mediterranean Extra Virgin Olive Oil from Colavita.

Colavita selects peak harvested olives for this special Mediterranean Extra Virgin Olive Oil identified by the printed letter on each can - I for Italy, GR for Greece, E for Spain, P for Portugal. Drizzle this extra virgin olive oil over salads, soups, meats and side dishes to appreciate its fresh taste and aroma. Perfect to finish dishes which are roasted, grilled or sauteed.

**8575292 Santa Ninfa Extra Virgin Olive Oil**  
**6/1 Gallon**

Cold pressed from the best fruit of the olive tree, it is the natural juice squeezed from Italian olives one day after harvested.

**0595522 Blended Italian Cooking Oil**  
**6/1 Gallon**

This oil is a premium blend all purpose cooking oil.

**7265267**  
**Mezzi Rigatoni Pasta**  
**20/1 Lb**

Slightly curved tubular pasta with a ridged outer surface and straight cut ends.



**6286472 Farfalle Bow Tie Pasta** **20/1 Lb**  
 Butterfly shaped pasta (farfalle means butterfly in Italian) more traditionally known as “bow tie” shaped pasta.

**2538106 Fettucine Nests** **10/1 Lb**

Thin ribbon shaped pasta formed into nests (Fettucine means “little ribbons” in Italian).

**0610315**  
**Tagliolini Nests**  
**10/1 Lb**

Traditional pasta cut into long thin ribbons similar to fettucine. These ribbons are shaped into a nest form.



**7351430**  
**White Wine Vinegar**  
**2/5 L**

Naturally aged white wine vinegar produced according to traditional methods of aging wine in wood barrels for long periods.

**7544562 White Balsamic Vinegar** **2/1 Gallon**

This special white vinegar combines the rich flavor of age-old balsamic vinegar with the light fruity taste of white wine vinegar.

**9127515 Balsamic Vinegar of Modena** **2/5 L**  
 This vinegar is produced from the juice of just harvested white grapes which is boiled down to 30% of its original volume to create a concentrate which is then fermented. Modena, Italy is the region the grapes are harvested.

**6612840**  
**Red Wine Vinegar**  
**2/5 L**

Naturally aged red wine vinegar produced according to traditional methods of aging wine in wood barrels for long periods.



# Healthy, Appetizing and Attractive Artichokes from Italy

Introducing the newest addition to the Cucina Viva line: three new artichoke selections. These selections are healthy because they have no preservatives, dyes or additives. They are appetizing because the artichokes are prepared following traditional Italian recipes. And they are attractive because they are packed in clear plastic trays that let the beauty of the artichokes shine through.

The artichoke is an edible thistle producing flower buds rather than fruit. The overlapping, fleshy scales of the artichoke bud are often served steamed with butter, but we know you can do better and Cucina Viva artichokes will get you started.



For those who appreciate the flavor that grilling imparts, we suggest Cucina Viva Grilled Artichokes with Stems in Oil. These are whole artichokes with stems grilled to perfection and packed in sunflower oil with spices. They are ready to be enjoyed right out of the tray. Simply warm them to accompany an entree (they are truly delicious served with grilled meat and poultry) or add them to antipasto trays. A simple yet sophisticated addition.



**370702**  
**Grilled**  
**Artichokes with**  
**Stems in Oil**  
**2/3.1 lb**

Baby Artichoke Hearts are a true culinary delight. Cucina Viva's baby artichoke hearts are super tender, delicate and mild with the perfect artichoke flavor. Picked when young and tender and packed in sunflower oil and spices, these artichokes can be enjoyed in a number of ways and they are ready to use right out of the package. Add to salads, ideal with egg and meat dishes, or add to pizza. They can also be added to an antipasto tray of sliced meats, cheeses and vegetables. So simple, yet so delicious!

**370924**  
**Baby Artichoke**  
**Hearts in Oil**  
**2/3.1 lb**



Next up are Cucina Viva's Artichokes with Stems in Oil. These "Roman style" artichokes are part of the traditional cuisine of the Lazio region. For their simplicity and goodness, this product makes a delicious accompaniment to meat dishes or cheese and eggs, and they are ready to be enjoyed as an appetizer, in salads, as a pizza topping or on bruschetta.



**370802**  
**Artichokes with**  
**Stems in Oil**  
**2/3.1 lb**