



## OCTOBER 2018 NEWSLETTER

### THIS MONTH'S INDUSTRY EVENTS

OCT 7TH-10TH  
NACS CONFERENCE  
LAS VEGAS

OCT 21ST-25TH  
SIAL INTERNATIONAL FOOD  
EXHIBITION, PARIS

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

NOV 4 – DAYLIGHT SAVINGS

NOV 11 – VETERANS DAY

NOV 22 – THANKSGIVING

NOV 23 – BLACK FRIDAY

*all month long...*

TAILGATING & FOOTBALL  
NATIONAL RAISIN BREAD, PEPPER,  
PEANUT BUTTER LOVERS' & FUN  
WITH FONDUE MONTH

### ICON KEY:

Look for these icons throughout the newsletter for easy identification of ingredient & nutritional information that may be important to you.



ALL-NATURAL



DAIRY FREE



EGG-FREE



GLUTEN FREE



KOSHER



LACTOSE FREE



LOCAL



LOW SODIUM



NON-GMO/PROJ VER.



NUTS FREE



SOY FREE



SUGAR FREE



TRANS FAT FREE



VEGAN



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## TODAY'S NEW WORLD

On October 12, 1492, two worlds unknown to each other met for the first time on a small island in the Caribbean Sea. While on a voyage for Spain in search of a direct sea route from Europe to Asia, Christopher Columbus unintentionally discovered the Americas. This discovery set in motion a chain of events that altered human history on a global scale.

There are numerous signs of the presence of Spain on the North American continent. Place names cover the land from Florida to California. Cities such as San Francisco, Los Angeles, San Diego, Santa Fe, El Paso, San Antonio, Pensacola, and St. Augustine are built on the foundations of presidios, missions and pueblos of the original Spanish settlers. Spain's contributions have been especially large in the area of farming—with crops such as wheat, barley, rice, coffee, bananas, sugarcane, olives, alfalfa and a variety of fruits, including grapes—and ranching—with the livestock the Spanish brought to the New World, including horses, burros, cattle, sheep, goats and pigs.

In today's New World, the Spanish influence is felt everywhere—especially in the culinary world. To meet the needs of our customers, European Imports procures a variety of products from Spain. Our Spanish imports include a number of meat and cheese products, like Serrano Ham, Jamon Iberico Boneless Ham, and specialty cheeses such as Manchego, Mahon, and much, much more. We also import specialty grocery items like olives, vinegar, olive oil, capers, almonds, pimientos, saffron and

artichokes from suppliers such as

Ybarra, Pons, Ines Rosales, Bonvallis, Palacios, Columela, Finca Duernas and our exclusive line, **Cocina Selecta**.

When you think of Christopher Columbus, remember the vast gastronomic riches he brought to the new world and the Spanish influence that still inspires us today.



# UNDER THE DOME

Jeff Babcock, Cheese Specialist



At Maytag, cheese continues to be handcrafted on the family farm in the rolling hills of central Iowa. The story of this wonderful cheese starts, not surprisingly, with a herd of prize-winning dairy cows. In 1919, E.H. Maytag, the grandson of German immigrants, established a herd of Holsteins that by the 1930s had garnered fame in competitions across the country.



In 1940, his son, Fred Maytag, heard about a new process for blue cheese being developed at Iowa State University in nearby Ames. He applied that process to the milk of his Grand Champion Holstein herd, and in 1941, the first wheels of Maytag Blue Cheese were put into their caves for aging. As with all natural foods, the geography, climate, and terrain impact the flavor of cheese. A taste of Maytag Blue is a taste of this place—the grass, the sunlight, and the seasons. Maytag Dairy Farms is still owned and operated by the grandchildren and great-grandchildren of E.H. Maytag. His legacy is the pleasure and joy taken from good food shared with people you cherish, and everyone at Maytag is proud to be a part of it.

Cheese-making is a fusion of art and science. Time and a few simple ingredients transform sweet, farm-fresh milk into a food with complex flavor and rich texture. Still today, Maytag Blue Cheese is crafted in the traditional, time-honored method. A cheesemaker's day starts early, as he or she begins pumping fresh milk into the small open cheese vats. A culture

is added to the milk and the fermentation process begins. Next, vegetarian rennet is used to solidify the milk while the cheesemaker carefully stirs until the contents reach the desired firmness and acidity. At just the right moment, the vat is cut using a set of wire curd knives to separate the curds from the whey. The fresh curds are transferred into a cloth-lined basket and tossed with a mixture of salt and P. roqueforti. They are then hand-scooped into stainless-steel forms called hoops that allow additional whey to drain and the soft curds to knit into a solid 4-pound wheel. The hoops are transferred to drying tables, where they are hand-turned to reach the desired moisture level. The following day, the wheels are salted and carried into the hillside caves for aging. It is here they ripen to develop the texture and distinctive flavor that has made Maytag Blue the international choice of chefs and cheese connoisseurs.



Affinage is a French term that means refinement – particularly in reference to the ripening of cheese. It is in the hillside caves behind the plant that the flavor of Maytag Blue fully develops. Carefully monitored conditions create a bloomy rind, beautiful blue veining, and the Maytag signature flavor. Well-aged blue cheese will vary in color from white to creamy yellow. These variations are attributed to the season of the year when the cheese was made. The veining will vary

from light or dark blue to green. When first cut, it may show little veining, but after exposure to the air the veining will be enhanced. Color variations rarely affect the quality of the cheese.

Maytag Blue makes a classic salad dressing, as well as an amazing Cobb Salad. Ideal for stuffed dates, figs or your martini olives!



**8608879** **BLUE WHEEL**  
Stocked in IL and TX; Non-stock in CA

**1/4.5 LB**

**5253024** **BLUE WEDGES**  
Stocked in IL; Non-stock in TX and CA

**16/4 oz**





# WILD AND UNIQUE FOODS

Tim Doyle, Meat & Game Specialist

## HAND-CRAFTED, SMALL BATCH FRENCH HAM



Les Trois Petits Cochons has produced award-winning, all-natural pâté and charcuterie since 1975 by crafting small, handmade batches using high-quality ingredients. One of the most awarded specialty food companies in North America, Les Trois Petits Cochons began as a

small charcuterie in Greenwich Village, New York City. Today it leads the pâté and charcuterie industry, offering a complete line of artisanal pâtés, mousses, terrines, sausages, saucissons, smoked meats and other French specialties.

Les Trois Petits Cochons is committed to continuing the tradition of making delicious, authentic and quality pâté and charcuterie for its customers. By combining time-honored recipes, choice ingredients, innovative cooking methods and strict quality control, they are able to create consistent, handcrafted products. All of this, together with dedicated customer service and a passion for good food, has allowed Les Trois Petits Cochons to stay true to the small charcuterie where they started over 40 years ago.



**7040617**

**SLICED JAMBON DE PARIS AU NATUREL**  
**6/2 LBS.**

*Stocked in IL; Non-stock in TX and CA*

This all-natural, three muscle ham is cooked in its own juices, carries notes of clove and white pepper, and is low salt and very lean. It is pre-sliced, making it ready to serve—just cut along the seal of the plastic, remove the ham from the plastic and drain excess cooking juice & gelatin.



**8007835**

**JAMBON DE PARIS**  
**1/11.5 LBS.**

*Stocked in IL and TX; Non-stock in CA*



Jambon de Paris is made according to a traditional French recipe. It is delicately spiced, slowly cooked in its own juices and wrapped in its skin. The result is a refined taste. Like all of Les Trois Petits Cochons' products, it is handcrafted in small batches, using only the finest ingredients.



**Serving:** After removing the ham from the plastic and draining the excess cooking juice & gelatin, slice the ham on a slicer with or without the skin on. *To remove the skin, make a 1/4" cut with a sharp knife from one side of the skin to the other and pull off the loosened piece of skin.*

**Wine Pairing:** A light-bodied dry white wine with a light, crisp, refreshing taste or a light to medium-bodied red wine with a hint of earthy aromas balanced by a fruit-forward bouquet will complement both of these hams.



# SPECIALTY GROCERY

## ANOTHER LOOK AT LINE ADDITIONS & EXTENSIONS

### SAN PELLEGRINO ESSENZA

Stocked in IL; Non-stock in TX and CA



Discover a flavorful new way to enhance your experience with a touch of taste. S.PELLEGRINO® ESSENZA is the same gentle bubbles as S.PELLEGRINO® mixed with a vibrant blend of Mediterranean fruit flavors. All three flavors come in 11.16 oz upscale, slim cans with a foil lid covering, and each comes with 24 to a case.



**5286285** **Lemon & Lemon Zest Sparkling Mineral Water**  
An intense citrus aroma with fine and elegant flavors enhanced by refined bubbles that give a wonderfully fresh taste. Pair with light-flavored dishes such as your favorite shellfish, fresh greens and seasonal fruit.



**5286380** **Dark Morello Cherry & Pomegranate Sparkling Mineral Water**  
A strong aroma of fine red fruits is accompanied by gentle bubbles and characterized by intense fruit flavor notes. Pair with flavorful dishes, such as roasted veggies, premium red meats, rich sandwiches and chocolate desserts.



**5286404** **Tangerine & Wild Strawberry Sparkling Mineral Water**  
An intense aroma with the citrusy zest of tangerine is balanced with wild strawberries and gentle bubbles. Pair with medium-flavored dishes such as sautéed vegetables, white meat, or freshly made pasta.

### SILANO HERBS

Stocked in IL; Non-stock in TX and CA



Wild oregano is foraged in Italy's southern region of Calabria. The herb is air-dried on the stem, allowing the oregano to maintain its natural oils. Dried oregano is slightly more intense in flavor than fresh oregano; hang it in your kitchen for easy access for your sauces, pizzas, salads...and so much more! These bunches are wrapped in clear cellophane bags.



**7037610** **Dried Wild Oregano in Bunches** 10/1.4 oz

### SOURCE BEVERAGES

Stocked in IL; Non-stock in TX and CA



Source starts with pure water from an organic aquifer in Wales and adds only high-quality ingredients. Earlier in the year, we introduced the retail 4-packs of six unique flavors; now, we bring to you 24-bottle cases of these single serve 6.8 oz mixers in the same great flavors.



**7062058** Club Soda  
**7062062** Ginger Ale  
**7062066** Ginger Beer  
**7062068** Fiery Ginger Beer  
**7062071** Tonic Water

### CASTLETON CRACKERS

Stocked in IL; Non-stock in TX and CA



Castleton Crackers is an award-winning Vermont-based artisan cracker producer. They mix, roll, and bake their all-natural crackers by hand, creating a beautiful rustic look.



**7058344** **Rosemary Crackers** 6/5 oz  
Fresh rosemary flavor baked with cornmeal. Pairs well with fresh mozzarella, burrata and goat cheese.

### BAHLSSEN COOKIES

Stocked in IL; Non-stock in TX and CA

For over 125 years, generations of the Bahlsen family have made European biscuits to be enjoyed by generations of biscuit lovers. Proud to be known as the largest family-run biscuit producer in the world, the Bahlsens maintain the twin standards that their grandfather established of traditional quality and innovative improvements.

**7054267** **Choco Leibniz 2 Pack** 30/1 oz  
Now you can take your favorite milk chocolate covered butter biscuit with you in a handy 2 count pack, perfect for snacking on the go!



**7054274** **Choco Leibniz Minis** 12/4.4 oz  
Delightful mini butter biscuits are covered with a layer of smooth European Milk Chocolate.



**7054276** **Waffel Minis** 12/3.5 oz  
Mini crunchy wafers are rolled into fine, crisp layers and dipped in rich European Milk Chocolate.





# SPECIALTY GROCERY, CONTINUED

# TONNINO

T U N A



**Tonnino Tuna** is a line of imported, gourmet tuna products, all of which contain only the finest Yellowfin tuna that has been wild-caught in the Eastern Pacific, Western Central Pacific and Indian Oceans and produced in Costa Rica. Since the tuna is 100% Yellowfin tuna, it is a great source of protein, minerals, vitamins, and most importantly...flavor! Each Tonnino jar (except for the lighter-choice Spring Water variety) is filled with pure olive oil, giving the fillets a silky texture and unbeatable flavor.

Not only does Tonnino strive to give you a superior tasting product, they strive to give you the safest tuna on the market—it is both low in mercury and gluten free.

Additionally, Tonnino takes traceability seriously. On the lid of every hand-packed jar of tuna, you'll find a traceability code. Consumers can visit the [Tonnino website](#) and enter this code to find the origin of the tuna in that jar!

With six new varieties in innovative flavors, there's something for every tuna lover. All of these items come with 6.7 ounces in a jar and come with 6 to a case. Visit their [website](#) for inspiring recipes using each unique flavor—like Jalapeño Tuna Tacos or Stuffed Tomatoes!



## TEMPTING YOUR TASTE

### 7056285 VENTRESCA FAD FREE IN OLIVE OIL

Stocked in IL, TX and CA

*Trés magnifique* Meet the crème de la crème, the best of the best... the royalty of Tonnino's gourmet jarred tuna. Have a bite of a smooth, soft tuna strip, hand filleted from a small section of the tuna's underbelly, and replace your classic "mmm" with an "oh lá lá!"

### 7049045 TUNA FILLETS IN OLIVE OIL

Stocked in IL and TX; Non-stock in CA

*Keep it delicious* The perfect mix Between exquisite yellowfin tuna and the purest olive oil you've ever tried. So simple and delicious, its taste fits in one word: amazing!



### 7049031 TUNA FILLETS WITH JALAPEÑO IN OLIVE OIL

Stocked in IL and TX; Non-stock in CA

*Hot Stuff* Let the flavor of tuna fillets in a mild and delicious jalapeño pepper sauce seduce your palate. Enjoyable on it's own or over some mexican food like chalupas or tacos... this jar will almost definitely make you 'ask for más.'

### 7049036 TUNA FILLETS WITH OREGANO IN OLIVE OIL

Stocked in IL and TX; Non-stock in CA

*Think Green* This jar has a mix of tropically-grown oregano, herbs and spices along delicious fillets drenched with olive oil. It's great for pasta, as a pizza topping or even on it's own.

### 7049002 TUNA FILLETS WITH GARLIC IN OLIVE OIL

Stocked in IL and TX; Non-stock in CA

*Be in Clove* Taste the richest Mediterranean experience. Delicious gourmet tuna fillets dipped in olive oil and garlic combine to add dimension to your favorite rice or pasta dish.

### 7049144 TUNA FILLETS IN SPRING WATER

Stocked in IL and TX; Non-stock in CA

*Healthy body, healthy soul* Low in fat and cholesterol, but high on deliciousness. The freshness of these tasty gourmet tuna fillets will be the perfect addition for your balanced diet. Use it as the main ingredient in salads, sushi rolls and pitas, and have yourself a deliciously healthy meal.



# FOR THE PASTRY CHEF

*Girish Fatnani, Pastry Specialist*

# MoNA LISA

## FINE CHOCOLATE DECORATIONS

Mona Lisa produces an innovative and creative variety of fine chocolate decorations, used in all different segments of the food service industry, including in-store bakeries, commissary kitchens, hotels, restaurants, industrial bakeries, retail supermarkets and many more.

The below new chocolate decorations will enhance the appearance of any dessert. They can be used on finished desserts, petit fours & even cold chocolate beverages.

**7055017** DARK CHOCOLATE MINI CAKE TOPS **1 / 195 CT.**  
*Stocked in IL and TX; Non-stock in CA*

Dark Chocolate miniature cake top grids have a solid grid structure that will bring a new dimension into your creations. The grid can be used on cookies, pastries or even ice creams.

**7020836** RED FLORENCE SQUARE **1 / 168 CT.**  
*Stocked in IL and TX; Non-stock in CA*

Red Florence Squares are used to decorate pastries and are made with white chocolate. Sometimes simple is the best, which is the case with this classic red and ivory marbled chocolate piece!

**7055010** MARBLED BUTTERCURLIES **1 / 0.88 LBS (200 CT)**  
*Stocked in IL; Non-stock in TX and CA*

Add a touch of Dark and White Chocolate to your desserts with a sprinkle of Marbled Buttercurlies! Marbled indulgent Butter Curly™ adds a premium touch to desserts in one simple step. No two curls are the same, so Butter Curly™ is the ideal decoration to create a handmade and unique look and feel.

**7055070** TAGLIATELLI NEEDLES **1 / 4.4 LBS**  
*Stocked in IL and TX; Non-stock in CA*

Tagliatellis are needle shaped chocolate pieces. Considered the finest dark chocolate sprinkle, tagliatellis create a framework to make creations come to life! Use it on domes, pastries and plated desserts.

**7055013** MEDIUM HEART CUP **1 / 60 CT**  
*Stocked in IL and TX; Non-stock in CA*

A heart shaped cup is the perfect touch for a dessert for a wedding, Valentine's Day, or many other loved-filled events! Accent this tasty chocolate cup with the filling of your choice!

**7055012** DARK MARIE CHARLOTTE CUP **1 / 135 CT**  
*Stocked in IL and TX; Non-stock in CA*

Marie Charlotte cups are low carved with a handcrafted look, holding many possibilities for desserts. Fill with creams, ganaches, mousses or even ice creams to create an indulgent dessert.

**4229771** DARK RECTANGLE CUP **1 / 100 CT**  
*Stocked in IL and TX; Non-stock in CA*

These dark couverture chocolate rectangle cups are the definition of sophistication. The simple, yet modern shape, is adaptable to all flavors and fillings, and will make your dessert stand out.







# INDUSTRY TRENDS

## Retail & Foodservice

### NINE TRENDS AT NATURAL PRODUCTS EXPO EAST



Consumers increasingly are pursuing a holistic path to wellness, fueling demand for food and beverage products that promote sleep, hydration and mental clarity. Fat-free diets may be a thing of the past, and plant-based eating is here to stay.

These are among the factors driving product development in the natural and organic marketplace, with ample examples on display at Natural Products Expo East, held Sept. 13-15 in Baltimore. Prior to the event, Food Business News received a sneak peek at the top trends. Jenna Blumenfeld, senior food editor at New Hope Network, which produces the Natural Products Expos, discussed some surprising impacts of consumers' changing tastes. *Read on for nine trends on display at Expo East.*

#### **FAT IS FRIENDLY**

Long gone are the days of dunking fat-free cookies in skim milk. Today's consumers are slopping butter in their coffee and slathering avocado on their toast. The trendy ketogenic diet has helped push fat to the forefront, Ms. Blumenfeld said.

#### **SOLVING SEAFOOD**

Seafood has had its share of sustainability challenges. Emerging brands are helping consumers navigate the choppy waters with products that feature fully traceable fish. One such example is Tonnino Tuna—*see Page 5 for more information on the traceability of their tuna!*

#### **'FRESHIFYING' THE FREEZER**

A frozen foods revival is underway as product developers dish out freezer fare with nutritious and flavorful ingredients. Such convenient offerings appeal to time-starved consumers and dash perceptions of the bland, mushy or unhealthy options shoppers may still expect to find.

#### **PLANT-BASED PLANET**

Consumers increasingly are picking plant-based foods and beverages as more sophisticated swaps for meat and dairy become available.

"Plant-based eating is no longer for dedicated vegans," Ms. Blumenfeld said. "More consumers are choosing to eat plant-based some of the time, if not all of the time."

#### **CONVENIENT 'SHROOMS**

Functional mushrooms such as cordyceps, reishi and lion's mane are popping up in new, easy-to-consume formats, Ms. Blumenfeld said.

"They've been around in the natural industry in supplement form for a while... but they're starting to be incorporated more into foods or beverages or take-along convenient packets that you can add to hot or cold water."

#### **NEW WAYS WITH HYDRATION**

Hydration innovation is flooding the natural products marketplace, spanning beyond beverages into health and beauty categories. Several brands have set out to elevate the classic sports drink by lowering the sugar and eliminating artificial colors and flavors.

#### **WASTE RESOURCEFULNESS**

Manufacturers are tackling waste by transforming trash-bound ingredients into functional and nutritious products.

#### **QUEST FOR REST**

Energy drinks are no match for a night of proper shuteye, Ms. Blumenfeld said, and "consumers are finally understanding in order to power up, you have to first power down."

Several new beverages featured at Expo East highlight ingredients such as valerian root, passionflower and melatonin to support slumber.

"They're different from the traditional supplements that have been around forever that have just a ton of melatonin in them," Ms. Blumenfeld said of the new products. "I feel like it's a more holistic way of promoting calm, versus just knocking you out."

#### **TRUSTWORTHINESS, TESTED**

Recent reports have fanned consumer fears over potential contaminants in their food. Brands will face increased scrutiny to test products for toxic chemicals, Ms. Blumenfeld said.

"Consumers are going to come asking when these types of studies come out, and you'd better be ready to tell them, 'Look, we have verified our products. This is what's in them. More importantly, this is what's not in them,'" she said.

Source: Food Business News

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**EUROPEAN IMPORTS, INC.**

## WHO DOESN'T LOVE A GOOD OLIVE?

Even though more attention is usually given to their delicious oil than their whole food delights, olives are one of the world's most widely enjoyed foods. They are fantastically diverse and equally versatile, whether ground into spreads and tapenades, tossed into salads, simmered in stews and sauces, plopped into martinis, or eaten straight out of hand. Their sweet, sour, salty, bitter and pungent flavors are singularly complex, making them an essential tool in any cook's arsenal.

Olives get their distinctive qualities from their genetics, their region and climate, and how they were harvested and cured. Factor in marinating, seasoning, and stuffing the small fruits, and the result is an infinitely long olive menu. The following three brands offer a variety of tastes and textures, and are available to you exclusively from European Imports.

### **LIFE IN PROVENCE** Olives imported from France:

#### Retail:

5398753	Black Oil Cured Olive with Herbs de Provence	12/4.5 oz
1725946	Pitted Provencal Olive Mix	12/3.53 oz
8141327	Green Picholine Olives	12/4.5 oz
6354690	Olive Nicoises	12/4.5 oz

#### Bulk:

7107568	Black Oil Cured Pitted Olives	1/8.8lb
4920736	Green Pitted Olives with Herbs	1/11 lb
0857771	Nicoises Style Olives	1/11 lb
4551156	Pitted Nicoises Style Olives	1/11 lb
5136342	Green Picholine Olives	1/11 lb
8066447	Andalusian Olive Mix	1/11 lb
8651590	Pitted Provence Olive Mix	1/8.8 lb

### **COCINA SELECTA** Olives imported from Spain & Greece:

#### Retail:

1699527	Pimento Stuffed Olives	12/3 oz
8185308	Pimento Stuffed Queen Olives	12/10 oz
1004975	Garlic Stuffed Olives	12/4.5 oz
6638979	Blue Cheese Stuffed Olives	12/10 oz

#### Bulk:

5634757	Pitted Queen Olives	4/66 oz
1700188	Blue Cheese Stuffed Olives	4/80 oz
2189906	Chipotle Stuffed Olives	4/80 oz
1700176	Pimento Stuffed Olives	4/80 oz



### **CUCINA VIVA** Olives imported from Italy:

#### Bulk:

3192321	Black Cerignola Olives Tin	2/5.5 lb
6415630	Red Cerignola Olives Tub	2/5 lb
6552166	Green Cerignola Olives Tub	2/5 lb
6415489	Green Castelvetro Olives Tub	2/5 lb
6489953	Ligurian Olives Tub	2/5 lb
1401381	Pitted Italian Olives with Oil & Spices Tub	4/4.4 lb
4171775	Pitted Antipasto Olives Tub	1/4.4 lb
8070464	Gaeta Olives Tub	2/5 lb
3192180	Green Cerignola Olives	2/5.5 lb
3192160	Pitted Castelvetro Olives	2/4.4 lb

