

EUROPEAN — IMPORTS — a Sysco company

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 offers a variety of products from Spain.



Our Spanish imports include a number of unique cheeses, such as Manchego and Mahon, and cheese accompaniments, such as Fig Almond Cakes. Bonvallis makes it easy to offer your own Spanish Cheese Board with their Spanish Assort-



ment (7052523), complete with five varieties of Spanish cheese and three accompaniments.

European Imports also imports a great selection of meat products from Spain, like Serrano Ham, Iberico Ham, Chorizo and more.

And of course we import specialty grocery items, including olives, olive oil, vinegar, tortas, capers, almonds, pimentos, saffron and artichokes from suppliers such as Bono, Chiquillin, Columela, Ines Rosales, Pons, Ybarra and our exclusive line, Cocina Selecta (see Page 8 for an overview of Cocina Selecta Spanish imports).



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.

OCTOBER 2020 NEWSLETTER

THIS MONTH'S INDUSTRY EVENTS

ALL INDUSTRY EVENTS HAVE
BEEN POSTPONED

NEXT MONTH'S HOLIDAYS & EVENTS

time to start planning!

NOV 1 DAYLIGHT SAVINGS END

NOV 11 VETERANS DAY

NOV 26 THANKSGIVING

all month long...

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**
-  **ANIMAL WELFARE APR.**
-  **CERTIFIED HUMANE**
-  **DAIRY FREE**
-  **EGG-FREE**
-  **FAIR TRADE CERTIFIED**
-  **GLUTEN FREE**
-  **GRASS FED**
-  **KOSHER**
-  **LACTOSE FREE**
-  **LOCAL**
-  **LOW SODIUM**
-  **NON-GMO / NON-GMO VER.**
-  **NUTS FREE**
-  **ORGANIC / USDA ORGANIC**
-  **SOY FREE**
-  **SUGAR FREE**
-  **TRANS FAT FREE**
-  **VEGAN**



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UNDER THE DOME

Jeff Babcock, Cheese Specialist

CRAFTED WITH CARE AND PASSION



Pasture Pride® Certified Organic Cheeses are hand-crafted by third generation cheese makers in the scenic Kickapoo River Valley of southwest Wisconsin, known for its rolling hills

and valleys. Their Amish farmers follow traditional farming practices, cows go to pasture, often daily if weather permits, with an average herd size of just 12 cows. All their farmers, pooled from the Old Country Dairy Cooperative, still hand milk the old-fashioned way and use metal milk cans for milk delivery. The cows are lead out onto pastures for plenty of exercise and a healthy grass-based diet, which helps to create great milk, and in turn makes tasty cheese.



The fresh milk is turned into cheese daily, so it loses none of the precious milk attributes though long storage. Traditional cheesemaking begins with culturing and safe handling of the milk, which goes to vats for production. Modern techniques and processing have allowed updates to traditional practices, a type of old world meets new world. These are sustainable practices which should be supported and replicated whenever possible.

Even within these practices where all farmers are rBST free, Pasture Pride has chosen the very best, the certified organic production. Taste the simple, clean goodness, made the right way with great integrity. These are traditional table cheeses, those made with a long history and experience in Wisconsin, that will change with the seasons, as natural as can be.

Ready for cooking, snacking or pairings, these exceptional cheeses are crafted with care and tradition, using organic local milk, and ready to be brought to your table.



7135849

Organic Mild Cheddar
12/8 oz.

Stocked in IL, TX and VA; Non-stock in CA

A mild cheddar cheese, perfect for melting into a recipe or cubing for a simple snack!



7135861

Organic Sharp Cheddar
12/8 oz.

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

A pleasantly sharp cheddar cheese best enjoyed melted into macaroni and cheese or cubed on its own.



7135846

Organic Colby Jack
12/8 oz.

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

A mild, mellow cheese with white and yellow marbling throughout, ready for cooking or snacking.



7135860

Organic Pepper Jack
12/8 oz.

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

This creamy cheese has flecks of spicy peppers making it perfect for topping tacos or stuffing into a recipe.



7135859

Organic Muenster
12/8 oz.

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

A mild, creamy, ivory colored cheese, once again perfect incorporated into a recipe or as a snacking cheese.



WILD AND UNIQUE FOODS

Tim Doyle, Meat & Game Specialist

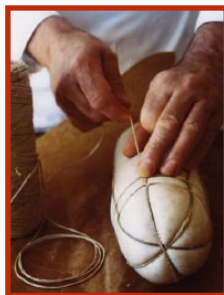
DELICIOUS FOR A REASON



Fra'Mani Handcrafted Foods was founded by nationally recognized chef Paul Bertolli in 2005 and is based in Berkeley, California. Fra'Mani is derived from the Italian for "between or among hands" and conveys the sentiment "from our hands to yours."

Fra'Mani Handcrafted Foods has been at the forefront of the renaissance of handcrafted, Italian-style cured meats made from humanely-raised pork. Fra'Mani's position as a leader in its field is recognized in the numerous awards it has received, including two *sofi*™ Gold Medals and one *sofi*™ Silver Medal from the Specialty Food Association, plus six Good Food Winner Awards and two Good Food Finalist Awards from the Good Food Foundation.

Fra'Mani's aim is to create enticing foods that delight and satisfy *and* that set the highest standard for authenticity, taste and craft. They honor old-world traditions using time-honored methods and the highest quality ingredients. By selecting animals raised humanely on sustainable family farms, they respect the time and care their farmers put into raising the best tasting meat.



Fra'Mani uses only premium whole muscle cuts (no trim) in all of their pork products. Their products are made with meat that comes from:

- Animals raised with 100% vegetarian diets
- Animals raised without antibiotics
- Animals raised without added hormones
- Animals raised without non-food growth promotants (including ractopamine)
- Animals raised without animal by-products



Newest to the Fra'Mani lineup is a new range of Smoked Sausages in five unique flavors. Made with Certified Humane Raised and Handled® pork, and as always, raised with no antibiotics, no hormones and 100% vegetarian feed. Prime shoulder cuts are coarsely ground, seasoned and stuffed into a natural hog or lamb casing. They are gluten free with no added MSG, nitrates or nitrites.

All of the below items boast the following attributes:



7134837

Classic Italian Smoked Sausage

8/12 oz.

Stocked in IL, TX, VA and CA

Seasoned simply with fennel and garlic.



7134843

Spicy Italian Smoked Sausage

8/12 oz.

Stocked in IL, TX, VA and CA

Calabrian-style with fennel; mild heat.



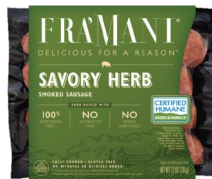
7134829

Andouille Smoked Sausage

8/12 oz.

Stocked in IL, TX, VA and CA

Traditional blend of aromatic spices.



7134841

Savory Herb Smoked Sausage

8/12 oz.

Stocked in IL, TX, VA and CA

Rosemary, sage, thyme and spinach.



7134838

Salt and Pepper Smoked Sausage

8/12 oz.

Stocked in IL, TX, VA and CA

Seasoned simply with salt and pepper.

SPECIALTY GROCERY

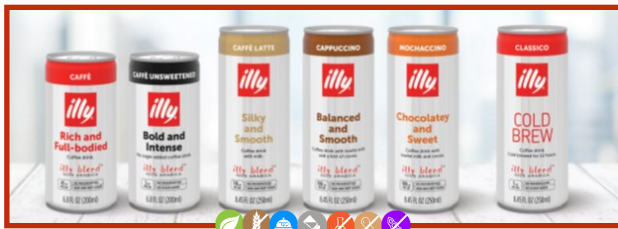
Salima Ghariani, Grocery Specialist

LIVE HAPP-ILLY



Illy, an Italian coffee roasting company, was founded in 1933 in the port city of Trieste, Italy, by Francesco Illy. Francesco, a Hungarian-born financial accountant by trade, figured out a way to use pressurization to preserve the taste and aroma of packaged coffee.

Today, the company is led by the third generation of the Illy family and is still rooted in Trieste, a border city tucked between the Adriatic Sea and Slovenia. The company is known and admired on five continents for the high quality and unmistakable velvety taste of its coffee, an outstanding blend made up of nine types of pure Arabica beans that every day delights millions of people at home, offices, hotels, restaurants and cafes.



Awaken your senses with the pleasure of Illy Ready-to-Drink cold coffees. For the ultimate in convenience, these sleek cans can be stashed just about anywhere and offer the perfect amount of caffeine to start your day out right. Illy Ready-to-Drink cold coffees are made with Illy's unique blend of 100% natural Arabica coffee and the finest natural ingredients to create the pure pleasure of coffee and awaken the senses while you're on the go.

Illy chooses only the best Arabica beans because they yield a slightly sweeter coffee with a softer taste imbued with rich, subtle flavor. This well-prepared coffee borne of exclusively high-quality Arabica beans is beautifully fragrant, sweet, and round with a slight and pleasant acidity, often with chocolatey notes, an after-taste of caramel, and just a mild hint of bitterness.

Illy Ready-to-Drink coffee drinks feature 100% Arabica coffee without preservatives, added colors, or extra flavors. All-natural ingredients and hormone-free milk (only used in some varieties) offer indulgent taste with fewer calories compared to other leading coffee-based ready-to-drink products.



7137933 Caffe 12/6.8 oz.

Stocked in IL, TX, VA and CA

This bold, full-bodied, traditional Italian espresso-style coffee drink has a touch of sweetness.



7137934 Caffe Unsweetened 12/6.8 oz.

Stocked in IL, TX, VA and CA

A pure, uncompromised, full-bodied coffee drink, full of flavor without added sugar. For the purest coffee drinker.



7098055 Caffe Latte 12/8.5 oz.

Stocked in IL, TX, VA and CA

Smooth, espresso-style coffee drink blended with milk and sugar to give it an extra creamy and sweet flavor.



7119750 Cappuccino 12/8.5 oz.

Stocked in IL, TX, VA and CA

A ready-to-drink cappuccino with the rich taste of espresso, blended with low-fat milk and cocoa.



7119754 Mochaccino 12/8.5 oz.

Stocked in IL, TX, VA and CA

This espresso-style coffee drink is infused with Domori cocoa for an extra indulgent experience.



7137991 Cold Brew 12/8.5 oz.

Stocked in IL, TX, VA and CA

This coffee has been cold brewed for over 12 hours, producing a mild and balanced taste.



Illy believes in sustainable quality and has dedicated over 30 years to perfecting coffee bean growing methods, obtaining harvests that are socially, economically, and environmentally sustainable. Plus, 100% of the electricity used comes from renewable sources, meaning Illy has eliminated CO2 emissions from this energy source. The search for perfection is the principle that inspires Illy and expresses itself through their fundamental values: the passion for excellence, understood as love for beauty and ethics; and the creation of value through sustainability, transparency, development of people, promotion of social growth, and respect for the environment.

SPECIALTY GROCERY, CONTINUED

Salima Ghariani, Grocery Specialist

ITALIAN TRADITION, FAMILY HERITAGE

All of the below items boast the following attributes:



For more than 30 years, the Monte Pollino company has been producing a vast line of gourmet specialties that reflect the culinary traditions of Sicily. The company is located right in the heart of the Sicilian countryside, in an uncontaminated environment where nature, perfume and color create idyllic harmony for the creation of superior products.

All raw ingredients are processed using artisan methods. Straight after being gathered or picked, they are promptly transformed and packaged using the most modern machinery, without any chemical additives and in compliance with the quality standards set by BRC, IFS, ISO, FDA, HACCP and Kosher.

The founding value of the Monte Pollino company is their constant attention to the needs of the consumer, and in turn, the consumers put trust in the Monte Pollino brand. They offer Sicilian specialties that promote healthy and natural lifestyle, paying attention to the traceability and quality of the raw materials which must always be excellent at every stage of production. The Monte Pollino brand represents high quality at an excellent value.

The assortment of authentic Italian pasta sauces are made with all natural ingredients, including 100% Italian tomatoes and real spices with no water added. There are no GMO's and no preservatives in the sauces. Best of all? They're ready to enjoy in 2 minutes!



7127538

Arrabbiata

6/24 oz.

Stocked in IL, TX, VA and CA

Arrabbiata, meaning "angry" in Italian, is a classic, spicy marinara from southern Italy. Use this sauce to spice up your next dish.



7127545

Marinara

6/24 oz.

Stocked in IL, TX, VA and CA

Made with all natural ingredients and 100% Italian tomatoes. This is the classic marinara — enjoy with spaghetti for an easy and delicious meal!



7127597

Roasted Garlic

6/24 oz.

Stocked in IL, TX, VA and CA

This sauce is made with all natural ingredients including 100% Italian tomatoes, extra virgin olive oil, basil, and — of course — fresh roasted garlic.



7127598

Tomato Basil

6/24 oz.

Stocked in IL, TX, VA and CA

Made with all natural ingredients including 100% Italian tomatoes, extra virgin olive oil, basil and salt. Traditional Italian cuisine utilizes this sauce to add flavor to pasta, seafood or even pizza!



7127555

Pesto

6/34.2 oz.

Stocked in IL, TX, VA and CA

This classic basil pesto is produced in the traditional, Italian manner.

FOR THE PASTRY CHEF

Cat Carp Wall, Pastry Specialist

A NEW LINE OF GOURMET PASTRY SHELLS



Since 1967

As one of the world's leading pastry manufacturers, Pidy knows how to make the very best ready-to-fill pastries. Pidy has been baking different types of dough for more than 50 years. Their professional chefs

from around the world depend on Pidy to offer variety and trendsetting innovations in the demanding culinary art of puff pastry, shortcrust and choux pastry.

It all started more than 50 years ago in a small Belgian pastry shop close to the French border. A passionate baker came up with the idea to revise the recipe of the classic puff pastry: Vol-au-Vent. Word spread fast about his uniquely fine pastry and he decided to produce his high-quality puff pastry cases on a large scale to satisfy the growing demand, pre-baked and ready to fill. November 1967, the company Pidy Gourmet was born.

Because of the great passion that motivated the founder and the following generations, Pidy continues to strive every day for perfection and innovation of their products, from puff pastry to shortcrust to choux pastry. Pidy Gourmet stands for trendy and traditional high quality ready-to-fill pastry products thanks to their many years of experience, expertise and innovations.

CHEF INSPIRED PASTRY SHELL SELECTION



A range of ready-to-fill tart shells developed to help you unleash your creativity by focusing only on the fillings! Several shapes, sizes and flavors (vanilla, chocolate, graham and neutral) to accompany you from appetizers to meals to desserts!

What makes these shells so exceptional?

- Fresh butter from grass-fed cows
- Cage-free eggs
- Made with non-GMO ingredients
- High-moisture resistance

All items below are stocked in IL, TX, VA and CA and boast the following attributes:



VANILLA

7139075	1.5" Round	1/210 ct.
7139949	2" Round	1/90 ct.
7139953	3.2" Round	1/60 ct.
7139086	1.5" Square	1/210 ct.
7138772	2.75" Square	1/60 ct.
7138780	4" Rectangle	1/90 ct.

CHOCOLATE

7139087	1.5" Round	1/210 ct.
7139950	2" Round	1/90 ct.
7139954	3.2" Round	1/60 ct.
7139083	1.5" Square	1/210 ct.
7138775	2.75" Square	1/60 ct.

GRAHAM

7139951	2" Round	1/90 ct.
7139955	3.2" Round	1/60 ct.

NEUTRAL

7139077	1.5" Round	1/210 ct.
7139948	2" Round	1/90 ct.
7139952	3.2" Round	1/60 ct.
7139089	1.5" Square	1/210 ct.
7138769	2.75" Square	1/60 ct.



INDUSTRY TRENDS

Retail & Foodservice

NON-GMO CLAIM CAPITALIZES ON CONSUMER PERCEPTION OF 'NATURAL'

Several issues face food and beverage marketers promoting the use of non-GMO ingredients in their products. While consumer interest and demand remain steady, the future economic environment may pressure the market.

The International Food Information Council Foundation's annual Food & Health Survey, published this past June, showed strong consumer interest in products formulated with non-GMO ingredients. When asked what product labels influence food and beverage purchases, non-GMO was the third most influential attribute behind natural and no added hormones or steroids and ahead of organic, locally sourced and pesticide free.



The IFIC study also asked respondents whether a label indicating a product contains bioengineered ingredients would affect their purchasing decision.

Thirty-three percent indicated they would continue purchasing the product, and 35% said they would stop.

Marketers have been using a non-GMO positioning as a point of differentiation. This strategy has manifested in a variety of product categories, most recently meat alternatives.

Karen Formanski, health and nutrition analyst with Mintel, Chicago, said food and beverage product launches with GMO-free claims have risen steadily in the past five years.

"Since 2015, GMO-free claims have been more abundant among new food and drink launches than organic claims; the instances of GMO-free claims are growing at a faster rate than organic claims as well," she said.

Many organic food marketers are adding non-GMO label claims and certifications to their products despite the fact an organic certification should obviate the need, according to Mintel.

"Fifty-eight percent of food and beverage launches with an organic claim also make a GMO-free claim, and this number has increased since 2015," Ms. Formanski said. Consumer research conducted by Cargill, Minneapolis, found consumer attitudes about GMOs vary.

"We found parents were especially sensitive to GMOs when purchasing snack bars for their children," said Pam Stauffer, global marketing programs manager for Cargill about the company's Consumer Snack Research report. "Nearly 3 in 10 said they would avoid snack bars made with GMO ingredients, well ahead of other ingredients like high-fructose corn syrup (22%), caffeine (17%) or artificial ingredients (14%)."

Twenty-one percent of parents said they would avoid sweet baked treats with GMOs. A similar number indicated they would avoid GMOs in candy and salty snacks, according to Cargill.

"GMO ingredients were less of a concern when adults purchased snacks for themselves," Ms. Stauffer said. "Just 12% of adults indicated they would avoid baked goods made with GMOs. Salty snacks and snack bars scored slightly higher."

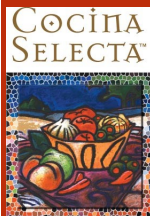
A challenge manufacturers may face is products with a non-GMO positioning often have a higher price point compared to conventional products. An economic recession caused by the spread of the coronavirus (COVID-19) and subsequent shutdown of some parts of the economy may push consumers toward a more value-oriented mindset. But DeeAnn Rouiller, marketing research insights specialist for Cargill, said this may not be the case.

"In a typical economic downturn, we would expect consumers to back away from more expensive options like non-GMO and organic," she said. "However, this is not just an economic crisis, it's also a health crisis.

"We know that many consumers perceive non-GMO and organic products as healthier, and concerns about COVID-19 are driving them to look more closely at the healthfulness of their overall diet. In this environment, non-GMO and organic claims may offer consumers the additional reassurances they are seeking."

Source: Food Business News

SPECIALTIES FROM SPAIN



Cocina Selecta brings the best of Spain exclusively to you. Discover what makes these Cocina Selecta staples so exceptional.

SAFFRON

When the Arabs settled in the Spanish Peninsula, they introduced the cultivation of saffron, and it rapidly became the most abundant spice in Europe. Around the middle of October, a surprising violet-blue "carpet" appears across the fields of Spain. It is the first sign of the saffron harvest, as over the next 15 days the Crocus Sativus plant becomes a crop appreciated as much as gold. Saffron, the king of spices, is a product that requires careful, elaborate and intensive manual labor: the thread-like heart of the Crocus Sativus Lennaeus flower must be extracted and dried in order to unveil its delicate flavor. Because of the labor-intensive nature of this crop, the figures surrounding saffron are astonishing: five pounds of flowers are needed to obtain just five ounces of finished product. Thankfully, a little goes a long way! Use saffron filaments to add rich flavor, aroma and color to rice dishes, and use the sea salt as a finishing salt for fish.

The following items boast these attributes:



1428772	100% Pure Saffron Threads	1/1 oz.
	<i>Stocked in IL, TX, VA and CA</i>	
3085691	Saffron Category 3	1/1 oz.
	<i>Stocked in IL, TX and VA; Non-stock in CA</i>	
7014252	Saffron Sea Salt Flakes	3/1.76 oz.
	<i>Stocked in IL and VA; Non-stock in TX and CA</i>	

EXTRA VIRGIN OLIVE OIL

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

The following items boast these attributes:



8185159	Extra Virgin Olive Oil	12/25.3 oz.
	<i>Stocked in IL; Non-stock in TX and CA</i>	
3429552	Extra Virgin Olive Oil	12/16.9 oz.
	<i>Stocked in IL, TX and VA; Non-stock in CA</i>	

OLIVES

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. 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.

Cocina Selecta olives come from the world's most prestigious Manzanilla growing area: Moron de Frontera, Spain. We offer pitted Manzanilla olives you can stuff yourself, or choose from olives stuffed with ingredients like pimientos or garlic. Olives are perfect to keep on hand for your holiday entertaining needs, so stock up now!

The following items boast these attributes:



5634757	Pitted Queen Olives	4/66 oz.
	<i>Stocked in IL, TX and VA; Non-stock in CA</i>	
1699527	Pimiento Stuffed	12/3 oz.
	<i>Stocked in IL, TX and VA; Non-stock in CA</i>	
1004975	Garlic Stuffed	12/4.5 oz.
	<i>Stocked in IL, TX and VA; Non-stock in CA</i>	

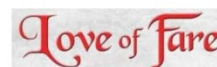
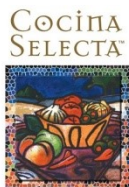
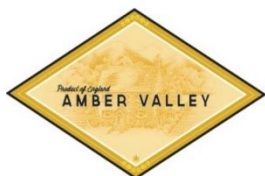
MARCONA ALMONDS

Marcona is a variety of almonds native to Spain, but appreciated and demanded worldwide. Since ancient times, Marcona almonds have been widely used in Spanish gastronomy and are present in every tapas bar in Spain. They are crunchy, smooth and sweet; plus, they are rich in fiber, Vitamin B and many minerals, such as calcium, phosphorus, iron, magnesium and potassium, among others. Marcona almonds pair wonderfully with cheese, beer and wine and are ideal at any time of day.

The following items boast these attributes:



0542078	Marcona Almonds	8/5.25 oz.
	<i>Stocked in IL, TX, VA and CA</i>	
6586111	Marcona Almonds	1/11 lb.
	<i>Stocked in IL, TX, VA and CA</i>	



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