

**November
2010**

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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.

**European Imports Ltd.'s
Annual Turkey Review**

The celebration of Thanksgiving would be incomplete without the legendary turkey. The Thanksgiving turkey is an indispensable part of the American Thanksgiving tradition.

This simple fact makes your turkey selections one of the biggest decisions you will make this season. We have tried to simplify your decision by offering only the best fresh and frozen turkeys on the



market. From the delectable fresh turkeys to the equally delicious time saving economical RTC (ready to cook) turkey breasts, we have the right turkeys for you and your customers. Limited quantities are available check with your sales rep today.

Fresh:

WG8475	Turkey Hen Natural	4/8-16 lb
WG8480	Turkey Tom Natural	2/16-24 lb

Fresh pre-cooked:

604200	Honey Mesquite Smoked Turkey Breast	2/8 lb
604186	Mesquite Smoked Turkey Breast	2/7.5 lb
604176	Plantation All Natural Dry Roasted Turkey Breast	2/9-9.5 lb

Frozen:

WG8470	Amish Turkey	1/15-21 lb
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Frozen pre-cooked:

604222	Natural Oven Roasted Turkey Breast	6/3 lb
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Ready to cook:

WG8460	Turkey Breast RTC 18%	2/8 lb
701577	Turkey Breast RTC Foil Wrapped	2/8.5 lb

Instead of serving turkey this Thanksgiving, cooks might want



to be creative and serve the other white meat in the form of a delicious ham. Ham is a lean, flavorful and delicious alternative to turkey and European Imports Ltd. offers a wide selection of hams. Any of these hams will be a hit this holiday season or any time.

803465	Raisin River Jambon de Paris	1/15 lb
MP3021	Madrang Le Buffet Plain Ham	2/6 lb
MP3020	Madrang French Ham	1/16.5 lb
MP3040	3 Pigs Jambon de Paris	1/11.5 lb
MP3015	Abraham Black Forest Ham	4/3.5 lb
WG7565	Nueske's Honey Glazed Spiral 1/2 Ham	2/6-9 lb
600395	Nueske's Boneless Smoked Ham	2/7 lb
600518	Leoncini Ham	1/16.5 lb

Under the Dome

by Jeff Babcock, Cheese Category Manager

Arise from the Cellars

It is an ancient tradition, the storage and refinement of cheese within the earth. Most likely the practice started within natural caverns; perfect chambers for the development of curd! Yet as society progressed, gathering in larger communities and moving away from regions with splendid caverns, the need for storage grew. Cellars were dug into the rock and earth beneath nearly every house. The cellar was in the past the closest thing to a refrigerator, yet also a protection from the elements.

This month, from the cellars, we bring you two offerings; one from old world tradition and one from the new. First, we take you to the majestic Alps of Switzerland, to the Canton of Saint Gallen. This is the region of one of the great treasures of the Swiss, Appenzeller. Here in the east of this tiny mountain country this cheese finds its home and from that tradition comes Challerhocker. Translated the name literally



means “cellar cured” and you will understand after you have tasted it, as it has been curing for a long ten months under special care.

After many years of refining Appenzeller, Walter Rass of Käserei Tufertschwil, has released this secret treasure from his cellars. The cheese remains moist and creamy, but with a distinctively aged texture and touches of tantalizing crystallization. Waves of flavor overtake you, from the pronounced aggressive bite to the smooth nuttiness, herbal nuances, fruity wine tones and lurid brininess; it will knock you over. It should be tasted in small nibbles with a great wine of your choosing!

From our own traditions here in the west our second selection comes to you, the Clothbound Cheddar of Grafton Village Cheese. This Vermont raw milk cheddar is bandage-wrapped,

a literal curing aid, and moved to the Cellars of Jasper Hill for a long aging process to begin. In these near perfect conditions the cheese is cured, developing deep and wondrous flavors; all the traditional notes with sharpness, but far more complex now after ample time in the cellars. The earthy realm has leant all that is good to this cheese and allowed it to reach its pinnacle. The paste is dense and of golden hue, the flavors of this lactic sweet curd are announced with mineral notes and sensual grassiness. A great beer pairing, it marries well with ripe fruit or apple pie; shave it over your potatoes for a deadly gratin.



Don't miss these two perfectly refined cheeses, and let us proclaim with these treasures, “Arise from the cellar, you are cured, great cheeses!”

400688 Challerhocker 1/14.50 lb

400455 Grafton Clothbound Cheddar

1/20 lb



Wild & Unique Foods

by Tim Doyle,
Meat & Game Category Manager



Alexian Pate is now offered by European Imports Ltd. They have variety, freshness and quality, and the freshest, cleanest meat, dairy and vegetables are used. It is all natural and certified free of antibiotics and growth stimulants. The slices are uniquely packed to let the consumer visualize the wonderful product and will help move it from your shelves.



Campagne

The “*Classic*” of all classics, Campagne pate is a best seller in the class of traditional country pate (an authentic French pate). It is made using pork and pork liver, sherry wine, herbs and spices.

Chicken & Veal

Pork free, this pate is made with chicken and veal meat, cognac and garnished with cracked mustard seeds for added texture and zest.

Wild Forest Mushroom

Mushroom pate is made using *premium* grade pork and pork liver, chopped shiitake mushrooms and sherry wine.



Duck Mousse with Cognac

An Alexian exclusive (number one seller), made with duck, pork, mushrooms, a special blend of spices and a dash of cognac for attitude.

Truffle Mousse

“*Diamond of the Kitchen*”, made with turkey liver, chicken liver, truffles, mushrooms and a blend of spices and sherry.

Black Peppercorn Mousse

A spreadable, smooth and creamy mousse with a hint of black pepper. Made with pork, poultry liver, sherry and crushed black peppercorns.

Mixed Vegetable

Third best seller of the entire Alexian line, a layer of cauliflower mousse and carrot mousse are sandwiched between two layers of mousse made from broccoli and spinach.



Mushroom & Artichoke

Dramatic presentation, artichoke hearts are nestled in a mushroom mousse that is between layers of mixed spinach and broccoli.

Below is a list of the retail items we carry:

803755	Pate de Campagne	6/5 oz
803766	Chicken and Veal Pate	6/5 oz
803733	Wild Forest Mushroom Pate	6/5 oz
803777	Duck Liver Mousse with Cognac	6/5 oz
803700	Truffle Mousse	6/5 oz
803744	Black Peppercorn Mousse	6/5 oz
803722	Mixed Vegetable Pate	6/5 oz
803711	Mushroom Artichoke Pate	6/5 oz

For The Pastry Chef

by Karl Helfrich, Pastry Category Manager



**New from Pidy
Gourmet:
Mini “Geometric”
Shells**

Pidy Gourmet has launched six new mini tart shells based on the successful “geometric” shape. Available in sweet, neutral and chocolate versions, these 1¼” diameter shells are ideal for modern presentations of dessert and hors d’oeuvre items, as well as use in plated desserts and entrees.



The all-butter sweet mini geometric shells are available

in square and round. These “homemade looking” tart shells add a modern look to your dessert buffets and passed mini-pastry offerings.

- | | | |
|---------------|---|-----------------|
| 437622 | Sweet Mini Square
Geometric Tart | 1/240 ct |
| 437655 | Sweet Mini Round
Geometric Tart | 1/240 ct |

The chocolate versions of the mini geometric shells add a great



look and different flavor to your presentations. They are perfect filled with ganache, mousse, or use them to make a distinctive presentation with fresh berries.

- | | | |
|---------------|---|-----------------|
| 437611 | Chocolate Mini Square
Geometric Tart | 1/240 ct |
| 437644 | Chocolate Mini Round
Geometric Tart | 1/240 ct |



The neutral version of these “trendy” shells can be used for hot or cold hors d’oeuvres and other savory

applications. The perfect size for a “one-bite app”!

- | | | |
|---------------|---|-----------------|
| 437633 | Neutral Mini Square
Geometric Tart | 1/240 ct |
| 437666 | Neutral Mini Round
Geometric Tart | 1/240 ct |



For our retail customers, we now offer two frozen items from Dufour Pastry Kitchens that are perfectly suited to the home chef wanting to make a splash at holiday gatherings.

The new **frozen chocolate puff pastry sheets** is delicious and flaky all-natural dough that inspires home chefs to create wonderful, mouth-watering desserts.



It is made with pure butter and has a rich chocolate color and flavor.

- | | | |
|---------------|---|----------------|
| 700122 | Retail Frozen Chocolate
Puff Pastry Sheets | 6/14 oz |
|---------------|---|----------------|



The 1½” **frozen ready-to-bake tart shells** are hand made from buttery, flaky “pate brisee” pastry for both savory and sweet applications. Perfect for bite-size treats!

- | | | |
|----------------|---------------------------------------|-----------------|
| 70036-5 | Retail 1.5” Frozen Tart Shells | 19/12 ct |
|----------------|---------------------------------------|-----------------|

New Grocery

Canned Seafood Gems from Spain



Conservas Ortiz is a family owned company located in Basque Country along the Cantabrian Coast in the North of Spain. Since 1981, Ortiz has been dedicated to the production of the highest quality canned seafood. Their fish is sustainably caught and they use only artisanal techniques to manufacture their products. Ortiz practices great care to preserve the art of fishing, the origin and the freshness of the fish.

European Imports Ltd. now has six of Ortiz's canned seafood products in stock:



Ortiz anchovies are only fished during springtime and are always prepared fresh to maintain their flavor. Ortiz selects the largest-

sized anchovies and then ages them in saltwater barrels for a minimum of 6 months. This maturing process gives the anchovies an intense and unmistakable flavor. Once the anchovies are properly preserved, they are hand filleted one by one and packaged in olive oil.



530304 Anchovies in Olive Oil 50/1.68 oz

530322 Anchovies in Olive Oil 10/2.75 oz

Ortiz white tuna is only fished during summertime using artisanal fishing techniques. They prepare their tuna in a traditional manner, always aiming for exceptional results, with a soft texture and an exquisite taste.



530333 White Tuna in Olive Oil 6/8.82 oz

530344 White Tuna in Olive Oil 30/3.95 oz

530355 White Tuna in Olive Oil 50/3.25 oz

The belly or "Ventresca" is the softest and most delicate part of the Bonito del Norte. It has a much lighter and sweeter taste than the rest of the flesh on the fish, and is considered an exquisite delicacy. Ortiz uses only the best fillets and hand packs their Ventresca in olive oil.



530311 White Tuna Belly Fillets in Olive Oil (Ventresca) 24/3.95 oz

New Grocery

The Best Single Origin Chocolate Bars



We looked hard to find a single origin chocolate line that would really stand out, and we found it in Rausch Plantagen Schokolade. The Rausch chocolate story begins in 1918, when Wilhelm Rausch opened his own business, Rausch Privat-Confiserie, in Berlin where he produced the finest chocolates, chocolate bars and gingerbread. His shop was so successful that he soon opened six more shops all supplied daily with freshly prepared chocolate delicacies. Wilhelm Rausch's descendants have carried on the family business to where it is today.

In 2000, the Rausch family developed Rausch Plantagen Schokolade. This is a unique product line where each product is made using the best cocoa from a single cocoa growing area. Only the very best of the very best cocoa is used in the production of Plantagen Schokolade. These cocoas come from the world's very best cacao plantations, and each bar is named after the plantation where the cacao is grown.

More and more people are searching for that pure, unchanged chocolate indulgence. For these gourmets of chocolate, we give you Rausch Plantagen Schokolade. Rausch plantation chocolate consists of primarily very fine cocoa and cane sugar. The milk chocolate varieties contain the addition of whole milk powder. Rausch plantation chocolate prepares their chocolates using the same care that was used at the onset of the business in 1918. Each single origin cacao variety is available in sticks and bars.

Tobago comes from the Tobago plantation on the Caribbean Island of Tobago. This chocolate has a full bodied mild dark chocolate taste.



479177 Tobago Sticks 36/1.4 oz
479166 Tobago Bars 12/3.5 oz

Noumea is made from cocoa beans derived from an island in Papua New Guinea. These are South Sea cocoa beans. Noumea is a full bodied, mild tasting premium milk chocolate.



479200 Noumea Sticks 36/1.4 oz
479188 Noumea Bars 12/3.5 oz

Puerto Cabello comes from a plantation of the same name in Venezuela. It is a premium milk chocolate.



479199 Puerto Cabello Sticks 36/1.4 oz
479144 Puerto Cabello Bars 12/3.5 oz

The plantation producing the cocoa for the Madanga bars is located in Madagascar. Madanga is a premium milk chocolate.



479211 Madanga Sticks 36/1.4 oz
479155 Madanga Bars 12/3.5 oz

Changes & Line Extensions



Pack size changes:

434622 Hit Cocoa Cookie 12/5.3 oz
Replaces 43421-4 packed 25/5.3 oz

434611 Hit Vanilla Cookie 12/5.3 oz
Replaces 43422-5 packed 25/5.3 oz



de kroes
tasty bakeries

Due to the near instant success of the De Kroes line, we have extended it to include:

430344 Cheese Squares 12/3.53 oz
Crunchy puff pastry biscuits prepared with Emmental cheese and baked to a golden, light cheese perfection.

430355 Chocolate & Raspberry Profiteroles 10/2.47 oz

Crispy oven-baked profiteroles with a soft sweet filling of chocolate and raspberry.

430366 Tiramisu Profiteroles 10/2.47 oz
These profiteroles have a crunchy bite and are filled with a creamy Tiramisu flavored filling.

430377 Caramel Profiteroles 10/2.47 oz
These profiteroles have a crunchy bite and are filled with a buttery caramel flavored filling.



A new organic herbal tea blend from Honest Tea:

693411 Heavenly Lemon Tulsi 12/16 oz
Tulsi is also known as "holy basil," a naturally caffeine free herb that is revered in its native India as a healing balm for mind, body and spirit. Organic Tulsi is infused with aromatic lemon peel, lemon myrtle and lemongrass for a soothing blend that transcends ordinary herbal tea.



110277 Red Curry Paste 6/1.75 oz
Replaces 14100-9 packed 12/1.75 oz



Pure Vanilla Specialists

142700 Madagascar Bourbon Vanilla
2 Bean Vial 12/2 ct
Replaces NM0167 packed 24/2 ct



New to the line:

884200 Golden Egg Pappardelle 6/12 oz

884311 Garlic & Herb Pappardelle 6/12 oz

These extra wide sheeted noodles are ready in just 3 minutes. These noodles have a nice chew yet they are light in texture. A very popular cut with today's chefs and home cooks.

New for Foodservice:



From Carmelina:

576675 San Marzano Whole Peeled Tomatoes in Puree 6/91 oz

Imported from Italy, Carmelina Italian tomatoes are all-natural, low in sodium with no added preservatives. These tomatoes are vine-ripened to maturity and then packed in puree. These beautiful sweet tomatoes are ready to use in your favorite soup, stew and sauce recipes.

A New Italian Staple



Nothing says Italy like its food, and nothing says Italian food like pasta. Wherever Italians have immigrated they have brought their pasta, and so today, it is basically an international staple. We are adding a new Italian staple to the line of offerings from Cucina Viva. Introducing Cucina Viva Orzo imported from Apulia, Italy. Orzo, a rice-shaped pasta, is often referred to as Italian rice. It is made from wheat semolina and its name means "barley."



Orzo is a versatile pasta that can be used in a variety of applications. Orzo is most traditionally found in soups with a broth base and vegetables. It can also be used in pilafs. It performs well when baked in casseroles and it can be used in dishes like stuffed peppers and squash. The orzo absorbs flavors very easily and acts as a filler in these dishes. You can also serve orzo simply dressed with butter or a light sauce. The unique orzo pasta shape combines well with vegetables, cheese and fresh herbs to create an easy to prepare side dish. It also holds up well in salads and stir fries. Cucina Viva Orzo is now available from European Imports Ltd.

883099 Orzo 12/17.63 oz

Other Cucina Viva pastas also available from European Imports Ltd.:

882918 Orecchiette 12/17.63 oz

Orecchiette is a type of pasta whose shape resembles a small ear (in Italian, "ear" is orecchio). Cucina Viva's Orecchiette is about 3/4 inch in size and looks like a small white dome with a thinner center than edge with a rough surface.



Orecchiette is commonly served with thick, chunky sauces or in pasta salads.

882930 Strozzapreti 12/17.63 oz

The shape of this pasta resembles a rolled towel and the name means "priest strangler" in Italian. Strozzapreti pairs nicely with meat, cream, seafood or vegetable sauces.

882985 Tri-Color Farfalle 12/17.63 oz

Farfalle has a distinctive bowtie shape. Cucina Viva's farfalle will brighten any meal with their interesting shape and colors. This pasta is thick enough for a variety of sauces, but farfalle is best suited to cream and tomato dishes. It can also be used to add color and texture to many salad or soup dishes.



882963 Rigatoni 12/17.63 oz

Cucina Viva's Rigatoni is a tube shaped pasta with large grooves. Rigatoni's ridges and holes are perfect with any sauce, from cream or cheese to the chunkiest meat sauces.

883087 Fusilloni 12/17.63 oz

This giant corkscrew pasta pairs well with everything from cream sauces to chunky vegetable sauces.



882976 Cavatelli 12/17.63 oz

This small folded pasta is one of three traditional shaped pastas of the Puglia region of Italy.

883065 Trece Dell'Orto 12/17.63 oz

Trece dell'orto (braids of the garden) is an Italian semolina pasta colored by and flavored with spinach, carrots, basil and beets. Serve it simply with



olive oil or butter, garlic and parmesan.