

NOVEMBER 2017 NEWSLETTER

THIS MONTH'S INDUSTRY EVENTS

NOVEMBER 12TH-14TH
**PLMA'S PRIVATE LABEL
TRADE SHOW, CHICAGO, IL**

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

DEC 12-20	HANUKKAH
DEC 22	WINTER BEGINS
DEC 25	CHRISTMAS DAY
DEC 26-JAN 1	KWANZAA
DEC 31	NEW YEAR'S EVE

all month long...

HOLIDAY SEASON
NATIONAL HOT TEA MONTH
NATIONAL OATMEAL MONTH
NATIONAL SOUP MONTH
NATIONAL BAKING 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



FAIR TRADE CERT.



GLUTEN FREE



KOSHER



LACTOSE FREE



LOW SODIUM



NON-GMO



NUT FREE



SOY FREE



TRANS FAT FREE



VEGAN



FOLLOW US ON

Instagram

@EUROPEANIMPORTS

BACON, YOUR GO-TO HOLIDAY INGREDIENT



It seems there has been a bacon explosion in America, in more ways than one. Bacon recipes are sweeping the internet, fast-food chains are peddling double bacon burgers, and upscale restaurants are wrapping steaks in bacon -- even adding it to chic desserts. It's the B in a BLT sandwich, the star of breakfast buffets, the garnish on a spinach

salad, and the pork in pork-and-beans. Bacon imparts a smoky flavor to innumerable dishes. There are plenty of ways to incorporate it into your holiday, from gift giving to rounding out the big feast. Bacon is always the perfect fit! We have some top quality bacon selections that will make your holiday dishes a sure fire hit!

FROM RAISIN RIVER

1467432	Smoked Bacon Slices	12/12 oz
1689783	Smoked Slab Bacon	2/3-4 Lb
3137605	Smoked Center Cut Bacon Slices	2/5 Lb
1689740	Smoked Thick Cut Bacon Slices	4/5 Lb

FROM NUESKE'S APPLEWOOD SMOKED MEATS

8533208	Smoked Sliced Bacon	16/12 oz
8892010	Smoked Sliced Bacon	2/5 Lb
1691833	Smoked Restaurant Bacon, Sliced	2/5 Lb
9562638	Smoked Pepper Coated Sliced Bacon	16/8 oz
7829334	Smoked Pepper Coated Sliced Bacon	2/5 Lb
1439478	Smoked Sliced Bacon, 10-12 slices per pound	6/5 Lb
3531884	Smoked Sliced Bacon, Triple Thick Butcher Cut	16/12 oz
9446584	Smoke Whole Slab Bacon	1/10-12 Lb
0961942	Wild Cherrywood Smoked Sliced Bacon	16/12 oz
1691841	Wild Cherrywood Smoked Uncured Sliced Bacon	2/5 Lb
0322162	Wild Cherrywood Smoked Bacon Slab	1/10-12 Lb
1832140	Smoked Bacon Ends, Bulk Packed	1/30 Lb
1813098	Smoked Canadian Bacon	16/5 oz
1845793	Smoked Canadian Bacon 1/2 Loin	2/2.5 Lb

OTHER DELICIOUS VARIETIES

3179031	Jolly Posh Back-Bacon	12/8 oz
7023003	Fra'Mani Canadian Bacon	3/2.5 Lb
7023002	Fra'Mani Canadian Bacon Sliced	12/5 oz
0877951	Fiorucci Pancetta Loaf	3/3 Lb
1690862	Fra'Mani Pancetta	3/4 Lb
1986357	Fra'Mani Smoked Uncured Pancetta	3/2.75 Lb
1721473	La Quercia Pancetta Americana	5/2-4 Lb
7010124	La Quercia Flat Pancetta Americana	2/2-3 Lb
7011271	La Quercia Rolled Pancetta Americana	2/3 Lb
7017962	La Quercia Smoked Pancetta Flat	2/4 Lb
4697528	Molinari Pancetta	2/5 Lb

UNDER THE DOME

Jeff Babcock, Cheese Specialist

SARDINIA, A CHEESE PARADISE



The island of Sardinia is the second largest isle of the Mediterranean, an ancient land, filled with mountains and hills that dominate the

landscape with a unique macroclimate. Here there are more sheep than people; this makes it a cheese paradise! Because of the terrain and soil, little of the land is used for agriculture; rather it is pasture for these amazing animals. Pecorino is made all over Italy, but so much of it comes from here. Long ago, the Roman countryside became too urban for sheep and most of the production for Pecorino Romano was moved to Sardinia. Great drums of salty sheep cheese, more common in the south of Italy but still quite famous worldwide, are produced and shipped all over the world.



What we have brought forward is a young Pecorino called Saracino, made in a basket style, more traditional in this region than the large wheels and drums. Filled with red pepper flakes, it is rightly called Saracino Peperoncino.

With so little maturation, no rind has formed, so it is entirely edible. The sweet, fresh cheese is somewhat crumbly and a bit tangy, but the dense sheep's milk makes it also quite creamy. The flakes of red pepper add a good deal of heat that plays well with the rich texture and slightly salty character of the cheese. Wonderful to pair with charcuterie boards, but it is also nice to stuff into olives for a spicy martini garnish. Although soft, it can be grated and used in pasta or melted over roasted vegetables. Naturally it pairs with beer, try it just melted on some flatbread.



7032023 SARACINO PEPERONCINO **2/5 LB**
Currently stocked in IL

Looking deeper into the stock and stores of cheese upon the isle, one a bit more aged can be found. Originally from the south of Italy, Moliterno is our second cheese, rustic and distinct; the fragrant wheels emit a lanolin aroma with briny sweetness. Made from a mixture of sheep and goat's milk it has unusual character. Cutting open the glossy basket-marked wheel one finds a well-aged interior, the paste has become firm and crystals have started to form. The flavor is quite wonderful: nutty, tangy, briny, brothy, slightly herbal and a touch of sweetness with the two milks interplaying quite well together. Ideal for grating, it can also be cut into thin wedges for presentations. Toss with warm penne, rapini, mushrooms, and roasted peppers for a flavorful vegetable pasta. Pair with a robust wine, red is more ideal.



7030938 MOLITERNO **1/7 LB**   
Currently stocked in IL

WILD AND UNIQUE FOODS

Tim Doyle, Meat & Game Specialist

OLLI NATURAL SNACK PACKS



This salami is different, but in a great way. Olli's artisanal slow-cured salami is created using original 160 year-old family recipes that have been handed down through four generations of Italian Salumieres. Olli offers a complete line of superior quality, environmentally responsible, artisanal salami. They use innovative packaging to guarantee consistent quality and longest shelf life while minimizing waste.

What makes this product so superior is the meat used. Olli uses only vegetarian-fed American heritage breed pigs that are humanely pasture-raised on family farms, with no antibiotics or growth hormones. The pigs are raised longer than typical in order to create more intra-muscle fat, because we all know fat is flavor. The salami includes only the flavorful "picnic" cut of the pig. All products showcase are Certified Humanely Raised and Handled.

Olli's salami is produced in a newly-constructed grinding facility. The equipment is all state-of-the-art from Italy. The drying rooms are from Frigomeccanica and the other equipment is from Risco, just the way it is made in Italy. Olli uses a low temperature and high pH technique to preserve the natural flavor of the high quality pork. They use a modified gas environment that gives the salami just enough breathing room to stay fresh but not age.

We are excited to present four new Olli items—two sliced salami and two snack packs. The snack packs are in attractive, convenient packages filled with sliced Olli Salami, Original La Panzanella crackers, and complementary BelGioioso cheeses, perfect for:

✓Retail ✓Deli ✓Gas Stations ✓Hotel Snack Shops ✓Golf courses ✓Catering Box Lunches

...and the list goes on



NEW OLLI PRODUCTS:

7027391	SLICED CALABRESE SPICY Currently stocked in IL	30 / 1.5oz
7027452	SLICED GENOA MILD Currently stocked in IL, demand in TX	30 / 1.5oz
7030884	CALABRESE ASIAGO CHEESE SNACK Currently stocked in IL, demand in TX	20 / 2oz
7030886	GENOA AND FONTINA CHEESE SNACK Currently stocked in IL, demand in TX	20 / 2oz

**On Oprah's
Favorite Things
to Eat List**

FOR THE PASTRY CHEF

Girish Fatnani, Pastry Specialist

FLAX 4 LIFE

by Kasondra

FLAX4LIFE is a family owned and operated bakery that prides itself on making the best tasting nutritious and gluten-free products on the market. They are committed to providing the highest quality products, produced in a dedicated gluten, nut, and dairy free facility to cater to those with some of today's most prominent dietary restrictions. With over 15 years of industry experience and a continued drive to come up with new and innovative flax based gluten-free products, Flax4Life is an exciting brand in today's market-place. We are thrilled to bring you five delicious single serve muffin flavors—Chocolate Brownie, Carrot Raisin, Chunky Chocolate, Toasted Coconut Brownie, and Wild Blueberry—perfect for breakfast or a hearty snack.



✓ ALL NATURAL ✓ DAIRY FREE ✓ GLUTEN-FREE ✓ NON-GMO ✓ NUT FREE



7030244
Chocolate Brownie
Single Serve Mini Muffins
16/2.3 oz



7030249
Carrot Raisin
Single Serve Muffin
12/3.5 oz



7030250
Chunky Chocolate
Single Serve Muffin
12/3.5 oz



7030258
Toasted Coconut Brownie
Single Serve Mini Muffins
16/2.3 oz



7030260
Wild Blueberry
Single Serve Muffin
12/3.5 oz

All above items are currently stocked in IL and CA; demand in TX

SPECIALTY GROCERY

Akhmal Teal, Grocery Specialist

LA CASA DEL GRANO

La Casa Del Grano has been producing Sardinian traditional pastas for 60 years utilizing artisan skills and refining production processes to create superior quality in unique and attractive shapes. Bronze Dies and a slow drying process helps the sauce cling and gives a superior texture and bite to the pasta. Fregola, Maccarronis de Busa, Malloreddus & Pastina are 4 egg-free pasta shapes that can help add distinction, character and flavor to your culinary creation.

Fregola is one of the most ancient forms of Sardinian Pasta and is traditionally made by wetting the semolina, rolling into balls and then baking in an oven. Our rustic Fregola is great for absorbing the flavors of stocks, soups, sauces as well as the juices from roasted or braised meats — perfect for the cooler weather. It available in 3 sizes: small, medium and large.

Maccarronis de Busa is named after the tool that is used to make it which includes a knitting needle to create an attractive alternative to other more common short cuts with flat edges.

Malloreddus is traditionally made by pressing the dough in the finger tips and pressing against a straw basket to create the lines that hold the sauces. This shape comes in 3 different sizes so you can customize your dish.

Pastina are very small cuts of star shaped pasta that cook quickly and are a great ingredient in broth based soups.

LA CASA DEL GRANO PASTAS:

7009934 Large Fregola **12/17.64 oz**

Currently stocked in IL and TX; demand in CA

7009933 Medium Fregola **12/17.64 oz**

Currently stocked in IL and TX; demand in CA

7009954 Small Fregola **12/17.64 oz**

Currently stocked in IL; demand in TX and CA

7009905 Macaroni **20/17.64 oz**

Currently stocked in IL and TX; demand in CA

7009930 Large Malloreddus **20/17.64 oz**

Currently stocked in IL; demand in TX and CA

7009932 Medium Malloreddus **20/17.64 oz**

Currently stocked in IL; demand in TX and CA

7009929 Small Malloreddus **20/17.64 oz**

Currently stocked in IL; demand in TX and CA

7009904 Pastina **16/17.64 oz**

Currently stocked in IL; demand in TX and CA

seasonal inspiration

RECIPE RECOMMENDATION:

BRAISED LAMB SHANKS WITH FREGOLA

INGREDIENTS

- ◆ 4 Lamb Shanks, French-trimmed (1922834)
- ◆ Sea Salt and Black Pepper
- ◆ 1/4 c Cocina Selecta Extra Virgin Olive Oil (8185159)
- ◆ 1 onion, diced
- ◆ 1 small bulb fennel, diced
- ◆ 1 carrot, diced
- ◆ 4 cloves garlic, thinly sliced
- ◆ 4 Slices Raisin River Smoked Bacon (1467432 or 1689740)
- ◆ 6 Sprigs Thyme
- ◆ 2 Bay Leaves
- ◆ 2 T Fennel Seeds, toasted and ground
- ◆ 1/2 t Chili Flakes
- ◆ 1 1/2 c Dry White Wine
- ◆ 1 can Carmelina Chopped San Marzano Tomatoes (5191945)
- ◆ 2 c More Than Gourmet Chicken Stock (1413465)
- ◆ 1 c Beef Jus
- ◆ 1 c Casa Grano Fregola (7009933)
- ◆ French Tarragon and Dill Sprigs to serve

PREPARATION

1. Preheat the oven to 350 degrees. Season the lamb shanks with salt and pepper.
2. Heat the oil in a large flameproof casserole dish or heavy-based ovenproof saucepan over high heat, then add the lamb shanks and fry for 12 minutes, turning until browned on all sides. Remove and set aside on a plate.
3. Add the vegetables, garlic and bacon to the casserole and cook over high heat, stirring to ensure the garlic doesn't burn, for 5 – 6 minutes or until golden brown.
4. Add the shanks and any juices back to the casserole, then stir in the thyme, bay leaves, fennel and chilli flakes. Pour in the wine, bring to a boil and simmer over high heat for 8 minutes or until reduced by half. Add the tomatoes, stock and jus and bring to a boil, then cover and transfer to the oven to bake for 1 1/2 hours.
5. Sprinkle in the fregola, stirring to make sure it is submerged in the sauce then return the casserole to the oven for 30 minutes or until the meat is tender and the fregola is cooked.
6. Remove from oven and let rest for a few minutes. Serve sprinkled with tarragon and dill.

Source: The Geek Cooks' Chronicles

SPECIALTY GROCERY, CONTINUED

Akhmal Teal, Grocery Specialist

LINE EXTENSIONS: POTATOES AND TOMATOES



ONE POTATO, TWO POTATO: NEW FLAVOR & SIZES

One Potato Two Potato is building on their success with Grab & Go items by introducing two new 1 ounce bags featuring their already popular Plain Jane Sweet Potato Chips and Classic Naked Sea Salt.

Additionally, we are introducing a new flavor in a big 5 ounce bag: Mexicali Salsa, a delectable blend of real jalapeno and tomato flavors, along with cilantro and other all-natural flavorings for a extremely satisfying, tangy taste.

All products from this line are Non-GMO Project Verified, Kosher (OU), nut free and contain no artificial flavors and preservatives.

NEW One Potato Two Potato Products:

- 7030735** PLAIN JANES
Currently stocked in IL
- 7030723** NAKED SEA SALT
Currently stocked in IL
- 7030719** MEXICALI SALSA

72/1 oz



72/1 oz



12/5oz



CUCINA VIVA YELLOW ROASTED TOMATO SEGMENTS: BACK & BETTER THAN EVER

Cucina Viva Yellow Roasted Tomato Segments are back in stock, with enhanced flavor and more competitive pricing. These newly reformulated tomato segments are now available in a more convenient pack size of three 64 ounce bags, making them even more attractive than they already were. Sun-ripened and bathed in garlic and herbs, these delicious tomatoes keep the flavor of summer at your fingertips while lending an autumn-like color to cold and hot dishes alike. Try adding these segments to a salad or include in your favorite seafood recipes for an added boost of flavor.



7022332 YELLOW ROASTED TOMATO SEGMENTS

3/64 oz

Currently stocked in IL, TX and CA





INDUSTRY TRENDS

Retail & Foodservice

EUROPE IS RUNNING OUT OF BUTTER

EUROPE IS FACING A MAJOR BUTTER CRISIS.

A sharp increase in global demand has caused the wholesale price of butter to nearly double in Europe. Consumers are paying more, too: retail prices jumped nearly 20% in June over the previous year, according to data from Euromonitor.

Federation des Entrepreneurs de la Boulangerie, an industry group that represents French bakers, has described the situation as a “major crisis.” It is warning of a sharp increase in the price of croissants, tarts and brioches.

“The price of butter, while certainly volatile, has never reached such a level before,” the group said in a statement. “Butter shortages appear to be a real threat by the end of the year.”

There are multiple factors behind the skyrocketing prices: consumption of butter is booming thanks to higher demand from countries including China, and some customers are returning to the dairy product after doubts were raised over its links to heart disease. Meanwhile, production has dipped in Europe.

EVERYONE’S EATING

Global butter consumption is rebounding after years of declines, when consumers ditched butter for margarine and other substitutes.

Raphael Moreau, food analyst at Euromonitor, said that consumers are increasingly opting for ingredients seen as natural and less processed, including butter.

The average European ate 8.4 pounds of butter in 2015, the most recent year available, compared to 7.9 pounds in 2010. The average American consumed 5.6 pounds of butter in 2015, up from 4.9 pounds in 2010, according to the U.S. Department of Agriculture (USDA).

At the same time, Chinese demand for foreign milk products is booming. The USDA predicts that Chinese milk imports are expected to jump by 38% this year, with almost all of it coming from the EU and New Zealand.

USDA predicts that global butter consumption will grow an additional 3% this year.

HEALTH FACTORS

Recent scientific studies have suggested that butter, which had been linked to heart disease and increased risk of death, might not be as unhealthy as previously thought.

One such study, published in 2016, indicated that butter actually has more of a neutral association with mortality.

“Health concerns are increasingly moving away from fats towards sugars,” said Moreau.

SLOW CHURN

The butter price collapse follows years of tumult in the continent’s dairy industry.

In 2014, Russia slapped an embargo on European food products in retaliation for sanctions imposed over its annexation of Ukraine. Russia had accounted for 24% of EU butter exports.

The result was dramatically lower prices. In many EU countries, milk was cheaper than bottled water.

The EU would go on to intervene in the market, but many dairy farmers went out of business. Over 1,000 stopped production in the U.K. alone, according to Moreau.

THE LOOMING SHORTAGE

The next worry is a shortage of butter in Europe.

Butter production slumped 5% in the year to May 2017. Meanwhile, butter stockpiles have plunged 98% in a year, according to the European Commission’s Milk Observatory.

“While supplies remain tight and demand has increased, there has been a shortage of butter in the EU, causing prices to soar as buyers try to lock in contracts to obtain stocks,” said Michael Liberty, dairy market analyst at Mintec.

Peder Tuborgh, CEO of U.K. dairy giant Arla, warned the BBC last month that there might not be enough milk and cream to go around at Christmas.

Source: [CNN Money](#)

exclusively available to you through
EUROPEAN IMPORTS, INC.

COMFORT FOOD CLASSICS FROM CUCINA VIVA

With cold weather right around the corner, it is time to start thinking about all of the wonderful ways to cozy up at home. Warm wooly socks and hot mugs of tea are a great place to start, but for something a bit heartier that will satisfy any appetite, it's best to turn to comfort foods.

Soup, meatloaf, mac and cheese, anything fried and sweet treats are the typical fare when most of us think about the foods that make us feel warm and fuzzy.

Cucina Viva's Gnocchi fits the "comfort food" bill. Gnocchi is a type of pasta made with a combination of potato, cheese, and flour. Serving up a meal as comforting and cozy as sitting in a nice warm bathrobe by the fireplace can be as simple as boiling water and seasoning.

Preparing Cucina Viva Gnocchi couldn't be simpler. Just add the gnocchi to boiling salted water and boil for 2-3 minutes or until the gnocchi floats to the top. Drain and season with your favorite sauce, olive oil or butter and a sprinkle of parmesan cheese. Light cheese sauces work well or simply sauté garlic and onions in olive oil and drizzle over the gnocchi. Cucina Viva Gnocchi makes a very satisfying meal.



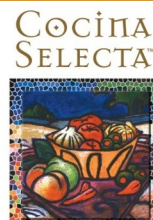
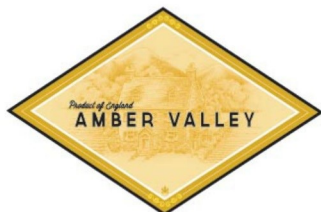
Cucina Viva Gnocchi are packed in a convenient 12 unit "straight" display case. They are shelf stable and they are vacuum packed to preserve freshness. The following flavors of Cucina Viva Gnocchi are available for your next comfort food craving:

Cases of 12/17.5 oz:

1570324	Potato Gnocchi with Spinach
<i>Currently stocked in IL; demand in TX and CA</i>	
8816225	Traditional Potato Gnocchi
<i>Currently stocked in IL, TX and CA</i>	
1570662	Potato Gnocchi with Tomato
<i>Currently stocked in IL; demand in TX and CA</i>	
1705662	Tricolor Potato Gnocchi
<i>Currently stocked in IL and TX; demand in CA</i>	
1705684	Potato Gnocchi with Mushroom
<i>Currently stocked in IL; demand in TX and CA</i>	
1228733	Potato Gnocchi with Cheese
<i>Currently stocked in IL and TX; demand in CA</i>	
5017723	Potato Gnocchi with Basil
<i>Currently stocked in IL and TX; demand in CA</i>	
1428786	Gnocchetti
<i>Currently stocked in IL; demand in TX and CA</i>	

Another comfort food option is Cucina Viva pasta. No other food from Europe has dominated our tables as much as Italian pasta. The world looks to Italy as the standard for pasta quality and versatility. Centuries of know-how and tradition have gone into pasta making in Italy. Cucina Viva pastas are a fine example of the expertise involved in the making of gourmet Italian pasta. From the Puglia region of sunny southern Italy, Cucina Viva pasta is produced using traditional methods by a family owned company established in 1870. Cucina Viva pasta holds up beautifully to cooking, remaining toothsome and delicious.

7221359	Strozzapretti	12/17.63oz
<i>Currently stocked in IL, TX and CA</i>		
8564187	Orecchiette	12/17.63 oz
<i>Currently stocked in IL, TX and CA</i>		
8445076	Fusilloni	12/17.63 oz
<i>Currently stocked in IL; demand in TX and CA</i>		
2631386	Cavatelli	14/17.63 oz
<i>Currently stocked in IL and TX; demand in CA</i>		
8445068	Trecce Dell'Orto	12/17.63 oz
<i>Currently stocked in IL and CA; demand in TX</i>		
8086340	Tri-Color Farfalle	12/17.63 oz
<i>Currently stocked in IL; demand in TX and CA</i>		



European Imports, Inc.
 600 E. Brook Dr.
 Arlington Hts., Illinois 60005
 (P) 800.323.3464

Sysco Corporation
 1001 Santerre Dr.
 Grand Prairie, Texas 75050
 (P) 972.408.1800