



NOVEMBER 2018 NEWSLETTER

THIS MONTH'S INDUSTRY EVENTS

NOVEMBER 12TH–14TH
PLMA TRADE SHOW
CHICAGO, IL

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

DEC 3RD – HANUKKAH BEGINS
DEC 21ST – WINTER BEGINS
DEC 24TH – CHRISTMAS EVE
DEC 25TH – CHRISTMAS DAY
DEC 31ST – NEW YEARS EVE

all month long...

HOLIDAY SEASON
NATIONAL HOT TEA, OATMEAL,
SOUP, AND 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



ANIMAL WELFARE APP.



CERTIFIED HUMANE



DAIRY FREE



EGG-FREE



GLUTEN FREE



GRASS-FED



KOSHER



LACTOSE FREE



LOW SODIUM



NON-GMO



NUTS FREE



ORGANIC



SOY FREE



SUGAR FREE



TRANS FAT FREE



VEGAN



FOLLOW US ON

Instagram

@EUROPEANIMPORTS

EUROPEAN — IMPORTS — a Sysco company

IT'S CRANBERRY SEASON

We all know cranberry sauce is a staple at the holidays, but did you know we carry a wide selection of other products featuring the crisp and tangy taste of cranberries you can enjoy year round. In study after study, cranberries are coming out at or near the top of the antioxidant heap. They are particularly rich in polyphenols and have a lot of other helpful phytochemicals. What a great reason to start a new tradition this holiday season with one of these unique cranberry products!



9918749

AMBER VALLEY WENSLEYDALE
WITH CRANBERRIES

2/2.5 Lb

Stocked in IL, TX and CA

7779760	Carr Valley Cranberry Chipotle Cheddar	1/12 Lb
6876355	Maple Leaf Cheese Cranberry Cheddar	1/10 Lb
1887738	Maple Leaf Cheese Cranberry Cheddar	1/10 Lb RW
1696404	Montchevre Candied Cranberry Crumbled Goat Cheese	12/4 oz
8937908	Montchevre Cranberry Cinnamon Hand Rolled Log	12/8 oz
3926318	Montchevre Goat Log with Cranberry & Cinnamon	12/4 oz



0987240

MOONDARRA CRANBERRY &
MACADAMIA

8/4.2 oz

Stocked in IL, TX and CA

1800689	Chateau Royal Natural Wild Boar Sausage with Cranberries & Shiraz Wine	12/12 oz
---------	--	----------

2164907

KII NATURALS CRANBERRY
PUMPKIN SEED CRISPS

12/5.3 oz

Stocked in IL and TX; Non-stock in CA



7015057	Kii Naturals Cranberry Hazelnut Crisps	12/5.3 oz
1680758	Ballymaloe Foods Cranberry Sauce	6/7.4 oz
8226102	Some Honey Cranberry Blossom Honey	12/16 oz
1657289	Sticky Fingers Cranberry Apple Fruit Butter	6/8.2 oz
1900568	LaCroix Cranberry Raspberry Water (Can)	2/12/12 oz
8356749	Martinelli's Sparkling Apple Cranberry Juice	12/25.4 oz
6302386	GuS Dry Cranberry Lime Soda	6/4/12 oz

UNDER THE DOME

Jeff Babcock, Cheese Specialist

THE SEASON FOR CHEESE

Of course I naturally think all seasons are for cheese, but the winter months with holidays and occasions for gathering scream for cheese to be served. Numerous studies have found that cheese brings true happiness, so bring cheese to the table! Whether you are putting together a cheese board or adding it to your menu items, cheese has so much to offer.

First let's start with the indulgent cheeses: double and triple cream cheeses or ripened goat's or mixed milk classics. Some of these are close to butter and can create serious joy. Saint Angel and Belletoile from France, Trillium from Indiana and Saint Rocco from Michigan, all offer that richness and buttery nature that create craze. Truffle Tremor from California and Kunik or Nancy's Camembert from New York, all bear that extraordinary richness and decadence!



1846108	Saint Angel	2/1.75 lb			
	Stocked in IL, TX and CA				
1546441	Belletoile	2/3.3 lb			
	Stocked in IL and TX; Non-stock in CA				
1179961	Saint Rocco	6/8 oz			
	Stocked in IL and TX; Non-stock in CA				
6287181	Truffle Tremor	1/3 lb			
	Stocked in IL, TX and CA				
1401671	Kunik	6/9 oz			
	Stocked in IL and TX; Non-stock in CA				
6452286	Nancy	2/2.2 lb			
	Stocked in IL and TX; Non-stock in CA				

Secondly, there are flavors that seem most appropriate for the season—colorful and fun, they marry traditional flavors of the holidays, be it sage, walnut, cranberry or mushrooms. A few of my favorites are the White Fruit Stilton cheeses from Long Clawson

and Sage Derby from England, Walnut Gouda from Holland, Cranberry Chipotle Cheddar from Carr Valley and Maple Leaf Cranberry Cheddar or Champignon Mushroom Brie. All add a distinct eye appeal and seasonal festiveness to a party or fun flavor incorporated into many menu items.



7028256	White Stilton Blueberry	2/2.5 lb							
	Stocked in IL and TX; Non-stock in CA								
7028270	White Stilton Cranberry	2/2.5 lb							
	Stocked in IL, TX and CA								
3956802	Walnut Gouda	1/9 lb							
	Stocked in IL and TX; Non-stock in CA								
7779760	Cranberry Chipotle Cheddar	1/12 lb							
	Stocked in IL and TX; Non-stock in CA								
6876355	Cranberry Cheddar	1/10 lb							
	Stocked in IL; Non-stock in TX and CA								
4011452	Mushroom Brie	1/5 lb							
	Stocked in IL, TX and CA								

Last, just keep in mind some of the great world cheeses to round out the assortment: Solo di Bruna Parmigiano Reggiano from Italy, Cave-Aged Gruyere from Switzerland, Barber's Vintage Cheddar from England or something blue, be it Bay Blue from Point Reyes Farmstead or Cashel Blue from Ireland. All add an august presence to a cheese board but are also wonderful flavors to seasonal dishes.



7019319	Solo di Bruna	1/10 lb							
	Stocked in IL; Non-stock in TX and CA								
4899520	Cave-Aged Gruyere	1/4.5 lb							
	Stocked in IL, TX and CA								
2032852	Barber's Vintage	1/10 lb							
	Stocked in IL, TX and CA								
7012881	Bay Blue	1/6 lb							
	Stocked in IL, TX and CA								
9943135	Cashel Blue	2/3 lb							
	Stocked in IL and TX; Non-stock in CA								

Enjoy the season with cheese!

WILD AND UNIQUE FOODS

Tim Doyle, Meat & Game Specialist

ETTO ARTISIAN PEPPERONI SAUSAGE



There has been an Ezzo making quality meats in the USA for over 100 years. In 1906, Dominic Ezzo immigrated to the United States where he traveled north on the Hudson River with only two apples in his pocket, eventually landing in Canastota, New York. He worked

the muck lands as an onion farmer until he opened his neighborhood grocery store where he sold, amongst other items, produce, fresh sausage, veal and steaks. Throughout the depression, Dominic allowed his customers to pay on credit or trade to keep his neighbors fed. This thinking has passed through the generations of the Ezzo family to take care of the team, your neighbor, the employees and the customers—standing by the philosophy that *“together everyone achieves more.”*

For the past 15 years Ezzo Sausage has been at capacity, unable to take any new business. However, in 2015 the time felt right to make a push forward and expand once more. Bill Ezzo purchased a previously USDA-inspected building on the west side of Columbus, Ohio where the newest member of the Ezzo family, Mitch LeBrasseur, is currently overseeing construction on a state-of-the-art pepperoni and Italian meat production and slicing facility.

These are exciting times for the Ezzo Sausage Company, and the business family is dedicated to the same principles Dominic Ezzo stood by nearly 100 years ago: make only the highest quality products, take care of your team, and together everyone achieves more.

Ezzo Sausage Company's pepperoni is created using small-batch, traditional recipes. The meat they use is fresh, never frozen. They use only the finest meat blocks of Picnics (from below the Boston Butt) and Beef 50's. Using the freshest meats and only whole seasonings (not extracts) allows for consistent flavor and yields light brown edges after cooking.



Collagen cased pepperoni are sliced with the edible collagen casing still on the product. This allows the casing to shrink during cooking, making the slices cup up. These pepperoni take on a bacon-like crisp, which is quite unique in both flavor and appearance.

1372816 SLICED FROZEN PEPPERONI 1/25 LB
Stocked in IL and CA

What makes Ezzo pepperoni superior:

- **High Yield:** A low shrink rate results in better coverage and guarantees satisfaction
- **Precision Drying:** The pepperoni dries a full 14 days, the way pepperoni was meant to be made
- **No Fillers:** Ezzo's uses only real pork and beef, unlike other producers who use soy, chicken and mustard flavor
- **Extra Lean:** Firm feel, excellent bind and a distinct, defined pattern is what makes Ezzo pepperoni stand above the rest
- **Premium Flavor:** Using whole Italian seasoning ensures authentic flavor and color maintenance throughout cooking



SPECIALTY GROCERY

SEAL IN THE JUICES WITH CHAR CRUST



Char Crust is the story of real people who took a single product and grew it into a small family business.

In 1957, Bernard Silver's father, Nathan, owned and operated a legendary steakhouse in Chicago, Al Farber's. The restaurant's signature dishes consisted of thick prime steaks with sizzling charred crusts, bursting with juicy flavor. Diners would beg to take the seasoning home, and that's when they knew they had a winner.

In 1977, Nathan retired and closed the restaurant, but he continued to make the two signature dry rubs—Char Crust (now known as Original Hickory Grilled) and Roto Roast—and sold them to local Chicago chefs. As chefs moved across the country, so did the dry rubs, and soon you could find Char Crust in restaurants nationwide!

In 1991, Bernard's father passed away right around the same time he met his future wife, Susan. On one of their first dates, he cooked chicken breast with Char Crust dry rub and she was won over! Within a year the two began working to build the brand of Char Crust. As stories from restaurant owners emerged of *their* customers bringing plastic bags and Tupperware to their restaurants, asking to take home some of their special seasoning, Bernard and Susan were inspired to add three more flavors to the Char Crust assortment and launch their retail line in 1998.

Over the years, new flavors were added to be used on all meats, fish, and even vegetables. All dry rubs are still made the way Nathan made them over 60 years ago, in small batches with only premium ingredients. As cold weather approaches, use these dry rubs to seal in the juices and create exceptional grill-like flavor on your choice of meats, fish, and vegetables. For recipe ideas, visit the Char Crust website!



RETAIL

6/4 OZ

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

1895998	Original Hickory Grilled
1896012	Roto Roast
1896028	Southwest Chipotle
5665661	Amazin' Cajun
0460915	Ginger Teriyaki
1895984	All American Barbeque
5665577	Hickory Molasses
5665531	Roasted Garlic Peppercorn



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

7065391	Jamaican Jerk
7065388	Java Buzz



FOODSERVICE

2/20 OZ

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

7015628	Jamaican Jerk
---------	---------------



1/6.5 LB

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

5025659	Southwest Chipotle
5026129	Amazin' Cajun



1/7 LB

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

7015683	Jamaican Jerk
---------	---------------



5026154	Original Hickory Grilled
5026137	Ginger Teriyaki
5885997	All American Barbeque
5026145	Hickory Molasses
5025145	Roasted Garlic Peppercorn
5026102	Sun-Dried Tomato and Garlic
1616436	Java Buzz



5025582	Roto Roast
---------	------------

1/25 LB

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

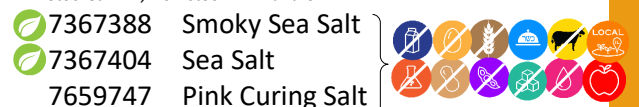
0582813	Original Hickory Grilled
0582805	Roasted Garlic Peppercorn



1/10 LB SALTS

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

7367388	Smoky Sea Salt
7367404	Sea Salt
7659747	Pink Curing Salt



SPECIALTY GROCERY, CONTINUED

Clovis
— FRANCE —

A FRENCH CLASSIC IN COOKING

Clovis mustard has been carefully crafted from a family recipe since 1797 in Reims, the Champagne capital of France. Clovis' famous Dijon mustard is created using Brassica Juncea black and brown seeds and vinegar made with French grapes (Chardonnay, Pinot noir and Pinot meunier).

The Clovis Dijon mustard is a great classic in French cooking. Characterized by its very high mustard seed content, this mustard assures a powerful and hot taste. It can be widely used in the kitchen and is particularly adapted to different warm uses. It blends with all your dishes: meat, fish, vegetables, seafood, salads and sauces. It can also be used to augment mayonnaise, salad dressings and sauces. Clovis Dijon is the perfect accompaniment to any center of the plate, especially for the holidays!

AUTHENTIC FRENCH DIJON MUSTARD

A French-made, original, smooth Dijon Mustard made with Brassica Juncea black and brown seeds.

7056095 2/8.6 lb PET plastic resealable jug

Stocked in IL, TX and CA

7055945 72/0.88 oz bundled jars

Stocked in IL; Non-stock in TX and CA

7055948 500/0.35 oz single-use packet

Stocked in IL; Non-stock in TX and CA

WHOLE GRAIN MUSTARD

A classic Whole Grain Mustard with whole seeds for spreads and sauces, adding crunch to your recipes.

7055947 2/8.16 lb PET plastic, resealable jug

Stocked in IL, TX and CA

7055938 72/0.88 oz bundled jars

Stocked in IL; Non-stock in TX and CA



RECIPE RECOMMENDATION:

RACK OF LAMB ROASTED HONEY AND DIJON



INGREDIENTS

- ◆ 1 rack of Wild Icelandic lamb (7022561)
- ◆ 2 tablespoons Clovis Dijon Mustard
- ◆ 2 tablespoons Bonne Maman Honey (1898285)
- ◆ 28 oz small potatoes
- ◆ 1 small green asparagus bunch
- ◆ 10 oz cherry tomatoes
- ◆ 1 sprig of rosemary, leaves removed and chopped
- ◆ Oil
- ◆ Salt and pepper

PREPARATION

1. Preheat oven to 350°.
2. Mix the mustard and honey together, then brush on the rack of lamb.
3. Place the rack of lamb on a baking sheet.
4. Add cleaned potatoes and cherry tomatoes.
5. Sprinkle with oil and chopped rosemary. Season with salt and pepper to taste.
6. Bake for 20 minutes.
7. Remove from oven, add asparagus on top, and return to oven to continue cooking for 20 minutes or until asparagus is tender.

Source: White Toque



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 marketplace. 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 ✓ 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; Non-stock in TX

INDUSTRY TRENDS

Retail & Foodservice

WHAT'S THE FUTURE FOR ALTERNATIVE GRAINS?



Dive Brief:

- Whole grains are appearing more often in high-end restaurants where chefs are experimenting with the health benefits and hearty tastes they can provide, [according to Baking Business](#).
- These experiments include adding rye to brownies and chocolate chip cookies and buckwheat in streusel topping, Kelly Toups, director of nutrition for The Whole Grains Council, told Baking Business. Recipes such as these are giving consumers the plant-based proteins they're looking for, she indicated.
- "If you think of a plant-forward plate with the emphasis on whole grains and perhaps black bean tofu, it becomes exciting and hearty; the customer feels satisfied and not short-changed," Toups said.

Dive Insights:

A new wave of alternative foods and beverages is redefining "healthy," and at the forefront of this trend are a variety of whole grains. Besides rye and buckwheat, quinoa, farro, bulgur wheat, sorghum, teff and millet have also become popular. Along with their hearty tastes and textures, such ingredients often bring higher protein and fiber levels and, in the case of quinoa, complete protein to dishes.

Consumers seek out products containing whole grains because of their health halo, along with the interesting textures and flavors they provide. The global whole grain foods market is expected to grow at a compound annual growth rate of 6.7% between 2017 and 2021, according to Technavio.

Despite the increased interest, though, studies show consumers around the world are confused about how much whole grains they should be eating and which foods contain them. A recent global study found that of the more

than 16,000 people surveyed, 83% said they weren't sure how many grams they should be getting and 47% thought they get enough whole grains. This could be an opportunity for manufacturers to include grabbier whole grain call-outs on their product packaging.

Serving "intact" whole grains without separating the germ, endosperm and bran enhances their nutritional profile and their sustained energy benefits, Michael Holleman, Director of Culinary Marketing for InHarvest, told Baking Business.

Holleman noted that consumers are increasingly asking about nutrition, calories and protein and fiber content of products — and he emphasized there are also financial advantages to switching out meat for whole grains.

"The cost comparison is kind of obvious — to replace beef or chicken with grains and legumes — they're about 15 cents to 30 cents per serving on the plate. Plus, they're not immediately converted to sugar, so with a slower burn, the diner feels fuller," he said.

Big food companies are paying attention to this trend and are starting to incorporate whole grains into their products. According to Innova Market Insights, quinoa was the number one ingredient among them, appearing in 44% of all U.S. product launches involving grains last year.

Along with the nutritional advantages, price benefits, taste and texture appeal and [the] "fullness" factor, consuming more whole grains from alternative or traditional sources also has the government's seal of approval. The latest Dietary Guidelines recommend that whole grains make up half of all the grains consumers eat and that people limit their intake of refined grains and products made with them — especially those high in saturated fats, added sugars and sodium such as cookies, cakes and some snack foods.



Source: [Food Dive](#)

exclusively available to you through
EUROPEAN IMPORTS

HAM OF THE HOLIDAYS...AND EVERY DAY



Up first is Raisin River's Jambon Francais. Made in Canada, Raisin River's Jambon Francais is produced under carefully controlled conditions to ensure quality and taste in every bite. This cooked ham has a sweet, mild ham flavor and is pink in color.



The enjoyment of this classic Parisian ham begins once the package is opened and its fragrant aroma fills the air. This mouth-watering, full muscle ham is lean, low in fat and consistent in shape, for perfect uniform slices. It is a decadent creation made according to the traditional French charcuterie recipe for cooked ham.

For a traditional baguette de jambon, spread your favorite butter on a freshly baked baguette and top with thin slices of Raisin River Jambon Francais. *Enjoy!*

1402670
JAMBON FRANCAIS
1/15 LB
 Stocked in IL, TX and CA



Up next is Raisin River's Black Forest Ham. This ham is incredibly flavorful. It has a lightly smoky flavor, and is sweet and tender. This ham is produced by a third generation family smokehouse located in New Hampshire.

Raisin River Black Forest Hams are crafted with only the highest quality pork raised on family farms located around the mouth of the Saint Lawrence Seaway in Quebec. These two-muscle hams come only from the leanest pieces of inside and outside rounds. They are seasoned with a generations old blend of salts, spices and maple syrup.

After they have marinated in this seasoning blend, they are hand rubbed with caramel and spices and hand-netted by an experienced butcher. Finally, the hams are smoked over Applewood embers for twelve hours.

When the ham is cut, the distinctive bouquet of smoke, ham, maple syrup and spice is released and will tantalize your taste buds. In the Old World, this was referred to as an angel dancing on your tongue. Raisin River Black Forest Ham is excellent served as a ham steak or cut into strips for a salad.



1439197
BLACK FOREST HAM
2/9-10 LB
 Stocked in IL, TX and CA

