

December 2010

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New items listed are scheduled to arrive by the month titled on the front of the newsletter.

European Imports Ltd.
2475 N. Elston Ave.
Chicago, IL 60647
1-800-323-3464
orders@eiltld.com
www.eiltld.com

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.

2011 Trade Shows

Following are a few events we would like you to keep in mind when putting together your trade show schedule for 2011:

36th Winter Fancy Food Show

January 16-18, 2011
Moscone Center
San Francisco, CA
Booth # 3705



This is the event to attend if you want to see all the hottest trends in specialty food. Plan accordingly, you may need all three days to see the more than 80,000 products from over 35 countries featured at this venue. Learn something new at one of the seminars, workshops, tours, tastings or cooking classes. Register on-line at www.fancyfoodshows.com. And then, visit us in booth #3705 to pick up your copy of our NEW 2011-2012 color catalog and get started on your new product selections for the New Year.

Southwest Foodservice Expo

June 16-28, 2011
Dallas Convention Center
Dallas, TX
Booth #1605



This event is one of the largest foodservice shows in the nation. Plan to attend this show to see the latest culinary trends, equipment, foods and techniques.

57th Summer Fancy Food Show

July 10-12, 2011
Walter E. Washington
Convention Center
Washington, DC
Booth # 900



Work on the Jacob Javits Center in New York takes this event to a new location. This event is similar to the Winter Fancy Food Show, but on a larger scale. See more and do more. Register on-line at www.fancyfoodshows.com.

Happy Holidays

Whatever holiday you are celebrating, European Imports Ltd. would like to extend its wishes for a safe and happy season.



Under the Dome by Marcia Suchy, Cheese Category Manager

Small Items....Big Impact

The holidays are almost to an end though there is plenty opportunity for special needs. Gift baskets and hostess gifts still abound and there are plenty of choices to fulfill the demands. The following are selections from our website, perfect components for gift giving, and plenty of stock for discerning stylists.



Yarra Valley Marinated

Feta is an ultra smooth and creamy cow's milk feta. Pieces of feta are put into a marinade of infused Virgin Olive Oil Blend with fresh

herbs, spices and whole garlic clove. Spreads easily to create favorite dips.

020155 Yarra Valley Feta 12/6.35 oz



Honey Pistachio Moondarra

Moondarra is an indigenous Koori word named after the lush region of Gippsland, Australia. This smooth, creamy, spreadable cow's milk cheese is rolled in honey and dusted in roasted pistachio. Great

shelf life, priced friendly.

020206 Moondarra Honey Pistachio 8/4.2 oz



Mt. Vikos Kasseri Portion

This Kasseri is made from fresh milk of free-ranging goat (20%) and sheep (80%). Pasteurized.

The cheese is dense and slightly sharp, with a tinge of saltiness.

Kasseri is ideal for use in Saganaki.

GK4011 Mt Vikos Kasseri Portion 6/6 oz

Marieke Gouda

Foenegreek is a unique flavored cheese. The seed Foenegreek gives the cheese a nutty taste and a maple syrup aroma. The young 4 mo. Gouda, made



by Marieke Penterman in Thorpe, Wisconsin, is supple, buttery and sweet. Available in pre-cut wedges as well as quarter-wheels.

400386 Marieke Gouda, Foenegreek Pre-Cut Wedges 24/8 oz rw

Saint Rocco Mini Triple Creme

Decadent, cow's milk triple creme brie has a delectable, mild, fruity, slightly earthen flavor. The exterior rind is pristine white while the ivory interior glistens with buttery softness.



400376 Reny Picot Saint Rocco Mini Triple Creme 6/8 oz

Amablu Blue Wedges

Aged in the caves of Faribault, Minnesota by Jeff Jirik, these small wedges of blue cheese are robust in flavor with a creamy yet crumbly texture. A perfect addition for baskets.



US9910 Amablu Blue 16/4.5 oz

These items are available from our inventory. Each can be a tasty addition to gift baskets or hostess gifts, and once tasted will forever impact the palate of the lucky recipient.

Wild & Unique Foods by Tim Doyle, Meat & Game Category Manager

Prosciutto di San Daniele

A small villa sits on a hilltop with the gravestone of an ancient butcher holding the image of a leg of prosciutto with the foot attached. The place is San Daniele and it dates back to the 1st century A.D. San Daniele is situated on a morainal hill on the left bank of the Tagliamento river and a stones throw away from the slopes of the Pre-Alps. Cool air arrives from the north, warm air arrives from the Adriatic and both are mixed by the course of the river which acts as a natural conductor and air conditioner. The gravelly soil with its excellent drainage qualities, and the refined and constant ventilation, provide the ideal conditions for the curing of this great ham.



It is here they invented the curing process which is more than just a simple preservation it actually improves the quality. It is in fact a very complex process which in certain respects, given that it is based entirely on a natural process, is quite miraculous. The only forced part of this process is the initial salting phase.

It starts with fresh pork legs, which are weighed and divided. The weight is very important, particularly for the salting process. The excess sea salt, which does not penetrate the surface, is completely wiped off by hand. Another important

characteristic is the pressing of the ham into the guitar shape, which improves the taste and texture by better distributing the fatty meat and the lean meat, providing the necessary preparation for the forthcoming curing process.

The legs are left to rest for approximately three months being checked daily. Then in further preparation, during the curing period which lasts a minimum of eight months, they are accurately washed and cleaned.

During the next phase the “mastri proscuttai”, master prosciutto curer, hand checks the softness of the flesh and the elasticity of the surface and applies an ample coating of a natural paste which prevents the flesh from drying too quickly. The ultimate test of quality consists of inserting a horse-bone needle in each leg. It is then removed to let the aroma given off by the needle tell the expert’s nose that THIS SAN DANIELE IS OK. (Do not forget the pig and his keeper, they should get a lot of credit too).



**MP1440 San Daniele Prosciutto
Negroni 1/15 lb**

For The Pastry Chef by Karl Helfrich, Pastry Category Manager

Holiday Ideas for your desserts and pastry presentations!

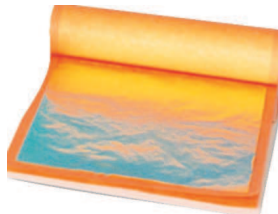
'Tis the season to add a festive touch to your dessert presentations.



First we have the "classic" Tuxedo Tulip Cup from Mona Lisa. Suitable for restaurant or banquet desserts, this cup lends a "formal" flair to your presentations.

BKTUX1 Mona Lisa Tuxedo Chocolate Cup
1/36 ct

Gold leaf is an elegant finishing touch for everything from chocolate truffles to plated desserts. Our gold leaf is classified as "XX Deep Gold" and really shimmers and catches the eye!



BK3100 Gold Leaf 1/25 ct



Transfer sheets are a great way to add color to chocolate decorations, and IBC has a beautiful Holly Leaves transfer sheet perfect for the holidays.

427841 IBC Holly Leaves Transfer Sheet
1/30 ct

IBC also makes a beautiful Orange and Yellow Striped transfer sheet that can be used to create chocolate "bows" for your pastries.



Everyone likes getting presents!

427952 IBC Orange/Red Stripes Transfer Sheet 1/30 ct

BLiS™



100% Pure Flavor-Infused Maple Syrups

Produced with the freshest, coldest sap from old-growth, maple orchards. The varying soils and elevations of the sugar orchards influence the syrup with subtle differences in flavor. Aged in old Kentucky bourbon barrels or infused with an imported Tahitian vanilla bean, BLiS Flavor Infused Pure Maple Syrup is unforgettable!



Bourbon Barrel Mated Pure Maple Syrup

Grade A dark amber pure maple syrup aged in specially selected 12-18 year old single barrel bourbon casks. The barrels are carefully agitated until the honey, charred oak, vanilla and spice notes are imparted into the

maple syrup for a pure, one-of-a-kind natural flavor.

152110 Blis Bourbon Barrel Mated Maple Syrup 12/12.68 oz

Tahitian Vanilla Infused Pure Maple Syrup

Handcrafted with the finest, hand-picked Tahitian vanilla beans, the beans are macerated into each bottle of maple syrup, and rack aged resulting in a dynamic, rich, pure vanilla flavor that enhances the intrinsic flavor of the maple syrup.



152109 Blis Tahitian Vanilla Infused Maple Syrup 24/12.68 oz

New Grocery

Taste No. 5, Umami

We all know the four senses of taste: sweet, sour, bitter and salty. Now get your taste buds ready for the fifth and ultimate taste. **Taste No. 5 Umami Paste.** Umami is the Japanese word for the fifth basic sense of taste, after bitter, salty, sour and sweet. Umami was discovered 102 years ago by a Japanese scientist and has remained an elusive taste until English food writer and chef Laura Santini created **Taste No. 5 Umami Paste.**

Umami is not an actual ingredient, but rather a word to describe the unusual combination of flavors of the paste: it translates from Japanese as “taste” or “mystic flavor”. The ingredients of this paste are simple, but when put together in the right combination are sensational. Produced in Italy the only ingredients in this natural paste are:

- Tomato puree
- Garlic
- Anchovy paste
- Black olives
- Balsamic Vinegar
- Porcini mushrooms
- Parmesan cheese
- Olive Oil
- Vinegar
- Sugar
- Salt



Taste No. 5 Umami Paste is an absolute must have for foodies. It can be used to season raw meat, poultry, fish and vegetables before cooking. Spread on toast, paninis and sandwiches. Squeeze it into pasta sauces, risotto, soup, stew, salad dressing or gravy. This paste will add a magical touch to almost any savory dish. It is all natural and easy to use. Refrigerate after opening and use within 30 days. Our first shipment is expected to arrive in early December and depart shortly thereafter. Contact your sales rep to get started on your order today.

165066 Taste No. 5 Umami Paste 12/2.47 oz

Introducing PureGranate™ 100% Pure Not from Concentrate Pomegranate Juice



We're proud to introduce Super Premium Quality **PureGranate™** Pomegranate Juice. **PureGranate™** is pure and natural...not from concentrate unlike most juice brands on the market. **PureGranate™** contains no additives, preservatives, no added sugar, water, colorings, or flavorings, just as nature intended. **PureGranate™** is delicious and refreshing. Simply try **PureGranate™** Pomegranate Juice and we're sure you'll agree. Each liter of **PureGranate™** contains the juice of about 12 pomegranate fruits, so drink up and get your juice on.

The PureGranate™ Difference

PureGranate's 100% Pure Not From Concentrate Pomegranate Juice provides one of nature's most potent antioxidants and unparalleled health benefits because it is gently pasteurized, ultra-filtered, and extruded in a closed-circuit process to minimize oxidation. This ensures that you get the highest quality pomegranate juice that nature can provide.

Available in two sizes:

693655 Pomegranate Juice	6/33.8 oz
693666 Pomegranate Juice	15/8.45 oz



New Grocery

A Feel Good Story, Through and Through

Chokolit
By Louis Barnett

Rarely does a product come along that makes you feel good on more than one level, but we found one in **Chokolit's Biting Back Bars** created by Louis Barnett of England.

This inspiring story begins when a young lad of only eleven leaves school after being diagnosed with dyslexia, dyspraxia and short term memory loss. This type of news would get most people down, but not Louis Barnett. You see, Louis had a different way of thinking and acting which made him a target for repeated bullying by his classmates. Surprisingly, this diagnosis actually came as a relief to Louis and his family, helping them to understand why his life so far had been so difficult.

Louis tried other forms of schooling but they didn't work out, so he tried a more vocational education. This is when he started volunteering in a falconry center. At the falconry center Louis learned the meaning of hard work and began to understand business from the inside.

It was around this time that a family member asked him to bake a cake for her 50th birthday. He found the recipe for her cake in a Belgian chocolate book. The cake went over so well he started getting requests for cakes from other family members and local businesses. And so, at the age of 12 Louis started his business "**Chokolit**".

After establishing **Chokolit**, Louis began to research exactly what goes into chocolate so he could produce the highest quality cakes. He found out that palm oil had a significant influence on the chocolate industry. After further investigation, Louis found out that the use of palm oil was destroying the rain forests. Palm oil is an edible oil from palm trees that is used to cheapen and in some cases bulk up chocolate. Furthermore, he found out that palm trees are being destroyed at such an alarming rate that all animals living in these areas were in great danger and in some cases, like the orangutan, facing extinction. At this point Louis decided not to ever use palm oil.

In 2007, Louis combined his two passions, chocolate and animals, and launched a range of chocolate bars called the "**Biting Back Bars™**" with each one aligned to an endangered species of animal. It gets even better, Louis donates 10% of the profits from every bar sold to animal and conservation charities throughout the world.

Finally there is a line of chocolate bars that satisfies the body and soul. Now that's **Chokolit**.

471077
Milk Chocolate Biting Back Bar
12/2.65 oz

A creamy rich premium milk chocolate bar that supports Lions.



471099
Milk Chocolate Lime Biting Back Bar
12/2.65 oz

Fruity lime flavor is infused into this creamy, rich milk chocolate bar that supports Amur Leopards.



471144
Dark Chocolate and Chilli Biting Back Bar
12/2.65 oz

This bar has the sensational flavor combination of chillis and dark chocolate. It supports Elephants.



471155
Dark Chocolate and Orange Biting Back Bar
12/2.65 oz

This bar has the classic taste of orange and dark chocolate and it supports Orangutans.



471166
White Chocolate and Lemon Biting Back Bars
12/2.65 oz

An amazing tasting lemon and white chocolate bar that supports Tigers.



471177
Premium 70% Chocolate Biting Back Bar
12/2.65 oz

This bar is made with 70% cocoa and has a smooth rich texture that helps animals around the world.



471188
Dark Chocolate Coconut Biting Back Bar
12/2.65 oz

A unique tasting coconut flavored dark chocolate bar that supports Rhinos.



Biting Back Bars have:
No palm oil
No artificial colors
No artificial flavors

Changes & Line Extensions

New to the Marcy's line:

432233

Garden Herb Whole Wheat Low Sodium Croutons

12/4.4 oz

Marcy's combines Artisan style low sodium, whole wheat Calabrese bread croutons with a blend of garden herbs to give these croutons a gentle rich flavor. The whole wheat bread gives this product a lovely crunch. These crispy toasted croutons cubes are slightly irregular shaped. They are great for soups, salads, stuffing, dipping and snacking.



Lotus Foods pack changes:

881111 Bhutanese Red Rice 6/15 oz

Replaces 88103-4 packed 12/15 oz

881133 Carnaroli Rice 6/15 oz

Replaces 88112-0 packed 12/15 oz

881144 Forbidden Rice 6/15 oz

Replaces LF3402 packed 12/15 oz

881155 Organic Jasmine Rice 6/32 oz

Replaces LF3412 packed 12/32 oz



Nikki's pack change:

432777 Raspberry Ladybug Singles 32/.9oz

Replaces NI4998 packed 24/1 ct

New to the NuGo line:

478633

Dark Mint Chocolate Chip

12/1.76 oz

This new bar offers a refreshing alternative to thin mint cookies, with all the benefits of a protein bar. This bar is low in fat and high in protein and it fits into any healthy lifestyle, satisfying your cookie cravings.



New to the Mrs. Crimble line:

433155

Traditional Coconut Macaroons Drizzled with Chocolate

12/8.8 oz

These wheat free and gluten free cookies are brimming with coconut. They have a moist light texture with the pure natural flavor of coconut and the added pleasure of rich, dark chocolate. Anyone will enjoy these cookies as a special treat, and they are especially nice for those on a gluten free diet.



433166

Traditional Coconut Macaroons

12/7.4 oz



New to the Keiller Dundee line:

210900

Key Lime Marmalade

6/16 oz



New to the Sharwood's line:



141566 Tikka Masala Sauce 6/14.1 oz

This sauce is made with a base of roasted spices simmered with fried onion masala, then slow cooked with onions, tomatoes, aromatic tikka spices and fresh cream.

141599 Korma Sauce 6/14.1 oz

Savor the delicate flavor of this creamy sauce enriched with coconut, cardamom and saffron.

141588 Pineapple & Coconut Sauce 6/14.1 oz

Sharwood's Pineapple and Coconut cooking sauce is a rich and fruity sauce made with pineapple, black onion seeds and enriched with coconut cream.

141577 Butter Chicken Sauce 6/14.1 oz

Butter Chicken is among the best known Indian foods all over the world. Its gravy can be made as mild or hot as you like.

AAH, Natural Soothing Relief for Sore Throats



Just in time for the cold season are **Airborne Honey's Antibacterial Honey Lozenges**. Airborne's all natural lozenges are made almost entirely from Manuka and Honeydew ACTIVE AAH™ honeys. These lozenges are unlike anything you've ever had before. ACTIVE AAH™ (Antibacterial Antioxidant Honey) honeys are high in antibacterial activity, antioxidants and oligosaccharides.

To create their honey lozenges **Airborne** dries their honey using a flash drying process. It is this patented process that retains the antibacterial and antioxidant levels that are found in Manuka and Honeydew honey naturally. The flash dried honey forms into a powder which is then compacted into a natural lozenge. **Airborne Honey** maintains 100% traceability of every drop of honey used in their lozenges right down to the beehive location it came from.

Airborne Health Antibacterial Honey Lozenges are effective at soothing sore throats, coughs and colds: in a recent study, honeys high in antioxidants were shown to be more effective at soothing coughs than cough medicine. They're also a lot safer than other lozenges as they do not contain any chemical ingredients.

Airborne Health Antibacterial Honey Lozenges are:

- Made almost entirely from honey – even other 'honey' lozenges contain sugar or artificial ingredients as their first ingredient
- High in antioxidants

- High in natural antibacterial activity and oligosaccharides
- Made with a patented process, only Airborne Health Antibacterial Honey Lozenges contain honey that is dried, **not boiled**, which retains the natural health properties of the ACTIVE AAH™ honeys.

Airborne Honey's Antibacterial Honey Lozenges are made in New Zealand using top quality New Zealand honey. They are due at European Imports Ltd. in mid-December and are available in five flavors each packed 12/2.12 oz:

223900 ABH Honey & Propolis Lozenges



223944 ABH Honey Lozenges



224066 ABH Honey & Blackcurrant Lozenges



224077 ABH Honey & Lemon Lozenges



224088 ABH Honey & Cherry Lozenges