

**December
2011**

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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.

Why Attend A Trade Show?

We feel this is a very important question you need to ask yourself. If you need to: establish contacts with experts in the industry; find new and innovative products or services; or are you looking for tips for running your business, we think the following trade shows offer you the best options in the food industry:

37th Winter Fancy Food Show

January 15-17, 2012
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, and tasting or cooking classes. Register on-line at www.fancyfoodshows.com. And then, visit us in booth #3705 to see what's new and what's missing from your store.

58th Summer Fancy Food Show

June 17-19, 2012
Walter E. Washington
Convention Center
Washington, DC
Booth #801



Work on the Jacob Javits Center in New York takes this event to Washington, DC again this year. 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.

Southwest Foodservice Expo

June 24-25, 2012
Dallas Convention Center
Dallas, TX
Booth #200



This event is one of the largest foodservice shows in the nation. Plan to attend this show to see the latest culinary trends, equipment, food, and techniques. Register on-line at www.swfoodexpo.com.



Under the Dome by Marcia Suchy, Cheese Category Manager

The Perfect Wheel

Wow! Where did the year go? It's December already and there are so many holiday events in our future. This is the time of year when I simply want to remind everyone that there is "the perfect wheel" of cheese out there that can help to supplement your other holiday fare.

The Perfect Wheel of Cheese:

- Is usually less than 4 lbs in weight
- Isn't cost prohibitive
- Is aesthetically pleasing
- Fits nicely into buffet or cart fare
- Is suitable for gift giving
- And is suitable for most events

Choices include various consistencies, various milk types and of course assorted flavor profiles.



A couple of favorites at holiday

time are blended cheddars from Wales. Tintern above has a shallot and chive combination (#EN1115 2/3.3 lb), while Red Dragon to the right (#EN1090 2/3.3 lb) has Mustard seed throughout. The cheddar is semi-firm, aged, and tasty with the addition of the spices



A new French cheese to our selection just may be the most exciting. The natural rind of Moelleux de Saint Ours

(#018178 1/3.3 lb) is enhanced with a strip of spruce bark around the outer edge. It has a subtle earthy flavor and a semi-soft consistency. Made with raw cow's milk.



Reybier Smoked 'Forest' Rambol is a creamy, smoked cheese, processed, smooth and mild. Nice with antipasto and appetizers. (#FR7060 2/2.6 lb)

Garrotxa (#SP1300 4/3 lb) has always been a favorite of mine. It is a creamy, smooth and flavorful semi-soft goat cheese of Catalonia Spain. Delightful for any cheese plate or board.



Petit Basque is a well-known sheep cheese of the Pyreneese Basque region and also a 'perfect wheel'. But have you tried Petit Ardi Gasna? (#FR4035

6/1.5 lb) Made with raw sheep milk and aged 1 year, it has bold flavor, is nutty and meaty, and has a firm texture.

Castelinhos (#322029 6/2.5 lb) is a soft cow's milk cheese of Portugal with mellow grassy tones and a bit of tartness at the finish. It is creamy and almost spreadable.



Saint Angel (#011344 2/1.71 lb) could go to my island with me if I were stranded. It is lush and silky and perfect ripeness every time. It is an ultra-rich, filtered triple crème by D'affinois, with a bloomy rind.

Queso a la Sidra (#322201 9/2 lb) is from Asturias Spain, known for its apple cider. This lovely pressed cow's milk cheese is washed with that cider. The cheese itself is mildly tart, and the apple cider finish is the perfect touch for a holiday table.



Enjoy these cheeses, and may they add to your "perfect" holiday.

Wild & Unique Foods by

Alex Yilmaz, Meat & Game Buyer

Beretta Antichi Saporì



Fratelli Beretta places high value on the maintaining of traditional culture and flavors. Their Antichi Saporì line of salami is produced with a slow drying process which follows the original technique. Antichi Saporì adds to your table the rustic home-style Rustico, the fire of Salame Piccante and the natural taste of fennel in their Finocchiona.



The statement "La qualità é una tradizione di famiglia" (quality is a family tradition) is the motto that has guided Fratelli Beretta since they began making salami in 1812, and continues to be evident in their line of Salame Antichi Saporì, reminiscent of the salami they first crafted nearly 200 years ago.

These Antichi Saporì salami are made from carefully selected cuts of pork and spices. Each salame has been cured and air dried to the point of perfection, and preserves its freshness, thanks to modern and innovative – yet aesthetically classic – packaging. These genuine artisan style

salami are full of the flavor of cherished times gone by. Classic, sweet and delicate, and featuring the natural white mold just as the traditional curing process requires. Thanks to its innovative AIAP bag, the full flavor of Fratelli Beretta's classic products are preserved for you to enjoy in the comfort of your home.

601523 Salame Rustico 15/8oz

Salame Rustico is the real masterpiece of Italian charcuterie, and comes alive following a centuries old traditional recipe. It is made from ground pork shoulder meat and carefully air-dried for 45 days.

601545 Salame Piccante 15/8oz

Salame Piccante is an authentic delicacy which combines the fire of red pepper with mildly seasoned and coarsely ground pork shoulder meat. Air-dried for 45 days in the traditional style, this product will delight your palate with a rich and unequalled taste.

601534 Salame Finocchiona 15/8oz

From Tuscany's sweet hills recipe, Salame Finocchiona brings to your table the natural aroma of fennel seeds combined with freshly ground pork. This intriguing delicacy comes alive after weeks of careful air-drying.



For The Pastry Chef by Karl Helfrich, Pastry Category Manager



The Holiday Season is in full swing, and European Imports Ltd. has solutions to help conserve precious labor resources while presenting your guests with unique, delicious and elegant hors d'oeuvres, buffet items and desserts.



We carry the 3" mini waffle cone for dessert applications, as well

the 3" neutral mini cone for serving appetizers, amuse-buches, etc.



- 429040 3" Mini Waffle Cone 1/228 ct**
427552 3" Mini Neutral Cone 1/308 ct

The 3" amusette spoon can be used for both sweet and savory applications. Serve it plain as an hors d'oeuvre, or paint the bowl with chocolate and pipe mousse or crème brûlée for a unique presentation.



- 429051 3" Amusette Spoon 1/192 ct**

New to our appetizer line-up are the new "geometric" square and round neutral mini shells.

These shells have clean lines and look like they were made in-house! They are 1.5" wide and deep enough to hold the perfect amount of filling for a satisfying one-bite appetizer.



- 437666 1.5" Mini Round Neutral Shell 1/240 ct**
437633 1.5" Mini Square Neutral Shell 1/240 ct

Finally, we have the classic 1.25" mini round patty shell. This mini bouchee is perfectly suited for both savory and sweet items and holds up particularly well on buffets.



- BK7065 Mini Round Patty Shell 1/480 ct**



Don't forget to include an assortment of artisanal breads for your holiday feasts! Tribeca Oven makes all-natural, par-baked rustic breads that complement any cuisine. Their baguettes, loaves and rolls all have a rustic exterior with well-structured, soft interiors that will please the most discriminating bread-lover.

We carry both traditional French and sourdough baguettes with a crispy crust and velvety soft interior. The french baguette has a refined wheat flavor, while the sourdough baguette has a soft tanginess that really satisfies.



- 820561 French Baguette 20/10.9 oz**
820583 Sourdough Baguette 20/10.9 oz



The rustic olive loaf is a wonderful table bread, made from ciabatta dough and loaded with a blend of green Mt. Athos, black Kalamata and blonde Mt. Pelion

olives. It pairs well with both cheese courses and entrees.

- 820640 Rustic Olive Loaf 18/16 oz**

New Grocery



Laura Keenan is the Founder, Formulator & CEO of Paleo People LLC. She has created a delicious product line that would fit perfectly into your diet.

Paleo People is a unique company; their ingredients were inspired by the best selling books, *The Paleo Diet*, by Loren Cordain and *Paleo Diet Solutions*, by Robb Wolf. The Paleo Diet, designed after our ancestors, has a specific food list that their ingredients were chosen from. Paleo People has four sku's available in their product line. Each of their flavors is processed with special blends of nuts, seeds, berries, fruits, spices and natural sweeteners. The flavors are: Apple Crisp, Banana Nut Crunch, Cacao Nut and Cappuccino Crunch. The line is Certified Gluten Free, Grain Free, Sodium Free and All Natural. They come in a 5 ounce, stand up re-sealable pouch.

You will not find a comparable product on the market; this is the first product available branded with the "Paleo" name. Clusters of nuts, seeds, berries, fruits, spices and natural sweeteners, each flavor has its own special blend adding to the distinctive flavor. Paleo People's all natural granolas are now available from European Imports Ltd.

132201 Cappuccino Crunch

6/5 oz

Cappuccino Crunch Granola is made with nuts and chocolate coffee beans with hazelnuts as the star attraction. The flavor of this Paleo Diet snack is rich and the texture is crisp and mouth-watering.



132178 Apple Crisp

6/5 oz

Apple Crisp Granola is a combination of 5 nuts, dried apples and rich spices with the addition of healthy flax and almond meal for a crisp, crumbly texture. This delicious gourmet granola tastes like a bite of a nutty apple crisp with nuts, seeds and dried apples.



132189 Banana Nut

6/5 oz

The Banana Nut Crunch Granola is loaded with nuts, flax meal and spices to warm the heart. This Paleo Diet snack will give your taste buds the sensation of banana bread, but without the wheat or gluten! Make yourself a banana parfait and sprinkle this gourmet granola on top - it's delectable.



132190 Cacao Nut

6/5 oz

Paleo People's Cacao Nut Granola is a delicious array of 5 nuts enveloped in a semi-sweet chocolate coating with a hint of harvest spice. Take this gourmet granola on a hike or with you for a satisfying Paleo-friendly snack during your busy day!



New Grocery

Artisanal Fish Sauce

Introducing Red Boat Fish Sauce. Red Boat Fish Sauce is an Artisanal super premium fish sauce from Phu Quoc Island, Vietnam. Cuong Pham, the founder, is a Vietnamese boat person who now works in high tech. His passion was to bring the authentic flavors of his Vietnamese youth to the United States so he launched Red Boat Fish Sauce. Red Boat is first press, extra virgin and made from only two ingredients, fresh cá com (black anchovies) and sea salt and is fermented for over a year using a 200 year old artisanal recipe.

Red Boat Fish Sauce is the secret ingredient in South East Asian cooking. Used by professional chefs and enthusiastic home cooks around the world, the savory, sweet and umami-laden sauce gives dishes a unique, rich and satisfying dimension. This sauce, previously reserved for family tables in Vietnam, is now available from European Imports Ltd.

142101
Red Boat Fish Sauce
12/8.45 oz

Use this gluten free fish sauce in Asian and Italian dishes, Caesar salads, pasta salads, bloody Mary's, barbeque sauces and much, much more.



Violet Mustard

The violet mustard is a 13th century recipe perpetuated by the House of Denoix founded in 1839. This tradition of excellence has been handed down through the generations and today Denoix prides itself on using only the finest ingredients to produce the authentic taste. This surprising mustard develops flavors of grapes and ginger bread.

The history of this mustard can be retraced back to the XIIIth century. It became popular with the clergy when Pope Clement VI named Sir Jaubertie official mustard-maker to the pope, to prepare the purple condiment for the Vatican. Its last moment of fame was during the "Belle Epoque". It was brought back to life in 1957, when Mr. Denoix industrialized this product with the recipe that was known to only one person.

You can enjoy this violet mustard in place of regular mustard, but it is at its best when served with blood sausage, ham, cold meat and fish. You can also use this sweet and spicy mustard to deglaze pans after cooking meat.

163356
Violet Mustard
6/35 oz



Changes & Line Extensions

New from House Foods:

883689

Tofu Shirataki Macaroni

12/8 oz

Macaroni shaped noodles made from tofu and yam flour that are gluten free, sugar free and low calorie. Use in soups, salads, stir-fries and pasta dishes.



883701

Traditional Shirataki Noodles

12/8 oz

Noodles made from yam flour. No calories, carbs, fat or sugars. Soy and gluten free. Use in soups, salads, stir-fries and pasta dishes.



Ito En replacement:

930823

Oi Ocha Green Tea

12/16.9 oz

Replaces 930808 Japanese Green Tea



New Sabarot Snails

562856

Helix Burgundy Snails Extra Large 6/72 ct

Packed in tins 6 to a case. Each tin has 72 extra large snails. For the snail lover, there is only one true snail to eat and that is the Helix Burgundy snail from France.



370856 Barrel Pickles

6/34.2 oz

Replaces Gundelsheim item 37080-6

New to the Sesmark line:

427990

Mini Rice Cracker Lightly Salted

6/5.25 oz



Walkers Shortbread Line Extension:



433001 Scottie Dogs Shortbread 12/3.9 oz

Roland.

560167 Smoked Baby Clams 10/3 oz

Replaces 56007-2 packed 10/3.66 oz

661867 Coconut Milk #10 6/100 oz

Bonne Maman®

The flavors and pack size (6/13 oz) remain the same however we have new item codes for the Bonne Maman Preserves:

- 234256** Apricot Preserves replaces 23404-3
- 234267** Apricot Raspberry Preserves replaces 234021
- 234278** Black Currant Jelly replaces 23438-9
- 234245** Blackberry Jelly replaces 23440-9
- 234201** Blackberry Preserves replaces 23445-1
- 234212** Cherry Preserves replaces 23400-3
- 234234** Fig Preserves replaces 234351
- 234167** Four Fruit Preserves replaces 23428-0
- 234178** Grape Jelly replaces 234366
- 234190** Mandarin Preserves replaces 234010
- 234156** Mixed Berries Preserves replaces 23422-6
- 234101** Orange Marmalade replaces 23408-2
- 234112** Peach Preserves replaces 23406-7
- 234134** Plum Preserves replaces 23418-1
- 234056** Raspberry Preserves replaces 23412-7
- 234078** Red Currant Jelly replaces 23432-5
- 234090** Strawberry Preserves replaces 23402-8
- 234034** Wild Blueberry Preserves replaces 23414-2

A Crunchy Addition to the Cucina Viva Line

Cucina Viva has added a new flavor to their line of Crostini. Introducing Cucina Viva's Corn & Cheese Crostini. Cucina Viva Crostini are flavorful Italian crackers (or little toasts as the exact translation suggests) imported from Italy. Originating over one hundred years ago in the Puglia region of Italy, this little cracker (crostini) was originally served with cheese. Crostini can also be served with an assortment of toppings and used as appetizers or garnishes on foods like soups or stews.

Each of Cucina Viva's Crostini come packed in cases of twelve 7 ounce cellophane bags.

NEW!!

490490

Corn & Cheese Crostini

Slightly thinner than the other Cucina Viva crostini, these crispy crackers combine the flavors of corn and cheese.



Also available from Cucina Viva:



490242

Parmesan & Pecorino Crostini

The combination of Parmesan and Pecorino cheeses makes this crostini a great base for bruschetta.

490239

Black Pepper Crostini

Black pepper gives these crostini a heat that pepper lovers will enjoy. Pair these crisp crackers with your favorite cool creamy spread or munch on them on their own for a zesty snack.



49020-2

Traditional Crostini

A rich tasting cracker made with extra virgin olive oil. Serve as a snack cracker with fresh cheese, tapenades and spreads.

49022-4

Rosemary Crostini

Made with extra virgin olive oil, the rosemary in this cracker gives it a delicious herbal finish.



49021-3

Fennel Crostini

These crostini are made with extra virgin olive oil and they are infused with fennel seeds for a crispy texture and a sweet delicate anise flavor.

Serve as a snack cracker or with savory spreads.

490264

Black Olive Crostini

The rich and delicious black olive flavor of these crackers is a perfect match with vegetable dips, and they are also a tasty snack all by themselves.



490276

Spicy Bloody Mary Crostini



These crostini are made with extra virgin olive oil and they get their robust flavor from added tomato, paprika, garlic and cayenne pepper. For balance, pair this spicy Crostini with a cool creamy spread.

Crostini Floor Display

490521

An empty display to be filled with 32 units of Cucina Viva crostini. This display has two tiers; each tier holds four units across and four units deep.

