

# DECEMBER 2023 NEWSLETTER

## THIS MONTH'S INDUSTRY EVENTS

DECEMBER 6–8  
FOODTECH WEEK  
TOKYO, JAPAN

## NEXT MONTH'S HOLIDAYS & EVENTS

*Time to start planning!*




JAN 01 NEW YEAR'S DAY  
JAN 15 MLK JR. DAY

*all month long...*

NATIONAL OATMEAL, SOUP, &  
WHEAT BREAD MONTH

### ICON KEY:

Look for these icons throughout the newsletter for easy identification of attributes that may be important to you.

-  **ALL-NATURAL**
-  **DAIRY FREE**
-  **EGG-FREE**
-  **GLUTEN FREE**
-  **GRASS FED**
-  **KOSHER**
-  **LACTOSE FREE**
-  **LOW SODIUM**
-  **NON-GMO / NON-GMO VER.**
-  **NUTS FREE**
-  **SOY FREE**
-  **SUGAR FREE**
-  **TRANS FAT FREE**
-  **VEGAN**
-  **ORGANIC / USDA ORGANIC**



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NEWSLETTER SENT STRAIGHT  
TO YOUR INBOX?

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# EUROPEAN — IMPORTS — a Sysco company

## WINTER MIXOLOGY

2024 promises to be a year of innovative trends and captivating concoctions—expect to witness the following trends in mixology as we enter the new year:

- **Elevated Sustainability**—incorporating ingredients that reduce waste, served in eco-friendly packaging.
- **Low- and No-ABV Cocktails**—flavor over alcohol content.
- **Global Fusion Flavors**—blending unique ingredients from various cultures for innovative multicultural cocktails.
- **Personalized Cocktails**—allow patrons to customize cocktails.
- **Functional Ingredients**—inclusion of ingredients known for their health benefits, including botanicals.
- **Artistic Presentations**—visually stunning cocktails using creative glassware, garnishes and presentation techniques.



New to European Imports, **Spare Tonic** checks so many of these boxes! The line of four probiotic sparkling tonics are nutrient-rich and packed with protein from fresh, upcycled whey. Boasting electrolytes, you can use these to hydrate post-workout, mix into your cocktails and mocktails, or sip straight out of the can. Try all four: **Lemon & Ginger**, **Blueberry & Ginger**, **Cucumber & Lime**, and **Passion Fruit & Yuzu**.

Winter brings an array of flavors that evoke coziness and warmth. 1883 Maison Routin offers such a vast assortment of syrups, it's easy to create seasonal drinks using flavors such as **Warm Spices**, **Cinnamon**, **Gingerbread** and **Toasted Marshmallow**. Turning the heat up a notch, **Cayenne Pepper Syrup** is spicy with a hint of cinnamon, lending itself well to a global fusion cocktail or mocktail.

An often forgotten about flavor of winter is citrus. Oranges, lemons, and yuzu are in-season during the winter, bringing a burst of tangy freshness amidst the cold. From syrups, juices and purees to mixers and garnishes, find your citrus needs from European Imports.



For stunning visuals, we have a number of garnishes to elevate your cocktail presentations. **Garniche** dehydrated citrus rounds check both the citrus flavor and visual appeal boxes with their **Orange**, **Lime**, **Lemon**, **Blood Orange**, **Grapefruit** and **Pineapple** varieties.

Specializing in edible flowers, **Wild Hibiscus Flower Co** offers a range of innovative garnishes—including Butterfly Pea Flower Extract and Hibiscus Flowers in Syrup — that will ensure your cocktails check the “artistic presentation” box.



**Sysco Employees and Customers:**

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# UNDER THE DOME

Jeff Babcock, Cheese Specialist



ANGEL'S SALUMI & TRUFFLES

## BUTTER OF ANGELS

Angel's Salumi & Truffles adopted a "La Maison de la Truffle Crayssac" as a way to bring a European tradition directly to the American table. Founded in 1900 in France, Maison F. Crayssac has more than 100 years of truffle production heritage from the leading truffle region in the world. The French region of Perigord is synonymous with truffles worldwide. They bring an original line of truffle products from the region of production in Europe seasonally. The black and white truffle butters and the rest of the Angel Salumi line are processed locally in Southern California.



### BLACK TRUFFLE BUTTER

This naturally cultured European style butter is produced from California grass-fed cows. 5% black truffle puree, black truffle peelings, and sea salt are blended with the butter to bring a traditional French flavor to the palette. This Black truffle Butter contains Grade AA (>82%) butterfat and is made with Graziers-Certified Cream.

7244865 **Black Truffle Butter**

Stocked in IL, TX, VA, and CA



Black truffle butter is best used as a finishing element in pasta, on your steak, or mixed in with your mashed potatoes. It is also amazing on fresh bread — operators can offer this with their bread service for an upcharge.

6/2.5 oz

### WHITE TRUFFLE BUTTER

This naturally cultured European style butter is produced from California grass-fed cows. 5% White Alba Truffle puree, White Alba Truffle peelings, and sea salt are blended with the butter to create a traditional French flavor profile. This White Truffle Butter contains Grade AA (>82%) butterfat and is made with Graziers-Certified Cream.

7244941 **White Truffle Butter**

Stocked in IL, TX, VA, and CA



White truffle butter is less often an ingredient and more often a condiment. While it can still be used on pasta, add it to less intense flavors, like cooked fish or popcorn. Just like its counterpart, it is also perfect spread on fresh bread.



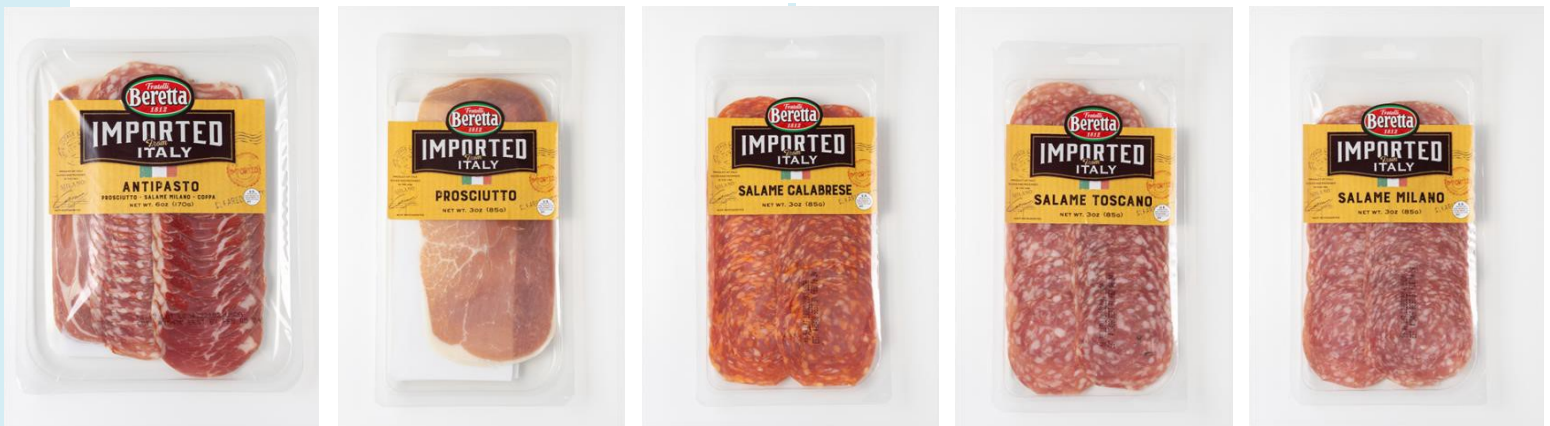
# WILD AND UNIQUE FOODS

## Tim Doyle, Meat & Game Specialist

### ITALY SETS THE STANDARD

When it comes to salami and other cured meats, Italy is generally regarded as the standard bearer.

Fratelli Beretta, Italy's 8<sup>th</sup> generation family owned and renowned cured meat producer, was founded in 1812. The company is proud to introduce its new line of sliced cured meats, imported directly from Italy. This exciting collection features an assortment of flavors and textures, all crafted using traditional Italian methods and time-honored recipes. This delectable collection is cured in Italy, then imported whole and sliced in the US.



The new sliced salami line includes:

**Antipasto:** A mix of salami, prosciutto, and coppa, perfect for hassle free charcuterie boards. Pair with a bunch of grapes and crusty bread!

**7268879 Antipasto Sliced 12/6 oz**

Stocked in IL, TX, VA, and CA



**Prosciutto:** Aged for a year, with only two ingredients: pork and salt. A classic partner for fruits, try hunks of ripe pears for a seasonal delight!

**7268881 Prosciutto Sliced 12/3 oz**

Stocked in IL, TX, VA, and CA



**Calabrese:** A bold and spicy salami with a kick of chili pepper. A perfect foil for a soft, spreadable cheese such as La Tur!

**7268886 Calabrese Sliced 12/3 oz**

Stocked in IL, TX, VA, and CA



**Toscano:** A spicy salami made with pork, black pepper, and red wine. Delicious with **red fig jam**.

**7269611 Toscano Sliced 12/3 oz**

Stocked in IL, TX, VA, and CA



**Milano:** A mild salami with a delicate garlicky flavor. Enjoy with crispy Italian grissini!

**7268888 Milano Sliced 12/3 oz**

Stocked in IL, TX, VA, and CA



These new sliced salami are an incredible addition to any antipasto platter, sandwich, or charcuterie board. They are also delicious enjoyed on their own with a glass of wine and great company!



# SPECIALTY GROCERY

Ryan LaMere, Grocery Specialist

## NUTRIENT-RICH REFRESHMENT

THE  
**SPARE**  
FOOD CO.

Sustainability and functionality are quickly becoming important descriptors in the beverage space. Now more than ever, consumers are looking to lessen their impact on the environment while also casting an eye towards their own wellbeing. When I happened to meet the founder of Spare Food Co. at the Summer Fancy Food Show this past year, I was struck by his story.

These beverages are, first and foremost, delicious. They are also crafted from upcycled whey from the Greek yogurt industry in New York state. This protein-rich and probiotic-packed source gets mixed with fruits, spices and some fizz. The result is a healthy and tasty alternative to sugary sodas and sports drinks with dubious health claims. I knew that European Imports had to have them in the assortment.

A great sources of electrolytes and antioxidants, Spare is also great for recovery from an intense workout session, or simply a delicious way to add more protein to your diet. I love to use the four flavors as a mixer combined with high quality spirits as a relaxing and better for you way to unwind!



Refresh your beverage lineup with the drink made with fresh whey. They add just the right amount of ripe fruit, spice and honey to create delicious, excitingly effervescent and super-hydrating takes on an ancient elixir.



### LEMON & GINGER

Refreshing & Light. Slightly tart, slightly sweet, this incredibly craveable flavor pairing delivers bright citrus notes with a mild ginger finish.

7276388 **Lemon & Ginger** 12/12 oz

Stocked in IL, TX, VA, and CA



### CUCUMBER & LIME

Crisp & Cleansing. Zesty lime brings a fresh brightness while cool cucumber adds balance to this amazing elixir.

7276398 **Cucumber & Lime** 12/12 oz

Stocked in IL, TX, VA, and CA



### BLUEBERRY & GINGER

Bright & Bold. Subtle berry and red fruit flavors and a lingering ginger finish create this kicked-up version of a refreshing combo.

7276391 **Blueberry & Ginger** 12/12 oz

Stocked in IL, TX, VA, and CA



### PASSION FRUIT & YUZU

Sweet & Tart. The unmistakable flavor of the tropics balances seamlessly with the brightness of yuzu for a journey to your happy place.

7276430 **Passion Fruit & Yuzu** 12/12 oz

Stocked in IL, TX, VA, and CA



# SPECIALTY GROCERY

## Salima Ghariani, Grocery Specialist



### THE WORLD OF RICE VINEGAR

Rice Vinegar is a type of vinegar made from fermented rice. It is made by fermenting the starches and sugars in rice until they convert into alcohol and then eventually into acetic acid. DeNigris is a third generation company dedicating themselves to the production of vinegar. Opening their first vinegar mill in Naples, Italy over 120 years ago, they became immediately successful. They are still highly regarded for excellence, quality and creativity.

#### RICE VINEGAR VARIETIES

##### 100% RICE VINEGAR - 4% ACIDITY

De Nigris 100% Rice Vinegar is made solely from rice and does not contain any additional ingredients or additives. Naturally sweetened by the sugars coming from the rice, with no added salt, resulting in a natural, sweet flavor profile. Perfect for splashing on salads, meat, shrimp, pasta and much more!

7236027 **100% Rice Vinegar** 6/2L

Stocked in IL, TX, VA, and CA



##### RICE VINEGAR, SEASONED - 4% ACIDITY

A very versatile condiment. Lightly sweetened and seasoned for a mild flavor profile. Perfect for splashing on meat, shrimp, pasta and much more!

7236106 **Rice Vinegar, Seasoned** 6/2L

Stocked in IL, TX, VA, and CA



##### RED RICE VINEGAR - 5% ACIDITY

Mildly acidic and slightly salty with a hint of sweetness. Getting its vibrant red color from adding red yeast rice during the fermentation process, this rice vinegar is visually appealing and gives a unique appearance when used. Perfect for creating a dipping sauce, or enhancing the flavor of your favorite dressing, broths or noodles.

7236068 **Red Rice Vinegar** 6/2L

Stocked in IL, TX, VA, and CA



##### RICE VINEGAR - 5% ACIDITY

A mild vinegar that enhances the flavor in every dish. With no added salt or sugar, this is ideal for sushi, salads, sauces or any Asian dish.

7236105 **Rice Vinegar** 6/2L

Stocked in IL, TX, VA, and CA





# FOR THE PASTRY CHEF

## Pastry Specialties

### ELEVATE STRAWBERRIES (AND PROFITS)



Dipped strawberries are a delightful treat for all occasions — from Mother's Day and Valentine's Day to Bridal Showers and everyday dinner parties,

there are endless ways to elevate those sweet chocolate treats. From **Barry Callebaut**, you can cover your strawberries with Milk, Dark, White, Gold (caramelized white), or Ruby chocolate...mix it up, there's something for everyone! Then top your strawberries with a wide range of their decorations to bring a beautiful, delicious, multi-sensorial experience to your customers!



EXPRESS YOUR  
TRUE NATURE™



7431863

**Milk Choc. Coating**

1/11 lb

Stocked in IL, TX, VA, and CA



0175796

**Dark Choc. Coating**

1/11 lb

Stocked in IL, TX, VA, and CA



4187084

**White Choc. Coating**

1/11 lb

Stocked in IL, TX, VA, and CA



7152710

**Mini Crispearls®**

1/10 lb

Stocked in IL and VA; Non-Stock TX, and CA

MoNA  
LISA®



3091053

**Ivory Curls**

1/10 lb

Stocked in IL, TX, and VA; Non-Stock CA



4761344

**Dark Curls**

1/10 lb

Stocked in IL, TX, and VA; Non-Stock CA



7202184

**Dark Vermicelli**

6/2.2 lb

Stocked in IL, TX, VA, and CA



7184389

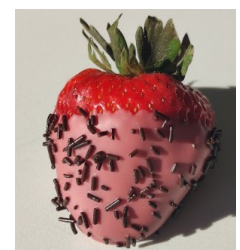
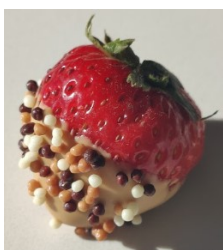
**White Shimmers**

1/1.32 lb

Stocked in IL, TX, VA, and CA

*Level up chocolate dipped strawberries with the addition of delicious decorations to draw customer's eyes. Just a small amount of quality decorations can command a much higher price driving your profitability.*

Just 1 gram of decors per strawberry means you'll be able to raise the bar and the price on anywhere from 600 to 4500 strawberries per case depending on the décor products you choose from above.



# INDUSTRY TRENDS

## Retail & Foodservice

### SFA'S TRENDSPOTTERS PROGNOSTICATE 2024 TRENDS

Cell-based meat and seafood, Calabrian chili peppers, and a bevy of beverages are among the 2024 trend predictions set forward by Specialty Food Association's Trendspotter Panel which is made up of professionals from diverse segments of the specialty food world.

"Maximizing pleasure and minimizing stress, as one Trendspotter put it, encapsulates the panel's picks for 2024," said Denise Purcell, VP, resource development, for SFA of the eight trends. The Trendspotters prognosticate the following trends:

**A bevy of beverages.** Though a smaller segment than food, in many recent years beverage sales have grown at a faster pace, fueled by innovation. "The coming year will boom with sophisticated tasting single-serve, non-alcoholic fizzy and non-fizzy drinks; and coffees, teas, and broths with functional ingredients for an additional boost of energy, clarity, focus, or calming effect," said Selke. Expect minimal, if any, added sugar, salt, or synthetics as well as tropical flavors and herbs and botanicals from all over the world.



**Cell-based meat and seafood.** Cell-based options will gain popularity in 2024 due to their sustainable and ethical production methods, addressing environmental and animal welfare concerns while offering a familiar taste experience to consumers, said Ramirez-Arroyo.



In a related trend, while last year the panel saw nontraditional seafood trending, a shift toward the growth of plant-based seafood overall is coming in 2024, with more companies working to perfect animal-free products that accurately capture the flavors and textures of seafood.

**Peach.** Some tried-and-true flavors never die but cycle back into the spotlight when the timing is right to reinvent or re-evaluate unexplored facets of that particular flavor. In the coming year, peach as a flavor and ingredient will excite consumers with some new variations and re-interpretation, said the panel. While increasingly used in traditional categories like jams and teas, peach is also showing up in condiments and baked goods.

**Calabrian chili peppers.** Chiles continue to trend but the market has crested on Sriracha and Gochujang so marketers are eager for the next thing to capture imaginations and tastebuds. Calabrian chili peppers are appearing in both conventional and slightly unconventional products: pasta sauce, hot sauce, cured meats, snacks, relish, hot honey. "As most peppers are of Asian or Latin origins, these offer a cultural alternative to what has become commonplace," said Sagner.

**Tahini.** Awareness of tahini as a flavor in its own right is a relatively fast-growing phenomenon. "It's been increasingly viewed and applied outside of the Middle Eastern specialty lens, and being married to foods and beverages that are served in a more mainstream or non-adjacent capacity," said Cirkus and Rogers. Noted examples are tahini milk shakes and coffees, cookies, and pastries featuring tahini.



**Soup.** Soup recipes on TikTok are so popular the segment has been dubbed SoupTok, spurred on by the pandemic-era rise of the soup girlie and viral line, "Gorgeous, gorgeous girls love soup." Unlike some TikTok food trends, soup has staying power. "Universal, warm, convenient. Never really goes out of style," said de La Vega. Expect to see more soups, broths, and soup starters and mixes on shelves and menus.

**Black Sesame, ube, and milk tea.** Three iconic Asian flavors will follow the path of matcha and continue to enter a more familiar sphere among makers and consumers. These flavors are cropping up in new and unexpected formats. "Black sesame is especially one to watch, as it plays in a space of offering novelty and deliciousness across formats," they added.



**Value.** Consumers are watching their finances and value will be the name of the game. As people may need to make choices about how they spend their money, "brands that will successfully engage them will show shoppers what their products bring to the table. This may be versatile uses, low-stress flavor building or longer shelf life" said Bartelme. These attributes can help show consumers that these products are "worth" the cost.



While European Imports is wrapping up its 45th anniversary, we are remembering our founder, Seymour Binstein. We have gone to the archives to share his Lifetime Achievement Award from the Specialty Food Association. The specialty food world was elevated to new standards by Seymour's passion, and he will be missed.

## SPECIALTY FOOD ASSOCIATION HONORS SEYMOUR BINSTEIN WITH LIFETIME ACHIEVEMENT AWARD



Every year, the Specialty Food Association recognizes and celebrates the actions and special qualities of those persons widely recognized as having grown the industry, improved the As-

sociation, inspired companies and nurtured individuals. Everyone at European Imports can certainly agree that Seymour Binstein epitomizes these qualities and is truly deserving of this recognition, which is why we are thrilled to share that he is one of this year's Lifetime Achievement Award Recipients.

distribution, plus a loyal supplier and customer base, Seymour established European Imports as the one-stop shopping source for chefs, retailers and even other distributors seeking innovative products and personal service. By providing reliable access to specialty foods, Seymour helped build the foundation for the success of the specialty food industry.

And while this alone deserves recognition, it doesn't even begin to cover the impact he made on the individuals who had the privilege to work for Seymour. On behalf of everyone at European Imports, we'd like to say...



Seymour Binstein founded European Imports LTD in 1978, introducing specialty cheese to the Midwest retail market. While cheese was his original passion, Seymour quickly moved into complementary specialty products to expand geographically and offset the freight factor. Taking a chance and investing in unique products previously not intro-

duced to the U.S. provided the opportunity for growth for European Imports.

In 1984, Seymour started a foodservice division to fulfill restaurants' demand for high-quality, unique products. European Imports established itself as the premiere specialty food importer and distributor in the U.S. Strategic acquisitions resulted in the company growing rapidly. The acquisitions led to warehouse distribution points not only in its hometown of Chicago but also in Atlanta, Denver, San Francisco, Phoenix and Dallas. Having built his family-owned company from a small entrepreneurship to a worldwide food importer with national



**THANK YOU, SEYMOUR!**



Source: Specialty Food Association



# WHAT'S NEW?

HUNGRY FOR MORE?

HERE'S WHAT'S NEW AT EUROPEAN IMPORTS THIS MONTH. GET A FIRST LOOK AT OUR EXCITING NEW ITEMS!



7268577  
**Isigny St. Mere  
Chantilly Creme**  
12/7 oz  
*Stocked IL, TX, VA and CA*



7269896  
**Ambrosia  
Water Chestnuts**  
6/104 oz  
*Stocked IL, TX, VA and CA*



7237162  
**Pearl River  
Mushroom Soy Sauce**  
1/1.8 L  
*Stocked IL, TX, VA and CA*



7234593  
**Parrano  
EW Wedge**  
8/6 oz  
*Stocked IL and CA; Non-Stock TX and VA*



7266201  
**My-Do  
Masago**  
1/2 lb  
*Stocked IL, TX, VA and CA*



7274216  
**Pons  
Piquillo Peppers**  
12/12 oz  
*Stocked IL, TX, VA and CA*



7275550  
**Brooklyn Cured  
Italian Salami Trio**  
12/5 oz  
*Stocked IL, TX, VA and CA*



7275549  
**Brooklyn Cured  
Beef Salami Trio**  
12/5 oz  
*Stocked IL, TX, VA and CA*



7276391  
**Spare Tonic  
Blueberry & Ginger**  
12/12 oz  
*Stocked IL, TX, VA and CA*



7276398  
**Spare Tonic  
Cucumber & Lime**  
12/12 oz  
*Stocked IL, TX, VA and CA*



7276388  
**Spare Tonic  
Lemon & Ginger**  
12/12 oz  
*Stocked IL, TX, VA and CA*



7276430  
**Spare Tonic  
Passion Fruit & Yuzu**  
12/12 oz  
*Stocked IL, TX, VA and CA*



3938784  
**D'Allansandro  
Red Quinoa**  
1/10 lb  
*Stocked IL, TX, VA and CA*



3177827  
**Castello  
Aged Havarti**  
3/3.5 lb  
*Stocked IL, VA and CA: Non-Stock TX*



7267760  
**Boiron  
Blood Orange Puree**  
6/1 kg  
*Stocked IL, TX, VA and CA*



7267765  
**Boiron  
Passion Fruit Puree**  
6/1 kg  
*Stocked IL, TX, VA and CA*



7268425  
**Chingonas  
Salsa Macha**  
12/6 oz  
*Stocked IL, TX, VA and CA*



7268424  
**Chingonas  
Salsa Macha**  
6/32 oz  
*Stocked IL, TX, VA and CA*



7268430  
**Chingonas  
Salsa Macha Verde**  
12/6 oz  
*Stocked IL, TX, VA and CA*



7268445  
**Chingonas  
Salsa Macha Verde**  
6/32 oz  
*Stocked IL, TX, VA and CA*



7249738  
**Tartufi Jimmy  
Olive Oil w/Black Truffle**  
12/8.4 oz  
*Stocked IL, TX, VA and CA*



7249744  
**Tartufi Jimmy  
Olive Oil w/White Truffle**  
12/8.4 oz  
*Stocked IL, TX, VA and CA*



7249743  
**Truffle Chef  
Truffle & Tomato Sauce**  
6/33.1 oz  
*Stocked IL, TX, VA and CA*



7249745  
**Truffle Chef  
Truffle & Porcini Sauce**  
6/33.1 oz  
*Stocked IL, TX, VA and CA*



7265122  
**Angel's Salumi & Truffles  
Wild Boar Prosciutto**  
1/4.5 lb  
*Stocked IL and VA; Non-Stock TX and CA*



7124321  
**Ambrosia  
Whl Lychees in Syrup**  
24/20 oz  
*Stocked IL, TX, VA and CA*



3991940  
**Cento  
Whole Cherry Tomatoes**  
12/28 oz  
*Stocked IL, TX, VA and CA*



9778507  
**Erawan  
Glutinous Rice Flour**  
24/1 lb  
*Stocked IL, TX, VA and CA*





7257159  
**Maine Root**  
**Fair trade Lemonade**  
 24/12 oz  
*Stocked IL, TX, VA and CA*



7265139  
**Isigny St. Mere**  
**Butter Cup, Unsalted**  
 60/10 g  
*Stocked IL, TX, VA and CA*



7274270  
**Plant-It**  
**Plant-Based Crab Cakes**  
 1/2 lb  
*Stocked IL, TX, VA and CA*



7242662  
**Valrhona**  
**Satilia Blanche 31%**  
 1/26.5 lb  
*Stocked IL, TX, VA and CA*

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 at the**

**sfa**

**winter  
 fancy food  
 show**

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