

FEBRUARY 2018 NEWSLETTER

THIS MONTH'S INDUSTRY EVENTS

FEBRUARY 7TH-9TH
SIRHA
BUDAPEST

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

MARCH 11-DAYLIGHT SAVINGS

MARCH 13-MARCH MADNESS

MARCH 17-ST PATRICK'S DAY

MARCH 20-SPRING BEGINS

MARCH 31 - PASSOVER BEGINS

APRIL 1 - EASTER

all month long...

LENT

NATIONAL NUTRITION 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



FAIR TRADE CERT.



GLUTEN FREE



KOSHER



LOCAL



NON-GMO



NON-GMO PROJ. VER.



NUT FREE



ORGANIC (USDA)



SOY FREE



TRANS FAT FREE



VEGAN



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LUCK OF THE IRISH

With St. Patrick's Day just around the corner, many of you are busy getting ready to prepare your favorite Irish cuisine. We know just where to start, consider these offerings from the Emerald Isle:

Start the day off right with a piping hot bowl of McCann's Irish Oatmeal. The temperate and humid climate that makes Ireland's landscape so famously lush and green is also responsible for the outstanding oats in McCann's Irish Oatmeal. McCann's has a wide variety of offerings so there is sure to be a flavor and texture to please anyone.



Another line that is sure to be a great addition to your Irish-inspired breakfast is Mileeven. With Cream Liqueur Honey (3819139), Summer Fruits & Irish Whiskey Preserves (3819911), and Irish Whiskey Marmalade (3827934), there are many options to choose from.

Ballymaloe, an Irish family-run business beginning in 1990, uses traditional cooking methods and top-quality ingredients to create delicious tasting products. We offer three of Ballymaloe's unique condiments to bring your dishes to the next level: Original Sauce (1680923), Cranberry Sauce (1680758), and Mint Jelly (1814520).



We have quite a few Irish cheese selections that would make a nice addition to any cheese case. You can find a great selection on the following page, but here are a few more to try: Daru Wheel (7889292); Bandon Vale Vintage (7216308); Vintage Cheddar Wheel from the Little Milk Co. (7028775); Glenstahl Irish Butter (1199379) and Kerrygold Dubliner (1702499 and 1952694), Aged Cheddar (3515360) and butter items (6630935 and 7382423).

What could be more Irish than potatoes and Shamrocks? To that point we suggest Keogh's potato chips. Keogh's chips are available in five crispy and delicious flavors including Shamrock and Sour Cream Potato Chips.

Our March promotion book has great deals on many of these Irish items. Contact your sales rep for your copy.

UNDER THE DOME

Jeff Babcock, Cheese Specialist

THE GREEN CHEESE ISLE

Ireland is filled with a sense of magic, something Americans find alluring. As St. Patrick's Day approaches, it isn't just the beer, but the cheese, we think of as well! The isle rests in the northern climate, but is protected from extremes by an oceanic insulation. Frequent rainfall and the moderate climate allows for splendid grassland, for which the green is well noted. This is an ideal setting for cows to produce rich milk, which has been the case for hundreds of years.

From County Tipperary we have the namesake cheddar, a smooth rich cheese with just enough bite to be pleasing. Aged for more than a year, it remains creamy and sweet. Sliced for sandwiches or crumbled in a salad, this cheese has great versatility.

9918764 TIPPERARY CHEDDAR **1/11 LB LOAF**

Stocked in IL and CA; Non-Stock in TX



In south Tipperary, the Grubb Family created the famous Cashel Blue, a farmstead blue cheese with a soft rich texture and buttery, mellow flavor. Named for the Rock of Cashel, it is a unique blue, made with whole milk that ages to a greater flavor but retains a mild, rounded, piquant taste. Try stuffing your next martini olive with it or make your own Cashel salad dressing.

9943135 CASHEL BLUE **2/3 LB WHEELS**

Stocked in IL and TX; Non-stock in CA



A journey southwest brings us to County Cork and the farm of Ann and Pat O'Farrell. Here they make Carrigaline cheese, of which we present their natural beech wood smoked truckle. The smooth semi-soft texture is perfect for taking on the pleasant smoke, but also remains soft and buttery for melting later on top of a brisket sandwich or in eggs for a special Irish breakfast.



4285702 CARRIGALINE SMOKED **1/4 LB TRUCKLE**

Stocked in IL, TX and CA



In County Limerick we also find Cahill's, who produce cheddar that is marbled with fantastic flavors from different beverages associated with the Emerald Isle. The first and most famous is the dark Porter Cheddar. Waxed brown, it looks like a chocolate cake before it is cut, but inside you find the distinct dark marbling. The rich flavor of the porter marries perfectly with the cheese. A slice on an open faced burger makes a dramatic presentation. The second is their Whiskey Cheddar, which is yellow waxed and glistening inside with Kilbeggan Irish Whiskey. Third is their red waxed Ardagh Wine Chalice cheese, which is infused and marbled with dry red wine. All three make for colorful presentations and interesting flavor profiles for banquets and catered



events. Last and newest is their sweet Irish Cream Liquor cheese, something quite unusual and perfect for a dessert plate.

1993355 CAHILL'S PORTER **1/5 LB WHEEL**

Stocked in IL, TX and CA

1954082 CAHILL'S WHISKEY **1/5 LB WHEEL**

Stocked in IL, TX and CA

7216254 CAHILL'S WINE **1/5 LB WHEEL**

Stocked in IL, TX and CA

7020079 CAHILL'S IRISH CREAM **1/5 LB WHEEL**

Stocked in IL



WILD AND UNIQUE FOODS

Tim Doyle, Meat & Game Specialist

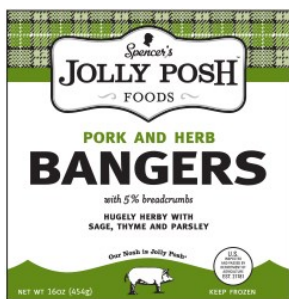
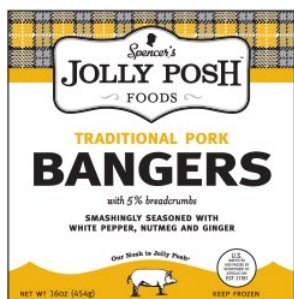
MAKE YOUR ST. PATRICK'S DAY JOLLY



Nicholas Spencer moved to America in 2007. Longing for the classic flavors of home, he ditched the corporate life and

launched Spencer's Jolly Posh Foods. The company was born from the personal longing for the traditional taste of hearty, butcher-style sausages, and the lean, unique flavor of authentic dry-cured bacon. All Jolly Posh products reflect his heritage, and are lovingly made in America to time-honored, traditional recipes.

JOLLY POSH PORK BANGERS



Jolly Posh bangers are filled with prime cuts of pork and finely seasoned with a select blend of high quality herbs, spices and breadcrumbs. Stuffed into natural pork casings, these bangers are plump, juicy, and generously sized – just like buying from your local butcher back home in Ireland. They are free of any nitrites, nitrates or MSG. Two types of bangers are available:

- | | | |
|----------------|---------------------------------|---------|
| 3179065 | PORK BANGER | 9/16 OZ |
| | <i>Stocked in IL, TX and CA</i> | |
| 3179052 | PORK & HERB BANGER | 9/16 OZ |
| | <i>Stocked in IL, TX and CA</i> | |

JOLLY POSH BACK-BACON



Jolly Posh back-bacon is hand-trimmed, hand-rubbed and dry-cured bacon, made following an authentic British recipe. This specialty bacon is made with pork loin, making it leaner than American bacon, which is typically made from pork belly. These packs yield approximately 12 - 14 slices (rashers) per pound.

3179031

BACK BACON

12/8 oz

Stocked in IL, TX and CA

JOLLY POSH PUDDINGS



Ideal as part of a proper breakfast or for other Chef-inspired dishes, our finest quality Black Pudding and White Pudding are each rich and delicious. Jolly Posh's traditional recipes and artisan methods make these exceptional puddings—they are perfectly seasoned with onions, mace, white pepper and salt. Two types of puddings available:

- | | | |
|----------------|---------------------------------|-----------------|
| 3179047 | BLACK PUDDING | 12/12 oz |
| | <i>Stocked in IL, TX and CA</i> | |
| 3179078 | WHITE PUDDING | 12/12 oz |
| | <i>Stocked in IL, TX and CA</i> | |



Bangers



Back Bacon



Black & White Pudding



Black Pudding

FOR THE PASTRY CHEF

Girish Fatnani, Pastry Specialist

BEAN-TO-BAR CRAFT CHOCOLATE



Founded in 2015, Goodio is a food pioneer with a big heart. The story started with a question: *What if there was a food brand you could trust?*

Goodio was created on the principles of sustainability, well-being, and transparency. Goodio chocolates are handmade in Helsinki, Finland and made of premium quality, organic and primarily wild ingredients. Minimal processing keeps the ingredients as close to their natural state as possible.

Stone grinding and low production temperatures of raw cacao ensure a smooth and silky texture, a rich taste that honors the cacao and its origins, and beans that retain their nutrients. Organic, nutritious ingredients are fused with unique flavors, such as wild blueberry and sea buckthorn—*produced locally from Finland*— to give you a delicious, one-of-a-kind treat.

Goodio's purpose is to create healthful treats for the mind and body while protecting the beloved planet. Once the bars have been molded, each one is packaged individually in a biodegradable wrapper, placed into an envelope, and sealed with a Goodio emblem.



7036457 51% COCONUT

Stocked in IL

15/1.7 oz

Blend of raw cacao and creamy coconut, resulting in a sweet milk chocolate flavor that softly melts in your mouth.

7036455 53% LICORICE & SEA BUCKTHORN

Stocked in IL

15/1.7 oz

Sweet licorice and piquant Nordic sea buckthorns combined with sophisticated chocolate to create perfect harmony.

7036459 61% WILD BLUEBERRY

Stocked in IL

15/1.7oz

Unique combination of raw chocolate and wild blueberries gathered from the Finnish wilderness.

7036456 65% MINT

Stocked in IL

15/1.7oz

Refreshing mint chocolate spark made with traditionally grown peppermint leaves.

7036450 50% CHAI

Stocked in IL

15/1.7oz

Traditional chai spices are blended together with smooth and creamy chocolate creating a fragrant, exotic flavor experience from India.

SPECIALTY GROCERY

Akhmal Teal, Grocery Specialist

FINCAS DUERNAS OLIVE GROVE & MILL



The Olive Grove of Fincas Duernas has been in the family of the current proprietors, sister & brother team of Soledad & Alberto Serrano, for over 200 years. They have been able to master multiple processes to produce exceptional oils for us to enjoy.

We are featuring the Duernas Envero varieties of Picual & Arbequina. There are many of these varieties on the market, but none will taste quite like this. The Arbequina is fruity on the nose, buttery and sweet, and has a voluptuous mouth feel with a peppery finish. The Picual is reminiscent of green grass with a pleasant, bitter aftertaste and a more intense peppery finish.

One of the aspects that makes these Estate Bottled Extra Virgin Olive Oils exceptional is that they have mastered the process that allows the raw fruit to express its pinnacle of flavor as well as the ability to capture it and share it with us. Instead of picking the olives during the normal harvest time of December, they choose to pick two months earlier to capture the fruit when the juice (oil) is the freshest. The fruits range in color from green to yellow and cherry-red to purple in tone. In this instance, the pursuit of superior flavor sacrifices about 50% of the total potential volume/yield of the grove where they harvest, but Soledad & Alberto are committed to quality and finding a way to capture the time of the groves' greatest beauty in the bottle.

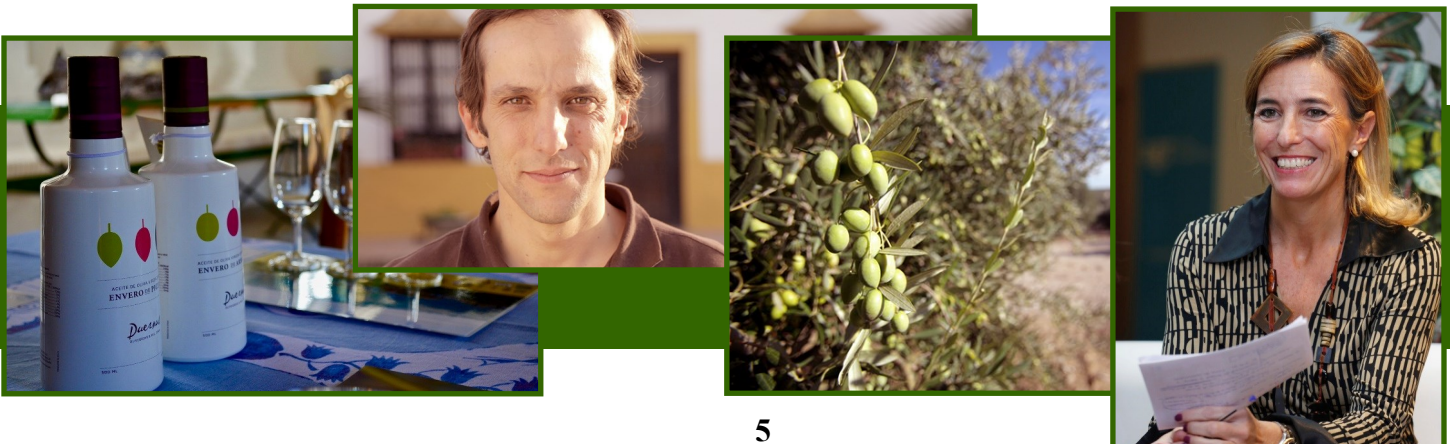
The bottle itself is beautiful, made of glass painted white—a symbol of purity—that keeps the light away to protect the EVOO. The distinctive shapes and colors used on the bottles help to differentiate between the Picual and Arbequina.

We currently carry the Picual & Arbequina in two sizes, an 8.5oz (250 mL) for Retail and 16.9oz (500 mL) for Food Service, both packed 6 to a case. Finca Duernas is a top tier olive oil in our assortment—one that you should look forward to trying.

These two bottles were featured this year at the Winter Fancy Food Show and were very well received by our sales team and the public.



- | | | |
|----------------|------------------------|------------------|
| 7036159 | ORGANIC ARBEQUINA EVOO | 6/8.5 oz |
| | Stocked in IL and CA | |
| 7036160 | ORGANIC ARBEQUINA EVOO | 6/16.9 oz |
| | Stocked in IL | |
| 7036161 | ORGANIC PICUAL EVOO | 6/8.5 oz |
| | Stocked in IL | |
| 7036166 | ORGANIC PICUAL EVOO | 6/16.9 oz |
| | Stocked in IL | |



SPECIALTY GROCERY, CONTINUED

Akhmal Teal, Grocery Specialist

AL DENTE PASTA

al dente
PASTA COMPANY

Al Dente Pasta is located in Whitmore Lake, Michigan and was founded by Monique and Dennis Deschaine in 1981. Al Dente is known for their delicious pasta with only a 3 minute cooking time. The original goal was to create a pasta product that tasted like fresh pasta with the convenience of dry pasta. After much research and work, Monique was introduced to the process and technique of sheeted pasta. You often hear about bronze die pasta, which is the most widely known way of making pasta. The die is connected to the tank of pasta dough and the dough is pushed through (extruded) to form the desired shape. When you compare bronze die to teflon die pasta, teflon die has a smooth edge that does not allow sauce to cling to it as well as bronze die. Sheeted pasta, however, is rolled out and flattened rather than pushed through a die. Rolling out the dough in this fashion allows you to achieve the elusive "tender but firm" texture upon cooking. Although it is more challenging to produce, Monique has never strayed from this technique due to the superior results achieved.

European Imports carries a wide variety of the Al Dente line. We carry the classics such as Egg Fettuccine, Spinach Fettuccine, Egg Pappardalle and multiple varieties of linguine, just to name a few. We also carry a newer, very successful line, the Carba-Nada, which is a lower carb, higher protein offering. In every 2oz (56g) serving, there is 15g of protein, 170 calories and only 24g of carbs compared to their classic line, which has only 7g of protein, an additional 20 calories, and a whopping 38g of carbs in the same serving size. We currently carry 19 Al Dente pasta items (listed to the right). To view each item available, visit our website.

1704297	Spinach Bona Chia	6/10Z
3369634	3 Peppercorn Fettuccine	6/12Z
3370046	Basil Fettuccine	6/12Z
3370079	Egg Fettuccine	6/12Z
7920804	Fiesta Fettuccine	6/12Z
8899700	Garlic Parsley Fettuccine	6/12Z
5583929	Lemon Chive Fettuccine	6/12Z
7920671	Spinach Fettuccine	6/12Z
8112518	Squid Ink Fettuccine	6/10Z
2041275	Whole Wheat Fettuccine	6/12Z
8899023	Wild Mushroom Fettuccine	6/10Z
0852517	Egg Linguine	6/12Z
0144709	Spicy Sesame Linguine	6/12Z
1908706	Spinach Linguine	6/12Z
6960553	Low Carb Egg Fettuccine	6/10Z
6960025	Low Carb Garlic Fettuccine	6/10Z
6960165	Low Carb Lemon Pepp Fettuccine	6/10Z
1704269	Egg Pappardelle	6/12Z
1656659	Spinach Pappardelle	6/12Z



INDUSTRY TRENDS

Retail & Foodservice

THE EVOLUTION OF FOOD RETAILING



Food retailing in the U.S. is situated at the precipice of a new era. Online behemoth Amazon has significantly escalated its battle for a share of the grocery market with the acquisition of Whole Foods Market, discounter Aldi is expanding at an unprecedented

pace, and its longtime European rival Lidl has stormed ashore in the Mid-Atlantic with plans for 100 limited-assortment stores by next summer. In addition, subscription meal service kit services have proliferated as a new competitive front for grocery retailers, and Walmart is focusing with renewed vigor on winning at grocery and e-commerce.

Because of these developments, traditional food retailers are stepping up their efforts around price, assortment, service, and the in-store experience, while exploring opportunities to satisfy the growing segment of Americans who prefer to shop online.

It's all a boon for consumers, who can select from an increasing array of options for fulfilling their grocery shopping needs. For specialty retailers and suppliers, however, the evolving retail environment presents both opportunities and challenges. Specialty foods provide a vehicle for retailers seeking to differentiate themselves from the growing presence of discounters, but pricing pressures and competition from private labels remain potential threats.

ALDI AND LIDL EXPAND

The continued growth of [Aldi and Lidl] is driving action from competitors. "Retailers can either choose to compete with Aldi and Lidl on price, or they can seek to differentiate themselves from these low-price retailers by shifting upmarket, says Shelley Balanko, Senior Vice President, The Hartford Group. "We perceive the latter strategy as a better option because the premium/specialty segment has been growing at 10 percent year-over-year for the past decade," she says.

Stephanie Steiner, Director of Sales at Market Centre, says the current battle among retailers over price presents a strong opportunity for specialty food items.

"This is the time for specialty food items to thrive," she says. "While the industry fights over the price of bananas and eggs, gross profit has to be made somewhere, and that gives specialty items a revival opportunity.

Independent retailers, in particular, are in a strong position to partner with specialty brands to create integrated promotions, recipes, demonstrations, and in-store events, say Steiner. "The timing couldn't be better, either," she says. "Shoppers are easily bored and looking for interesting items, new recipes, and exciting flavors."

AMAZON'S ACQUISITION OF WHOLE FOODS

Steiner of Market Centre says Amazon and Whole Foods each have strengths that the other can leverage.

"Amazon is going to learn a lot about customer satisfaction from Whole Foods, and Whole Foods is going to improve efficiencies," she says. "Retailers need to capitalize on the many areas where they fall short."

COMPETING ONLINE

Stewart Samuel, Program Director at Research Firm IGD, says the shift toward online retailing creates opportunities for specialty suppliers and retailers to expand their assortments of local product and to differentiate themselves with unique offerings.

Steiner says retailers will need to focus on offering a compelling in-store experience. "Online retail isn't good at upselling, sampling, or creating a fun environment," she says. "Online environments don't smell good—there is no fresh bread coming out of the oven. Online environments don't smile at you when you walk in. All of those elements are important."

Samuel says he sees specialty products being in more demand than ever in the emerging retail environment. "Many of the changes that we expect to see over the next five years create a perfect backdrop for specialty suppliers," he says. "Retailers will use these types of products to drive differentiation, while many of the products will appeal to shoppers showing an increased interest in health and wellness."

Source: Specialty Food Magazine

exclusively available to you through
EUROPEAN IMPORTS, INC.

LOVE OF FARE TONGGOL TUNA, AN INCREDIBLE INGREDIENT



We have a Tonggol Tuna that is not to be missed, available to you exclusively through Eu-

ropean Imports under the Love of Fare brand name. Love of Fare Tonggol Tuna is horizontally packed, which means the cans are packed by hand using only the breast and tail sections of the fish. You will only find three ingredients in each can of tuna: tuna, water and salt.

Our competitors sell product that is machine packed and contains fillers and flake, which affects the yield and flavor of the finished product. Obviously, this special packing procedure costs more to produce, but once you see and taste our product, there is no comparison in quality. In other words, our competition may be selling the 'Royalty' label, but the product inside the can is very different.

The tonggol tuna is a small fish, the average size of this variety is 15 to 20 kg in weight. Because of its size, Tonggol has only a trace amount of mercury. This is a major concern of the public today. Tonggol tuna is recognized by the health food industry as overall higher quality and better tasting than that of any other species. It also represents the tonnage of only 4 % of all the tuna fished in the world today, and European Imports, Inc. is one of the few companies who have the opportunity to sell this quality product to our customers.



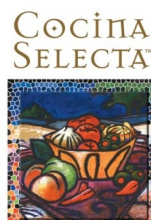
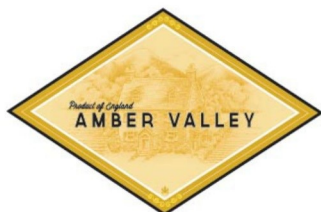
While tonggol tuna is sold in the United States as "chunk light" tuna it is considered as "chunk white" tuna in every other country. Love of Fare Tonggol Tuna has been certified by Earth Island as "Dolphin Safe," denoting the product has been fished via long line and not by net, which harms or kills the dolphin population.

Tonggol tuna is white to light pink in color, with a tender texture and light flavor. The applications for this tuna are endless. Love of Fare Tonggol Tuna makes meal prep quick and easy. Try it in a classic nicoise salad or use it in tuna croquettes. It makes a great topping for many types of pasta dishes, too! The tuna fillets have an incredible plate presentation. Give it a try to taste and see the difference.



1434535
TONGGOL TUNA
6/66.5 OZ DRAINED WEIGHT

Stocked in IL and TX; Non-stock in CA



European Imports, Inc.
600 E. Brook Dr.
Arlington Hts., Illinois 60005