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

## March 2010

European Imports Ltd.  
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## April in Paris

Get an early start on your April in Paris promotions this year by checking out our March and April promotion books. That's right March and April. We had so many submissions this year we had to spread them out between the two months.

Features in the March promotion include:



**Life in Provence** - the entire line is on promotion including the newest additions: Roquefort Wedge, Saint Paulin, Goat Logs and Chopped Basil in Extra Virgin Olive Oil.

**Le Village** – the best sparkling lemonades from France.



Features in the April promotion include:



A large selection of **French cheese** many of which are rarely on promotion making April a great time to try them.

Butter from **Sevre & Belle** and **Isigny Sainte-Mere**.



Pates from **Les Trois Petits Cochons** and **Marcel and Henri**.



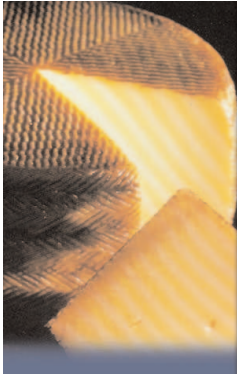
Vinegars from **Vilux** and much more.

Contact your sales rep for more information about all our April in Paris promotions.



# Under the Dome by Jeff Babcock

## European Classics Reborn in Middle-America



With the power of local product growing, we have reached out to some of our neighboring states and brought in two classic European cheeses that have been reborn in America. The first of the two is not only reborn, but “redesigned” to fit the local environment and resources available. *Old*

*Europe Cheese* of Benton Harbor, Michigan has created a version of the famous Manchego cheese of Spain. They have followed all of the time honored traditions of Spain, including the well known basket pattern pressed on the exterior of the cheese. The ivory interior is the tale-telling difference, as the cheese is made from Michigan cow’s milk, not the mandated ewe’s milk of La Mancha. This Michigan Manchego, or *Mantoro*, has a fairly firm texture being aged about two months, with a salty piquant flavor that melts in the mouth. The flavor of cream and salt with the little bite that follows makes it a good pairing with raw and grilled vegetables, olives and spicy foods. It can also be paired with fresh fruit, such as melon, pears and grapes; the sweet flavors of the fruit balancing out with the salty character of the cheese.



400633    **Reny Picot Mantoro**    1/6.5 lb

Our second rebirth is from *Crave Brothers Farmstead* in Waterloo, Wisconsin. They have made their own *Mascarpone* with the fine cream



they receive from their own herds on their own farm. The rich diet the cows receive brings character to this cream, a depth I don’t think you always find. I was fortunate to have a small tub at home recently and I have to say I was quite impressed. It was rich but airy, silky smooth and yet had a good dense texture. Although *Mascarpone* is most well known for its sweet applications, especially Tiramisu, I found it was well suited as an ingredient in savory recipes or just as a finishing touch. I found it quite indulgent on a bagel with Foie Gras! The acidity of the cheese seemed to me much more mellow than many of the commercially available classic Italian *Mascarpone*. It was really wonderful as it melted into my tomato soup like a pad of butter, but with an amazing lift and a silky resonance with its whisper of sweet cream flavor. The Crave Brothers farmstead is quite stellar, their products delicious and their attunement with the “Green Movement” is laudable.



431376    **Crave Mascarpone**    2/5 lb  
410238    **Crave Mascarpone**    12/8 oz

# Wild & Unique Foods by Tim Doyle

## Natural and Wild Echo Falls Salmon



It is my opinion that Echo Falls Smoked Salmon is the number one premium brand of smoked salmon in the U.S. Echo Falls' 40,000 square foot state of the art plant is located in Monroe, Washington. The plant is operated by people that believe in tradition, and their goal is to provide the consumer with the finest smoked salmon in the world. Everyone who tastes this salmon raves about how clean the flavor is.

Echo Falls uses only the freshest raw salmon flown in from around the world. This always ensures unsurpassed color in both the wild and farm raised salmon. The fish are fully trimmed with no waste and are hand-filleted and pin-boned. All-natural ingredients are used to flavor the hot smoked products and no preservatives are added. The modern electronically controlled smoke house insures consistency and quality every time.

All the products come in dynamic packaging that lets you view the product. Delivered frozen, most items have a 45 day shelf life after thawing to allow you to maximize your shelf sets and reduce shrinkage. Call me about ad and demo allowances.

**900109 Atlantic Pin Wheels 12/6 oz**

**900261 Wild Hot Smoked Sockeye 12/4 oz**



- 900316 Hot Smoked Peppered Sockeye 12/4 oz**
- FS3320 Hot Smoked Salmon 12/4 oz**
- FS3322 Hot Smoked Peppered Salmon 12/4 oz**
- FS3324 Hot Smoked Salmon Cajun 12/4 oz**
- FS3326 Grav Lox, Sockeye 12/4 oz**
- FS3327 Wild Salmon Sockeye 12/4 oz**
- FS3328 Hot Smoked Salmon Variety Pack 12/4 oz**

**FS3329 Wild Alaskan Sockeye 6/16 oz**



**FS3331 Scottish Sliced Salmon 12/4 oz**



**900238 Cajun Spread 12/7 oz**

**900249 Traditional Spread 12/7 oz**



# For The Pastry Chef by Karl Helfrich



## **Tribeca Oven Challah “Slider” Bun**

Tribeca Oven has expanded its challah burger bun line with the new “slider” sized bun. It is the same moist and flavorful challah dough that is used in its gourmet burger bun (item # 820672) but in a size that is perfect for mini “slider” style burgers (approximately 2½” in diameter). Restaurants, pubs, caterers and hotels have all discovered how profitable the trendy mini burgers are. Now you have a frozen, fully baked solution for a moist, appropriately sized bun to showcase your creations! With Tribeca challah slider buns, there is no waste from over-ordering...just pull what you need from the freezer and the rest stay perfectly ready for the next meal period; you’ll never have to serve “day-old” buns that have dried out. “Sliders” are a hot item, and now you can serve them in a style that will set you apart from the competition!

### **Tribeca Oven Challah Slider Bun**

**Item # 820797 (192 pc/cs)**



## **Giusto’s Vita-Grain**

### **“00” Pizza Flour**

**Now available in 50# bags!**

The Italian pizzaiolo have always known that to obtain the perfect thin crust for a pizza, you have to start with a super-fine winter wheat flour with just the right amount of protein. We are proud to announce that we now carry the Giusto’s “00” (or super-fine) pizza flour. Since 1940 Giusto’s Vita-Grain Millers has been producing the finest flours and grains for the foodservice and home baking industries. Their name is synonymous with high quality, consistency and flavor. Try using their “00” flour in your pizza crust recipe and see the difference it makes.

### **Giusto’s “00” Pizza Flour**

**Item # 802543 (50# bag)**



## **Boiron pomegranate puree**

Boiron has released its latest flavor: pomegranate. Beautifully pink, this 100% fruit puree (no added sugar) is perfect for coulis, pate de fruit, cocktails and sweet and savory cooking. Chock full of anti-oxidants!

**Item # 575453 (6/1 liter)**





# New Grocery

## Cucina Viva Taralli

What are Taralli? Taralli are Italian snack crackers that are common to several regions of southern Italy, but they are taken to another level in Puglia, where Cucina Viva Taralli are produced. Every town in Puglia offers its own type of taralli – an unsweetened cracker that is briefly boiled, then baked. Taralli are similar in texture to a breadstick or a pretzel in a doughnut shape. Cucina Viva Taralli are made with extra virgin olive oil making them flakier and more flavorful than other tarallis on the market.



Taralli are a healthy Italian snack that are light and perfect for any time of the day. Serve as a snack paired with hard or soft cheeses, or try them dipped in honey or mustard. They also make delicious croutons for soup or salad. In Italy taralli would be eaten with a glass of wine. Now available in four flavors:



**490287**  
**Taralli with Extra Virgin Olive Oil**  
**15/10.58 oz**

**490298**  
**Taralli with Fennel**  
**15/10.58 oz**  
 Crunchy and lightly salted with the pleasant taste of fennel.



**490309**  
**Taralli with Onion**  
**15/10.58 oz**  
 Crunchy and lightly salted with the pleasant taste of onion.

**490454**  
**Taralli with Red Pepper**  
**15/10.58 oz**  
 Crunchy and lightly salted with the zip of red pepper.



Cucina Viva has also added a new crostini flavor to their line of fine foods imported from Italy.



**490276**  
**Spicy Bloody Mary Crostini**  
**12/7 oz**  
 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 or dip.

# Line Extensions & Changes



- 120322 Seafood Cocktail Sauce 6/12 oz**  
Replaces 12015-0 12/12 oz
- 120333 Zesty Shrimp Sauce 6/12 oz**  
Replaces 12011-1 12/12 oz



- 432944 3 Seed Cracker 12/7.5 oz**  
A rich and nutty blend of black sesame, white sesame and golden flax seeds with a sprinkling of sea salt on top. Generous amounts of seeds baked right in, perfect paired with a swiss or sharp cheddar cheese.

*Bonne Maman*<sup>®</sup>

New to the line:

- 234366 Grape Jelly 6/13 oz**  
Delicious New Grape Jelly made with all natural ingredients. Best quality grapes used – Muscat de Hambourg. This is a great breakfast item to be served on a variety of breads, muffins or scones. It also makes an awesome PB&J sandwich!

**SOME HONEY** – New to the line:

- 221944 Some Honey Bears 12/12 oz**  
Lite Clover honey in a plastic squeezable honey bear, suitable for table top.

New to the **La Panzanella** line:



- 493455 Whole Wheat Mini Croccantini**  
**493444 Black Pepper Mini Croccantini**  
**493433 Sesame Mini Croccantini**  
**493422 Garlic Mini Croccantini**  
**493411 Rosemary Mini Croccantini**  
**493400 Original Mini Croccantini**

Each mini is packaged 12/6 oz

La Panzanella's award-winning Croccantini line of gourmet Italian flatbreads is being re-sized to a "two bite" size to create a new line of Croccantini Minis to make creating visually enticing and delicious appetizers easy.

**Lantchips changes:**

- 459632 Sour Cream & Onion Chips 28/5.3 oz**  
Replaces 459551 12/5.3 oz
- 459643 Salted Chips 60/1.48 oz**  
Replaces 459585 28/1.5 oz

**New Foodservice/Bulk Products:**

**HARIBO**

- 473666 Bulk Raspberries 6/5 lb**  
Red and black gummi raspberries.



**Tillen Farms**<sup>™</sup>  
Pickled to perfection

- 367343 Pickled Asparagus Swizzle Stick 12/26.5 oz**  
Crispy asparagus spears made with all natural ingredients, fat free and gluten free.

# New Grocery & Special Announcement

## Forno f.lli Collivasone

Forno f.lli Collivasone has been a sweet producer in Italy since 1890. Giovanni Collivasone started his bakery in 1890. His son, Giuseppe, continued on in the business from 1912 to the 1950's, when the founder's grandchildren joined the business and the family continues on in the business today. Forno f.lli Collivasone maintains the original artisanal features of their products as well as safeguards the working techniques so that their baked products keep their ancient characteristics.

Offelle di Parona are sweet pastry biscuits from Parona (less than an hours drive from Milan) that date back to the 1800s. Made with wheat, flour, eggs, butter, sugar and olive oil, these hearty cookies have been Collivasone's signature product for centuries. Now available from European Imports Ltd.:

**430965 Offelle di Parona**

**12/5.29 oz**



**430987 Offelle di Parona al Cacao**

**12/5.29 oz**



These cookies are absolutely delicious all by themselves, but they can be an extravagant dessert if dipped in good sparkling wine. Enjoy!

## European Imports Ltd. Employees of the Year

For the last five years the management of European Imports Ltd. has recognized an employee whose service has gone beyond expectations with an Employee of the Year Award. This year two such employees were honored for their work.



**Teri Bostrom** and **Michael Colitte** were honored for their outstanding service in 2009.

Teri Bostrom is a member of our inside sales team. Since starting with European Imports Ltd. Teri has proven to be a reliable go to person in the inside sales department. It is likely that most of our customers have unknowingly benefited from her dedication and hard work.

Michael Colitte is a member of our outside sales team. His territory is a section of downtown Chicago. Michael works tirelessly to service his customers ensuring they get what they need when they need it even if it means delivering it himself.

Please join us in congratulating Teri and Michael on the recognition of their outstanding service.

### 2009 Employee of the Month Awardees:

January 2009 -Teri Bostrom, Inside Sales  
July 2009 - Karl Helfrich, Pastry Category Manager  
September 2009 – Phil Giancola, Inside Sales  
November – 2009 Sandra Martinez, Accounting  
December – 2009 Terrell Stinson, Warehouse



# Cucina Viva Rice

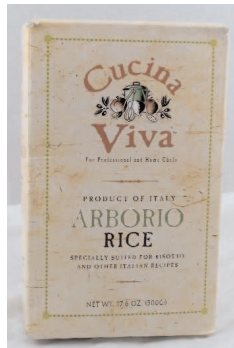


The Cucina Viva line has been expanded to include two new rices that are indigenous to Italy. **Arborio Rice and Carnaroli Rice.**



**Arborio Rice** is an Italian short –grain rice. It is named after the town of Arborio in the Po Valley, where it is typically grown, however Cucina Viva Arborio Rice is from Tuscany. Arborio rice is undoubtedly the best-known variety of rice and has been a staple in Italian kitchens for decades. Because it undergoes less milling than ordinary rice, Arborio rice retains more of its natural starch content. When cooked the rice releases this starch, making Arborio rice one of the very best choices for the preparation of the famous Italian rice dish risotto.

**883610**  
**Arborio Rice**  
**12/17.64 oz**



**Carnaroli Rice** is an Italian white rice typically grow in the Piedmont and Lombardy regions of Italy, however Cucina Viva Carnaroli Rice is from Tuscany. Carnaroli rice, like arborio, contains more starch than other rice varieties. However, it retains liquid and holds its shape better than arborio rice and has a larger grain, making for a more textured dish. Its excellent cooking qualities make it ideal for preparing risottos of the finest quality. Try it in risotto dishes featuring white truffle or saffron and you'll be surprised by its super creaminess.

**883632**  
**Carnaroli Rice**  
**12/17.64 oz**



Both rices are packed in vacuum sealed bags for freshness and then placed in display ready boxes. Each box includes a basic recipe for preparing the rice as well as a recipe for risotto.

Ad and demo support is available for these new Cucina Viva products as well the entire line of Cucina Viva products. Please contact your sales rep for more information.