

# March 2011

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### Back Cover Specialty Grocery

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.

## April in Paris

What's not to love about Paris in springtime? It is the one time of year when so many of the clichés about Paris ring true. Paris in April is a time of renewal and the city is awash with color. Cherry and apple blossoms, daffodils and many other flowers are in full bloom making April the perfect time of year for a stroll down the streets of Paris or a picnic in one of the city's beautiful parks.



Since we can't all make it to Paris in the spring, try experiencing Paris with food. Food is your passport to see and experience the world. Following are a few products we suggest packing in your April in Paris picnic basket:

**Brie.** Brie is the quintessential French cheese. It is after all named after the French province where it originated. Try Life in Provence Brie. Items 014050, FR1195, 010416 and 010405.



**French Lemonade.** The original party beverage. It is a little bubbly, a little sweet and oh so refreshing. Le Village is available in a variety of flavors, there is sure to be a favorite for everyone. Blood Orange and French Berry are two of the most popular flavors.



**Pate.** Les Trois Petits Cochons has been making award winning French style pates since 1975. Their products are all-natural, crafted with high-quality ingredients and made in small, handmade batches.



**Party Toast.** Life in Provence has two party toasts and each flavor offers a neutral crunchy landing place for your brie and pate.



All of the products mentioned above and much much more are featured in our April in Paris promotion. See pages 9-17 of our April Promotion book for more items to pack in your April in Paris picnic basket.

# Under the Dome by Jeff Babcock, Cheese Category Manager

## Queso Nuevo in America!

Six new cheeses from the Iberian Peninsula have landed! Spain is an amazing country with diverse regions, ranging from hot and arid mountains to lush valleys of dense green pastures. You can find amazing cheese from every part of the country, each with style and authentic flavors of the *terroir* that is Spain. From recipe ingredient, quick *tapas* or that special cheese flight pairing, we think you'll enjoy them all.

A beautiful artisanal goat's milk cheese coated with a thin layer of grey mold that shows off its wonderful cave-aging and authentic craftsmanship. The flavors are sweet with earthy tones and natural rustic mineral qualities, a great pairing with a fruity white wine and Marcona almonds.



**322256 Castell Morella 6/1.1 lb**

One of the amazing treasures from the Iberian Peninsula! This small soft goat's milk round is coated with a thin layer of surface blue mold giving the cheese amazing flavor and spiciness. The tart flavors pair it well with sweet preserves and dried fruit tortas.



**322234 Rio Vero 9/1.1 lb**

Aged for twelve months, this Iberico brings forward sweet caramelized flavors and special dimensions of each of its three milks: cow, goat and ewe. Slice in thin wafer wedges, serve with a dot of quince paste and favorite wine.



**322223 Iberico Curado 2/6.61 lb**

An instant Tapas ready to go! Beautiful cured black Hojiblanca olives adorn the paste of this lightly sweet and nutty ewe's milk cheese adding a wonderful fruity and meaty quality. Wrap a stick of it with Serrano and pair with a light red wine or beer.



**322212 Queso con Aceitunas (Olive Manchego) 2/7 lb**

A dense and creamy blue cheese from the mountainous region of Asturias, it brings forward a mild to medium balanced flavor with fruity tones amidst the earthy blue character. Perfect with fruit or stuffed into olives and figs, pair with Cava or Sherry.



**322245 La Peral 2/4.4 lb**

This small cow's milk cheese is cured with cider! The delightful flavors of crisp apples permeate the cheese, bringing fruity nuances to a clean fresh lactic profile. Perfect with spicy charcuterie and anchovies.



**322201 Queso a la Sidra (Cider Cheese) 9/2 lb**

# Wild & Unique Foods by Tim Doyle, Meat & Game Category Manager Something Very Special



Il Numero Uno 600 day Reserve Parma Ham is nothing less than incredible.

This is a must for any Parma fan at a great price. Their masterpiece bears the name Prosciutteria because they claim it is an expression used by artisans saying where and how it is made and the utmost obsessive system of production.

They start the curing process by selecting only the very best pork, bred only in clearly defined areas. Expert salters then gently hand sprinkle a minimum amount of sea salt over the meat. A Parma ham is salted much less than other hams in order to allow the natural curing process that produces that sweet delicate flavor to come thru. The hams are dried slowly in order to remove the quantity of water not strictly required for the long, gradual maturing and curing process.

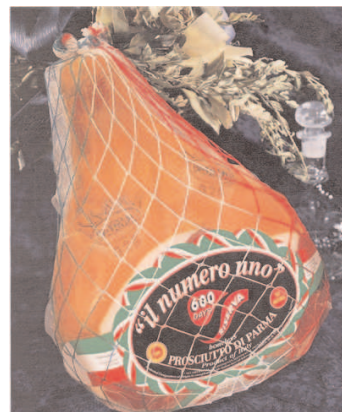
It is here and only here in the Parma region that one finds that rare precious wind that dries and sweetens these authentic hams during the 600 day process. It is a special wind that blows from the direction of the Versilia Sea, becoming sweeter as it passes through the olive groves and pine estates of Marra Valley. Then it is dried by the

chestnut trees in the Cisa pass and eventually blows very fragrant and pure through the hams of the Parma Region.

The Italian law has established very precise criteria for the attribution of the title Parma Ham. This is an old process handed down from generation to generation. The consortium guarantees the quality of the products, the place of origin, and the state of the art aging and seasoning process.

The harmony of this cured ham is beautiful and once cut, the powerful aroma is instantly released. The taste is captivating and sweet. This 600 day reserve Parma Ham is a treat to eat and everyone should have a taste.

**601444 600 Day Reserve 1/16-18 lb**



# For The Pastry Chef by Karl Helfrich, Pastry Category Manager

Everyone in the kitchen knows “fat is flavor”. It is ironic that butter, one of the most common fats used, is often overlooked as being just a commodity. This is absolutely not so, there are a number of high fat butters that have been especially cultured for both better workability and flavor.



We are proud to offer **Wüthrich 83% European Style Butter**. It is made in Wisconsin with the highest quality cream and a special culture that gives it a wonderful aroma and plasticity.

It is the Wüthrich’s high plasticity that gives greater lamination and puff for baking, while also possessing a higher melting and smoke point for sautéing. You will notice the difference in your short doughs, pat à choux, and definitely in your laminated doughs. Because there is more fat and less butter than “regular” butter, you can use less in your recipes with better results!

**560496 Wüthrich 83% European Style Butter 1/36 lb**



We now carry the new “clean label” bakery jams from Hero. These bake-proof jams are produced with no artificial preservatives or colorings and

come in a convenient 11 pound bucket. They are the perfect solution for customers that demand natural ingredients; and the taste and workability are fantastic! They are available in seedless raspberry, strawberry, and apricot flavors.



**235855 “Clean” Raspberry Seedless Bakery Jam 1/11 lb bucket**

**235844 “Clean” Apricot Bakery Jam 1/11 lb bucket**

**235833 “Clean” Strawberry Bakery Jam 1/11 lb bucket**



**PatisFrance** has introduced a new cold-process pastry cream powder with the seduction of real vanilla beans.



**Delicecream** is deceptively easy to use, but yields a rich tasting pastry cream with vanilla bean flecks that is perfect for fruit tarts, napoleons, mousselines, etc. Simply add 250 to 300

grams of Delicecream to 1 liter of whole or skim milk, mix on low speed to incorporate, then on high speed for four minutes.

The taste and texture is sure to be a hit with your customers, and it is sure to be a real labor-saver for you.

**361432 PatisFrance Delicecream 1/5kg**

# Changes & Line Extensions



**432766 Meyer Lemon Shortbread 12/5.7 oz**  
 Shortbread cookies flavored with Meyer lemon and almond.  
 Replaces 432528 packed 12/6.5 oz



**832945 Plain Pearled Couscous 12/6 oz**  
 Impress your family and friends with Near East's Plain Pearled Couscous. Made with pasta pearls that are larger than traditional couscous, its unique and appealing texture will create an exciting dining experience. Near East Plain Pearled Couscous is Kosher Certified \*OU\*.



**365834 Sun Dried Tomatoes with Zesty Peppers Julienne Cut 12/3.5 oz**  
 Stand up reclosable pouch filled with premium sundried tomatoes with the zesty addition of roasted red peppers. Delicious and bold tomato-pepper flavor! Extra moist. Ready to eat or use directly from the bag.



**422256 Valdosta Nut Blend 6/4 oz**  
 Made with black-peppered pecans and sweet cranberries, this sumptuous departure from everyday snack food evokes the classic taste of the American South.  
 Replaces 422384 packed 6/5 oz



**365845 Sun Dried Tomatoes with Italian Basil Julienne Cut 12/3.5 oz**  
 Stand up reclosable pouch filled with premium sundried tomatoes with sweet Italian basil. A perfect addition to any dish. The tomatoes are bright red, extra moist and ready to eat or use right out of the bag.



Honest Tea creates and promotes delicious, truly healthy, organic beverages.  
**693378 Classic Green Tea 12/16 oz**  
 There's a reason classics become classics, they're elegant in their simplicity. Honest Tea takes organic green tea leaves and lightly sweetens them with just enough organic cane sugar for a smooth, tasty, antioxidant-rich brew.

# Changes & Lines Extensions



Introducing Plockys Mediterranean Munchies Hummus Chips in new 1 oz Grab 'N Go bags. Conveniently packaged, gluten-free Hummus Chips are the ideal snack to go with lunch or by itself. These tasty Hummus Chips are all-natural, made from real hummus, and will satisfy the snack needs of on-the-go children and adults alike.

- 132089 Original Hummus Chips 24/1 oz**  
**132090 Roasted Red Pepper Hummus Chips 24/1 oz**

## Gilway

- 151601 Fresh Garden Mint Sauce 6/6.1 oz**

*Imported from England, this green mint sauce (it is NOT a mint jelly) is the perfect condiment for meats, fish and veggies. Traditionally, this sauce is served with lamb, it also makes a delicious crudites dip when combined with yogurt or mayonnaise.*



Replaces 15152-0 packed 12/6.5 oz

Introducing Sable & Rosenfeld's Vodka Tippy Fiery Olives.



- 491156 Vodka Tippy Fiery Olives 6/5 oz**

*Large Spanish olives stuffed with a large Turkish red pepper and then bathed in vodka. These olives are fiery hot, crunchy and delicious. Use as a garnish for martinis, bloody Mary or other*

*cocktails. Or serve with your favorite sandwich.*

## Teas' Tea Low Calorie & Classic Teas Get a New Look

Teas' Tea contains powerful antioxidants which help maintain a healthy heart and neutralize free radicals. Teas' Tea authentically brews their teas. Their meticulous brewing methods excel at drawing out from the leaves their naturally occurring health benefits to create a bottle of tea that is natural, healthy, safe, well-designed and delicious.

- 930945 Crispy Apple Black Tea 12/16.9 oz**

*Black Tea with natural apple flavor make this a natural American classic.*

Replaces 930994



- 931001 Lemon Black Tea 12/16.9 oz**

*Thirst quenching lemon citrus and full rich black tea.*

Replaces 930905



- 931012 Mango Oolong Tea 12/16.9 oz**

*The full taste of oolong tea paired with the bright taste of mango.*

Replaces 931028



- 931056 Blueberry Green Tea 12/16.9 oz**

*The clean taste of green tea paired with the lightly tart taste of blueberries.*

Replaces 931039



# Changes/Special Announcement

## Lotus Foods

It is with great regret that we inform you that the country of origin for Lotus Foods was listed incorrectly in our 2011-2012 catalog. Please read on for the correct country of origin information.



- 88110-6 Carnaroli Rice 1/10 lb**  
**881133 Carnaroli Rice 6/15 oz**  
Estate grown at the foot of the Andes of Central Argentina. Chef's choice for world class risotto.
- 881204 Organic Brown Jasmine Rice 1/25 lb**  
Grown by Lowell Farms right here in the USA. Unlike most brown rice that becomes chewy when cooked, Jasmine Rice is distinguished by its moist and tender texture.
- 881111 Bhutanese Red Rice 6/15 oz**  
Himalayan whole-grain rice, imported from Bhutan. Grown at 8,000 feet, in the Himalayan Kingdom of Bhutan and irrigated with 1,000 year old glacier water rich in minerals. Distinguished by its nutty flavor, soft texture and beautiful russet color.
- 881144 Chinese Forbidden Black Rice 6/15 oz**  
The Emperor's Exclusive Grain, imported from China. Once grown exclusively for the Emperors to enrich their health and ensure their longevity. Today, this heirloom rice is prized for its nutritional value, deep purple color, aroma and nutty taste.

## European Imports Ltd. Employee of the Year

Since 2005, 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's award went to **Sandra Martinez** of our accounting department.



### Employee of the Year Sandra Martinez

August will mark Sandra's tenth anniversary with European Imports Ltd. In those ten years, Sandra has proven herself to be a consistent, reliable employee and is a two time winner of Employee of the Month. Sandra's primary responsibility in accounting is collections. Sandra has also been trained and relied on in accounts payable and payroll when needed. Additionally, Sandra has become a dependable asset in the training of junior employees. Sandra's good strong work ethic and positive attitude are an inspiration to all her co-workers.

Please join us in congratulating Sandra in recognition of her outstanding service.

#### 2010 Employee of the Month Awardees:

- February 2010 – Aleksandra Kowalik, Warehouse
- April 2010 – Lori Segreti, Inside Sales
- May 2010 – Niki Koumoutsos, Purchasing
- June 2010 – Michelle Quandah, Warehouse
- October 2010 – Phil Giancola, Inside Sales

## Life in Provence

Looking for more products to add a touch of April in Paris to your repertoire? [Life in Provence](#) is the line to start with. These products from [Life in Provence](#) offer consumers a quick and easy way to add a touch of France to their homemade dishes.

[Life in Provence](#) takes beautiful, fragrant chopped basil and turns it into a paste with the addition of extra virgin olive oil, sunflower oil, salt, garlic and lemon concentrate. Use this delicious paste on pasta, pizza, rub it on poultry or fish or add a touch to warm vegetables. This product will quickly become your go to ingredient when you want to add a touch of flavor and color to your signature dishes.



**123997 Chopped Basil in Extra Virgin Olive Oil 12/3.175 oz**

[Life in Provence](#) dressings are authentic French vinaigrettes made with the finest ingredients. The flavors are unique and unlike any others on the market. These dressings are delicious served over fresh green salads, pasta salads, grilled vegetable salads and grilled meat salads.

**124018 Garlic Vinaigrette 12/16.9 oz**

This vinaigrette is not just for garlic lovers - this dressing is sure to please anyone. It is wonderful tossed with mixed greens, vegetable or pasta salad or used as a marinade for chicken, fish or pork.



**123974 Old Fashioned Mustard Dressing 12/16.9 oz**

This authentic French vinaigrette has a yellow / orange hue with visible whole mustard seeds. Its old fashioned flavor makes it the go to dressing for warm potato salads and green bean salads.



**124007 Citrus Vinaigrette 12/16.9 oz**

This vinaigrette is prepared with fresh lemons and oranges and a mixture of sunflower oil, extra virgin olive oil, vinegar and mustard. The simple bright flavor of this vinaigrette is perfect for carpaccio, potato salads and steamed vegetables. It is also great drizzled over grilled fish, chicken or roasted vegetables. Try it on a cold tuna salad or use it as a marinade for pork or seafood. It is also fantastic on grilled asparagus!



[Life in Provence](#) Aioli and Rouille are the perfect condiments for grilled seafood like shrimp, lobster, clams and oysters. They make simple grilled vegetables and potatoes taste phenomenally delicious. Use them in place of ordinary mayonnaise to make your dish extraordinary.



**12393-4 Aioli 6/6.8 oz**  
**12394-5 Rouille 6/6.8 oz**

[Life in Provence](#) preserves are a terrific addition to any pantry. They can be used in a variety of ways such as a fruity addition to plain yogurt or oatmeal, baking or topping your favorite buttered toast.



**23433-6 Strawberry and Rhubarb Jam 6/9.9 oz**  
**23429-1 Orange, Lemon and Grapefruit Jam 6/9.9 oz**  
**23434-7 Provencal Fig Jam 6/9.9 oz**  
**234515 Raspberry Jam 6/9.9 oz**  
**23430-2 Red Currant and Raspberry Jam 6/9.9 oz**  
**23431-3 Apricot Jam with Sliced Almonds 6/9.9 oz**