

March 2012

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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.

Luck of the Irish



What's in your store for St. Patrick's day? May we suggest a line-up of Irish products sure to satisfy the Irishmen in all of us? Our suggestions:

Start the day off right with a piping hot bowl of McCann's Irish Oatmeal. Try their Classic Steel Cut Irish Oats in the iconic 28 oz tin or discover the whole grain goodness of McCann's Quick & Easy Steel Cut Irish Oats, Quick Cooking Rolled Irish Oats and Instant Irish Oatmeal. Items: 81010-9, 81011-2, 81009-3, 810128, 81042-4, 81043-2, 81044-0 and 81046-8.



Round out your breakfast with a steaming cup of Irish Breakfast Tea from Twinings. Available in regular and decaffeinated. Items: 936149 and 93541-1.

A traditional American St. Patrick's Day meal wouldn't be complete without the addition of Irish Soda Bread. We offer an Irish Soda Bread Mix from Sticky Fingers. This easy to use mix will have you savoring the aroma and warmth of fresh-baked bread in just minutes. Item 820209.

We have quite a few Irish cheese selections that would make a nice addition to any cheese case. Here are a few to try:

Tipperary Irish Cheddar. This is a pasteurized cow's milk yellow cheddar that is aged 12 to 15 months. It has a clean, deep cheddar flavor with a lingering finish. Available in blocks, items IR1003 and IR1002 and convenient pre-cut pieces, item 401002.



From Cahill's Farm in Ireland we have their Porter, Whiskey and Ardagh Wine Cheddars. Items: 120205, 120238 and 120262.

Also available from Ireland: Daru Wheel, item 120284; Crozier Blue, item 120641; Carrigaline Beechsmoked, item 120701; Bandonvale Vintage, item 220216 and Cashel Blue, item IR1055.

All of these terrific Irish products are on promotion this month. See our March promotion book to take advantage of these great Irish deals. Read about our newest line from Ireland, Ballymaloe, on page 5.

Under the Dome by Jeff Babcock, Cheese Category Manager

We couldn't resist the flavor of this outstanding cheese from the north of Spain, so we have added it to our collection! Once you taste it you will be hooked and so will your customers; layers of richness, herbal and vegetal nuances.



- **History:** The climate, the soil and the geographic location makes Castilla y Leon, Spain an ideal place for the production of sheep's milk cheeses. Reny Picot's Lacteas Castellano Leonesas' rural cheese factory is located in Fresno de la Ribera, a little "Zamorian" village in the heart of Castilla, near the magnificent Duero river in the Castilian flat mountains.



This unspoiled region allows Señorío de Montelarreina cheese to be made from the milk of Churra and Castellana sheep which are excellent breeds that provide generous quantities of premium milk for cheese production. The utilization of these specific sheep breeds, combined with ancestral methods of shepherding and traditional feeding method insures the quality of the milk is superior. The exceptional sheep's milk is stored and collected from family farms using the most modern and hygienic milk equipment available.

- **Manufacturing:** Reny Picot's Lacteas Castellano Leonesas factory proudly respects its

origins and continues to use artesian production methods, they continue to embrace their artisan methods but hence the processes with new technological improvements. Señorío de Montelarreina passes the most strict and rigorous quality control procedures to guarantee perfection.

- **Aging:** Reny Picot continues to use the ancient underground cellars at the Lacteas Castellano Leonesas cheese plant for the aging of Señorío de Montelarreina. The original climate of the ancient maturation cellars has been maintained in order to preserve the elegant texture and authentic taste that have set apart Reny Picot cheeses throughout this century. We invite you to try their award winning Señorío de Montelarreina cheese, which exudes quality, taste and tradition.

- **Flavor Characteristics:** The "Señorío de Montelarreina" is a unique sheep's cheese that stands out because of its exceptionally gratifying full bodied, slightly tangy flavor which is influenced by the Churra and Castellana sheep's milk.

- **Serving Suggestions:** The "Señorío de Montelarreina" is a table cheese ideal for appetizers, desserts or complementing an assorted cheese board. It can be excellently combined with deep and generous red wines such as Rioja or Ribera del Duero.



314901 Montelarreina Wheel 1/6.5 lb

Wild & Unique Foods by Alex Yilmaz, Meat & Game Buyer



In Italian, “fresco” means “fresh”. Citterio’s revolutionary packaging system for their pre-sliced fresco line ensures these products have a “just-sliced” taste.

In each of these unique packages, they capture and lock in the unparalleled quality, flavor and color of their specialty meats. It’s just like each one is being sliced and gently layered right before the customer’s eyes.

Your customers will especially appreciate the convenience of being able to keep their selections refrigerated for several days before serving them – fully confident that they will thoroughly enjoy the deli-like freshness and flavor of Italian specialty meats recognized as the finest anywhere. Appetite-stimulating serving ideas are featured on the label on the back of each package.

Your customers will also welcome the ready-serve-and-enjoy convenience of Citterio’s innovative “combo” packs featuring a pairing of select meats and cheeses.

On a daily basis, Citterio prepares and saves the freshly sliced quality of their specialties in these distinctive Citterio fresco packages. To ensure the just-sliced freshness, they’ve set the shelf-life (sell-by dating) on a much shorter basis than competitors’ products in the pre-sliced, pre-packaged deli meat category.

Citterio’s world-renown specialties are very much in demand among lovers of fine food throughout this country. Their name represents a commitment to quality in the making ever since 1878 with the founding of their parent firm in Italy. Today, high in the clean, dry air of Pennsylvania’s mountains, Citterio also creates its classic specialties for the US market – all of them authentic and traditionally Italian.



600689	Genoa Salami & Provolone	
	Cheese	12/6oz
600690	Soppresata & Asiago Cheese	
		12/6oz
600712	Milano Salami & Fontina	
	Cheese	12/6oz
600834	Prosciutto	12/4oz
600845	Soppresata	12/4oz
600856	Genoa Salami	12/4oz
600867	Rosmarino Ham	12/4oz
600889	Bresaola	12/4oz
600457	Speck	12/3oz
601124	Pancetta	12/4oz
601135	Mortadella	12/4oz
601391	Hot Capicollo	12/6oz

For The Pastry Chef by Karl Helfrich, Pastry Category Manager



We are proud to now be carrying the full range of Cacao Barry “Origines” dark couvertures.

Cultivated in limited quantities, harvested exclusively in one country, Cacao Barry has

selected the best beans from each country in order to offer exceptional chocolates with strong personalities.

The first Origine is **Mexique 66%**, and comes from Mexico. The characteristic intensity of Mexico’s cacao originates in a mild fermentation of the beans. This extremely delicate

chocolate is a subtle blend of Criollo and Forastero. Under a hint of bitterness, it conceals licorice notes. It is not excessively bitter or acidic, but rather warm with a long-lasting taste.

It pairs well with prunes, cooked fruits as well as cognac and armagnac. It is made in the convenient and easy to use pistole shape.

468780 Cacao Barry 66% Mexique 4/11 lb



Next we have the **Saint Domingue 70%**. It is sourced from the Caribbean island of Santo Domingo and is made from a blend of Forastero and Criollo beans, which results in an



exceptionally long finish and produces a dark chocolate with a very pronounced cocoa flavor. Its bitterness, enhanced with a wine like note, fully blossoms when used in ganaches, garnishes, mousses, sorbets, and ice

creams. It has a powerful cocoa flavor with fruity and spicy nuances.

468685 Cacao Barry 70% St. Domingue 4/11 lb



Our cacao journey stops next in the northern coast of South America, where the **Venezuela 72%** is sourced. The pungent character of the Origine Venezuela comes from a harmonious blend of highly fragrancd Criollo with Trinitario, grown in the famous

regions of Barlovento and Paria Peninsula. Tangy and fruity with a hint of bitterness, it is a chocolate of a rare and unique pedigree with exceptional bitterness, a very long finish, and intense flavor.

468791 Cacao Barry 72% Venezuela 4/11 lb

Finally we arrive in the east African country of Tanzania, home to Mount Kilimanjaro, the highest mountain in Africa, and also some of the most highly sought after cacao in the continent. Only exceptional cocoa could originate from such exceptional lands. It comes from a Criollo and Forastero blend whose production incites envy as it

is limited to only a minor percentage of the world’s total production. The powerful nature of this country has given birth to the character of Origine Tanzanie, a dark chocolate couverture which is intense and subtle, spicy and fruity, with acidulous



notes. Its intense flavor releases a hint of fruity tartness which lingers in the mouth.

46911-3 Cacao Barry 75% Tanzanie 4/11 lb

Demarle USA and European Imports Ltd.

have teamed up to give you access to their entire line of high quality products.



You can now order any item from the Demarle catalog through European Imports Ltd. and have it delivered directly to your business. Silpats, silpains, flexipans, flexipats, 3D mats, cutters and more are available for immediate shipment. Just ask your rep for details.

New Grocery

Something New to Relish from the Irish Countryside



The Ballymaloe house dates back to the 1600's, built around a 15th century Norman Castle. The house and farmlands were bought by Ivan and Myrtle Allen in 1948. Prior to this Ivan managed a nearby farm, where he grew tomatoes, mushrooms, cucumbers and apples. With the acquisition of Ballymaloe he expanded into mixed farming.

In 1964, to supplement the family income, Myrtle opened a restaurant in their dining room, using dairy products, meat, eggs, vegetables and fruit from the farm and fish from a local fishing village.

The restaurant soon attracted recognition and won many awards for its quality food. Ballymaloe House was slowly converted from a home to a guest house which welcomes people to this day.

In 1990, Yasmin, the daughter of Ivan and Myrtle, started producing one of Ballymaloe's best loved recipes, Ballymaloe Country Relish, in her kitchen in County Cork. Ballymaloe Country Relish is now Ireland's favorite relish and Yasmin has extended the range to include many other products which are now available from European Imports Ltd.



All of Ballymaloe's products are made from 100% natural ingredients. They are also virtually fat free, gluten free, dairy free and suitable for vegetarians.

Ballymaloe Original Country Relish is rich in tomatoes, delicious and versatile. It is excellent with beef burgers, French fries, cold meats, cheese, sausage rolls and salads. It is also wonderful in sandwiches or served with light meals, picnics or barbecues.

164456

Original Country Relish
6/11 oz



Ballymaloe Jalapeno Pepper Relish adds a spicy taste to sandwiches, snacks and light meals. It is particularly good with meats, rough pates and is a wonderful ingredient in tomato based pasta sauces.

164434

Jalapeno Pepper Relish
6/10 oz



Ballymaloe Bramley Apple Sauce with Wholegrain Mustard is made using delicious Irish Bramley Apples and is an excellent accompaniment to pork dishes and homemade sausages.

164467

Bramley Apple Sauce
6/7.8 oz



Ballymaloe Mint Jelly, a twist on the classic sauce, is delicious eaten with roast leg of lamb or lamb chops.

164445

Mint Jelly
6/7.8 oz



New Grocery

“Quality. Chocolate. Squared.”

“Quality. Chocolate. Squared.” is the motto of Ritter Sport. **Ritter Sport** is a family owned German chocolate bar manufacturer. The Ritter family started making chocolate in 1912, but didn’t introduce the Ritter Sport square bars until 1930. The chocolate square is named “Ritter’s Sport Chocolate” because of its ability to fit perfectly in the pockets of men’s sport jackets.

Each square-shaped bar is divided into 16 smaller squares, creating a four-by-four pattern. To make it easy to break off a piece of this solid chocolate, Ritter uses molds specifically designed for each bar. These molds allow enough room for the ingredients and the proper channel depth to allow a clean break of the bar for sharing.

Today Ritter Sport bars are made by Alfred Ritter (third generation of the Ritter family) GmbH & Co. KG and are now available from European Imports Ltd.

486957
Alpine Milk Chocolate Bar
12/3.5 oz



486968
Bittersweet Chocolate with Marzipan Bar
12/3.5 oz



486980
Dark Chocolate with Whole Hazelnuts Bar
10/3.5 oz



486991
Dark Chocolate Bar
50% Cocoa
12/3.5 oz



487024
Milk Chocolate with Whole Hazelnuts Bar
10/3.5 oz



487035
Milk Chocolate Butter Biscuit Bar
11/3.5 oz



487057
Milk Chocolate Strawberry Crème Bar
12/3.5 oz



487079
Milk Chocolate with Whole Almonds Bar
11/3.5 oz



487102
Milk Chocolate with Neapolitan Wafers Bar
11/3.5 oz



487113
White Chocolate with Whole Hazelnuts Bar
10/3.5 oz



Changes & Line Extensions



952524 Premium House Blend Coffee
12/10 oz
 Replaces 952461 Drip Ground Coffee

New from Inglehoffer:

164256 Ground Garlic Cloves
12/4 oz
 Inglehoffer's ground garlic cloves will add a distinctive garlic flavor to your dishes quickly and easily.



New to the Bahlsen line:

Imported from Germany, Bahlsen has stood for premium biscuits for over 120 years. Only the finest quality ingredients go into each Bahlsen recipe. High standards guarantee that all ingredients are carefully selected and contain no hydrogenated fats, no preservatives or artificial flavorings or colors. Bahlsen offers a wide range of delicious biscuits from decadent chocolate to indulgent butter; Bahlsen biscuits are perfect for a daily treat or an extra special occasion.



434467 Double Chocolate Leibniz **12/4.4 oz**
To create this double delight, Bahlsen takes their Dark Chocolate Leibniz and dips it in milk chocolate. The end result is an all natural rich chocolate cookie.



151612 Brown Sugar Cubes **8/26.5 oz**
 Replaces 15159-7 packed 8/35 oz

New to the GuS line of sodas:

693523 Dry Root Beer
6/4/12 oz
A 100% natural, less-sweet root beer with real birch oil, vanilla, clove and other spices. Lightly sweetened with cane sugar and just 95 calories per bottle. GuS Dry Root Beer has no preservatives, caffeine or gluten and it is Kosher.



Nikki's Replacements:

432645 Mint Ladybug Box **12/2.7 oz**
Replaces 432584 packed 12/4.5 oz
432656 Raspberry Ladybug Box **12/2.7 oz**
Replaces 432595 packed 12/4.48 oz
432834 Mint Ladybug Singles **24/1.12 oz**
Replaces 432573 packed 24/1 ct



Tillen Farms™ *New to the line:*

367434 Imported Haricots Green Beans
6/23.3 oz
Tillen Farms' imported extra fine haricots verts are hand picked, trimmed and vertically packed for the best and most uniform selection.



New to the line:
474291 60% Cacao Bittersweet Baking Chips **12/10 oz**

Gourmet Pasta Cuts and Sauces

Imported from Italy

No other food from Europe has dominated our tables as much as Italian pasta. The world looks to Italy as the standard for pasta quality and versatility. Centuries of know-how and tradition have gone into pasta making in Italy. Cucina Viva pastas are a fine example of the expertise involved in the making of gourmet Italian pasta. From the Puglia region of sunny southern Italy, Cucina Viva pasta is produced using traditional methods by a family owned company established in 1870. Cucina Viva pasta holds up beautifully to cooking, remaining toothsome and delicious. Three new gourmet cuts are now available.

883087

Fusilloni

12/17.63 oz

This giant corkscrew pasta pairs well with everything from cream sauces to chunky vegetable sauces.



882976

Cavatelli

12/17.63 oz

This small folded pasta is one of three traditional shaped pastas of the Puglia region of Italy.

883065

Trecce Dell'Orto

12/17.63 oz

Trecce dell'orto (braids of the garden) is an Italian semolina pasta colored by and flavored with spinach, carrots, basil and beets. Serve it simply with olive oil or butter, garlic and parmesan.



Other cuts available from Cucina Viva:

882918	Orecchiette	12/17.63 oz
882930	Strozzapreti	12/17.63 oz
882985	Tri-Color Farfalle	12/17.63 oz
882963	Rigatoni	12/17.63 oz
883099	Orzo	12/17.63 oz

Now you can truly enjoy gourmet pasta at home with Cucina Viva pasta sauces. When we say heat and serve, we really mean it; Cucina Viva emulsified pasta sauces are so carefully prepared, that right out of the jar, they taste as though a gourmet chef has just prepared them right in front of you. Produced in Italy, Cucina Viva pasta sauces are authentic robust sauces you will be proud to serve. Serve with Cucina Viva pasta to make a delicious traditional Italian meal. These sauces are so thick they can also be used as a bruschetta topping. Now available in five traditional flavors:



111410	Olive Tomato Sauce	12/19.4 oz
111354	Spicy Tomato Sauce	12/19.4 oz
111365	Artichoke Tomato Sauce	12/19.4 oz
111421	Sun-Dried Tomato Sauce	12/19.4 oz
111454	Garlic Tomato Sauce	12/19.4 oz

Cucina Viva recently introduced a group of versatile, traditional sauces with some unique additions. Outstanding flavors and a myriad of applications will quickly make these delectable sauces a pantry staple.



143312	Artichoke and Truffle Cream	12/4.59 oz
143334	Truffled Red Sauce	12/6.35 oz
143323	Basil Pesto Sauce with Truffle	12/4.59 oz
143345	Truffle and Barolo Delicacy	12/3.38 oz
143356	Truffle and Chardonnay Delicacy	12/3.38 oz

111390
Pesto Alla Genovese
12/6.7 oz

