

# March 2013

## WHAT'S INSIDE

Pg. 2  
Under the Dome

Pg. 3  
Wild & Unique Foods

Pg. 4  
For the Pastry Chef

Pg. 5  
New Grocery

Pg. 6  
New Grocery &  
Changes

Pg. 7  
Line Extensions

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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### Luck of the Irish



With St Patrick's day coming up later this month, we think March is a great time to review your Irish offerings and consider something new and Irish for your store. Our suggestions:

Start the day off right with a piping hot bowl of **McCann's Irish Oatmeal**. Try their new Artisan Instant Oatmeals. McCann's has gathered the world's best ingredients (fruit, nuts, spices and cream) and blended them with their nutritious and delicious Steel Cut Irish Oatmeal. The flavors are unique and they are quick to prepare. Items: 810168 Vanilla & Honey, 810179 Apple, Cranberry & Walnut, 810180 Black Currant, Almond & Cream and 810191 Pumpkin, Pecan & Cinnamon.



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, 120255, 120238 and 120262.

Also available from Ireland: **Daru Wheel**, item 120284; **Carrigaline Beechsmoked**, item 120701; **Bandonvale Vintage**, item 220216, **Cashel Blue**, item IR1055 **Dubliner** items 221368 & 1952694 and **Kerrygold** butter items 910946 and 910957.

Lastly we have three new lines from Ireland. Up first is **Crossogoe Preserves**. This is a line of handmade preserves from Ireland. We suggest trying the Irish Harvest Fruit Chutney with Tipperary Cheddar for some Irish magic. Up next is **Sarah's Wonderful Honey**. This is a line of honey blended with fruit. This line brings variety and innovation to the US honey market. Lastly, we have **Ballymaloe**. A line of 100% natural sauces and relishes to accompany meats, sandwiches, cheese and much more.



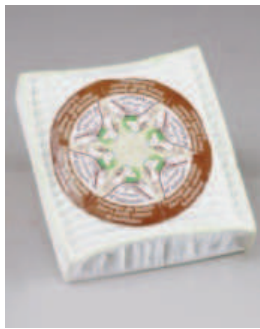
Contact your sales rep for more information on these products or to place your order.

# Under the Dome by Marcia Suchy, Cheese Product Specialist “Out Like a Lamb”

It is said about the weather in March that it comes in like a lion and goes out like a lamb. With the coming of March, we know that spring is just around the corner. It arrives March 20th as a matter of fact.

So to honor that lamb and the coming of spring, I would like to revisit some of our sheep milk cheeses that are not the strong, sharp or aggressive “LION” types, but are more gentle-to-the-palate “LAMB” types. These subtle, gentle, delicate-profile sheep cheeses are nice spring choices suitable for easy-going, fun-weekend fare.

If you have never tried Fromager D’Affinois Brebis, now is the time! Made with 100 %



sheep’s milk, from France, it is a cheese that stays particularly soft and creamy through its entire Brie-like life. It is smooth and silky with a subtle elegant hint of sheep's milk.

**011253 Fromager D’Affinois Brebis**  
1/2.2 lb

This lovely sheep milk cheese is from Aveyron, France in Roquefort. Perail de Brebis by Papillon is very popular and is a wonderful complement to fresh greens and salads.



A small disk of pure ewe's milk. It is soft- ripening with a thin enzyme rind and soft (but not runny) paste. Subtle sheep milk flavor, slightly acidic, it is

a lovely addition to any cheese board or buffet.

**010611 Papillon Perail de Brebis**  
8/5.3 oz

Pecorino Primo Pistachio is an Artisan cheese, cured 30 days with minimal salting. It has a firm, bouncy texture, a compact paste, and an ivory color that offsets the bright fruit. Easy-eating table cheese at its best! I love to talk up this cheese! It is surprisingly sweet and not sheep-like at all. The milk is collected from sheep that are scattered about the Sicani Mountain in Sicily, Italy.

**240921 Pecorino Primo Pistachio**

2/2.25 kg



Brigante is another surprise when it comes to its sweet grassy, untypical sheep’s milk flavor profile.

Manufactured by Fratelli Pinna, it is produced on the Italian island of Sardinia. Another surprise, as typically sheep cheeses from Sardinia are bold, brassy and sharp. This one is young, resilient and easy slicing or shredding for table fare and adding to favorite recipes and salads.

**423239 Brigante 100% Sheep Milk** 3/3 lb



For my last cheese, I choose Carr Valley Marisa. It has a delightful mellowness, yet finishes with a satisfying nuttiness and hints of herbal tones.

Made by Master cheesemaker Sid Cook in La Valle Wisconsin, it is named for his own daughter. This sheep's milk cheese has a semi-firm texture, is versatile in application and melts quite nicely.

**US9026 Carr Valley Marisa** 1/10 lb

Please try these sheep’s milk cheeses once again. Enjoy them this spring!



# Wild & Unique Foods by Tim Doyle, Meat Product Specialist

## Easter Lamb

European Imports has been inventorying fresh and frozen domestic lamb with great success. We chose Superior Farms because they have been the industry leader for high-quality lamb since it was founded in 1963. They have a wide variety of products that will serve food service and retail.



Superior Farms supports many small farmers, who are excellent stewards for the environment. They also maintain a close knit network with these ranchers to ensure healthy animals that are raised in humane practices and are NEVER given growth hormones or antibiotics. These small family ranchers also provide:

- Quality natural grazing
- Clean water
- Protection from predators
- Utmost care and assistance

The sheep graze on natural grasses, hay or alfalfa mostly. To support sustainable agriculture, the animals are rotated between different fields during different times of the year, and the fields are able to replenish the natural nutrients in the soil. This makes for some of the best lamb you will ever eat.



The Pure lamb program, pioneered by Superior Farms insures through

audits that the animals are hormone and antibiotic free. As the animals prepare for harvest, they are fed all natural grains, which contain no animal proteins or artificial chemicals. All the lamb are from sheep less than one year of age. The average dressed weight is 70 pounds.



American lamb nutrition:

- Average 3 oz portion is 175 calories and meets the FDA's definition for lean (that is why I eat 6 oz).
- Its is an excellent source of protein, vitamin B12, niacin, selenium and zinc.



- 603135 Lamb Rack Frenched Colorado 8 Rib 20/1 ct**
- 603180 Lamb Rack CFO Cap on Colorado Fresh 10/1 ct**
- 603179 Lamb Half Leg Boneless in Herbs Cook in Bag 8/2.5-3 lbs**

Enjoy this wonderful, juicy lamb!

# For The Pastry Chef by Karl Helfrich, Pastry Product Specialist

We are proud to introduce two new couvertures from **Valrhona**. As with all of their fine products, Valrhona continues to explore and refine the boundaries of chocolate, creating a new look for white couverture with **Opalys** and creating an entirely new type of Couverture with **Dulcey**.



First we have **OPALYS 33%**, a new White Chocolate Couverture, and the expansion of the Valrhona range of White Chocolate & Gourmet Creations. With its pure, light color and velvety texture, it offers a faintly sweet flavor that reveals harmonious aromas of fresh milk and natural vanilla.

- A pure, light color and velvety texture
- Especially suited for molding and coating individual chocolate bonbons
- Opalys contains 10% more milk and 10% less sugar than Ivoire

#### For the Chocolatier

- Ideal viscosity for coating and molding bonbons, and for use in tempering machines
- White color, offering a more opaque appearance when used for mold
- New flavor profile, combining a fresh milk taste and pure vanilla

#### For the Pastry Chef

- Different taste (a milkier, creamier flavor), allowing the chef to expand their flavor palette when using white chocolate in desserts and pastries
- Slightly less sweet than traditional white chocolate (better pairing with acid and sweet fruits)
- Well suited for various pastry applications, especially coating and molding

**2002609      Opalys 33%      1/3kg**

**DULCEY 32%** is an entirely new type of couverture invented by Valrhona – a “blonde” couverture!

Eight years ago, Frédéric Bau, the director of the prestigious l’Ecole du Grand Chocolat put some Ivoire in a bain marie as he prepared to demonstrate a recipe.



He totally forgot about it and 10 hours later the white chocolate had become blond, a color that he had never seen. The taste was also a pure delight. It took Valrhona experts 8 years to achieve the right recipe creating the first blond chocolate with its unique characteristics.

**Dulcey** is similar to white chocolate but differs in many key areas. It has a different, golden or “blonde” color, a different texture, a different taste (toasty and salty) and a difference in sugar (much less sweet). It has similar ingredients, but with the addition of whey and butter, it has a more complex, savory flavor profile.

Some key points to remember about Dulcey:

- A unique blonde color that stands out
- A unique taste that is not too sweet with intense biscuity flavors and a pinch of salt
- A creamy texture
- A way to open up possibilities to the chefs
  - Can play with the color
  - Can play with taste / texture

Some applications:

- Interesting in “Lighter Recipes”
- To balance the fat content, i.e. ganache with milk
- Go simple to maximize the flavor
- Simple ganaches for tarts and panna cotta
- Goes particularly well with ingredients that contain indulgent notes such as caramel, coffee & hazelnut
- Also very good with yellow fruits that are low in acidity such as mangos, bananas and apricots
- Use the color in bonbons, molded chocolates and bars with ingredients

**2002592      Dulcey 32%      1/3kg**



# New Grocery

## Naturally Nutritious Snacks



We know you have heard it before, but this snack is different. It is truly healthy. It is gluten-free, low-glycemic, high in fiber, packed with vitamins and minerals, and is high in protein – between 14 to 18 percent. What is this amazing snack? It is I Heart Keenwah.

I Heart Keenwah is a line of quinoa-based bite sized snacks. Quinoa (pronounced Keen-wah) is a super food dating back to ancient times. It is known as chisaya mama, or the mother of all grains. Quinoa is the only grain that is a complete source of protein (containing all 9 essential amino acids) – the same kind of protein found in meat and dairy.

Now combine this amazing grain with other natural ingredients and you have the perfect snack match. It tastes great, is satisfying, and it keeps you going between meals.

I Heart Keenwah was started by four friends: Fiteh, Ravi, Sarah, and Terah. After touring Bolivia and learning about the versatility of an awesome little seed called quinoa, they returned home frustrated by the lack of ready-to-eat quinoa options and they decided to do something about it. They got to work in the kitchen, mixing quinoa with other all-natural ingredients to craft a crunchy, sweet treat that satisfied their cravings.

This ready-to-eat quinoa snack really is something special, and thanks to four friends, we can all enjoy this healthy snack. Now available from European Imports, Inc.:

**1967084**

**Almond Clusters**

**12/4 oz**

**1967104**

**Almond Clusters**

**6/1 oz**

*The original flavor that started it all. Simple, clean and tasty. Puffed quinoa flakes and whole quinoa mixed with almonds creating a satisfying crunch.*

*Throw in some all-natural sweeteners and you have a healthy snack made in heaven.*



**1967575**

**Chocolate Sea Salt Clusters**

**12/4 oz**

**1967129**

**Chocolate Sea Salt Clusters**

**6/1 oz**

*This is their most decadent flavor. A blend of almonds, rich dark chocolate and sea salt.*

*One taste and you will be hooked!*



**1967150**

**Cranberry Cashew Clusters**

**12/4 oz**

**1967136**

**Cranberry Cashew Clusters**

**6/1 oz**

*The sweet tart of cranberries combined with the smooth cashew flavor will have your taste buds asking for more!*



**1967555**

**Ginger Peanut Clusters**

**12/4 oz**

**1967148**

**Ginger Peanut Clusters**

**6/1 oz**

*I Heart Keenwah combines the spice of candied ginger and the kick of peanuts to make a snack that's just hard to put down.*



# New Grocery & Changes

## Trikalinos Bottarga

### A Delicacy with History

Since 1856, the Trikalinos family has produced and sold Grey Mullet Bottarga. Known in Greece as Avgotaraho, Bottarga is a delicacy of cured Grey Mullet Roe. It is all natural without preservatives, with high nutritional value and a pleasant long-lasting aftertaste.

Avgotaraho has been considered a delicacy since the era of the Pharaohs and it was an important element in the Ancient Greek diet. Its value was also known in Byzantine times, while nowadays, it occupies a prominent place among gourmet products.

#### What makes Trikalinos Bottarga so special?

- Produced exclusively from Grey Mullet Roe, recognized as the best roe for Avgotaraho production
- Standardized production techniques properly balance the salting and drying processes to deliver higher moisture and lower sodium in the final product
- It is coated with natural beeswax, which sufficiently preserves the product and its delicate taste during its shelf life, despite the low sodium content



To serve, simply remove the wax and slice thinly. Slices alone on a plate will offer you an unforgettably pure experience, which will be slightly enhanced and more satisfying

when served with freshly baked bread or warm blinis. It can also be added to salads or pasta.

**Available from European Imports, Inc. by pre-order only.**

**1878695 Bottarga 1/8.8 oz**

## Maggianno's Pack Changes:



**1952722 Diavolo Sauce 6/25 oz**

*Replaces 111622 packed 12/25 oz*

*A chunky tomato sauce characterized by its spicy taste resulting from a blend of peppers and oil, also having a predominant fresh basil flavor and aroma.*

**1952730 Tomato Vodka Sauce 6/25 oz**

*Replaces 111633 packed 12/25 oz*

*A pale red, creamy tomato sauce with a blend of cheeses and a hint of vodka. This sauce is fairly mild in spiciness and smooth in texture.*

**1952741 Marinara Sauce 6/25 oz**

*Replaces 111744 packed 12/25 oz*

*A traditional Italian marinara sauce made from a blend of tomatoes, sautéed fresh garlic and fresh onions in extra virgin olive oil and butter, with fresh basil, providing an authentic Italian flavor and smooth texture.*

**1952752 Tomato Basil Sauce 6/25 oz**

*Replaces 111611 packed 12/25 oz*

*A chunky tomato sauce with a predominant fresh basil flavor and aroma.*

# Line Extensions



New to the line:

The same Perrier consumers know and love is now available in a Slim Can. Perrier Slim Can is a chic, easy-to-carry can that is perfect for toting to the office in your lunch bag or slipping into a poolside cooler. Perrier is all natural with zero calories and each slim can comes from the same source as every bottle of Perrier sold throughout the world: Vergeze, France. Best of all, Perrier Slim Cans are available in a variety of refreshing flavors: Original, Lime and Pink Grapefruit. Now available:

**1511163**

**Sparkling Mineral Water**

**35/8.45 oz**



**1941117**

**Sparkling Pink Grapefruit**

**Mineral Water**

**35/8.45 oz**



**1941307**

**Sparkling Lime**

**Mineral Water**

**35/8.45 oz**



New to the line:

**1944713**

**Tuna Fillets with Capers and Garlic in Olive Oil**  
**6/6.7 oz**

Each jar of Tonnino Tuna comes packed with only the finest cuts of yellowfin tuna, carefully selected to create a product of exceptional quality.



New to the line:

**1923893**

**Steak Dipping Sauce**

**6/7 oz**

*Use this thick rich sauce for dipping steak, as a marinade or a finishing sauce.*



**1923907**

**Spicy Steak Dipping Sauce**

**6/7 oz**

*This sauce will turn an ordinary piece of meat into a real gem. And, it will leave a little tingle in your mouth.*

**1918347**

**Whiskey Maple BBQ Sauce**

**6/16 oz**

*This thick rich, smokey, maple flavored sauce is best with beef, pork, chicken and fish, but can be used in many other applications.*





# Balsamic Vinegar of Modena



**Cucina Viva** is the producer of many high quality Italian ingredients and specialty food products. One of their best selling products is their **Balsamic Vinegar of Modena**.

Cucina Viva's Balsamic Vinegar is made with the supervision and approval of consortium: Aceto Balsamico di Modena giving it the distinguished P.G.I. (Protected Geographical Indication) seal. Only balsamic vinegars produced in Modena qualify for this coveted designation.

The roots of "balsamic" relate to health and rejuvenation. Italians have historically believed that balsamic vinegar is a restorative condiment which can make people feel healthier and more energetic.

Traditional balsamic vinegar is used in a wide variety of ways, from making sauces for cooked meats to flavoring desserts.

Cucina Viva's balsamic vinegar is rich, glossy, deep brown in color and has a complex flavor that balances the natural sweet and sour elements of the cooked grape juice with hints of wood from the casks. Now available:

**163611**  
**Balsamic Vinegar of Modena**  
**6/17 oz**



**Cucina Viva** also produces a wonderful Balsamic Glaze. Balsamic glaze is a product based on Balsamic Vinegar of Modena. Cucina Viva Balsamic Glaze is a syrupy reduction of balsamic vinegar and concentrated grape juice and it can be used in sweet and savory applications.

Balsamic glaze has the perfect balance of flavor between sweetness and tartness and just the right density to prevent it from sliding off the food. This rich creamy reduction lends itself to numerous culinary uses from decorating dishes to basting or marinating meat, poultry or fish. It is also spectacular on desserts – especially ice cream and fresh fruit.



**130067**  
**Classic Balsamic Glaze**  
**6/1 L**

**130008 Classic Balsamic Glaze**  
**6/17.5 oz**

**130019 Classic Balsamic Glaze**  
**12/8.4 oz**

*Drizzle on grilled meats and poultry, steamed fish and vegetables. Adds flavor to rice, salads and pasta.*



**130042**  
**Truffle Balsamic Glaze**  
**12/8.4 oz**

*Sprinkle on omelets. Drizzle over meat, pasta and cheese. Use with sautéed chicken or add to sauces or gravies.*

**130020**  
**Forest Fruits Balsamic Glaze**  
**12/8.4 oz**

*Drizzle over ice cream and fresh fruit salads to add a fruity zing.*