

EUROPEAN — IMPORTS — a Sysco company

MARCH 2019 NEWSLETTER

THIS MONTH'S INDUSTRY EVENTS

MARCH 20TH–22ND
INT'L PIZZA EXPO
LAS VEGAS, NEVADA

MARCH 3RD–7TH
EXPO WEST
ANAHEIM, CALIFORNIA

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

APRIL 8 MARCH MADNESS
CHAMPIONSHIP

APRIL 14 PALM SUNDAY

APRIL 15 TAX DAY

APRIL 19 GOOD FRIDAY

APRIL 20 PASSOVER

APRIL 21 EASTER

APRIL 22 EARTH DAY

APRIL 24 ADMINISTRATIVE
PROFESSIONALS DAY

APRIL 28 ORTHODOX EASTER

ICON KEY:

Look for these icons throughout the newsletter for easy identification of ingredient & nutritional information that may be important to you.

-  ALL-NATURAL
-  DAIRY FREE
-  EGG-FREE
-  GLUTEN FREE
-  KOSHER
-  LACTOSE FREE
-  LOCAL
-  LOW SODIUM
-  NON-GMO
-  NUTS FREE
-  SOY FREE
-  SUGAR FREE
-  TRANS FAT FREE
-  VEGAN



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Basketball season is in full swing, with the big tournament just around the corner. Whether planning to host a watch party, or planning your March bar or restaurant menu, we have the perfect solutions for game-watching drinks, snacks, entrées and more! Discover a few of our favorites and get ready for an exciting month ahead.



Let's start with the ever-important beverages. McClure's offers a **Bloody Mary Mix** (7008640) that packs a little bit of heat and is ready for you to dress up however you want! Start with some of **Tillen Farms** pickled veggies—like their **Dilly Beans**, **Asparagus** or **Carrots**—and be sure to top it off with one (or a few) of their new **Stuffed Olives** (see Page 4). Your

Bloody Mary will be perfect after you add some **Black Kassel Salami Whips**, available in both **Old Forest** (7027836) and **Picante** (7027902) varieties. With a small hole in the center of these whips, they can even double as straws!

For crowd-pleasing appetizer options, look no further than **Fayette Creamery's** Cheddar Cold Packs. Both a **Foodservice** (7045633) and **Retail** (1435631) size of their Original Cheddar Spread are available, along with five other retail varieties, like Horseradish Cheddar. Partner them with veggies or crackers, or warm the cheese and dip **Pretzella Bites** (2789291) or **Breadsticks** (3409956) into them.

If your focus is on creating indulgent main entrées, try one of these combinations using **Pretzella** buns:

- A slice of **new** Blaser's **Bacon Cheddar** (9901875) and a **Hamburger Bun** (2687212) can elevate any burger!
- **Big Fork** Sausages—like their **Aged Cheddar & Bacon**, **Spicy 3 Pepper Bacon** or **Bacon & Ale**—and a **Sausage Bun** (2687295) take sausages to the next level.
- Pilot **Wagyu Sliders** (1923267) and **Mini Slider Buns** (2687202) allow for extreme versatility when creating your March menu.

Frontera Foods brings an entire lineup of Tortilla Chips and Salsa to the table. Enjoy them together as a simple and delicious snack, or use the **Thick & Crunchy Chips** (1535164) as a base to your next Nacho creation. For a different approach, try Stacy's **Fire Roasted Jalapeno Pita Chips** (3515198) for a spicy and thick nacho base or Stacy's **Cinnamon Sugar Pita Chips** (3929140) for an exceptional sweet dessert nacho base.

With endless possibilities, we can't wait to see where your imagination takes you this March!

UNDER THE DOME

Jeff Babcock, Cheese Specialist

HEROIC CHEESE



Greece is a land of myth and legend, of ancient civilizations and spectacular natural beauty. The stories of Greek heroes are quite compelling, even today. In one such story we learn about cheese being made by a giant in a cave, fashioned in baskets. This cheese is undoubtedly the most famous of Greek cheeses: Feta. This story gives us a mythic depiction of cheese and its creation, which it rightly deserves! In the western reaches of Macedonia, not far from Grevena, the Kourellas family has built upon these legends. More than fifty years ago they began farming and milk production, and today their cheeses are the best in class, truly heroic! Sourced from their own farm and other trusted local family farms, I do believe one of the reasons their cheese is so excellent is the quality of the milk, gathered from this idyllic mountainous region. It is also the care and craft, the attention to detail and the respect of history that makes the Kourellas family so amazing, combining modern practices with ancient traditions.



Toast slices of your favorite bread. Chop one tomato and toss it with 1 tsp. white vinegar and salt & pepper, to taste. Place the tomato mixture on the toasted bread. Top with 100g of cubed Kourellas Feta and add a good drizzle of extra virgin olive oil. Sprinkle your healthy snack with fresh oregano. Enjoy!

Feta was given Protected designation of Origin (PDO) by the EU in 2002, so it can truly only be called Feta if made in Greece with traditional methods and with the proper milk. Kourellas is at their best making Feta cheese. It is clean on the palate, rich and satisfying, with a brine that harmonizes with the milk and does not overpower the taste at all. Crumbly but also smooth and silky, it has matured two months in brine, it brings forward a citrus quality and finishes with herbal notes, bright and pleasant. Feta has so many uses it is difficult to expound upon it, from salads in cold preparations to baked dishes, it has become one of the most famous cheeses.

7074649 FETA CUBES IN BRINE 2/4.4 LBS
Stocked in IL; Non-stock in TX and CA

7074682 FETA SLABS IN BRINE 1/8.8 LBS
Stocked in IL; Non-stock in TX and CA

Our second type of cheese from Kourellas is their Kasseri, a Greek traditional cheese with its own PDO. Kasseri is a firm cheese and golden in color, also made with a blend of sheep and goat's milk. Matured for three months, it is flavorsome, but its true nature and abilities are proclaimed when it is heated. Opa! This is the traditional cheese used in the dish Saganaki; where cheese is either baked or flambéed and brought to the table to start a meal. It can be sliced for toasted sandwiches or baked within phyllo pastry. We offer it in convenient small loaves.

7074624 KASSERI 3/4.4 LBS
Stocked in IL; Non-stock in TX and CA

Third in our selection is Kefalotyri, a cheese dating back to Byzantine times. This is a large wheel of cheese and aged for several months, a minimum of three months. The texture becomes firm and dry, excellent for grating or shaving. The salt is forceful as is the aroma and flavor, making it a Greek table cheese much like one would see in Italy with the Peco-rino Romano. Many traditional Greek recipes call for Kefalotyri, including Spanakopita, as it adds a depth of flavor and seasoning that is difficult to attain.

7074564 KEFALOTYRI 1/15.4 LBS
Stocked in IL; Non-stock in TX and CA

WILD AND UNIQUE FOODS

Tim Doyle, Meat & Game Specialist



AUTHENTIC FRENCH HAMS

Madrange is the #1 brand of cooked ham within the Jambon Superieur Category, used by the French to classify premium hams. The exceptional quality and character of these Authentic French Hams are the result of time-honored traditional French culinary skills perfected through 3 generations of the Madrange family.

Premium quality pork from certified farms and slowly steam-baked for 10 hours in their own natural juices, with the family's secret blend of spices makes Madrange ham superior. It has a sweet and buttery flavor and a tender, well-marbled structure; this ham has no equal.

WHAT MAKES MADRANGE HAMS SO SPECIAL AND DIFFERENT THAN THE OTHERS?

THE RAW MATERIAL

The pigs come from selected certified farms. The meat is fresh, never frozen, as it reaches the plant within 3 days of the slaughter. The pork leg is comprised of 5 different muscles— 3 noble ones, larger in size, leaner and a lighter color; 2 muscles (shank and inner shank) which are from the lower part of the leg that are darker red color and contain more nerves and fat. Madrange Ruban Bleu and Jambon de Paris Hams are only made with the top 3 best muscles.

THE KNOW-HOW

Meat Preparation

This is entirely a manual work station, where each leg is stripped from its skin and shaved from all the surface fat, each muscle is detached, deboned, muscles deglazed, opened and lacerated.

Meat Seasoning

In order to turn pork leg meat into ham, it must absorb a certain amount of liquid to retain its moisture, texture and color. This is also the crucial stage where flavor will be created.

The common industrial method is "injection" where the meat is injected with needles dispersing the selected quantity of seasoned brine. This method is fast and allows a lot of flexibility to pump as much fluid as needed.

Madrange uses an artisanal method called "Barattage"

(tumbling) from the French word "baratte" (used in the dairy industry to turn cultured cream into butter) which turns the hams in a cylinder with beaters. It takes longer but provides an excellent result without adding too much liquid into the meat. A proprietary spice blend is added to the hams during this stage. Pork leg muscles are rotated in a stainless drum for 10 hours at different cycles of rotation.

SHAPING THE MEAT

At this stage, meat taken out of the baratte will be positioned into molds/forms which will be their final shape. The difference between Ruban Bleu and Jambon de Paris is also noticeable - Ruban Bleu has its own individual mold while Jambon de Paris is a longer mold which will yield 3 hams. In both cases, the signature skin is positioned first, then muscles are arranged in a logical order to reproduce the natural anatomy of the pork leg.

COOKING STAGE

The ham is now put inside a clear plastic film which will stay on the ham while it is slowly baked in a steam oven for 10 hours. This method of cooking is very much like "sous vide" (vacuum cooked) as the meat is slowly cooked in its own juice and the seasonings inside the meat like a marinade.

COOLING AND CURING

Once baked, hams are cooled down for 2 hours using a cool water bath to stop the baking inside. Then the hams are kept between 2 and 3 weeks at 36°F.

PACKAGING

The Ruban Bleu ham is left in its original baking film and is labeled and packed ready for shipping. The Jambon de Paris ham's baked film is removed in order to cut it to size since each mold yields 3 hams. Once cut, each ham is vacuum sealed, labeled and packed.



7228158

RUBAN BLEU HAM 1 / 16.5 LB

Stocked in IL and TX; Non-stock in CA



1534391

JAMBON DE PARIS 2 / 6 LB

Stocked in IL and TX; Non-stock in CA



SPECIALTY GROCERY

IN GOOD SPIRITS

STONEWALL KITCHEN

TILLEN  FARMS®

It all started in 1991 at a local farmers' market with a small batch of hand-labeled, uniquely flavored jams and chutneys. Over time, Stonewall Kitchen's product line has grown to include sauces, condiments, mixes and more. Today, they have products available nationwide. And to date, they've won 29 prestigious awards from the Specialty Food Association and achieved the coveted Outstanding Product Line Honors three times, not to mention also receiving other prominent awards from around the world.

In 2018, Stonewall Kitchen celebrated their first acquisition by welcoming gourmet cocktail garnish maker, Tillen Farms, into the family. The secret to their success remains their unwavering commitment to quality and lasting passion for great food—the same values that started it all during those early farmers' market days.

Tillen Farms, maker of gourmet cocktail garnishes, sets the standard for what jarred fruits and vegetables should taste like. Picked at the peak of ripeness for year-round enjoyment, these tasty products work as well in drinks as they do in main dishes. Whether you top a dirty martini with a blue cheese-stuffed olive or a sundae with a juicy maraschino cherry, Tillen Farms makes every meal memorable from the first sip to the last bite.

And their new line of Stuffed Olives is no exception! These premium green mammoth-sized olives are grown in the Hal-kidiki region in Greece, hand-stuffed with creamy Wisconsin blue cheese, lemon zest, or jalapeno and garlic and then lightly brined in smooth vermouth. These olives serve as a tangy garnish to cocktails or make for a tasty snack straight from the jar or with charcuterie.

All items below are stocked in IL; Non-Stock in TX and CA

7073565 BLUE CHEESE OLIVES
7074167 BLUE CHEESE OLIVES

7073660 GARLIC JALAPENO OLIVES
7073703 LEMON TWIST OLIVES

7074190 LEMON TWIST OLIVES

6/12 oz
2/64 oz

6/12 oz
6/12 oz

2/64 oz

RECIPE RECOMMENDATION:



DIRTY MARTINI DIP
WITH TILLEN FARMS
BLUE CHEESE STUFFED
OLIVES

INGREDIENTS

- ◆ 8 oz. cream cheese, softened
- ◆ 6 oz. plain Greek yogurt
- ◆ 3 T Tillen Farms Blue Cheese Olive brine
- ◆ 12 Tillen Farms Blue Cheese Olives, chopped
- ◆ 3/4 c vodka (optional)
- ◆ 1/4 c blue cheese crumbles

PREPARATION

1. Place the softened cream cheese in the bowl of an electric mixer and beat with the paddle attachment until light and fluffy. Scrape down the sides and add the yogurt. Continue to beat until well combines. Remove from mixer.
2. Fold in the olive brine, chopped olives, vodka and blue cheese crumbles. Add fresh cracked pepper to taste if desired.
3. Garnish with additional olives and serve with Sea Salt Crackers.

Source: [Stonewall Kitchen](#)



SPECIALTY GROCERY, CONTINUED

BRINGS OUT THE TRUE TASTE OF FOOD



La Baleine was born in 1934 in Montpellier, France. It is now the leading brand of sea salt in France, in restaurants and for the home, and is sold in over 40 countries in Europe, Africa and America.

Most of the La Baleine sea salt comes from the pristine nature preserve on the French Mediterranean coast, Aigues-Mortes, where it is gathered by professional salt makers, raking it in as it naturally crystallizes in the water from sun and sea breezes. The flavorful Grey salt is hand harvested in Guerande, in the Atlantic Coast of France with a special rake as it crystallizes at the bottom of the ocean.

La Baleine has introduced and perfected a variety of high quality, all natural sea salts over the years to satisfy the demanding French, European, African and American palates, and Grey Salt in 2010.

Now, La Baleine is introducing Essentiel Healthy Sea Salt, which has been a big hit in France, to America. It offers naturally crystallized sea minerals for a delicious natural mineral sea salt taste with 50% less sodium.



9901384 "ESSENTIEL" SEA SALT 12/4.4 oz

Stocked in IL; Non-stock in TX and CA



- 50% less sodium
- Delicious natural sea salt taste
- Rich in mineral salts, magnesium, calcium and potassium
- Naturally crystallized



4303350 COARSE SEAL SALT 12/26 oz

Stocked in IL, TX and CA



- For grilling, cooking, to salt cooking water or season dishes
- Makes a perfect meat or salt crust
- Crystallized by sun and sea breezes
- All natural, no additives



4723581 FINE SEA SALT 12/26.5 oz

Stocked in IL, TX and CA



- For blending in recipes, fine dining, delicate seasoning at the table
- Crystallized by sun and sea breezes
- Naturally crystallized



9901386 SEA SALT SHAKER 12/4.4 oz

Stocked in IL; Non-stock in TX and CA



- Fine sea salt in a convenient hand shaker for seasoning at the table



7010452 KOSHER SEA SALT 6/33.5 oz

Stocked in IL; Non-stock in TX and CA



- For all recipes calling for Kosher Salt
- Naturally crystallized
- All natural, no additives



7010443 GREY SEA SALT 12/8.8 oz

Stocked in IL and TX; Non-stock in CA



- Naturally Grey and rich in minerals
- From the Atlantic Coast
- Ideal for flavorful cooking and salt crusts
- All natural, no additives
- Crystallized by sun and sea breezes

FOR THE PASTRY CHEF

Girish Fatnani, Pastry Specialist

HANDCRAFTED, GOURMET BONBONS



Fondly referred to as Mr. Chocolate, Jacques Torres is the authority on all things related to this confectionery delight. Through his early years as a pastry chef, Jacques developed a deep affinity and love for chocolate. Jacques was a pioneer in the bean to bar movement—he was the first artisan chocolatier in New York City to start from cocoa beans and make his own chocolate. As the demand for his confections grew rapidly across the United States, he kept up by opening seven retail locations across New York, as well as a state-of-the-art manufacturing facility.

Every product created by Jacques Torres Chocolate is authentically made using premium ingredients. From sourcing the perfect cacao beans to technique steeped in tradition, Jacques' team combines genuine passion with handcrafted mastery to produce purely delicious, real chocolate.

7074646



ASSORTED CHOCOLATE BONBONS

Stocked in IL, TX and CA

1 / 162 CT

Dark Chocolate Raspberry Caramel. Inside you'll find homemade caramel with raspberries, butter and cream. The acidity from the raspberries makes the caramel deliciously tangy, while the butter and cream give it a rich mouthfeel. The bonbons are then covered in Belgian dark chocolate to provide a pleasant contrast of flavors.

White Chocolate Passion Fruit Ganache. A passionfruit ganache can be found at the center of this bonbon. The ganache is surrounded by white chocolate to mellow out the acidity of the fruit.

Milk Chocolate Praline Pistachio. Homemade hazelnut pralines are roasted, then ground just enough to keep a crunchy texture and maintain their intense flavor. From there, the pralines combine with pistachio paste and this is covered in Belgian milk chocolate.

Dark Chocolate Sichuan Orange. Sichuan pepper ganache and oranges combine with both milk and dark chocolate to create the interior of this bonbon, which is then enrobed in dark chocolate, to create a wonderful combination of flavors and scents.

Dark Chocolate Irish Coffee. Milk chocolate ganache with a distinct coffee taste and a dash of cognac are covered in 60% Belgian dark chocolate.

Milk Chocolate Dulce de Leche. Creamy, homemade caramel is enhanced with vanilla and mixed with smooth Belgian white chocolate. The filling is covered in creamy milk chocolate.





INDUSTRY TRENDS

Retail & Foodservice

OPINION: DINING OUT WHILE STAYING HOME

It's 6 p.m. and across the country a similar question is asked in every household: 'What's for dinner?' Followed by the default answer: 'I don't know, what do you want?'

Not long ago the only available solutions were using whatever was in the fridge or pantry or going to a restaurant. Take-out was limited to pizza or Chinese food from a local restaurant. Now, a plethora of innovations in food prep and delivery have emerged to meet the changing consumer needs for choice, taste, nutrition, and convenience.

Restaurant spending is up, representing about 50 percent of consumers' food spending. But Americans are also eating an increased number of meals at home, according to a recent NPD survey. Millennials are getting married and starting families and are finding that eating food at home is an economic priority and more aligned with their schedules.

But, do they have time to cook? According to a recent Harvard Business Review article by Eddie Yoon, growth strategist and author, only 10 percent of consumers say they love to cook. Forty-five percent indicate they outright hate it, and 45 percent are indifferent. Cooking has become another household chore and when they do enjoy it, it is primarily for entertaining on weekends.

But consumers have many options that allow them to eat out while staying at home.

Meal Delivery: Gig economy services [such as Grubhub or Uber Eats] have added thousands of restaurants to their offerings, allowing consumers to order quickly online for immediate delivery of a variety of menu options.

Restaurant Delivery: Widely available overall and growing to even include fast-food chains.

Grab-and-Go: Most grocery stores have set-up grocerant services to offer freshly prepared salads, sandwiches, and meals at their retail store for convenient pickup.

Meal Kits: While not ready-to-eat, meal kits are a convenient alternative to cooking from scratch with fresh ingredients and curated recipes. Starting with the meal kit subscription models like Home Chef, shoppers can now find meal kits at such traditional grocers, too. More heavily curated meal kits are now being sold that offer specific meals for diabetics, those who eat gluten-free, and kits with other nutritional food alternatives.

The online food delivery market currently has a low penetration with 10 percent of the U.S. foodservice market, but it is expected to grow dramatically over the next decade.

Ultimately, online food delivery sales can chip away at money spent in restaurants. Forty-three percent of consumers who ordered food for delivery say it replaced a meal at a restaurant, up from 38 percent in 2016, suggesting incremental cannibalization of dine-in meals.

More than 150 meal-kit companies operate in the U.S. today, many of them startups with little foodservice experience. These companies rely on on-demand delivery services and varied menu options. Expect to see massive industry consolidation as meal delivery services must balance the costs of labor and transport with the convenience of multiple menu options, delivery quality, and competition from supermarkets.

So, for the rest of the food industry: Who will benefit from the increase in home delivery and what should you do?

Restaurants. The growth of meal delivery is a net benefit for restaurants, but it requires a redesign of restaurant operating models to focus on kitchen efficiency and reduced walk-in traffic. Some menu options are more suited to delivery than plate service, and restaurant owners will have to find the optimal balance of culinary choice, quality and meal prep, and delivery efficiency.

Supermarkets. Meal kits are now migrating to the grocery shelf as consumers become weary of subscription models and see the benefit of retail menu choice, freshness, and decreased packaging. Continued growth in online orders and home delivery will impact the operating costs of retailers as less foot traffic and increased delivery will affect margins. Retailers with commercial kitchens should consider becoming virtual restaurants for meal delivery services.

Expect further innovations in the meal delivery market with the eventual advent of driverless autos, new heat and temperature-controlled packaging, and personalization of menus and ingredients for specific diets.

Source: [Specialty Food Magazine](#)




EASTER BRUNCH BESTS




Easter is quickly approaching, which can mean different things for different people. But regardless of religious affiliation, many people observe the holiday with a meal. And whether you enjoy celebrating with breakfast, brunch, lunch or dinner, we have solutions ideal for your Easter meal.

Raisin River offers a number of options—from frozen to fresh and slices to slabs—of high quality bacon for your breakfast or brunch menu.

- | | | | |
|----------------|---|-----------------|---|
| 1467432 | Smoked Bacon Slices, Center Cut | 12/12 oz |    |
| | Stocked in IL; Non-stock in TX and CA | | |
| 3137605 | Smoked Bacon Slices, Center Cut | 2/5 lb | |
| | Stocked in IL; Non-stock in TX and CA | | |
| 1689783 | Smoked Bacon Slab | 2/3-4 lb |    |
| | Stocked in IL and CA; Non-stock in TX | | |
| 3702163 | Thick Sliced Smoked Bacon (Frozen) | 4/5 lb |    |
| | Stocked in IL | | |

Le Chic Pâtissier brings some excellent options for breakfast basics that you can dress up and turn into something that is all your own, and truly extraordinary:

- | | | | |
|----------------|--------------------------------|-------------------|--|
| 7010706 | Unslice Braided Brioche | 5/21.16 oz |    |
| | Stocked in IL, TX and CA | | |
- Slice and use to create exceptional French toast.*

- | | | | |
|----------------|---------------------------------------|-------------------|---|
| 7031108 | Classic Crepes (13") | 75/0.15 oz |    |
| | Stocked in IL and CA; Non-stock in TX | | |
- Stuff with whatever you desire for delicious filled crepes.*

If you want ready-to-bake pastries to include in your Easter breakfast or brunch, we have a number of assortments that are perfect. **French Gourmet**, **Lecoq** and **Delifrance** all offer a variety of shapes, sizes and flavors to consider.

Whether you're serving a brunch, lunch or dinner, ham is often found at the center of the plate on Easter. Raisin River has two options for your Easter feast.









- | | | |
|----------------|--------------------------|------------------|
| 1402670 | Jambon Francais | 1/15 lb |
| | Stocked in IL, TX and CA | |
| 1439197 | Black Forest Ham | 2/9-10 lb |
| | Stocked in IL, TX and CA | |

Another Easter center of the plate staple is lamb, and we have a terrific boneless, rolled and tied Lamb Leg for your carving board.

- | | | | |
|----------------|---------------------------------------|----------------|---|
| 1841392 | Lamb Leg BRT | 1/30 lb |    |
| | Stocked in IL; Non-stock in TX and CA | | |
- Approximately 8 legs comprise this 30 lb. case.*






If you're looking for a center of the plate that is less traditional, look no further than Raisin River's Smoked Duck or Chicken Breast.



- | | | |
|----------------|---------------------------------------|---|
| 1922329 | Smoked Duck Breast |    |
| | Stocked in IL, TX and CA | |
| 8417315 | Smoked Chicken Breast |    |
| | Stocked in IL; Non-stock in TX and CA | |

Although dessert is not a key component to an Easter feast, it can undoubtedly add a special, sweet touch. Pastel colors will add to the jubilant sentiment of the holiday, so try incorporating one of the following into your dessert table.



- | | | | |
|----------------|--|-----------------|---|
| 7012984 | Pasquier Assorted Mini Macarons | 2/72 ct |    |
| | Stocked in IL, TX and CA | | |
| 8115457 | Mona Lisa Med. Marbled Pastel Tulip Cups | 1/36 ct |    |
| | Stocked in IL, TX and CA | | |
| 5971771 | Mona Lisa Petit Marbled Pastel Tulip Cups | 1/152 ct |    |
| | Stocked in IL, TX and CA | | |

