

MARCH 2024 NEWSLETTER

THIS MONTH'S
INDUSTRY EVENTS

MARCH 12-16
EXPO WEST; ANAHEIM, CA

MARCH 18-21
ALIMENTARIA; BARCELONA
















MARCH 19-21
INTERNATIONAL PIZZA EXPO
LAS VEGAS, NV

**NEXT MONTH'S
HOLIDAYS & EVENTS**
Time to start planning!
APR 9 EID AL-FITR
APR 22 EARTH DAY
all month long...

NATIONAL BRUNCH, SOY FOODS
AND SOFT PRETZEL MONTH

ICON KEY:

Look for these icons throughout the newsletter for easy identification of attributes that may be important to you.

-  **ALL-NATURAL**
-  **DAIRY FREE**
-  **EGG-FREE**
-  **GLUTEN FREE**
-  **KOSHER**
-  **LACTOSE FREE**
-  **LOCAL**
-  **LOW SODIUM**
-  **NON-GMO / NON-GMO VER.**
-  **NUTS FREE**
-  **SOY FREE**
-  **SUGAR FREE**
-  **TRANS FAT FREE**
-  **VEGAN**
-  **ORGANIC / USDA ORGANIC**



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TO YOUR INBOX?

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EUROPEAN — IMPORTS — a Sysco company

In Datassential's Spring Trends Report, they shared that out of all the spring holidays they surveyed consumers about, Cinco de Mayo is the holiday consumers are most likely to get food from a restaurant rather than eat at home. To help consumers celebrate Cinco de Mayo, consider offering trending Mexican dishes and beverages as LTOs (think birria tacos and spicy margaritas). To help inspire your Cinco de Mayo LTO's, we're spotlighting a few lines perfect for the occasion.

Hispanic Cheese from Pica y Salpica

Pica y Salpica celebrates Hispanic cuisine by bringing an explosion of flavor resulting from authentic, high quality ingredients. Their **Shredded Monterrey and Oaxaca Blend** is the perfect combination for a melty quesadilla or cheese for Birria Tacos.



Did you know Birria is up 370% on menus over the past 4 years, and Datassential Menucast (AI-powered) predicts it will grow another 95% on menus over the next 4 years, making it a trend with staying power.

Source: Datassential Trend Wire January 2024

+370%

Salsa Machas from Chingonas

Look out, Chili Crisp...here comes Salsa Macha! This Mexican take on a nutty, tangy, spicy condiment has grown an impressive 262% since 2019 and 1351% since 2013 and shows no signs of stopping. Try drizzling the Original or Verde on Avocado Toast or Tacos.

Source: Datassential Salsa Macha Food Profile



Spiceology Blends

With so many different blends, Spiceology has a spice for every occasion! Below are three to consider this Cinco de Mayo.

- **Guac and Roll:** bell peppers combine with cilantro, onion, tomato and citrus for the perfect just-add-avocado mix.
- **Chile con Limon:** perfect balance of salt, spice and citrus; use on chicken, seafood, fresh fruit, roasted vegetables or on the rim of a Michelada or Bloody Mary!
- **Salt-Free Taco:** packed with garlic, onion, paprika, chiles, bell pepper and more; a no-salt, healthy alternative.



Fruit Purees from Cap Fruit

Nothing says Cinco de Mayo like a Margarita. With always popular varieties, like **Strawberry** and **Mango**, to one of the most popular flavors of right now—**White Peach**—you can't go wrong with the frozen purees from Cap Fruit.



Gear up for a full season of sales with products perfect for Country Clubs and Catering on Page 8.

Sysco Employees and Customers:

To shop all items in this month's newsletter, click on the Sysco Shop icon.

UNDER THE DOME

Jeff Babcock, Cheese Specialist



THE WAIT IS OVER!

European Imports now carries Cowgirl Creamery. Cowgirl Creamery makes cheese with heart. In 1997, college friends and business partners, Sue Conley and Peggy Smith started with a shared dream: To celebrate organic practices and spotlight the craftsmanship of local sustainable agriculture in Marin and Sonoma counties. Today, they are carrying the torch of the food revolution that started in their backyard. Organic. Farm-to-Table. Delicious, award-winning cheese. It defines their famous creations, including the beloved triple cream, Mt Tam.

Critical to the cheese is the milk it is made with. Cowgirl Creamery only sources from small, family farms that are 20 miles or less from farm to creamery. This not only gives them the finest and freshest milk, but they are able to continue to support small dairies in the community.



Named after the iconic landmark Mount Tamalpais, Mt Tam is Cowgirl Creamery's best-selling cheese. This cheese takes you from fudgy firmness to buttery softness as it moves from young to ripe to mature. Mt Tam is a winner of multiple domestic, international and World Cheese Championship awards.

7274466 **Mt Tam**
Stocked IL, TX, VA and CA

12/7 oz

Devil's Gulch is a triple cream cheese named after the narrow ravine along the base of Mt. Barnabe. It gets a fiery kick from red pepper flakes that perfectly contrast the buttery notes of the cheese.

7274429 **Devil's Gulch**
Stocked IL, TX, VA and CA



6/7 oz



7274460 **Hop Along Wheel**
Stocked IL, TX, VA and CA

1/5 lb.

After 45 days of aging, this cider-washed rind cheese develops aromas of apple and brioche and a silky, semi-firm interior. It's a versatile, snackable cheese that easily pairs with a variety of snacks and beverages.



7274462 **Pierce Point**
Stocked IL, TX, VA and CA

6/7 oz

Red Hawk was actually a 'mistake,' tossed aside on a rack then found 3 weeks later. This washed rind triple cream cheese has now won multiple International cheese awards.

7274498 **Red Hawk**
Stocked IL, TX, VA and CA

6/7 oz rw



Designed by chefs for chefs, Wagon Wheel is a washed rind cheese crafted from organic cow's milk and aged for a minimum of 75 days. A melting cheese created to rival any cheese bought from Italy.



7093460 **Wagon Wheel**
1/15 lb.

Stocked IL, TX, VA and CA

WILD AND UNIQUE FOODS

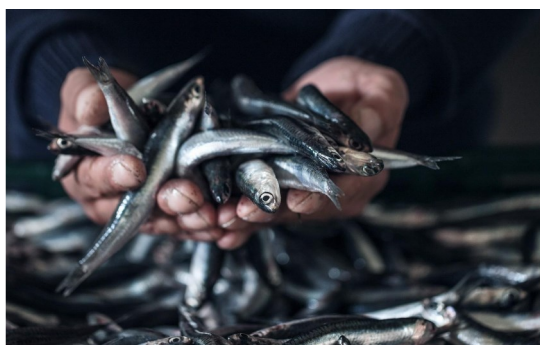
Ryan LaMere, Meat & Game Specialist

WHAT'S IN THE TIN?

Seemingly out of nowhere and almost overnight, tinned fish — the given moniker for preserved, high quality seafood packaged in tins — was all over pop culture. Historically known as “Conserva” in Spain, social media buzzed with clips of smiling folks peeling open tins of sardines glistening with high quality olive oil and arranged just so in the can; of round tins bursting with fat mussels swimming in tart escabeche sauce; and of anchovies from the Cantabrian coast, a revelation to anyone used to tough, tiny and oversalted fishes of days gone by.

Delicious®

The tinned fish trend in the United States arguably got its start in NYC at small wine bars that, while long on ambition, were short on kitchen space. They started serving cans of high quality fish already popped open and garnished with naturally leavened toasts heaped with butter, little piles of flaky sea salt, pickled peppers and intense garlicky mayo for customers to pair with (inevitably) natural wine. It was quite a picture and rightfully so captured the attention of many a patron. The ability to serve nibbles of excellent quality without a lot of labor or a hood captured the attention of many a bar owner, wanting to cater to those patrons.



Delicious supplies us with everyday anchovies that are fat and have lots of depth. Their Cantabrian Anchovies have all of these qualities dialed up to 11! The fish caught in these areas grow extra fat in the cold waters and have a beguiling texture *you absolutely must try*.

7291215 Cantabrian Anchovy Fillets 8/3.17 oz

Stocked IL, TX, VA and CA



7206984 Anchovy in Sunflower Oil 1/1.59 lb.

Stocked IL, TX, VA and CA



Serrats is a brand from Spain with a long and rich history of top-quality seafood prepared with care. We are very excited to offer three tins from the Serrats assortment here at European Imports.



Enjoy the sardines on toasts with some shaved pickled fennel, crunchy fennel seeds and fronds.

7290189 Small Sardines in Olive Oil 12/4 oz

Stocked IL, TX, VA and CA



Try the mussels on a potato chip with a little of the juices from the can spooned over, topped with fresh parsley.

7290192 Mussels in Pickled Sauce 12/4.16 oz

Stocked IL, TX, VA and CA



The Tuna “Ventresca” (belly) is gorgeous warmed with its oil and spooned over plump white beans with some preserved tomatoes.

7290191 Tuna Belly Fillet in Olive Oil 12/4 oz

Stocked IL, TX, VA and CA



SPECIALTY GROCERY

Ryan LaMere, Grocery Specialist

THE FAVORITE IS BACK!!



As a child of the 80's and 90's, I've seen a lot of beverages come and go. Some more memorable than others. When I heard that the iconic brand Clearly Canadian was back in production, I knew we absolutely had to have it at European Imports.

As the original sparkling water beverage, Clearly Canadian is bottled at the source using natural, nostalgic flavors and contains simple ingredients. Its striking clear bottle and vivid flavors are back for a new generation to enjoy! Capitalizing on its unique history and Canadian identity unlike many generic sparkling waters, it boasts a clear link to its origin story, born from British Columbia's pristine spring water. This taps into a growing consumer desire for authenticity and transparency, while subtly differentiating itself from international competitors.

We offer 5 flavors in not-too-sweet flavors all in perfectly sized 11oz bottles:



7297140	Country Raspberry	12/11 oz
Stocked IL, TX, VA and CA		
7297115	Mountain Blackberry	12/11 oz
Stocked IL, TX, VA and CA		
7297147	Summer Strawberry	12/11 oz
Stocked IL, TX, VA and CA		
7297142	Wild Cherry	12/11 oz
Stocked IL, TX, VA and CA		
7297143	Orchard Peach	12/11 oz
Stocked IL, TX, VA and CA		

New to the line are their unsweetened and super refreshing 25-ounce bottles in Mineral, Limon and Grapefruit varieties, perfect for the table top or summer picnic in the park!



7297116	Clearly Sparkling	12/25 oz
Stocked IL, TX, VA and CA		
7297149	Limon Essence	12/25 oz
Stocked IL, TX, VA and CA		
7297145	Grapefruit Essence	12/25 oz
Stocked IL, TX, VA and CA		

SPECIALTY GROCERY

Grocery Specialist

PEPPADEW®



IT IS THE NAME, AND THE BRAND

Peppadew® Peppers were discovered growing wild in South Africa 25 years ago! This irresistible red pepper is known for its distinctive sweet, slightly spicy flavor. It is now commercially grown and processed, only in the Limpopo Valley Region of South Africa, where it was originally discovered. A worldwide phenomenon.



PEPPADEW® IS THE NAME OF THE PEPPER AND THE BRAND!

Peppadew's® versatility expands from breakfast, lunch and dinner along with casual to white tablecloth dining applications. Harness the flavor burst of Peppadew® Peppers by adding it to pizza, salads, sandwiches or tacos, eggs, pasta, charcuterie boards, or stuff it with cheese; the possibilities are endless. Don't forget to use the delicious brine in every can and jar to create unique salad dressing, savory marinade or spice up a cocktail; dirty a martini, add to a Bloody Mary, margarita or paloma.



New! A brilliant golden pepper with a sweeter flavor and a tangy kick!

7028176

Goldew® Peppers

2/105 oz

Stocked IL, TX, VA and CA



0721728

Diced Mild Peppadew®

2/105 oz

Stocked IL, TX, VA and CA



0304259

Whole Mild Peppadew®

2/105 oz

Stocked IL, TX, VA and CA



5348008

Whole Mild Peppadew®

12/14 oz

Stocked IL, TX, VA and CA



1807122

Whole Hot Peppadew®

12/14 oz

Stocked IL, VA and CA



FOR THE PASTRY CHEF

Pastry Specialist



SURPRISINGLY FUN TWIST TO THE EXPECTED

PRETZILLA® is made up of a group of passionate bakers who carefully select premium ingredients to craft mouthwatering new recipes and beloved classics. Indulge in their soft pretzel buns and bites, expertly baked to perfection. Since 1923, they have remained true to the belief that the combination of top-quality ingredients and skilled craftsmanship results in pure, delicious satisfaction.



Soft pretzel bread is the fastest growing sub-segment of the rolls and buns category, and accounts for over 20% of pre-packaged rolls and buns. Pretzilla products have no artificial flavors, no artificial colors, and no high fructose corn syrup. Their burger and sausage buns captures the growing consumer demand for kosher, clean label, allergen friendly, and vegan products.



9909226 Slider Buns
6/20 cut
Stocked IL, TX, VA and CA
1.4 oz each, measuring
2.95" w x 1.75" h. Not sliced.



9909696 Burger Buns
12/6 cut
Stocked IL, TX, VA and CA
2 oz each, measuring 4.2" w x 2.3" h. Pre-sliced.



2687295 Sausage Buns Sliced
12/6 cut
Stocked IL, TX, VA and CA
2.6 oz sausage buns. 6" l x 2.5" w.
Perfect for sausages, brats, hot dogs or subs. Pre-sliced.



Pair with dips as an appetizer, use as an entree side, or serve as a dessert with caramel or chocolate.

9909161 Pretzilla® Bites 4/2 lb. bag
Stocked IL, TX, VA and CA
384 bites per case (96 per bag)



Fabulous alternative to basic dinner rolls. Soft inside with a thin crust. A stand-out roll on menus and the table.

7253332 Pretzel Dinner Roll 8/9 cut
Stocked IL, TX, VA and CA



Wonderful in a breadbasket, or as a side to soup, salad or pasta. The size makes it dipable, or add toppings before serving to elevate it beyond the expected.

7253328 6" Pretzel Stick 12/8 cut
Stocked IL, TX, VA and CA



INDUSTRY TRENDS

Retail & Foodservice

RESTAURANT MENUS INCLUDE CAESAR SALAD, YUZU, NOSTALGIC DESSERTS



Editors from The New York Times evaluated 121 menus from across the U.S. to identify the food and aesthetic trends shaping dining culture.

The following dishes and ingredients consistently popped up across menus:

- Caesar Salad
- Caviar
- Yuzu
- Fried Chicken
- Nostalgic Desserts
- Panna Cotta

The Caesar Salad has also grown outside of the traditional American dining ecosystem, now being found in myriad styles including Mexican, Thai, and Cuban. Some have miso or fish sauce in the dressing and incorporate specialty ingredients like fennel pollen, according to the report.

These stylings align with some of the trends that members of the Specialty Food Association's Trendspotter Panel identified both at the Winter Fancy Food Show, which took place earlier this week, and in their 2024 trend predictions. At the show, elevated everyday foods were spotted among specialty brands, which carry over into the use of unique ingredients like the fennel pollen that helps elevate the traditional staple salad.

Yuzu was also an ingredient used in a variety of specialty foods at the Winter Fancy Food Show. "Everyone loves lemon and citrus," said Clara Park, chef, teacher, consultant, writer, and member of SFA's Trendspotter Panel.

"Specialty brands are making it new again with the Japanese citrus yuzu." *See below for a recap of the Top Trends from the 2024 Winter Fancy Food Show.*

Global flavor exploration was highlighted as a key movement, adding a wider variety of flavors from different cultural traditions into a dish.

"People are understanding that cuisines are not monolithic," said Stan Sagner, founder, We Work for Food, in the Trendspotter report. These inspire choices like swapping miso or fish sauce for the traditional anchovies found in Caesar dressing.

Physical menus are back after the pandemic largely substituted them for online menus accessed via QR codes. The New York Times also found that the visual aspects of menus have changed: smaller fonts, informal aesthetics, and bolder and brighter colors have been consistently identified.

"There is a lot more openness to be unique in their brand and not look like what everyone else is doing," said Lisa Peteet, a founder of the design agency Atlas Branding in Asheville, N.C., who creates restaurant menus.

BONUS: TOP TRENDS FROM THE 2024 WINTER FANCY FOOD SHOW

1. Plant-Based Passport: Flavor innovations abound as global comfort foods appeal to vegan and vegetarian audiences with plant-based ingredients.
2. Yuzu: The Japanese citrus fruit was "everywhere" at the Winter Fancy Food Show, including drinks, dressing, soy sauce, and candied dried fruit peels.
3. Upcycled and Upscaled: Ugly fruits and byproducts are getting a glow-up in upcycled specialty products that are further elevated by high-end packaging.
4. Fruits as Snacks: Nature's candies are breathing new life into snacking occasions
5. New Takes on Classics: Many of the new products on the Fancy Food Show floor "combine innovation with a classic twist."

Source: Specialty Food Association

Source: Specialty Food Association

DINING AL FRESCO

The warmer weather is arriving and customers are preparing to open their patios, golf courses and outdoor venues, and prepare for a busy catering season. European Imports has what you need to make sure this is a successful season with dishes that will impress and satisfy.



Perfect warm weather beverage? Water. Sparkling water is increasing in popularity, and San Pellegrino offers the finest in Italian water that flows from a natural spring in the San Pellegrino Terme area in the foothills of the Italian Alps. Glass bottles for table service, or PET bottles for on the go. This crisp and refreshing water is also great for the bar to use in cocktails.

1901636 Sparkling Mineral Water PET 24/16.5 oz

Stocked IL, TX, VA, and CA



1454792 Sparkling Mineral Water Glass 24/16.5 oz

Stocked IL, TX, VA, and CA



5130418 Sparkling Mineral Water Glass 15/25.3 oz

Stocked IL, TX, VA, and CA



1656693 Sparkling Mineral Water Glass 12/33.8 oz

Stocked IL, TX, VA, and CA



7217797 Sparkling Mineral Water PET 12/33.8 oz

Stocked IL, TX, VA, and CA



7253620 Sparkling Mineral Water Glass 4/6/8.45 oz

Stocked IL, TX, VA, and CA



Taking things out to the golf course or an outdoor venue often calls for grab-and-go items. Olli brings us snacking trays that can satisfy with protein and carbs to keep you going, all in a convenient package. These trays include high-quality salami, cheese, and La Panzanella crackers.

7253620 Olli Genoa Fontina Snack Tray 10/2 oz

Stocked IL, TX, VA, and CA



Sitting out on the patio to enjoy the sun and a cheese and charcuterie board with friends? We have many of the basics to help put these together with little labor or skill needed.



Pre-sliced prosciutto requires no additional equipment or skilled labor. With 3 slices per ounce, this 3 ounce pack from Busseto makes it easy to add to a board, sandwich, or assemble appetizers. Consistent sizing in the slices helps with costing and portioning.

9602665 Busseto Sliced Prosciutto 12/3 oz

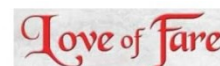
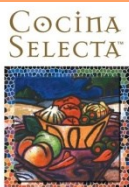
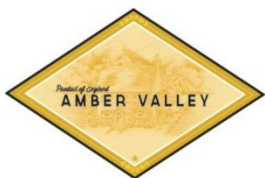
Stocked IL, TX, VA, and CA



With nine different crackers and biscuits, there is something for everyone. Carr's Crackers from England bring us the perfect entertainment pack to accompany a cheese and charcuterie board, along side dips or as a base for hors d'oeuvres.

4246336 Carr's Entertainment Assortment 12/7oz

Stocked IL, TX, VA, and CA



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Website: www.eiltd.com

WHAT'S NEW?

HUNGRY FOR MORE?

HERE'S WHAT'S NEW AT EUROPEAN IMPORTS THIS MONTH. GET A FIRST LOOK AT OUR EXCITING NEW ITEMS!



7258771
**Crop's Vegetables
Caramelized Onion
Slices**
12/2 lb.
Stocked IL, TX, VA and CA



7266953
**Pirouline
Chocolate Hazelnut**
6/35 oz
Stocked IL, TX, VA and CA



7291606
**Bella Bella Gourmet
Duck Breast Pastrami**
6/1 lb.
Stocked IL, TX, VA and CA



7291609
**Bella Bella Gourmet
Chicken Fat, Rendered**
1/7 lb.
Stocked IL, TX, VA and CA



7268327
**Shaft's Cheese Co
Crumbled Blue Cheese**
1/5 lb.
Stocked IL, TX, VA and CA



7263017
**Spiceology
Herbs de Provence**
1/9 oz
Stocked IL, TX, VA and CA



7270205
**Mike's Hot Honey
Hot Honey Dip Cup**
80/1 oz
Stocked IL, TX, VA and CA



7291788
**La Belle Farm
Orvia Air-Chilled
Duck Breast**
Stocked IL, TX, VA and CA



7291215
**Delicias
Cantabrian Sea Ancho-
vy Fillets in Olive Oil**
8/3.17 oz
Stocked IL, TX, VA and CA



7290191
**Serrats
Ventresca Fillets
In Olive Oil**
12/4 oz
Stocked IL, TX, VA and CA



7290189
**Serrats
Small Sardines
In Olive Oil**
12/4 oz
Stocked IL, TX, VA and CA



7290192
**Serrats
Mussels in
Pickled Sauce**
12/4.16 oz
Stocked IL, TX, VA and CA



7280955
Colavita
Balsamic Vinegar
80/.85 oz
Stocked IL, TX, VA and CA



7281073
Colavita
Premium Italian
Extra Virgin Olive Oil
80/.85 oz
Stocked IL, TX, VA and CA



7281076
Molivo
Extra Virgin Olive Oil
1/10 L
Stocked IL, TX, VA and CA



7283689
Ghirardelli
Caramel Milk Chocolate
Squares Bar
10/4.8 oz
Stocked IL, TX, VA and CA

**AURA
BORA™**

A delicious and flavorful sparkling water
made with herbs, fruits, and flowers.



- | | | |
|---------|-------------------------------|----------|
| 7286795 | Lime Cardamom | 12/12 oz |
| 7286788 | Ginger Lemon | 12/12 oz |
| 7286789 | Grapefruit Elderflower | 12/12 oz |
| 7286794 | Lavender Cucumber | 12/12 oz |
| 7287506 | Strawberry Basil | 12/12 oz |
| 7286785 | Chai Cranberry | 12/12 oz |



9903751
Somerdale
Lemon & Honey
Wensleydale
2/4.4 lb.
Stocked IL, TX, VA and CA



7012466
Somerdale
Blueberry
Wensleydale
2/4.96 lb.
Stocked IL, TX, VA and CA



STAY ON TREND

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