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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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Reminders:



There are two exciting shows coming up this summer and we want to remind you that now is the time to start making your plans to attend them:

56th Summer Fancy Food Show

June 27-29, 2010

Jacob Javits Center

New York, NY

Visit European Imports Ltd.

Booth #1436

Join the 24,000 decision makers that attend this show every year to see thousands of new and innovative products from 2,400 exhibitors from more than 70 countries. Register online at www.fancyfoodshows.com.

Southwest Foodservice Expo

June 27-29, 2010

George R. Brown Convention Center

Houston, TX

Visit European Imports Ltd.

Booth #0433

The Southwest Foodservice Expo is one of the largest foodservice tradeshow in the nation, attracting foodservice professionals from across the United States. The Expo brings together all aspects of the industry for three days of business, networking, education and fun. Register online at www.swfoodexpo.com.

Holiday Catalog Update

Distribution of our 2010 Holiday catalog will begin May 1 and we will be hosting a Webinar Friday May 14 to showcase all the new product selections. Please contact your sales rep for your copy of the catalog and directions on how to log-in to the Webinar.

Under the Dome by Marcia Suchy

The Eyes Have It at Fair Oaks Farms



In Northwestern Indiana is a dairy farm that is truly out of the ordinary. Fair Oaks takes great care of the long-term nature of our environment and resources. They use 'green-power', turning manure into electricity and they have received the Validus Certified USDA seal of Animal Welfare Review (an on-site audit that verifies standards for animal welfare and responsible farming practices). In addition, they make hand-crafted, award winning Swiss Cheese with rBST and antibiotic free milk. They are a totally integrated dairy which allows for guaranteed traceability back to the individual cow that supplied the milk.

We at European Imports Ltd. are happy to introduce three new cheeses from Fair Oaks Farms that are now in stock.

The 40 lb wheel of award-winning Emmentaler is younger than those from Switzerland and has a rich flavor profile. It is slightly sweet with big swiss nuttiness. Creamy and rich, Emmentaler is great for snacking or in a fondue. Try it as a grilled cheese or on your favorite deli sandwich. Pairs well with grapes or apples and a fruity white wine.



Sweet Swiss is Fair Oaks Master Cheesemaker, Randy Krahenbuhl's own recipe. It is handcrafted into a smooth, buttery cheese that is similar to a Baby Swiss. You will not find this cheese anywhere else. See why it is everyone's favorite!

Smoked Sweet Swiss the hickory smoked variety of the Master Cheesemaker's award-winning Sweet Swiss. Hickory Smoked, buttery swiss with just the right complement of smokiness.

400600	Emmentaler Wheel	1/40 lb
400622	Sweet Swiss	1/10 lb
400611	Smoked Sweet Swiss	1/11 lb

All three of the Fair Oaks Swiss Cheeses are nicely priced at \$5.00 or less per pound (consult with your salesperson for exact pricing).

Fair Oaks Farms is more than just great cheese products. Check out their website at www.fofarms.com and discover what they offer in tours, family fun, eating and more!

Wild & Unique Foods by Tim Doyle



Everyone at Nueske's was hard at work for nearly five years to develop their new Wild Cherrywood Smoked Uncured Bacon. They wanted to provide two things: (1) a Nueske's bacon with a different kind of fruitwood working its magic in their smokehouse, and (2) an uncured bacon with no nitrates or nitrites added. Its only ingredients are pork, filtered water, sea salt, raw turbinado sugar and celery juice. Its shelf life is 90 days refrigerated at 38° F and 365 days frozen at -10° F.

For the better part of 2009, foodservice-sized (5 lb) packages of this brand-new product have been available. Now, we are introducing a 12 ounce retail-ready package of this new Nueske's product to the market. Sliced at their classic thickness of 16/20 slices per pound, and packaged with a distinctly different look from their famous Applewood Smoked Bacon, this product will be a unique and eye-catching addition to your meat and deli departments.

601777 Nueske's Wild Cherrywood Smoked Uncured Bacon, Frozen 16/12 oz



Chateau Royal introduces Buffalo with Chipotle Chiles to their line of gourmet game sausages. This amazing sausage with its southwestern flavors and heat from smoked jalapenos makes for an excellent introduction to buffalo. This hand crafted sausage's distinctive flavor profile comes from its unique and exciting, all natural ingredients. The buffalo (or American bison) is farm raised, and USDA inspected and processed in a USDA facility. Chateau Royal sausages are all natural without added chemicals, hormones, steroids, antibiotics or artificial additives.



601788 Chateau Royal Buffalo w/Chipotle Sausage 12/12 oz



For The Pastry Chef by Karl Helfrich



We now carry the “Blue Buckets” -
Hero bakery jams, glazes and compounds.

I am very pleased to announce that we now carry the full line of “industry standard” fruit products from Hero.



Hero ovenproof bakery jams are made from fresh, top quality fruit and fruit pulp, sugar, and a special pectin. They are ideal as a fruit jam filling for pastries or doughnuts, as

well as for pastries filled before baking. Hero bakery jams are easy to handle with a spatula or piping bag and can be injected after baking. They are freeze-proof, show excellent moisture and are certified kosher by the Orthodox Union.

Hero Apricot Bakery Jam

Item # 235754, 27.5 lb bucket

Hero Raspberry with Seeds Bakery Jam

Item # 235810, 27.5 lb bucket

Hero Raspberry w/out Seed Bakery Jam

Item # 235809, 27.5 lb bucket

Hero Strawberry Bakery Jam

Item # 235821, 27.5 lb bucket

Hero Orange Bakery Jam

Item # 235798, 27.5 lb bucket

Hero Lemon Bakery Jam

Item # 235787, 27.5 lb bucket



Hero fruit compounds are ready-to-use concentrates, made out of natural, sun-ripened, fresh fruits and natural



flavors. They have a syrupy to pasty consistency and can be used directly out of the container for fruit creams, Bavarian creams, mousse, custard creams, sponge cakes, ice cream, cream cheese and chocolate filling. They are 100% natural, with no colors or preservatives.

Hero Raspberry Compound

Item # 602211, 2.4 lb container

Hero Strawberry Compound

Item # 602233, 2.4 lb container

Hero Banana Compound

Item # 602066, 2.4 lb container

Hero Orange Compound

Item # 602155, 2.4 lb container

Hero Passion Fruit Compound

Item # 602166, 2.4 lb container

Hero Lemon Compound

Item # 602077, 2.4 lb container

Hero Gels are fast setting nappages with brilliant shine and unique protection capabilities for pastries. They are produced from natural fruit



concentrates, water, sugar, and a special pectin. In the case of Herogel neutral, added lemon juice gives the product a unique fruity and refreshing taste. Hero gels are highly concentrated and are to be diluted with 50% water. After boiling, a thin layer of Herogel, applied with brush or airbrush, guarantees a brilliant result. These gels are made primarily from natural fruit pulp, sugar, water, and pectin and are certified kosher by the Orthodox Union.

Hero Apri-Gel Firm

Item # 235765, 27.5 lb bucket

Hero Clear Firm Gel

Item # 235776, 27.5 lb bucket

New Grocery

GojiAnia Juice Blends

Goji berries might be the hot new thing on nearly every shelf of the natural food aisle, but they are old news in most Asian grocers. Goji berries have been legendary in Tibetan and Chinese medicine because of their properties believed to be associated with vitality and longevity. GojiAnia has taken the juice from Goji berries and blended it with nutrient rich fruit juices (superfruits) to create a line of fruit juice blends that are unmatched.

Loaded with nutrients, GojiAnia juice blends are made from all-natural Goji berries, contain no added sweeteners, no artificial ingredients and are rich in high-potency antioxidant Vitamin C, beta carotene, B vitamins, amino acids, potassium, protein, and polysaccharides. While this sacred berry is legendary in ancient cultures and is considered one of the most nutritious fruits on earth, Goji berries and Goji juice are now becoming more widely recognized as a nutrition-dense “superfood.”

GojiAnia ready to drink fruit juice blends are available in four terrific flavors. Enjoy GojiAnia’s four natural fruit blends that are now available from European Imports Ltd.:

693222 Goji & Blueberry Juice Blend

12/10.5 oz
Blueberries are well known for their delightful taste and their favorable combination of nutrient richness and antioxidant strength. Mixed with Goji berry juice, this refreshing blend will boost your energy.



693200 Goji & Acai Juice Blend

12/10.5 oz
Acai, the exotic energy fruit from the Amazon, is considered an exceptional source of dietary fiber and amino acids, and combines perfectly with nutritious Goji berry juice.



693244 Goji & Pomegranate Juice Blend

12/10.5 oz
This blend brings together the rich and ripe flavor of Goji and Pomegranate with a high level of antioxidants, vitamins and free radicals.



693233 Goji & Mangosteen Juice Blend

12/10.5 oz
Mangosteen is considered the “Queen of Fruits” and the “Food of Gods” in its native Southeast Asia. This sweet, tropical fruit is rich in nutrients and antioxidants and perfectly compliments the tanginess of the Goji berry.



Cucina Viva Floor Displays

Cucina Viva has developed three unique floor displays. What makes them unique?

Cucina Viva floor displays are unique in that you have to order the display unit and products separately. That's right. You get to choose which products you use to stock the display. The displays are available for three of Cucina Viva's product lines. Each display comes with a beautiful header card showing a serving suggestion for the product.



Risotto Floor Display

833276 – Empty display to be filled with 40 units of Cucina Viva Risotto. It has two tiers, each tier holds four units across and five units deep. Stock with:

833285	Artichoke Risotto	8/8.8 oz
833252	Asparagus Risotto	8/8.8 oz
883274	Bell Pepper Risotto	8/8.8 oz
833263	Porcini Risotto	8/8.8 oz

Crostini Floor Display

490521 – Empty display to be filled with 32 units of Cucina Viva Crostini. This display has two tiers, each tier holds four units across and four units deep. Stock with:

490239	Black Pepper Crostini	12/7 oz
49021-3	Fennel Crostini	12/7 oz
49022-4	Rosemary Crostini	12/7 oz
49020-2	Traditional Crostini	12/7 oz
490264	Black Olive Crostini	12/7 oz
490242	Parmesan & Pecorino Crostini	12/7 oz
490276	Spicy Bloody Mary Crostini	12/7 oz

Taralli Floor Display

803121 – Empty display to be filled with 40 units of Cucina Viva Taralli. This display has two tiers, each tier holds five units across and four units deep. Stock with:

490287	Extra Virgin Olive Oil Taralli	15/10.58 oz
490298	Fennel Taralli	15/10.58 oz
490309	Onion Taralli	15/10.58 oz
490454	Red Pepper Taralli	15/10.58 oz

Line Extensions

BRIANNAS®

Fine Salad Dressings

123333 Buttermilk Ranch 6/12 oz
All natural ingredients, gluten free, soy free, nut free, trans fat free, high fructose corn syrup free, msg free and vegetarian.



930966 Strawberry White Tea in Cans 24/12 oz

Lightly sweetened White Tea with sweet strawberry flavor. It is crisp and clean with no after taste. All natural, kosher, and gluten free.

930944 Blueberry White Tea in Cans 24/12 oz

Premium brewed White Tea with bold blueberry flavor. It is crisp and clean with no after taste. All natural, kosher, and gluten free.



434587 Carmelized Biscuits 12/7 oz

434598 Pirouluxe Belgian Rolled Butter Wafer 12/4.4 oz



141222 Spice Grinder Wire Rack 1/1 ct
White two tier wire rack – to be used on shelf to display D & A spice grinders.

Line Extensions & Changes



490811 Mini Rice Crackers 6/4.4 oz



490544 Original Thins Deli Pack 18/3.5 oz
490533 Plus Five Whole Grain Thins 9/6.7 oz

Wholegrain combined with the delicious taste of five grains (rye, wheat, oat, barley and millet).

New more convenient packages for Rice Select's most popular products:



882655 Whole Wheat Couscous 6/10.72 oz
882677 Original Pearl Couscous 6/11.5 oz
882666 Tri color Pearl Couscous 6/11.5 oz



882644 Pilaf Medley 6/12.7 oz
882633 Vegetable Medley 6/11.32 oz
882688 Mushroom Medley 6/12.7 oz



140822 Cranberry Chutney 12/9.4 oz
Replaces 14079-0



Made from a unique blend of Lentil, Adzuki and Garbanzo beans, Mediterranean Snack Foods baked lentil chips have 70% less fat than regular potato chips, are a good source of protein and are gluten free. They taste delicious and can be eaten right out of the bag or used as a cracker.

427444 Cucumber Dill Baked Lentil Chips 12/4.5 oz
427422 Sea Salt and Cracked Pepper Baked Lentil Chips 12/4.5 oz
427433 Sea Salt Baked Lentil Chips 12/4.5 oz



All natural, trans-fat and gluten free, vegan, baked potato chips.

427455 Original Potato Flyers 12/5.5 oz
427466 Original Potato Flyers 24/1.5 oz
427477 Sea Salt & Vinegar Potato Flyers 12/5.5 oz
427222 Sea Salt & Vinegar Potato Flyers 24/1.5 oz

All natural, trans-fat and gluten free baked corn and rice puffs.

427344 Sour Cream & Onion Pirate's Booty 12/4 oz

Love of Fare Tonggol Tuna

Our Tonggol Tuna has a fresh new look. You will now find it under the **Love of Fare** label. In addition to this great new look, Tonggol Tuna has many other positive attributes.



Love of Fare Tonggol Tuna is horizontally packed, which means the cans are packed by hand using only the breast and tail sections of the fish. You will only find three ingredients in each can of our tuna. Tuna, water and salt.

Our competitors sell product, which is machine packed, and contains fillers and flake, this affects the yield and flavor of the finished product. Obviously, this special packing procedure costs more to produce, but once you see and taste our product there is no comparison in our quality. In other words, our competition may be selling the 'ROYALTY' label, but the product inside the can is very different.



The tonggol tuna is a small fish, the average size of this variety is 15 to 20 kg in weight. Because of its size, Tonggol only has a trace amount of mercury. This is a major concern of the public today. Tonggol tuna is recognized by the health food industry as overall higher quality and better tasting than that of any other species. It also represents the tonnage of only 4% of all the tuna fished in the world today, and European Imports Ltd. is one of the few companies who have the opportunity to sell this quality product to our customers.



While tonggol tuna is sold in the United States as "chunk light" tuna it is considered as "chunk white" tuna in every other country. **Love of Fare** Tonggol Tuna has been certified by Earth Island as "Dolphin Safe" denoting the product has been fished via long line and not by net which harms or kills the dolphin population.

371119

Love of Fare Tonggol Tuna
6/66.5 oz drained weight