

**April  
2011**

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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.

### **Celebrate Mayfest**

Mayfest (Maifest in German) is the traditional German celebration of the arrival of spring. Maifest is still celebrated throughout Germany with the maypole (maibaum) decorated to show off the history and crafts of the local village or town. The ancient tradition of Mayfest is becoming increasingly popular in cities across the US with traditional music, dancing and food. What better way to say goodbye to winter's chill and hello to the comforts of spring.

The tradition of celebrating nature's bright reawakening after winter is also the ideal time to break out the picnic table and barbeque. Mayfest is a time when genuine German beer and wine flow freely and picnic tables overflow with authentic German foods such as wholegrain breads, tangy mustards, crunchy pickles, cheeses and ham. Look to our April and May promotion books to get started selecting your Mayfest fare. We suggest:

**Champignon Cheese** is in our April promotion book. Champignon makes the finest gourmet blue and soft-ripened cheeses from Germany.

**Raisin River Black Forest Ham** is in our May promotion book. New to the Raisin River line-up, this ham is made in the USA using traditional German techniques. This ham is firm yet moist, with a mild smoke flavor.



**Mestemacher** is in our April promotion book. Mestemacher has been making their delicious whole-grain breads in Germany since 1871. Their quality and tradition comes across in every bite.

**Gundelsheim** pickles are in both the April and May promotion books. The Gundelsheim brand stands for authentic German recipes and excellent taste.



**Possmann** apple juice is in our May promotion book. A recent addition to our offerings, Possmann apple juices are amazing. The apple flavor in Possmann juices is so intense it will taste like you are eating an apple.

**Bahlsen** is in our May promotion book. This family owned business has been baking their cookies in Germany for over 120 years. Taste the tradition. This is a promo not to be missed! Best Bahlsen deal of the year.



# Under the Dome by

## Marcia Suchy, Cheese Category Manager

### April and Cheese, C'est Magnifique

Welcome to April! Welcome to spring! These are the months that call for fresh new ideas. The world around us is perking up with new blooms and greenery, so it might just be time to put the winter cheese favorites away while you dust off and display your favorite cheeses for the fresh new season.

April is also the time that many retailers and foodservice establishments celebrate an 'April in Paris' theme. It is only fitting that such a wonderful time of year be enhanced with the glorious cheeses of France.



Coming from the region of Alsace, this **AOC Munster** cheese has a full flavor and aroma, perfect for sitting on the deck and enjoying with your favorite brew! Or, try it

with your Easter brunch accompanied by the Life in Provence Raspberry Jam and Party Toasts (both on April's promotion). Munster Gerome by Haxaire is available in two sizes.

**FRS145 Munster Grand 2/1.75 lb**  
**FRS140 Munster Petit 6/7 oz**



**AOC Langres, (LOHN-grah)** is from the high country of Champagne. This delicate washed rind cheese has an intentional dent on the top. So

for a spring-time treat, bring out fresh strawberries to accompany the cheese, but just before serving Langres, fill the indentation with a lovely Champagne.

**010849 Langres AOC 6/6 oz**



**Regal De Bourgogne** This decadent fresh sweet triple creme is enrobed in golden raisins, soaked in Marc de Bourgogne. What a lovely

treat on a crisp spring eve as a dessert with a glass of Eau de Vie or a favorite Burgundy. This is a nice choice for a plate selection among 3 or 4 other dessert cheeses.

**010049 Regal De Bourgogne 6/7 oz**

#### Cabecou Feuille D'Armagnac



Just add the spring greens! This is a unique cheese of Perigord. Each button of goat cheese has been macerated in Armagnac, sprinkled with peppercorns and

wrapped in chestnut leaves. This amazing goat cheese is the perfect morsel to bring a bit of zest to any spring salad. Add a button to each individual's plate and drizzle with a drop of balsamic cream.



**010815 Cabecou Feuille D'Armagnac Goat 20/1.1 oz**



**Pyrenees Au Poivre Vert** by Onetik is new to our selection. It is a familiar profile with the lacy textured interior dotted with green peppercorn and

coated in black wax. The Havarti-like interior is mild and buttery with a buttermilky finish. The green peppercorns add just the right amount of zing. Going on a hike or having a picnic this weekend? Try this delightful Pyrenees on a sandwich, or add to a burger.

**016222 Pyrenees Au Poivre Vert (Green Peppercorns) 2/8.8 lb**

New in time for April in Paris!



**Life in Provence 4 oz Goat Cheese** is now available (and on April's promotion). Three popular flavor profiles in a fresh goat

cheese with a smooth, creamy and spreadable texture, make this an easy choice for adding to salads, sauces, pizza and appetizers. Try it on a toasted cheese sandwich with a fresh tomato-basil salad accompaniment. For a boxed lunch or picnic in the park, the 4 oz. log is a perfect partner on Party Toasts to complement fresh melon and perhaps a crisp rosé wine.

**010500 Life in Provence Goat, Plain**  
**010655 Life in Provence Goat, 4 Pepper**  
**010644 Life in Provence Goat, Garlic Herb**  
 Each are packed 12/4 oz logs per case

# Wild & Unique Foods by

## Alex Yilmaz, Meat & Game Buyer

### Pork Specialties

#### Tasso

Tasso ham is not actually a ham (the hind leg of a pig), but is, rather, a highly seasoned piece of pork shoulder, full of flavor and gusto. Coated in salt, the “hams” are cured



for a brief time, after which they are rinsed and rubbed with a spice mixture that includes cayenne pepper and garlic. The Tasso is then

hot-smoked until fully cooked.

This Cajun specialty is not typically eaten on its own, but is used as a key flavoring component in Cajun and Creole delicacies such as gumbo and jambalaya. It is commonly used to flavor soups, gravies and braised vegetables. And it also does well as a pizza topping or on appetizer trays when sliced very thin.



**MP3207 Nodine's Tasso Ham 1/2 lb**

#### Lomo

Lomo, or lomo embuchado to be more precise, is a dry cured pork loin full of Spanish flavor. The curing process bears some resemblance to that of Spanish chorizo and even Jamon Serrano. Whole muscle pork loins are seasoned with sea salt, garlic and paprika, and then dry cured.



The finished delicacy is lean in fat but heavy in flavor. The lomo should be sliced paper thin for maximum exposure to the air and for the flavor to fully envelop. Its initial sweetness is followed by a mildly spicy finish.

Lomo can be served in many of the same ways as Serrano ham. From simply drizzling some olive oil over it and including it on an appetizer plate, or with some bread and Spanish cheese. It can also be added to sandwiches or used as a pizza topping.

**800045 Quijote Lomo 10/1 lb**

# For The Pastry Chef by

Karl Helfrich, Pastry Category Manager



## Introducing the new chocolate decoration line from Callebaut.

As you may know, Callebaut has been producing the finest Belgian chocolate for over 120 years. The brand is associated with quality and consistency the world over, and has been used by generations of chefs to create everything from elegant plated desserts to incredible showpieces. We are proud to be able to now offer you their line of chocolate decorations and cups crafted with their own couverture.



First we have the shavings and blossoms. Manufactured for quality and consistency, they add the finishing touch to your cakes,

cupcakes, ice cream desserts, etc. and are also ideal for coffee bars, sundae bars, and other applications like hot cocoa mixes where a high-quality, rapid-melt couverture is essential.



<b>471988</b>	<b>Dark Shavings</b>	<b>1/2.5 kg</b>
<b>471700</b>	<b>White Shavings</b>	<b>1/2.5 kg</b>
<b>471699</b>	<b>Dark Blossom Curls</b>	<b>1/4 kg</b>
<b>471999</b>	<b>White Blossom Curls</b>	<b>1/4 kg</b>
<b>472101</b>	<b>Duo Blossom Curls</b>	<b>1/4 kg</b>



Next we have the "filigrees" and pencils, artfully crafted and well packaged for

foodservice. Elegant and delicious, these add the perfect finishing touch to your desserts.



<b>471711</b>	<b>Dark Oriental Fan</b>	<b>1/400 ct</b>
<b>471755</b>	<b>Dark "Trapezium" Triangle</b>	<b>1/600 ct</b>
<b>471899</b>	<b>Dark Triangle Fan</b>	<b>1/475 ct</b>
<b>471966</b>	<b>Dark "Soiree" Asst. Shapes</b>	<b>1/650 ct</b>
<b>471933</b>	<b>Dark 8" Pencil</b>	<b>1/1 kg</b>
<b>471777</b>	<b>White 8" Pencil</b>	<b>1/1 kg</b>
<b>471888</b>	<b>White/Dark Stripe 8" Pencil</b>	<b>1/1 kg</b>
<b>471922</b>	<b>Marble 8" Pencil</b>	<b>1/1 kg</b>
<b>471877</b>	<b>Dark 4" Pencil</b>	<b>1/1 kg</b>
<b>471799</b>	<b>White 4" Pencil</b>	<b>1/1 kg</b>
<b>471822</b>	<b>Marble 4" Pencil</b>	<b>1/1 kg</b>



Finally, we have the chocolate cup selection. From the

petit liqueur cups to the delicate snobinettes to the dessert portion-sized turban and victoria



cups, all are crafted with world-famous Callebaut couvertures and ensure a beautiful presentation.

<b>471722</b>	<b>Dark Liqueur Cup</b>	<b>1/280 ct</b>
<b>471900</b>	<b>Dark Mini Cups</b>	<b>1/390 ct</b>
<b>471911</b>	<b>Dark Assorted Cups</b>	<b>1/312 ct</b>
<b>472011</b>	<b>Dark Snobinette Cups</b>	<b>1/270 ct</b>
<b>472022</b>	<b>Dark Marie Charlotte Cup</b>	<b>1/135 ct</b>
<b>472066</b>	<b>Dark Turban Cup</b>	<b>1/180 ct</b>
<b>472033</b>	<b>Dark Victoria Cup</b>	<b>1/182 ct</b>



# Ameline

## Gourmet Quality Dijon Mustard Made in France



### 163334 Dijon Mustard with Wholegrains 12/7.05 oz



Ameline's gourmet quality Dijon mustards are carefully crafted in the Burgundy region of France, in a small village just south of Dijon. Ameline is prepared using traditional methods and includes only the finest of regional ingredients, including Burgundy wine and locally grown mustard seeds.

Ameline was established in Burgundy, France by an American with dual US and European citizenship who has a passion for food and cooking and a love for mustard.

Stronger, authentic and more complex, Ameline offers something special. It is an ideal accompaniment for charcuterie, a Panini, roast chicken, or just a really good burger. It can be the perfect ingredient in homemade vinaigrettes. It is a healthy way to elevate taste, it complements and enhances, making it the perfect addition to the pantry of any foodie or to grace the tables of fine dining establishments.



This mustard has the European Protected Geographical Indicator (PGI) designation. This premium gourmet Dijon mustard is made with whole mustard grains. Use it as a condiment with completed dishes to enhance and elevate food. Use as an ingredient in marinades, vinaigrettes and glazes.

### 163345 Dijon Mustard with White Wine 12/7.4 oz



This premium gourmet Dijon mustard is made with white wine. It carries the European Protected Geographical Indicator (PGI) designation. This traditional Dijon mustard is stronger than most brands with much more flavor including white wine. Use it as a condiment with meats and cheese. It can also be used on sandwiches, hamburgers and definitely hot dogs. Use it as an ingredient in dressings, marinades, glazes, gravy, soups, barbeque sauce and even mayonnaise.

# Changes & Line Extensions



Authentic Thai seasonings, sauces and curry pastes imported from Thailand. All products are now gluten free and most have reduced sodium.

## **110233 Coconut Ginger Soup Base 6/2.1 oz**

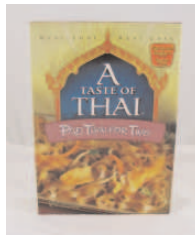
*This is the soup everyone has fallen in love with. Add coconut milk and chicken to make Thailand's famous Tom Ka Gai.*



## **110290 Pad Thai for Two**

**6/9 oz**

*The name says it all! Now making your favorite Thai restaurant dish is a snap! Each box contains rice noodles and authentic Pad Thai Sauce. Great alone, or add vegetables and the meat of your choice.*



These delicious noodles, made from rice, better absorb the flavors of the sauces and seasonings used in your favorite dishes! And, they're gluten free. We have added a new cut:

## **110312 Rice Vermicelli 6/8.8 oz**



Felix is the leading brand of lingonberries in the U.S. Imported and all-natural, lingonberries are a Swedish berry with a flavor similar to cranberries, commonly found growing wild in the wooded areas of Scandinavia. This small red berry has been picked and enjoyed since Viking times; its piquant combination of sweet and tart flavors makes it as unique and as it is delicious. Felix Lingonberries are a perfect complement to many everyday dishes, such as pancakes, yogurt, hash browns, and meats, especially game.



## **361701 Lingonberries 8/14.5 oz** Replaces 36136-8 packed 12/14.5 oz



## **361712 Lingonberries 8/10 oz** Replaces 36135-6 packed 12/10 oz

## **Peppadew pack change:**

## **372123 Peppadew Whole Fruit 2/105 oz** Replaces 37210-2 packed 3/70 oz

# Changes & Line Extensions

## inglehoffer

In 1929 Rose Biggi started Beaverton Foods in the cellar of her farmhouse. To help endure the Great Depression, she began grinding her horseradish crop, bottling it, and selling it to local grocery stores. Through her hard work and perseverance, she not only survived the hard economic times, but also built the foundation for the largest specialty condiment manufacturer in the United States. New to the line:

**164290**

**Sweet Hot Pepper Mustard**

**6/10 oz**

*This mustard is pleasantly hot with a delightful hint of sweetness.*



**164401**

**Wasabi Horseradish Mustard**

**6/9.5 oz**

*This mustard will awaken your senses with the combination of intense wasabi and horseradish.*



**164412**

**Creamy Dill Mustard**

**6/9.75 oz**

*Creamy mustard with the added flavor of dill, lemon and caper.*



**164390**

**Wasabi Horseradish Sauce**

**6/12.5 oz**

*Sweet hot ground wasabi is combined with the spike of horseradish to give food an added flavor punch.*



## LORINA®

Manufactured in the Moselle region of France since 1895, **Lorina** Sparkling Lemonades are made of spring water, natural lemon essence, pure cane sugar and flavored with selected fruits from different countries throughout Europe. Lorina now has four of their lemonades packed in screw top bottles due in April:

<b>693822</b>	<b>Blood Orange</b>	<b>12/1 L</b>
<b>693833</b>	<b>Lemon</b>	<b>12/1 L</b>
<b>693844</b>	<b>Pink Lemonade</b>	<b>12/1 L</b>
<b>693855</b>	<b>Pomegranate</b>	<b>12/1 L</b>

Also new to the line are 4 packs due in April:

<b>693899</b>	<b>Lemon</b>	<b>6/4/11.1 oz</b>
<b>693900</b>	<b>Pink Lemonade</b>	<b>6/4/11.1 oz</b>

Lorina is also expanding their line to include their lemonades in PET bottles. These products are due in May:

<b>693866</b>	<b>Blood Orange</b>	<b>12/14.2 oz</b>
<b>693877</b>	<b>Lemon</b>	<b>12/14.2 oz</b>
<b>693888</b>	<b>Pink Lemonade</b>	<b>12/14.2 oz</b>



New to the line:

<b>438199</b>	<b>Cranberry Biscotti Window Boxed</b>	<b>12/8.8 oz</b>
<b>438222</b>	<b>Cranberry Biscotti Single Wrapped</b>	<b>6/1 Kg</b>

# Balsamic Vinegar of Modena



**Cucina Viva** is the producer of many high quality Italian ingredients and specialty food products. Their new **Balsamic Vinegar of Modena** makes an excellent addition to their product mix.

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**

Also available from Cucina Viva:



145532	100% Italian Extra Virgin Olive Oil in Chianti Bottle	6/25.3 oz
OL2512	Extra Virgin Olive Oil	6/16.9 oz
OL2515	Extra Virgin Olive Oil	6/33.8 oz
OL2520	Extra Virgin Olive Oil	12/8.45 oz
OL2510	Extra Virgin Olive Oil	6/1 gal
VN9897	Balsamic Vinegar	2/5 L
14552-1	Il Trebbiano Bianco White Wine Vinegar	2/5 L
14551-0	Il Trebbiano Bianco White Wine Vinegar	12/8.45 oz
13932-0	Roasted Pumpkinseed Oil	6/8 oz
VN9905	Balsamic Vinegar Spray	12/8.45 oz

Demo and ad support is available for all Cucina Viva products. Contact your sales rep for details.