

**April  
2012**

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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.

### **April in Paris**

Take a culinary stroll thru the streets of Paris this April by simply opening our April promotion book and turning to pages 11-17. These pages are full of French delights that will arouse your senses. Our April in Paris promotion includes:

A large selection of **French cheese** many of which are rarely on promotion making April a great time to try them.



**Life in Provence** - the entire line is on promotion in



April. This line includes many traditional French cheeses such as Brie, Roquefort and Bucherolle. It also includes a selection of items for almost every aisle including: jams, toasts, condiments, olives and olive oils.

Butter from **Sevre & Belle**.

Traditional French style ham from **Madrange**.



**Le Village** – the best sparkling lemonades from France. Best sellers include Blood Orange, Lemonade and Pomegranate.

Mustard and Vinegars from **Vilux** and much more.

Contact your sales rep for more information about all our April in Paris promotions.



# Under the Dome by Marcia Suchy, Cheese Category Manager Spring Delights

## Tronchon

Tronchon has such a unique and delightful flavor profile that I think from this point on it will rank among one of “my favorites”.

European Imports selected a cured, unpasteurized version of Tronchon which has a firm, dense texture and a complex intensity of flavor. The cheese is made with a combination of sheep and goat milk (mixed herds of goat and sheep graze together and are milked together for the splendid taste profile).

Upon cutting open a wheel, there is an aroma of fresh churned butter followed by a bit of toasted bread and hay. When placing a slice on the palate, there is a hint of fresh, herbal grassiness followed by a fruity pineapple-like flavor at the back of the mouth and through the nose. The finish is so smooth and elegant, it’s a wonderful companion to the clean smells of spring.

Tronchon is traditionally a semi-soft to firm cheese, volcano-shaped (to me it looks like a UFO). There is a thin and natural rind and a concave dip at both top and bottom.

Try Tronchon with green Spanish olives and salads. Serve with membrillo (quince paste) and a fruity red wine. Sit out on the patio on a warm spring morning and enjoy Tronchon with your favorite fruits and crusty bread. It doesn’t get much better than this!



**321723 Tronchon Madurado Raw Milk**  
2/1.1 kg

## Carrigaline Farmhouse Beechwood Smoked Cheese

This is a traditional natural cheese, hand-made by Ann and Pat O’Farrell on their dairy farm near the historic town of Carrigaline in the Southwest of Ireland, and Beechwood smoked with timber sourced locally.

Carrigaline cheese is made with milk from Freisian cows, grazed on rich limestone soil, and pasteurized on site. No artificial rBGH, preservatives or additives are used, and the cheese is made with vegetarian rennet, making it suitable for strict vegetarians.

While I was tasting the cheese with various customers, there was pleasure expressed on the supple smoothness of the cheese being complimented by a gentle smokiness, one not over-powering the other. This delicate combination really caught customers by surprise and with that came ideas of how they could incorporate the cheese into their menus.

Carrigaline would be a great partner for pork, turkey, omelettes, baked potatoes, sandwiches, burgers and salads (with pears and cranberry as nice accompaniments). It shreds and melts beautifully. It is best eaten at 12 weeks or older, and picks up more flavor as it ages.



**120701 Carrigaline Beechwood Smoked**  
6/4 lb

# Wild & Unique Foods by Tim Doyle, Meat & Game Category Manager Il Numero San Daniele



A small villa sits on a hilltop with the gravestone of an ancient butcher holding the image of a leg of prosciutto with the foot attached. The place is San Daniele and it dates back to the 1st century A.D.

San Daniele is situated on a morainal hill on the left bank of the Tagliamento river and a stone's throw away from the slopes of the Per-Alps. Cool air arrives from the north, warm air arrives from the Adriatic and both are mixed by the course of the river which acts as a natural conductor and air conditioner. The gravelly soil with its excellent drainage qualities and the refined and constant ventilation provide the ideal conditions for the curing of this great ham.



It was here they invented the curing process which is more than a simple preservation it actually improves the quality. It is, in fact, a very complex process which in certain respects, given that it is based entirely on a natural process, is quite miraculous. The only forced part of this process is the initial phase.

It starts with fresh pork legs, which are weighted and divided. The weight is very important, particularly for the salting process.

The excess sea salt which does not penetrate the surface is completely wiped off by hand. Another important characteristic is the pressing of the ham into a guitar shape which improves the taste and texture by better distributing the fatty meat and the lean meat, providing the necessary preparation for the forthcoming curing process. The legs are left to rest for 3 months being checked daily. Then in further preparation, during the curing period which lasts a minimum of eight months, they are accurately washed and cleaned.



During the next phase, the 'mastri proscuttai' (master prosciutto curer) hand checks the softness of the flesh and the elasticity of the surface and applies an ample coating of a natural paste which prevents the flesh from drying to quickly. The ultimate test of quality consists of the inserting a horse-bone needle in each leg. It is then removed to let the aroma given off by the needle tell the expert nose that this IL NUMERO UNO SAN DANIELE IS PERFECT. It should also be noted, the farmer and his special hogs play a key role.



**601467 Il Numero Uno San  
Daniele Prosciutto 1/15 lb**



# For The Pastry Chef by Karl Helfrich, Pastry Category Manager



New from **Pidy**: a lovely 2" straight-sided sweet shell that has shallow edges that are perfect for both hot and cold applications. Use it for fruit tarts, ganache tarts, and even in

applications where the filling needs to be baked such as mini pecan or pumpkin pies. They have a great crispy texture and a very convenient size for banquets.



**427635 Pidy 2" Sweet Straight-Sided Shell**  
1/90 ct



Pidy also has the very popular mini tart shells based in their "geometric" shapes. Available in sweet, neutral and chocolate, these 1 1/4" shells are perfect for passed petit fours

or hors d'oeuvres or as a component in a composed dessert. The all-butter sweet dough pairs well with everything from fruit and



custard to citrus curds while the chocolate is wonderful with ganache or nut-based fillings. The neutral shells are great for one-bite savory appetizers. All shells can be used hot or cold!

**437622 Sweet Mini Square Geometric Tart**  
1/240 ct

**437655 Pidy Sweet Mini Round Geometric Tart**  
1/240 ct

**437611 Pidy Chocolate Mini Square Geometric Tart**  
1/240 ct

**437644 Pidy Chocolate Mini Round Geometric Tart**  
1/240 ct

**437633 Pidy Neutral Mini Square Geometric Tart**  
1/240 ct

**437666 Pidy Neutral Mini Round Geometric Tart**  
1/240 ct

Everyone in the kitchen knows "fat is flavor". It is ironic that butter, one of the most common fats used, is often overlooked as being just a commodity.



This is absolutely not so, there are a number of high fat butters that have been especially cultured for both better workability and flavor.

We are proud to offer **Wüthrich 83% European Style Butter**. It is made in Wisconsin with the



highest quality cream and a special culture that gives it a wonderful aroma and plasticity. It is the

Wüthrich's high plasticity that gives greater lamination and puff for baking while also possessing a higher melting and smoke point for sauteing. You will notice the difference in your short doughs, pat à choux, and definitely in your laminated doughs. Because there is more fat and less water than "regular" butter, you can use less in your recipes with better results!

**560496 Wüthrich 83% European Style Butter**  
36/1 lb

Finally, don't forget we have 23.5 carat **Gold Leaf**. Add golden sparkly goodness to your pastries with this entirely edible real gold! Each book contains 25 sheets of gold leaf separated by tissue paper. Use it to garnish your opera tortes, truffles, nougats – anywhere a little sparkle is needed!



**BK3100 Gold Leaf**  
1/25 ct

# New Grocery

## Gluten Free Pasta



Mariella gluten-free pasta is 100% corn pasta. It is made in Italy where pasta making is taken extremely seriously. Pasta is a staple in the diet of Italians and many Americans, and finding a gluten free pasta with a rich flavor profile to satisfy this demand can be difficult. Mariella Gluten Free Pastas fits the bill. Whether you lead a gluten free lifestyle or not, this top quality corn pasta is a delight everyone will enjoy. Now available from European Imports, Inc. in three popular cuts:



**883605**  
**Fusilli Gluten Free**  
**Pasta 12/16 oz**

**883823**  
**Penne Rigate**  
**Gluten Free Pasta**  
**12/16 oz**



**883834** **Gluten Free Spaghetti** **12/16 oz**

## Tangy and Intense Fruit Pastes

Earlier this year we introduced you to Rutherford & Meyer's Gourmet Wafers. Today we present their Gourmet Fruit Pastes. Rutherford & Meyer is a New Zealand company producing innovative gourmet products. Their new fruit pastes were designed to freshen and cleanse the palate. They are the perfect accompaniment to cheese and a fantastic addition to any cheese board. They are also fantastic served with hot and cold meats, used in cooking and they make a flavorful addition to sauces.

Rutherford & Meyer's fruit pastes are gluten free, vegetarian, preservative free, nut free, fat free, dairy free, cholesterol free and high in fiber. These pastes are crafted in a range of tangy and intense flavors using quality fruits and all natural ingredients. Now available from European Imports, Inc.:



**100168** **Apricot Paste** **12/4.2 oz**  
Tangy, intense flavor makes apricot paste amazing with Camembert and Brie.

**100180** **Fig Paste** **12/4.2 oz**  
Tangy, intense flavor makes fig paste superb with sheep and goat's cheese.

**100191** **Pear Paste** **12/4.2 oz**  
Tangy, intense flavor makes pear paste divine with blue cheese.

**100179** **Cherry Paste** **12/4.2 oz**  
Tangy, intense flavor makes cherry paste amazing with Camembert and goat's cheese.

# Changes and Line Extensions

Mariner has redesigned and resized their packages and added some new flavors. These traditional water crackers are made from all natural ingredients and are Non-GMO and Vegan. Available in five flavors, the hexagon shape, light texture and crisp taste makes this cracker the perfect carrier or anytime snack. Now available:



- 489745 Original Biscuits** 12/4 oz  
*Replaces 43909-1 packed 12/4.5 oz*
- 489767 Basil & Roasted Pepper Biscuits** 12/4 oz  
*Replaces 43911-7 packed 12/4.5 oz*
- 489756 Toasted Sesame Biscuits** 12/4 oz
- 489778 Olive Oil & Sea Salt Biscuits** 12/4 oz
- 489789 Cracked Peppercorn Biscuits** 12/4 oz

Introducing Q Club Soda. A superior club soda, Q Club soda has extra carbonation (as much as the bottle will hold) with Himalayan salt. Just a dash gives this soda extra suppleness. This soda is great on its own or mixed with juice or top shelf spirits.



- 691868 Q Club Soda** 6/4/8.3 oz



**New to the line:**

- 850056 Chinese Noodles** 6/8 oz

**New to the Al Dente line:**

- 884313 Spinach Pappardelle** 6/12 oz



**New BonaChia**

Vegan pasta made with Chia, an ancient grain and nutritional powerhouse.



- 884324 BonaChia Fettuccine** 6/10 oz

- 884335 BonaChia Linguine** 6/10 oz



- 884346 BonaChia Spinach Fettuccine** 6/10 oz

**Grille's new pack sizes:**



- 448426 Whole Wheat Toast** 12/10.58 oz  
*Replaces 44823-2 packed 10/10.58 oz*
- 448257 Regular Toast** 12/10.58 oz  
*Replaces 44821-8 packed 10/10.58 oz*



**Replacements:**

- 151702 Brown Sugar Cubes** 16/8.8 oz  
*Replaces 15155-5 packed 8/17 oz*
- 151657 White Sugar Cubes** 8/26.4 oz  
*Replaces 15151-4 packed 8/35 oz*



# Changes & Line Extensions

We have added a new wrap to our Mountain Bread offerings:

**821523**

**Organic Whole Wheat Wraps**

**12/7.05 oz**



**Red Boat Fish Sauce has a new pack size.**

**142124**

**Red Boat Fish Sauce 6/8.45 oz**  
Replaces 142101 packed 12/8.45 oz

**New to the BR Cohn line:**

**138434**

**Meyer Lemon Olive Oil**

**12/6.7 oz**

*Fresh Meyer Lemons are added at the time of olive pressing to create this uniquely flavored Extra Virgin Olive Oil. The result is a perfectly balanced, versatile olive oil with just the right amount of lemon flavor.*

**138490**

**Unfiltered Extra Virgin Olive Oil**

**12/6.7 oz**

*This buttery smooth Extra Virgin Olive Oil is kept unfiltered and enjoys wonderful full-bodied olive flavors.*



**New to the line:**

**471246 Grace Under Fire Bar 12/3 oz**

*All natural dark chocolate bar with pistachio and red pepper.*

**Foodservice Selections:**



**138157 Mediterranean Extra Virgin Olive Oil 4/1 gallon**

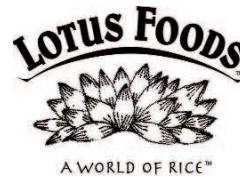
**New selections from**

**the Sonoma Syrup Company:**

**896946 Lavender Simple Syrup 12/25.36 oz**

**896235 White Ginger Syrup 12/12.68 oz**

**896191 Sea Salt Caramel Syrup 12/12.68 oz**



**New to the line:**

**881135 Carnaroli 1/11 lb**

**New from LaPerruche:**

**151523**

**Wrapped Sugar Cubes 4/5.5 lb**

*Individually wrapped brown and white rough cut sugar cubes.*



**361034 Medium Artichoke Hearts 10/2.2 lb**

*Individually quick frozen to retain texture and flavor. They have a delicate flavor and tender bottoms that can be easily filled.*

**152079 Bascom Vermont Grade A Dark Maple Syrup 96/1.7 oz**

*Replaces 152055 packed 96/1.67 oz*

**870124 Large Fregola Sarda 1/8 lb**

*This is the largest in the family of Fregola Sarda. It is durum wheat toasted pasta from Sardinia. The rough texture of this pasta enables sauces to cling to it exceptionally well.*

**367713 Whole Porcini Grade A Frozen 5/2.2 lb**

*Replaces DV1020*

**367702 Boletus Luteus Pieces Frozen 5/2.2 lb**

*Replaces 367696*

**101112 3 Crab Fish Sauce 12/24 oz**

*A salty fish sauce from Vietnam. Use as a dipping sauce and in cooking similar to soy sauce.*

# Exceptional New Condiments



If you are a fan of Cucina Viva Balsamic Glaze you are in luck because now there is more of it to love. Cucina Viva Balsamic Glaze is now available in a 1 liter squeeze bottle.

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.



Now available:  
**130067**  
**Classic Balsamic Glaze**  
**6/1 L**

Also available from Cucina Viva:  
**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.*

**130020 Forest Fruits Balsamic Glaze**  
**12/8.4 oz**  
*Drizzle over ice cream and add to fresh fruit salads.*

**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.*



Introducing Life in Provence's Extra Strong Dijon Mustard. As a French cooking classic, extra strong Dijon gives a

hot and powerful taste that is perfect for all of your favorite dishes.

This mustard is great spread on sandwiches, or use it as an ingredient in vinaigrettes, marinades or tuna salad with capers and onions. It can also be used to accent meats, cheeses or pates. Now available in a convenient 1 kg re-sealable tub for retail or foodservice use.

**163723**  
**Extra Strong**  
**Dijon Mustard**  
**6/1 kg**

*Life in Provence Extra Strong Dijon Mustard is the first Life in Provence product to feature their newly redesigned label.*



Also available from Life in Provence:

**12393-4 Aioli (Garlic Mayonnaise)**  
**6/6.8 oz**

*Aioli is made with the first garlic; the very tender extra flavorful garlic from the first crop of the season. Add to cooked or raw vegetables, serve on sandwiches, as a vegetable dip, or with grilled meats or fish.*



**12394-5 Rouille (Spicy)**  
**6/6.8 oz**  
*Mayonnaise with spices and red pepper. Serve as a spicy vegetable dip or sandwich spread. Great with your favorite fish, seafood, grilled meat and chicken.*

