

**May
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.

Announcements

European Imports Ltd. is proud to announce the recent acquisition of Vallero Mercantile of Denver, Colorado. Effective April 1, 2011, European Imports Ltd. acquired the distribution business of Vallero Mercantile. This acquisition blends two family businesses with a combined history of more than 100 years in the specialty food distribution business. It will give both Vallero Mercantile customers and European Imports Ltd. customers access to a whole new array of products, service and support.



We are equally pleased to announce that Terry Zaremba, of Vallero Mercantile, has accepted a position with European Imports Ltd. in a managerial capacity.

There are two exciting shows coming up this summer and we want to remind you that there is still enough time to make plans to attend both:

Southwest Foodservice Expo

June 26-28, 2011
Dallas Convention Center
Dallas, TX
Booth #1605



This event is one of the largest foodservice shows in the nation. Plan to attend this show to see the latest culinary trends, equipment, foods and techniques.

57th Summer Fancy Food Show

July 10-12, 2011
Walter E. Washington
Convention Center
Washington, DC
Booth # 900



Work on the Jacob Javits Center in New York takes this annual event to a new location. Register on-line at www.fancyfoodshows.com.

Under the Dome by Jeff Babcock, Cheese Category Manager

Bravo, Italia!

In the minds of many, there is a strong sense of Italian cheese as so many varieties we know and grew up with came from an Italian heritage. And although very often commodity or inferior products, just remember a ubiquitous green can of salty sawdust, they have a place in our culinary history. Think of the Mozzarella sticks you had deep fried, the sharp Provolone melted on that last deli sandwich, that rich Asiago bread you got at the bakery or that layer of rich Ricotta baked into your lasagna. Yes, it is all there and more; and I didn't even mention pizza!

Italian cheese has such a long and deep tradition in our home recipes and everyday meals, it is all but overlooked and almost utilitarian. There is nothing wrong with Italian cheese being utilitarian, as it fits with a strong sense of Italian cuisine being about the purity and quality of



ingredients, but there is just so much that can be disconnected. Last year I was in northern Italy and was overwhelmed by cheese, both by the sheer numbers and amazing varieties but also the quality, flavor, history and passion surrounding them. I say no less than France, perhaps greater. Lombardia is the central Italian province that borders Switzerland, bringing us many great cheeses and the first of our two new cheeses to offer you: Robiola Nostrana. Robiola cheeses come in many sizes, shapes, ages and milks, but usually from the north and fresh or soft-ripened. Robiola Nostrana is a small rectangle of soft-ripened cow's milk cheese; soft and buttery, a tender rind, aroma and forward flavors of mushrooms with hints of straw and

grassiness. Try with Lambrusco or a white wine of the region; warm on a crostini with artichokes



or with grilled mushrooms on ciabatta.

Piemonte borders France and shares with it a love of diminutive soft cheeses with a strong affinity to goat's milk. Our second cheese, La Tur, already has a strong following and rightly so. From the Alta Langa dairy, this three milk cheese is decidedly delicate in form; light and fluffy, like eating a marshmallow! The flavor is complex, mystical almost, intensity coming with age, gloriously rich and lactic tartness rounded by cream, nuts and hay. Pair with Prosecco and raisin bread or biscotti after dinner. Both are amazing cheese plate cheeses and proclaim the glory of Italy. Bravo, Italia!

240967 La Tur Single Package 7/7.5 oz



240956 Robiola Nostrana 4/5 oz



Wild & Unique Foods by Tim Doyle, Meat & Game Buyer Raisin River Black Forest Ham



The flavor of Raisin River Black Forest Ham is incredible. It has a lightly smoky flavor, and is sweet and tender. The original Black Forest Ham is Europe's best seller. It is protected by the European Union and must come from the Black Forest region of Germany. However, this appellation is not recognized in non-EU countries, particularly the United States and Canada, where various commercially produced hams of varying degrees of quality are marked and sold as Black Forest Ham.

Raisin River Black Forest Ham is produced by a third generation family smokehouse located in New Hampshire, and who takes great pride in these hams. You can taste that pride in every bite. The hams are crafted with only the highest quality pork raised on family farms located around the mouth of the Saint

Lawrence Seaway in Quebec. These two-muscle hams come only from the leanest pieces



of inside and outside rounds. They are seasoned with a generations old secret blend of salts, spices and maple syrup. After they have marinated in this season blend and are hand rubbed, they are covered in caramel and spices and hand-netted by an

experienced butcher. Finally, the hams are smoked over applewood embers for



twelve hours. Raisin River Black Forest Ham is smoked to a higher temperature resulting in a drier and more

tender ham. This is done to impart the highly desirable flavor qualities – deep, dark, rich and smoky – that ham aficionados have come to expect.

When the ham is cut, the distinctive bouquet of smoke, ham, maple syrup and spice is released and will tantalize your taste buds. In the Old World, this was referred to as an angel dancing on your tongue. Raisin River Black Forest Ham is excellent served as a ham steak or cut into strips for a salad.

I slice it thin for sandwiches, and my son said it makes the best ham sandwich he has ever eaten. You can taste the time and care put into every one of these hams no matter how you eat them.



803699 Black Forest Ham 2-9/10 lb

For The Pastry Chef by Karl Helfrich, Pastry Category Manager



We have added to our selection of Hero compounds! We now carry the entire selection from Hero – as you may know, these compounds are sweet, concentrated fruit bases that can be used to flavor everything from ice cream to sponge cake. They are both freezer and bake stable and it only takes 5% to 10% in your recipe to give your products a delicious, balanced fruit flavor and color. They're certified kosher too!



Hero compounds are shelf-stable, and have a great “bloom” feature where the flavors develop and meld with the product being flavored. There will be an immediate wonderful taste profile, but it will continue to intensify overnight! Try them in savory applications too - from vinaigrettes to sauces, Hero compounds add a great fruit flavor and color to your hot dishes also.

602033	Apricot Compound	6/2.4 lb
602066	Banana Compound	6/2.4 lb
602077	Lemon Compound	6/2.4 lb
602088	Mandarin Compound	6/2.4 lb
602099	Mango Compound	6/2.4 lb
602122	Mocha Compound	6/2.4 lb
602155	Orange Compound	6/2.4 lb
602166	Passion Fruit Compound	6/2.4 lb
602188	Peach Compound	6/2.4 lb
602199	Pineapple Compound	6/2.4 lb
602200	Pistachio Compound	6/2.4 lb
602211	Raspberry Compound	6/2.4 lb
602222	Rum Compound	6/2.4 lb
602233	Strawberry Compound	6/2.4 lb



We introduced the new Callebaut chocolate decorations and cups last month, and this month we would like to spotlight two of their unique and beautiful chocolate cups. The

Marie Charlotte and Snobinette cups are both made with real Callebaut Belgian couverture and have a lovely hand-made appearance. They are very thin and have a “ruffled” edge for an old-fashioned, artisanal look. The larger Marie Charlotte is 1.4” high and 2.4” in diameter, whereas the more petit Snobinette is 1.1” high and 1” in diameter.



472022	Marie Charlotte Cup	1/135 ct
472011	Snobinette Cup	1/270 ct



Demarle USA and European Imports Ltd.



have teamed up to give you access to their entire line of high quality products. You can now order any item from the Demarle catalog through European Imports

Ltd. and have it delivered directly to your business. Silpats, silpains, flexipans, flexipats, 3Dmats, cutters and more are available for immediate shipment. Just ask your rep for details.



Changes & Line Extensions



New to the line:

433012

Classic Butter Cookie/Shortbread

12/5 oz

An all time favorite, this classic recipe is ideal for entertaining because it has an abundance of butter. Savory and bite sized, your guests will love them with tea, coffee or an ice-cold glass of milk.



433234

Cocoa Shortbread

12/5 oz

Made from the finest cocoa, this cookie has just the right mixture of cocoa and butter. Perfectly light but flavorful, with just a touch of sugar sprinkled on top, makes this cocoa shortbread a delight.



433245

Lemon Pistachio Butter Cookies

12/5 oz

A burst of lemon, blended with smooth fresh butter gives this cookie a distinctive flavor. In every bite you will enjoy a generous amount of hand ground pistachios. This shortbread cookie is sure to satisfy.



433256

Pecan Butter Cookies

12/5 oz

This award winning recipe is full of pecans and farm fresh butter. Hand ground pecans for a rich and nutty experience assures the best flavor. Urban Ovens most versatile cookie, making this a perfect finish to a fine meal.



A WORLD OF RICE™

New from Lotus Foods:

881166 Organic Jade Pearl Rice 6/15 oz
Wildcrafted Bamboo Infused Rice, grown in California by Polit Farms.

One of Lotus Foods most exemplary rices, both for its nutritional and flavor profile, they infuse California grown organic pearled rice with wildcrafted BamBoo extract, made from the Moso species of bamboo that grows in the virgin highland forest of south central China.

When cooked, this beautiful jade-colored rice produces the aroma of a bamboo forest, a light vanilla taste, and an explosion of health-giving nutrients. Lotus Foods Organic Jade Pearl Rice makes an especially pretty plate presentation, sushi, Asian style risotto and dessert pudding.



Changes & Line Extensions



New to the line:

222001 Orange Curd

Real oranges flavor this all natural orange curd, giving it an intense citrusy flavor that elevates scones, cakes and pies.



6/9 oz

222023 Cranberry Apple Fruit Butter

A nice twist on traditional apple butter, this gourmet Cranberry Apple Butter by Sticky Fingers Bakeries is nothing short of delicious. Spread it on toast or scones for a tart yet sweet treat, and enjoy it with tea or coffee. Made in small batches using all-natural ingredients, this unique fruit butter is sure to please kids and adults.



6/9 oz

222012 Lemon Curd

This smooth, thick and deliciously versatile all natural lemon curd adds a tart-sweet note to baked goods, fresh fruit and scones.



6/9 oz

222034 Pear Fruit Butter

An excellent fruit butter, Pear Fruit Butter offers an interesting twist on traditional apple butter. Great with peanut butter on a sandwich, Pear Butter is also wonderful on toast or with scones. Enjoy it with tea or coffee, either way, we are sure you will be delighted.



6/9 oz

222045 Pumpkin Spice Fruit Butter 6/9 oz

Fabulous mixture of spices to create just the right pumpkin spice taste. Rich dark pumpkin color with tiny pieces of spices and threads of pumpkin. Use as a spread on toast, scones or a filler for baking.



222056 Red Pepper Jelly

This jelly is mildly smooth, sweet and hot. Use it in omelets, burritos, or as an accompaniment to grilled meats or vegetables, or just over cream cheese.



6/9 oz

222067 Tomatillo Pepper Jelly

Fresh and lively, with depth, heat and a touch of sweetness.



6/9 oz

DeBeukelaer Replacement:

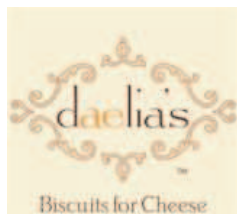
434601 Crème de Pirouline, Chocolate Hazelnut 12/3.25 oz

Replaces 434565 packed 12/4.25 oz It starts with a rolled, toasted wafer that is wrapped with DeBeukelaer's distinctive, trademark swirl (the swirl is how you know you're getting the real thing!).

Inside the wafer, Crème de Pirouline® is filled with their rich, cocoa and hazelnut cream. Crunchy on the outside, creamy on the inside, Crème de Pirouline® cookies are packed in tins to keep them bakery-fresh from the minute they leave the DeBeukelaer bakeries until you *pop the top*.



Changes & Line Extensions



Introducing the latest flavor of Biscuits for Cheese from Daelia's. **Pumpkin Seed with Rye**. Daelia's was founded in 2009 by Maria Walley in Cincinnati. Daelia's makes their Biscuits for Cheese in small batches from nuts and dried fruits mostly from California.

Daelia's Pumpkin Seed with Rye Biscuits for Cheese are thin, crunchy, elongated biscuits made with pumpkin seeds, almonds, rye flour and caraway seeds. This biscuit was made to be served with cheese, but it is also good served with pate or even eaten on its own. It pairs well with Gruyere, washed rind and soft ripened cheeses. Cheese has been enjoyed with bread, fruit and nuts for centuries all around the world, this recipe is based on that tradition.



433345 Pumpkin Seed with Rye 12/4 oz

Fentimans Additions

632389 Rose Lemonade 24/9.3 oz

Fentimans Rose Lemonade is made with the juice of real lemons and pure Rose Otto oil from the world famous Rose Valley in Kazanlak, Bulgaria. The rose extract gives the lemonade a blush pink color and delicate aroma which enhances the flavor. Complete with complex notes of lemon and the signature addition of ginger spice, Fentimans Rose Lemonade puts a unique spin on the traditional lemonade market. Like all Fentimans beverages, their Rose



Lemonade is brewed and fermented for seven days before being bottled, and maintains a unique sediment base in each bottle that adds to the unique, brewed flavor.

632378 Tonic Water

24/9.3 oz

An organic grain base, milled quinine bark and lemongrass extracts from Asia are all brought together to create Fentimans Tonic Water, a distinctly zesty mixer that is brewed to perfection. There is a sharpness derived from the bitter, woody aromas of quinine bark, mixed with a light dose of real cane sugar. Like all Fentimans beverages, their Tonic Water is botanically brewed to infuse it with its signature herbs and botanicals over seven days.



126201 Caesar Dressing 6/12 oz

Replaces 12613-7 packed 12/12 oz



New to the line:

561778 Vodka Red Lumpfish Caviar 12/2 oz

Lumpfish abounds in Arctic waters. It is small grained with a pronounced flavor.

561790 Whitefish Caviar 12/2 oz

Whitefish is from North America's Great Lakes. It is a mild, small grained and firm textured egg.

Smart Snacking

Summer is on the horizon and now is a great time to gather a variety of healthy snacks. With schedules filled with work, little league games, concerts in the park and a wide array of other activities, a healthy snack may seem out of reach, but it is possible to treat yourself to a healthy snack. In fact, if you have a hectic schedule, it's even more important to eat healthy foods that give you the fuel you need to keep going.

Start with the Love of Fare line of snacks. Love of Fare snacks are the snack for people looking for healthy, high quality reliable products. Each product is packed in cases of twelve 4 ounce cellophane bags. The bags stand upright and their beautiful labels and graphics make them a product that will stand out. Add this line to your mini bar offerings or snack food aisle and watch them fly off the shelves.

720010 Roasted, Salted Almonds

These perfectly salted almonds are roasted just right and are packed with zinc and protein. They are also a rich source of Vitamin E and monounsaturated fat, one of the two "good" fats responsible for lowering LDL cholesterol. They are perfect for snacking, mini bars or as on-the-go energy.



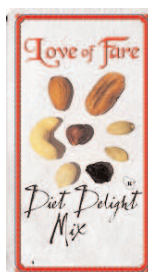
720021 Natural Pistachios (In Shell)



Today, pistachios remain one of the most popular nuts for people of all ages. Love of Fare pistachios are dry roasted and lightly salted in the shell (natural). They are a delicious snack right out of the bag or are a great mini bar addition.

720076 Diet Delight Mix

This tasty mix is a combination of raisins, almonds, filberts, cashews, blanched almonds, pumpkin seeds and pecans. This mix has enough sweet and salty flavors to leave you feeling satisfied without steering your diet off track. This mix is also cholesterol free.



720032 Roasted and Salted Cashews

Cashews are often viewed as a luxury item, however you will find Love of Fare Cashews very reasonably priced. They are freshly roasted to perfection and then slightly salted to enhance a truly delicious taste.



720043 Sesame Stix



Love of Fare Sesame Stix are golden, fresh, crunchy sesame covered snack sticks with a hint of salt added. They are a great treat for any party!

720054 Marathon Mix

This delicious snack mix is a combination of raisins, peanuts, sunflower seeds, candy coated chocolate gems and cashews. It provides a sweet salty mix that will satisfy a number of cravings.



720087 Vanilla Yogurt Pretzels

Love of Fare Vanilla Yogurt Pretzels are so rich and luscious they will melt in your mouth. They will quickly become your favorite go-to snack.

720065 Chocolate Pretzels

Rich milk chocolate enrobes a crunchy salted pretzel. A great snack, these chocolate covered pretzels are a hit every time.

