

**May
2013**

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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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Summer Road Trip

If you are itching to get out on the road on a culinary adventure this summer, we have some suggestions we think you should consider. These are some of hottest culinary events going on this summer and there is still enough time to make plans to attend.

National Restaurant Association Show

May 18-21, 2013
McCormick Place
Chicago, Illinois
We will be exhibiting in Sysco's booth. Visit us in booth #655

Southwest Foodservice Expo

June 23-24, 2013
Dallas Convention Center
Dallas, Texas
Booth #2200

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.

58th Summer Fancy Food Show

June 30 - July 2, 2013
Jacob Javits Center, New York, NY
Booth #1436

This is the event to attend if you want to see all the hottest trends in specialty food. Plan accordingly, you may need all three days to see the more than 80,000 products from over 35 countries featured at this venue. Learn something new at one of the seminars, workshops, tours, tastings or cooking classes. Register on-line at www.fancyfoodshows.com.

European Imports, Inc. Arizona Regional Trade Show

August 20, 2013 10 am to 4 pm
The Intercontinental Resort & Spa
4949 Lincoln Drive, Scottsdale, AZ 85253
Contact your sales rep for more information about attending this show.

Under the Dome by Marcia Suchy, Cheese Product Specialist

I Had a "Blast"

The "Cheese Lady of European Imports is Bidding a Fond Adieu

It's true, after 31 years of eating and talking cheese, I am leaving European Imports. On June 29th I am beginning a new position as gardener, fisherwoman, crafter, birder, and something I've never been before 'housewife'! Yes I am retiring!

I will certainly go through periods of cheese withdrawal there's no doubt, especially of my "Island Cheeses" (Delice de Bourgogne, aged goat milk cheese and cured Mahon). And I will truly miss the cheese talks with everyone that shared the same desire.

But it's the people that I have encountered in my 31 years here that have come to mean so much to me. Once-in-a-life time encounters with very special people in the cheese world! Customers that I have known since 1982! Cheesemakers and vendors who have touched my heart with their passion! Colleagues and co-workers who have enlightened me and amused me! How I will miss you! It is all of you that I will miss seeing, emailing and speaking to frequently.

My life reached way beyond cheese as acquaintances turned to friendships and cheese chats turned to sharing and caring of personal lives. I am not just leaving a career, I am leaving an intricate network of beautiful people and each and every one of you has touched my life.

Thank you to the entire Binstein family for the opportunity and for having faith in me. Thank you for your support and guidance. Thank you for allowing me to become a part of your family.

Thank you to my mentors, my cheese team, management and product specialists who have shared my soul, encouraged and edified me. I am grateful to you.

I will not forget my life here! I will treasure it until the end of time.

Thanks For The Memories!!!!

After over 30 years of working with Marcia, in our eyes she will always have the esteemed title of "Cheese Lady". Her knowledge of and passion for cheese, along with her patient demeanor will be greatly missed by her co-workers and customers across the US. From the early days when brie was considered a specialty item to the exciting artisanal world of cheese we experience today, Marcia has nurtured the cheese category and shared her enthusiasm. We are honored to have worked with someone so dedicated to our world of specialty food and credit Marcia with building the foundation for the growth of cheese awareness at European Imports. Our best wishes for Marcia's smooth transition into retirement which is well deserved.

Affectionately,

The European Imports Family



Wild & Unique Foods

Alex Yilmaz, Meat & Game Buyer

La Quercia Salami Borsellino



Acorns have long been associated with the production of dry cured hams. La Quercia – The Oak – is a traditional symbol of Parma, Italy – renowned for its prosciutto. The oak is also the state tree of Iowa – home to La Quercia.

La Quercia has replicated the Italian traditions of crafting fine salumi – cured meat (primarily pork) products – at home, here in the USA. Already famous for their prosciutto, La Quercia is introducing their new Borsellino salami.



Both varieties are best served simply – just add some tasty cheese, crusty bread, and wine for the ultimate picnic or quick meal.

1966882 Salami Borsellino Original

6/6 oz

SUPC 1966882

The original Salami Borsellino is mild and meaty with a touch of fennel. It pairs best with sharp cheddar and aged sheep's milk cheeses, and light red wines, rich white wines and lager style beer.

1942038 Salami Borsellino Spicy 6/6 oz

SUPC 1942038

The spicy Salami Borsellino is richly spiced with Spanish pimenton and red chili. It pairs best with sharp cheddar, manchego, aged gouda, and red wine and a wide variety of beers.



Sustainability is a priority of La Quercia. Foremost, their pork comes from sustainable producers who treat their animals and their land responsibly. La Quercia sources their raw material, the pork, from right there in Iowa – where the pigs are. The vast majority of the meat La Quercia uses comes from within 200 miles of their plant. The pork is all antibiotic-free and vegetarian fed. La Quercia uses organic spices whenever possible. Oregon Spice Company has rigorous safety controls to ensure the purity and integrity of their spices. And they use sea salt from the United States.

For The Pastry Chef by Karl Helfrich, Pastry Product Specialist



Different pectins for different uses

European Imports, Inc. carries three pectins from PatisFrance for the pastry chef. Each one has unique properties that make it suitable for a different aspect of pastry production.



First there is the Green Pectin. This is the fast-setting variety. Many pastry chefs refer to this as “apple pectin”. It is formulated to set quickly, but is also “thermo-reversible”, meaning it can be re-

heated and will still set up. It is most suitable for making jams, jellies and pie fillings.

**46628-9 Green Pectin 1/2.2 lb
SUPC 5819679**

The second choice is Yellow Pectin. It is slow-setting and is “non thermo-reversible” meaning once it is set, it cannot be re-heated. This pectin is best suited for making pate de fruit, or fruit jellies. Its slow-setting properties allow the use of a sauce gun to portion out the product without setting up too quickly.



**46629-2 Yellow Pectin 1/2.2 lb
SUPC 8232373**



Finally, there is NH Pectin. This pectin is used to make apricot and other glazes to be used on fruit tarts, breakfast pastries, etc.

It sets very shiny and has a pleasant flavor.
**BK6896 NH Pectin 1/2.2 lb
SUPC 8824110**

FROM LABRIOLA BAKERY

These **flash-frozen** pretzel rolls achieve the perfect balance between salty and sweet... Labriola adheres to the traditional German pretzel making method of fermentation and dipping to deliver authentic taste and texture. Just thaw and serve!



The 4.25” **Pretzel Hamburger Buns** are perfect for gourmet burger creations. They are pre-sliced and shipped in “pillow packs” of six pieces each for easy portion control.
**820835 Pretzel Hamburger Bun 48/4 oz
SUPC 1699794**



The 6” **Pretzel Demi Baguettes** are also pre-sliced. From Ham and Brie to Corned Beef to Chicken Salad... everything tastes better on a pretzel roll!
**820746 Pretzel Demi Baguette 60/4 oz
SUPC 1699786**

New Grocery

Organic and Always Fresh Spices

How many times have you bought a spice for a recipe and used just a teaspoon or so and then by the time you go to use it again it has gone bad? Well, those days are over.

Introducing Tsp spices. Tsp spices has designed a unique and convenient package to store spices and keep them fresh.



Tsp spices was started in 2005 by two enterprising Southern girls out of a desire for fresh spices and an organized spice cabinet. They designed a spice tin that keeps spices fresh and orderly. Each Tsp spices tin comes with twelve teaspoon-sized packets of spices. The idea is that the last teaspoon in the tin is as fresh as the first, and since they are pre-measured, you don't need to hunt down those elusive measuring spoons.

Now, with tsp spices, cooks everywhere can enjoy fresh-tasting organic spices sealed in convenient one-teaspoon packets. Tsp spices are protected from light, air and moisture, so they always taste fresh. They're organic, so you can be confident you are getting 100% pure flavor, none of the fillers or additives allowed in conventional spices.

Their clever packaging lets you get full use of your spice dollar. It is also less wasteful than ordinary spice bottles. Twelve teaspoon packets is only 6 grams of packaging weight, compared to the 17 grams of typical plastic spice jars, which usually end up in landfills. And the tins and boxes are fully recyclable.

Let Tsp spices enliven your culinary adventures with fresh flavors wrapped in style! Tsp spices are a great addition to anyone's busy kitchen. Now available:

2060715
Cookie Jar Spice Sticks
6/1 ct

Making cookies for the holidays – or just enjoying baking with your kids? The Cookie Jar tin contains inspiration, spices and recipes for oatmeal cookies, chocolate chip cookies, gingersnaps and sugar cookies.



2060154
Gameday Chili Spice Sticks
6/1 ct

Gathering for a big game or just craving a bowl of great chili? With spices and a recipe for terrific-tasting chili powder, plus a recipe for great chili, you'll want to keep this tin on hand.



- 2059852 Organic Cinnamon Spice Sticks 6/1 ct**
- 2059917 Organic Oregano Spice Sticks 6/1 ct**
- 2059949 Organic Orange Zest Spice Sticks 6/1 ct**



- 2059980 Organic Chile Pepper Spice Sticks 6/1 ct**
- 2060072 Organic Rosemary Spice Sticks 6/1 ct**
- 2060784 Organic Thyme Spice Sticks 6/1 ct**

New Grocery & Line Extensions

Healthy Snack Bars

Introducing Bonvallis fruit and nut bars. These traditional Mediterranean fruit bars come from the southern region of Alicante in Spain. They are made with select ingredients using a 200 year old family recipe.

These bars make the perfect natural snack. They are rich in fiber and minerals, low in sodium and gluten free. Each display box contains 20 bars. They make an ideal snack for any time and are also great with cheese. Now available:



2007468 Dates & Walnuts Bar 20/1.41 oz



2007476 Figs & Almonds Bar 20/1.41 oz



2007484 Orange & Almonds Bar 20/1.41 oz

These delicious gluten free fruit bars are a nice alternative to the more indulgent type of dessert bars.

New to the Lacroix line:

**2108932
Grapefruit Sparkling
Water**

2/12/12 oz

Pample-mousse is the French translation for the word grapefruit and shows a sense of humor from this all-American brand.



**2097315
Peach Pear Sparkling
Water**

2/12/12 oz

A combination of the sweet smell of peach with a rounded pear taste.



New to the Lindt line:

**2047383
Excellence Coconut Bar
12/3.5 oz**

Excellence Coconut has a rich brown color and a sweet lingering aroma. Experience the perfectly balanced taste of smooth dark chocolate enhanced with crisp flakes of coconut.



New to the Kame line:

**1920145
Mini Ricecrackers
in Single Serve
Packages
6/4.4 oz**

Known in Japan as Rice Sembei, rice-based crackers are the most traditional – and popular – of Japanese snacks. KA•ME Mini Rice Crackers are all-natural, gluten-free and subtly seasoned with traditional Asian flavors and contemporary spices.



Line Extensions & Changes

Alstertor Replacement:

1838871
Dusseldorf Style
Mustard in Beer
Mug

12/8.45 oz

Traditional German mustard packaged in a mini beer stein.

Replaces 169297 packed 15/8.45 oz



ILIADA

Pack changes:

2032110

Extra Virgin Olive Oil PDO Kalamata
6/16.91 oz

Replaces 139446 packed 12/16.91 oz



2032106

Organic Extra Virgin
Olive Oil PDO Kalamata
6/16.91 oz

Replaces 139435 packed 12/16.91 oz

2068043

Extra Virgin Olive Oil & Truffle
6/8.45 oz

Replaces 139379 packed 12/8.45 oz



New to the line:

1993678 Mini Multigrain Croccantini 12/6 oz

These light, crunchy crackers are an ideal snack by themselves or paired with your favorite cheese, dips or spreads.

New packaging, selections and replacements from Lake Champlain:

1769585

Organic Creamy Coconut & Dark Chocolate Bar

10/3.25 oz



1769607

Organic Cherries & Dark Chocolate Bar

12/3 oz

1769617

Organic Milk Chocolate & Granola Bar

12/3 oz



1769699

Organic Peanut Butter & Milk Chocolate Bar

10/3.25 oz

1769704

Peruvian Organic Dark Chocolate Bar

12/3 oz



1769591

Organic Dark Chocolate Bar

12/3 oz

Replaces 471017 packed 20/1.25 oz

1769621

Organic Milk Chocolate Bar

12/3 oz

Replaces 471106 packed

20/1.25 oz



1769724

Organic Sea Salt, Almonds & Milk Chocolate Bar

12/3 oz

Replaces 471039 packed 20/1.25 oz

1769732

Organic Spicy Aztec Dark Chocolate Bar

12/3 oz

Replaces 471084 packed

20/1.25 oz



The Best Bang for Your Truffle Buck



White truffles are rare and expensive. Introducing an economical alternative from Cucina Viva. Imported from Italy, this European Imports, Inc. exclusive is



made with 100% Italian Extra Virgin Olive Oil naturally infused with white truffles. Truffles are one of the world's most complex and

mysterious foods. Truly exceptional truffles are costly, perishable and hard to find. Truffle oil captures the essence of Italy's best truffles without the expense. This oil is best used sparingly as a seasoning. It makes a flavorful enhancement for steaks, fish, mushroom dishes and cheese. Drizzle it over risotto, mashed potatoes, pasta dishes and salads for an aromatic finish. It also makes a unique and delicious dip for fresh bread. A few drops of this truffle oil will give the final touch of class to an unforgettable dish.

Now available:

1921242 White Truffle Oil 6/8.45 oz
SUPC: 1921242

Replaces 13501-2 packed 6/8.5 oz

1921263 White Truffle Oil 12/1.85 oz
SUPC: 1921263

Replaces 13500-1 packed 6/1.85 oz

Also available from Cucina Viva:



139402 Extra Virgin Olive Oil 4/3 L
SUPC: 1860974

145532 Extra Virgin Olive Oil in Chianti Style Bottle
6/25.35 oz
SUPC: 1428807

OL2510 Extra Virgin Olive Oil
6/1 Gal
SUPC: 9467598

OL2512 Extra Virgin Olive Oil
6/16.9 oz
SUPC: 3138492

OL2515 Extra Virgin Olive Oil
6/33.8 oz
SUPC: 3665270

OL2520 Extra Virgin Olive Oil
12/8.45 oz
SUPC: 4632212

137953 Pomace Oil 6/1 Gal
SUPC: 1411893

13932-0 Roasted Pumpkinseed Oil
6/8 oz
SUPC: 3839495

14552-1 Il Trebbiano Bianco White Wine Vinegar 2/5 L
SUPC: 1411901

163611 Balsamic Vinegar 6/17 oz
SUPC: 0809071

VN9897 Aged Balsamic Vinegar 2/5 L
SUPC: 7491889