

MAY 2017 NEWSLETTER

THIS MONTH'S INDUSTRY EVENTS

MAY 8TH–11TH – TUTTOFOOD
EXHIBITION, MILANO, ITALY

MAY 20TH–23RD–NRA
SHOW, CHICAGO, IL

MAY 23RD–25TH–SWEETS &
SNACKS EXPO, CHICAGO, IL

NEXT MONTH'S HOLIDAYS & EVENTS

time to start planning!

JUNE 18TH – FATHER'S DAY

JUNE 21ST – SUMMER STARTS

all month long...
GRADUATIONS
COMMUNIONS

NATIONAL DAIRY MONTH
NATIONAL ICED TEA MONTH
NATIONAL CANDY MONTH

ICON KEY:

Look for these icons throughout the newsletter for easy identification of ingredient & nutritional information that may be important to you.



ALL-NATURAL



DAIRY FREE



EGG FREE



GLUTEN FREE



KOSHER



NON-GMO PROJ VER.



USDA ORGANIC



PEANUT FREE



SOY FREE



TRANS FAT FREE



VEGAN

INTRODUCING: 2017 HOLIDAY CATALOGS



We are currently releasing our 2017 Holiday Catalogs, and with something new! In addition to our standard holiday Gifting Catalog, this year we are introducing a Fresh Entertaining Catalog filled with products and ideas for holiday entertaining. Both catalogs are packed with unique imported and domestic products perfect for the holiday season. The deadline for placing holiday orders is July 7, 2017, so please contact your sales representative today to request your copy and get started on your holiday orders.

STOP BY & VISIT US: SUMMER FANCY FOOD SHOW



JUNE 25-27 2017
JACOB JAVITS CENTER
NEW YORK, NY
BOOTH #1236

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.

NEW THIS MONTH: INSTAGRAM

FOLLOW US ON
Instagram



@EUROPEANIMPORTS

To find out about new items, product specials & promotions, and to see menu item suggestions!



UNDER THE DOME

Jeff Babcock, Cheese Specialist

A LAND OF MOUNTAINS AND CAVES

Although Switzerland is a small country, it brings great things to the world of cheese. Switzerland produces some of the finest cheeses in the world. In recent years, the union of cheesemakers has relaxed somewhat, which has allowed for new innovations and variations.

Created by the Studer family, *Der Scharfe Maxx* is a potent modern cheese, with a bit of heritage, as it is styled after Appenzeller. It is a brine-washed rind cheese with an impressive aroma, much like the raging bull that adorns the wheel. However, the flavor is not nearly as striking as the odor, as it is creamy with a fruity tone and a rich umami brothiness on the finish. This is a connoisseur's cheese to be sure, with an art and history that is brought to modern times. The still supple texture of the cheese allows for a great meltability, so imagine it as a swanky filler for an artisan grilled cheese. Pair with a bold wine or a robust beer, as this cheese can match it.

In Switzerland, Emmi has their own caverns where they collect and refine both modern and classic Swiss creations, it is from these caves that we come to our second cheese, *Le Cremeux*.

"Swiss cheesemakers and affineurs handpick wheels to continue their refinement in the Kaltbach Caves in the Alpine Valley. The cave is a 22 million year old natural sandstone labyrinth with a small tranquil river that runs through it which also inspired the name. Kaltbach means "cold river," and it's what allows for constant 96° humidity in the cool, mineral-rich cave air. The enormous amount of cave-wall surface area helps regulate the aging atmosphere and promote a stable setting for the cheese to ripen. This natural process regulates the humidity which is a crucial part of texture and flavor development and what makes this cheese unlike any other in the world."

- Abby Despina, Emmi Roth Senior P.R. Manager



Le Cremeux is a new creation, something distinctly different. A beautiful natural-rind cheese, it compares in some ways to Gruyere, but has a softer creamier texture and a flavor that is a bit more subtle. This smaller wheel ages in the caves for four months, developing rich and complex flavors that linger beneath the rind. The extra cream added, along with the moist caves, keeps the cheese soft and a gentle sweetness pervades it, which is quite extraordinary. It pairs well with sweet and tart, as the cream flavors come to play. Pair with a white wine or wheat beer, both will be delicious.

4222347 DER SCHARFE MAXX 1/15#
Currently stocked in Division 1

7020208 LE CREMEUX WHEEL 1/10#
Currently stocked in Division 1



WILD AND UNIQUE FOODS

Tim Doyle, Meat & Game Specialist

PILLER'S BLACK KASSEL



Piller's has introduced its new 4 oz packaging for their four top-selling Black Kassel salamis. Piller's opened in 1957 using family recipes and traditional European meat-processing methods to create authentic, great-tasting European deli meats. From those humble beginnings, Piller's has become one of North America's largest producers of European sausages and deli meats, famous for award-winning products such as Black Forest ham and air-dried salamis. To this day, after five generations of sausage makers, Piller's still uses the same natural aging, curing, and smoking process that had customers lining up outside Wilhelm Huber's butcher shop over 60 years ago.



Black Kassel products are rich in protein and are allergen free including milk, eggs, fish, tree nuts, peanuts, wheat and soybeans. These salamis can be served alone or as a part of a cheese plate. These are not your average salamis—they will be the hit of any event! You can take them wherever your travels take you with the convenient, easy to peel and reseal packaging. You'll want to always keep some handy because you will fall in love with one—if not all—of these unique flavors.

OLD FOREST PRE-SLICED SALAMI

Black Kassel Old Forest Salami is a full-flavored, smoked salami created with a lean blend of pork and gently smoked over a secret blend of hardwoods. It is then air dried to create a rich and luxurious flavor. This pairs well with a mellow, yet aromatic cheese.

MUSTARD SEED PRE-SLICED SALAMI

Black Kassel Mustard Seed Salami is a lean blend of finely chopped pork aged with mustard seed and a hint of garlic, then gently smoked and air-dried. It has been a hard sell by the name, but has had rave reviews after the product has been tasted.

PICANTE PRE-SLICED SALAMI

Black Kassel Picante Salami is made with pork, salt, paprika and special spices and contains a light hard wood smoke. This salami features the flavor of Habanero pepper, so it is a huge hit for those who enjoy spicy food.

PRE-SLICED SPECK

Black Kassel Speck is a savory, mild prosciutto that is hand-trimmed, individually dry-cured for 80-90 days, then lightly smoked. It has a buttery mouth-feel and a slightly sweet flavor. A must-try!



7018887
OLD FOREST SALAMI
18/4 oz
Currently stocked in Division 1



7018779
MUSTARD SEED SALAMI
18/4 oz
Currently stocked in Division 1



7018777
PICANTE SALAMI
18/4 oz
Currently stocked in Division 1



7018784
SPECK
18/4 oz
Currently stocked in Division 1



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FOR THE PASTRY CHEF

Girish Fatnani, Pastry Specialist

MILLER BAKING “PRETZILLA” BUNS AND BITES PERFECT FOR SUMMER GRILLING!



The beautiful exterior and soft, chewy interior of the **Pretzilla Hamburger Buns** make them a perfect vehicle for gourmet burgers, pulled pork, or even deli sandwiches. Each case contains 10 blister packs of 6 sliced buns.

2687212 PRETZEL HAMBURGER BUN **10/6CT**
Currently stocked in Divisions 1, 4 and 7

The **Sausage Bun** has the same shiny, golden exterior and soft, chewy interior in a shape that accommodates any kind of sausage or hoagie-style presentation. Each case contains 12 blister packs of 6 sliced buns.

2687295 PRETZEL SAUSAGE BUN **12/6CT**
Currently stocked in Divisions 1, 4 and 7

The **Pretzilla Slider Buns** have all of the flavor of the larger hamburger bun in a mini size! They are approximately 3” in diameter, making them the perfect size for a “burger trio” in a pub or for a great buffet presentation.

2687202 PRETZEL MINI SLIDER BUN **12/12CT**
Currently stocked in Divisions 1, 4 and 7

And now for something completely different ...**Pretzel Bites**! These soft, chewy nuggets are great for snacking, serving with fondue or dipping sauces, or tossing into salads as a unique crouton. And of course, they are essential for making “Pretchos”!

2789291 SOFT PRETZEL BITES **3/2#**
Currently stocked in Divisions 1, 4 and 7

Check out some of these menu items with a unique Pretzilla twist:



SPECIALTY GROCERY

Akhmal Teal, Grocery Specialist

FUSION NAPA VALLEY VERJUS



Fusion's Napa Valley Verjus is made from wine grapes removed from the vine in midsummer, at a point in the growing cycle called *veraison*. At *veraison*, wine varieties such as Cabernet Sauvignon, Merlot & Chardonnay start to change in color, are producing a small amount of sugar, and the berries begin to soften enough to press. This is the optimal time to begin verjus production.

The goal at Fusion Foods is to produce the most natural, fresh-tasting juice by protecting the fruit's delicate aromas and flavors. To achieve this, they use a technology called aseptic packaging. With this process, no strong preservatives are necessary and the fresh verjus is exposed to high temperature for only 4 seconds. Available in a single bottle, the Fusion Verjus has ability to add a unique and fresh flavor to a wide variety of dishes, such as Napa Valley Verjus Marinated Pork Ribs (right).

4171686 FUSION VERJUS BLANC (WHITE) 1/25.35z
Currently stocked in Divisions 1, 4 and 7

4171650 FUSION VERJUS-ROUGE (RED) 1/25.3z
Currently stocked in Divisions 1, 4 and 7



Verjus (pronounced vair-ZHOO) is the tart, fresh juice of unripened wine grapes. It is a culinary ingredient indigenous to the world's wine producing regions and is used in deglazing, making vinaigrettes & sauces, and can be used for flavoring the poaching liquid for fish and meat. Verjus is also a condiment to dress lettuce, vegetables and fruit, contributing flavor & acidity to these foods, which is an important component of successful food preparation.

NAPA VALLEY VERJUS MARINATED PORK RIBS (SERVES 4)

Baby back ribs are cut from the loin of the pig and contain less fat than spare ribs. They cook relatively quickly, and should have some texture when they come off of the grill. If the coals are right, the ribs will cook in less than half an hour and won't burn.

PORK RIBS INGREDIENTS

2 full racks baby back ribs, 1/2 rack per person
2 tablespoons Spanish paprika
2 tablespoons dried thyme

PORK RIBS PREPARATION: Rub the paprika and thyme into the ribs before placing into the wet marinade.

MARINADE INGREDIENTS

1 cup Verjus Rouge
1 cup dark soy sauce
1/2 cup dark brown sugar
2 tablespoons Dijon mustard
4 clove garlic, peeled and mashed
2 teaspoons olive oil
1 sprig fresh rosemary about 6 inches long (besides flavoring the marinade, this is your basting brush)

MARINADE & COOKING INSTRUCTIONS: Preheat the grill. Whisk together the marinade ingredients until the sugar dissolves. Place the ribs in a shallow baking dish and cover with the marinade for about 30 minutes, turning after 15 minutes. Cook the ribs over medium heat, turning frequently to prevent them from burning. Baste them every few minutes with the rosemary sprig and the marinade. When the ribs are cooked (test one!), let them rest on a platter or cutting board for a few minutes before cutting them.

Source: verjus.com/sauce

SPECIALTY GROCERY, CONTINUED

Akhmal Teal, Grocery Specialist

BLACK FORBIDDEN RICE

Rice varieties have their own story to tell. While all have been selected for their prized flavors, exceptional cooking qualities, beautiful colors, pleasing textures, and excellent nutritional value, each is imbued with the special characteristics of the lands where they are grown. This is the "terroir" of rice. Terroir is a French term that denotes the unique traits of geography that bestow individuality on a food product. It can be loosely translated as "a sense of place". Elements that make up the terroir include climate, topography, soil conditions, and the craft of the grower.

Sustainability & Lotus Foods: Rice sustains and nourishes billions of people worldwide. Growing rice uses tremendous amounts of water. It's estimated that up to one third of the planet's annual renewable supply of fresh water is used to irrigate rice. This is not sustainable and using up our water resources faster than they are being recharged creates water scarcity. This is why in 2008 Lotus Foods committed to partnering with small-scale farmers who radically changed how they grow rice, using less to produce more. With a set of practices they called "More Crop Per Drop™," farmers can double—even triple—their yields using up to 50% less water on average and 80-90% less seed. Giving individual rice plants optimum growing conditions and nurturing soil health are key to the increased yields.

This medium-size heirloom rice is treasured for its delicious roasted nutty taste, soft texture and beautiful deep purple color. Forbidden Rice® contains a class of flavonoid antioxidants called anthocyanins and, according to Chinese herbal medicine, is considered to be a blood tonifier. A striking presence on any plate, this once forbidden indulgence is now a wholesome everyday rice. It pairs beautifully with all cuisines – use it steamed plain or in a pilaf, stir-fry, or salad.



3609076

BLACK FORBIDDEN RICE

1/22#

Currently stocked in Divisions 1 and 7



- ◆ Cooks in only 30 minutes
- ◆ Whole grain and heart healthy
- ◆ High in manganese, magnesium, molybdenum and phosphorus
- ◆ Good source of protein, fiber and complex carbohydrates



INDUSTRY TRENDS

Retail & Foodservice

FUTURE FORECAST THE SPECIALTY FOOD LANDSCAPE IN 2027

In 10 years, the specialty food industry has more than tripled in value, from \$38.5 billion to more than \$120 billion, according to the latest “State of the Specialty Food Industry” research, conducted annually by the Specialty Food Association and Mintel. The industry—driven by creativity and quality ingredients used in innovative ways, and the proliferation of specialty food in mainstream outlets—has grown close to 10 percent annually since the recession of 2008. To get an insight into what the next 10 years will bring for the specialty food market, Specialty Food Magazine spoke to key industry watchers about the future of retail, expected consumer behavior, and what foodservice will look like by 2027.

This month, we'll focus on the consumer of the future from the perspective of Melissa Abbott, director of culinary insights at the Hartman Group. She has witnessed a shift from American consumers tapping into specialty food as an occasional indulgence to, today, consumers trading up with their food choices for everyday occasions, primarily out of sense of adventure and a desire to make better choices for health and wellness.

PREDICTION #1: MAXIMIZING OPTIMAL WELLNESS.

[Although we've already seen a rise in consumers' desire to make food choices to support optimal wellness], we're just scratching the surface right now. Whether they are looking to their own more personal genetics or what's right for them to eat, consumers are personalizing their diets. Modern wellness and life-hacking go hand-in-hand. People don't talk about dieting anymore. The question will be, what's the optimal thing I can do for myself today? It's not just about food, but about supplements, ingredients, exercise, sleep, and what all this means for our long-term health, and how well we age. We impact our microbiome with the foods and beverages we drink. We're going to learn so much more about the microbiome and digestion in the next decade, and what ingredients work for us and don't work for us, individually.

PREDICTION #2: CLEAN LABELS MOVE BEYOND INGREDIENTS THEMSELVES.

[We've seen greater insistence on transparency in clean labels and the supply chain, and] this participation will only continue to increase to a very great degree. It's a millennial-minded approach to food production and consumption. This generation is much more involved than ever before; there's

been a deep shift away from the old version of consumerism. Consumers today are vociferous in how they think the brands and the food they eat should be produced, grown, and marketed to them.

Edible ethics and eco-social movements, water usage, fair trade, the prioritization of ugly produce, and sustainability concerns, like bees being placed on the endangered species list, are all issues the consumer of the future will care about. What we're also seeing more of is that “clean” labels are not just about the ingredients themselves. They're about how we are treating and taking care of the people who grow and prepare our food. This kind of attention started off with animal welfare, and now we're experiencing it closer to home. Within the next 10 years, there will be more consumer interest in people who are behind the scenes of food production, who are struggling in many ways to make a living and take care of their families.



PREDICTION #3: AN INCREASING VALUING OF TIME.

The most expensive thing for all of us is time. How do we outsource clean menu items, and chef-driven prepared foods in a mindful way? Companies like Thrive, a natural premium food delivery service, are catering more toward clean ingredient panels; they're vetting all the products and are capturing the attention of a lot of shoppers. Consumers are shopping more frequently — something we only anticipate to continue and grow.

We're also going to see delivery of semi-prepared and fully prepared food become more streamlined, and it's all going to be about technology, not about the people who are preparing the food. Especially in urban areas, the delivery is not going to be by the food industry, but by the Amazons and Googles of the world. At one of our focus groups, a millennial said he fully expects to have a drone deliver him a hamburger in the next year.

Source: Specialty Food Magazine

OUR PRIVATE LABELS

exclusively available to you through

EUROPEAN IMPORTS, INC.

A SUMMER STAPLE, IMPORTED FROM FRANCE

LE VILLAGE LEMONADES

Lemonade is one of the most enjoyable and popular summer drinks. Cold, refreshing lemonade is just the thing for summer picnics, barbecues and parties. Whether you want to share something simply sweet or deliciously fruity, Le Village offers refreshingly tasty French lemonades to fill the bill. Naturally-flavored, these sweet, traditional French sparkling beverages have always been popular for their simple qualities, enjoyed by kids & adults alike.



1411778
Blood Orange Lemonade
24/11.18 oz
Currently stocked in Divisions 1, 4 and 7
Drink this naturally-flavored blood orange sparkling beverage over ice or use it as a mixer.

1021409
Blood Orange Lemonade
12/25.4 oz
Currently stocked in Divisions 1, 4 and 7

1021353
Lemonade (Cloudy)
24/11.18 oz
Currently stocked in Divisions 1, 4 and 7
This is the sparkling version of the traditional home-made lemonade with a hint of lime. It is tart and not too sweet.

0413118
Lemonade (Cloudy)
12/25.4 oz
Currently stocked in Divisions 1, 4 and 7

2298665
Sparkling Pink Lemonade
24/11.18 oz
Currently stocked in Divisions 1, 4 and 7
Another delicious sparkling lemonade with a refreshing citrus taste and all-natural grapefruit flavor.

2212443
Sparkling Pink Lemonade
12/25.4 oz
Currently stocked in Divisions 1, 4 and 7

1674987
Orange Sparkling Lemonade
24/11.18 oz
Currently stocked in Divisions 1, 4 and 7
Natural orange flavor, sparkling water and sugar come together to create this fruity beverage. A popular choice for kids.

1675012
Orange Sparkling Lemonade
12/25.4 oz
Currently stocked in Divisions 1 and 4

1265832
French Berry Lemonade
24/11.18 oz
Currently stocked in Divisions 1, 4 and 7

A refreshing lemonade made of carbonated water, beet sugar, citric acid and the natural flavor of berries.

0871745
French Lemonade
24/11.18 oz
Currently stocked in Divisions 1, 4 and 7

A more neutral version of lemonade, this sweet, sparkling beverage is a combination of lemon and lime. An excellent mixer for cocktails.

1119971
Pomegranate Lemonade
24/11.18 oz
Currently stocked in Divisions 1 and 7

With a growing interest in pomegranates, this naturally-flavored pomegranate sparkling beverage is sure to be a hit.

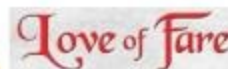
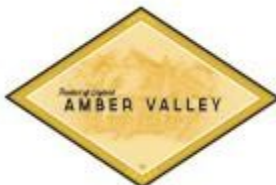
1431513
French Berry Lemonade
12/25.4 oz
Currently stocked in Divisions 1 and 4

0871758
French Lemonade
12/25.4 oz
Currently stocked in Divisions 1, 4 and 7

1323165
Pomegranate Lemonade
12/25.4 oz
Currently stocked in Divisions 1, 4 and 7



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