WHAT'S INSIDE

Pg. 2 Under the Dome

Pg. 3 Wild & Unique Foods

Pg. 4 For the Pastry Chef

> Pgs. 5-6 New Grocery

Pg. 7
Line Extensions

Back Cover Specialty Grocery

New items listed are scheduled to arrive by the month titled on the front of the newsletter.

June 2010

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Reminders:



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

56th Annual Summer Fancy Food Show June 27-29, 2010 Jacob Javits Center New York, NY Visit European Imports Ltd. in Booth #1436

Join the 24,000 decision makers that attend this show every year to see thousands of new and innovative products from 2,400 exhibitors from more than 70 countries.

We will be showcasing many of the new items from our 2010 Holiday catalog at the show. Please contact Trish Pohanka at tpohanka@eiltd.com or Teri Bostrom at tbostrom@eiltd.com to schedule an appointment to review these products and place your order at the show.

You can still register for the Fancy Food Show online at www.fancyfoodshows.com.

Southwest Foodservice Expo June 27-29, 2010 George R. Brown Convention Center Houston, TX Visit European Imports Ltd. in Booth #0433

The Southwest Foodservice Expo is one of the largest foodservice tradeshows in the nation, attracting foodservice professionals from across the United States. The Expo brings together all aspects of the industry for three days of business, networking, education and fun. Register online at www.swfoodexpo.com.

Under the Dome by Marcia Suchy

Discover Wisconsin

A few weeks ago I had the pleasure of taking my second trip to visit Wisconsin cheesemakers with a truly delightful group of cheese mongers. All of us were guests of the Wisconsin Milk Marketing Board. The retailer's world, quite different from the chef's world, became entwined with the best of the best in Wisconsin's cheese land. And though there was sensory overload at times with the amount of cheese taken in during the three day excursion, no one seemed to mind. There was much cheese-love going on in this group. Compassion for cheese is by no means new, but witnessing the re-awakening of desire, the discovery of an unknown, and the excitement upon meeting cheesemakers was all simply infectious.



There were new discoveries at Brunkow for some of the guests. First-timers were able to experience first hand Brunkow's Brun-uusto baked 'bread cheese', grilled to perfection. The Fayette Creamery Raw Milk Cold Pack Spread, ever-so-smooth, was a big hit. There are three flavors of Brun-uusto and five Raw Milk Spreads and they are all "musts" for summer fare.

BRUNKOW BRUN-UUSTO

410275

4102/5	Di unkow Gaine	30/0 10 0Z
410196	Brunkow Jalapeno	36/8-10 oz
410241	Brunkow Original	36/8-10 oz
FAYETTE	RAW MILK CHEDDAR	
COLDPAC	CK SPREAD	
410632	Garlic	6/8 oz
410643	Jalapeno	6/8 oz
410387	Plain Raw Milk	6/8 oz
410654	Tomato Basil	6/8 oz
410376	Horseradish	6/8 oz

Brunkow Garlic

We traveled through quaint Wisconsin towns and luscious country sides to find our cheesemakers. Our excursion took us to Darlington, Monroe, Maustin and Theresa. We tasted cheeses by Marieke Penterman (Holland's Family Farm Gouda), Mike Gingrich (Upland's Pleasant Ridge Reserve), Sid Cook (Carr Valley Cheese) and many more.



Our stop in Theresa took us to Widmer's where Joe Widmer took us on a walk through the amazing little Brick Cheese producing factory

where it seems time stands still. In fact he still uses the same heavy bricks in cheese production that were used by his great grand father. We were all in awe over this family's dedication to preserving the cheeses and cheese-making of yester-year.

It is here that I would like to tell you about our two newest Wisconsin Cheese additions. (And oh yes, there will be more coming!).

European Imports Ltd. has added the Widmer Brick Spread and 10 year Cheddar to our Artisan Cheese Selection.

WIDMER AGED BRICK, SPREAD

Made from a blend of Aged Brick and Cheddar, this delectable spread will keep you coming back for more.



450266 12/8 oz

WIDMER

10 YEAR AGED CHEDDAR

Rich, nutty flavor becomes increasingly sharp with age. Smooth, firm texture becomes more granular and crumbly with age. 450255 2/5 lb



I hope you have the chance to Discover Wisconsin and the fabulous cheeses and their cheesemakers that call it home.

36/8-10 oz

Wild & Unique Foods

by Alex Yilmaz



Hungaricum -noun

(həŋ-ˈger-ə-küm)

1. A thing or phenomenon that is universally identified as uniquely and typically characteristic of the culture of Hungary and Hungarians

In 1869, an Italian-born butcher called Mark Pick settled in Szeged, Hungary, on the bank of the Tisza River, and established his salami factory, where he developed his, now world famous, Wintersalami. Mr. Pick was familiar with the attributes of the Tisza region. The climate and landscape of this region are favorable to agriculture. Pork used in the manufacturing of Pick salami were raised in this area.

Pick's business expanded through the years. In 1883, he brought in expert salami makers from Italy to increase his production. His Wintersalami won a bronze medal at the Paris World's Fair in 1900. Pick's eldest son, Jenô, took over the family business in 1906, and it was under Jenô's leadership



where the company saw exponential growth. Jenô was an innovative thinker with a knack for marketing. In the 1930's, Pick began producing their Wintersalami year round.

Pick Wintersalami (in Hungarian, Téliszalámi) is

a blend of pork and spices in accordance with an age-old recipe. It is cold smoked, dried and ripened, where the outside of the salami becomes coated with a white



mold. This mold requires a chilly temperature and suitable humidity, which is why salami factories were established along rivers, such as Pick's along the Tiszla River in Szeged. Modern technology later allowed for a simulated and controlled environment, making it possible for Wintersalami to be produced year round. This uniquely and typically Hungarian specialty is now available in the United States, and we are proud to introduce it. The flavor and aroma of Szeged, and over 140 years of tradition, come alive with every slice of delicious Pick Wintersalami. Try some today and taste Hungaricum.



600600 Pick Winter Salami, Bulk 4/2.75 lb

For The Pastry Chef by Karl Helfrich



New sandwich loaves from Tribeca Oven! Sliced Sourdough Sandwich Loaf



With roots in both the Wild West and Old World Europe, the Sourdough Sandwich Loaf has a rustic appearance and a mildly tangy flavor. Its golden ridged crust makes great

sandwiches and is a perfect accompaniment to soups and stews.

Each loaf has an average of 24 slices that are half-inch thick – perfect for robust sandwiches and Panini. Just thaw and serve!

Tribeca Sliced Sourdough Sandwich Loaf *Item # 820733, 6/50 oz loaves/cs*

Sliced Multigrain Pullman Loaf

With a blend of whole wheat flour, rye flakes, sunflower seeds, sesame seeds, oats, flax seeds and



cracked wheat, this flavorful bread has a subtle nutty flavor with a rough-hewn, seed strewn crust. It has a full, rich texture and the classic square "Pullman" shape that makes it the classic sandwich bread. There are 24 to 26 half-inch slices per loaf. Just thaw and serve!

Tribeca Multigrain Pullman Loaf *Item # 820744, 10/2.4 lb loaves/cs*



Capfruit continues to innovate with new flavor combinations just in time for the summer months. Not being satisfied with the ordinary, their chefs

have developed two new frozen purees that will really stand out when used in your creations.

Raspberry Lychee Rose Puree is a seductive

combination of tart raspberry, exotic lychee and seductive rose essence. Use it to fill a summer macaroon, layer in a wedding cake, or make a delicately perfumed pate de fruit



Capfruit Raspberry Lychee Rose Frozen Puree

Item # 300565, 2/1 liter

Exotic Ginger Puree is an exotic recipe which



marries to perfection the subtlety of the Alphonso mango, the tangy freshness of the passion fruit and the heady aroma of fresh ginger. Imagine a sorbet or granita to

compliment a fresh summer dessert, or the most delicious cupcake frosting!

Capfruit Exotic Ginger Frozen Puree

Item # 300510, 2/1 liter

The **Roasted Hazelnut puree** consists of (dark)

roasted hazelnuts ground to a super smooth texture to create the most refined 100% hazelnut paste to be found anywhere. Because it is frozen, there is none of the separation challenges that



plague other hazelnut pastes, and the flavor and mouthfeel are unsurpassed.

Capfruit Roasted Hazelnut Puree

Item # 300498, 2/1 liter

New Grocery

The Fresh Sweet Taste of Apples in a Juice



For over 125 years, the Possmann family has made traditional German apple wine and apple juice in the manner first handed down by Phillipp Possmann in 1881. Today, Possmann holds true to a spirit of Old World craftsmanship and a dedication to quality.

100% of the apples used by Possmann come from non-orchard family farms where the farmer has 3 to 15 naturally occurring trees. Zero percent imported juice, Possmann juices are made from all German apples. The flavor of these juices is just outstanding. Many of our tasters thought the juices had a pure apple flavor. Just like eating an apple.

Possmann apple juice is a refreshing and remarkably simple beverage that's tasty any time of the day. Germany's best apple juice is now available from European Imports Ltd.:



620044 Country Apple Cloudy Apple Juice 6/1 L

Shelf stable, ready to drink, cloudy 100% apple juice. It is cloudy due to less filtration than the clear juice. The additional pulp particles in the juice give it a very fresh apple flavor, like biting into a real apple. This juice is pasteurized and has added vitamin C.



620011

Country Apple Fresh Sparkling Apple Juice 6/4/12 oz

620055

Country Apple Fresh Sparkling Apple Juice 6/1 L

This is the latest addition to the Possmann juice range. It makes for a refreshing sports drink and also a fine sparkling apple aperitif. 70% cloudy apple juice blended with 30% sparkling mineral water. This ready to drink, shelf stable apple juice has a robust apple taste with the added bonus of carbonation. It contains all the health benefits of a good juice plus the thirst quenching qualities of sparkling water, perfect after a workout.



620022 Country Apple Gold Juice 6/4/12 oz 620066 Country Apple Gold Juice 6/1 L

This juice is the most flavorful and best known Possmann juice within the product range. Due to the fruits used, it has an incredible flavor and aroma, which puts it far ahead of any other juice you can find. The tart apples (approximately 14 per liter) give it a fresh and not too sweet taste. Pasteurized 100% pure juice without any additives.

Handmade Gourmet Crackers

We have found a line of handmade natural crackers that will fulfill all your sweet and savory cracker needs. Imported from Australia, Tucker's Natural Gourmet Crackers fill the bill. The Tucker family used its 30 years of combined experience in the food industry to create their 100% natural, handmade, yeast and preservative free crackers. Their crackers are made from only the freshest and finest local raw ingredients, so you can see and taste the real flavor and goodness.

From their distinctive shape, to the authentic handmade production process and beautiful presentation, all of Tucker's Natural products have been thoughtfully made with family values that promote quality and transparency and offer even the most discerning consumer a natural modern entertaining solution.

Tucker's Crackers combine world class baking with contemporary flavors and design. Each colorful package has creative serving suggestions and/or a recipe for a complimentary dip or spread. Now available from European Imports Ltd.:



Tucker's savory crackers:



493299 Caramelized Onion Crackers 6/3.9 oz

Sweet pieces of real caramelized onion are the perfect contrast to the natural savory base, creating a moreish flavor that is delicious enough to eat on its own, and amazing when paired with cheese and wine.

493300

Four Cheese & Chives Cracker 6/3.9 oz

Made from four varieties of cheese, market fresh chives and a hint of garlic, these crackers create a smooth lasting flavor that is delicious enough to eat on its own, and unforgettable when presented as part of a modern dish.



493311

Rosemary & Rock Salt Crackers 6/3.9 oz

Combining market fresh rosemary with mineral rich Australian rock salt, these gourmet crackers are the perfect base for just about any gourmet topping.



493366

Coriander and Cracker Pepper Crackers 6/3.9 oz

Combining market fresh coriander with freshly ground cracked black pepper, these gourmet crackers pair beautifully with simple and complex flavors and bring a fresh flavor to the pallet.



Tucker's Gourmet Dessert Biscuits: 493322 Chocolate Biscuits

5/4.2 oz

Made with premium cocoa and delicately sweetened so they can pair with both sweet and savory toppings, these biscuits are the perfect moreish snack for just about any occasion and create a unique experience when eaten with cheese or ice-cream.

493333 Coffee Biscuits

5/4.2 oz

Tucker's natural coffee crackers provide the perfect balance of bitter-sweet and savory in each and every bite. Perfect as an afternoon snack and a delicious way to add crunch to a modern Tiramisu.



493344 Vanilla Biscuits

6/3.5 oz

Made with real vanilla bean and delicately sweetened to pair with both sweet and savory toppings, these biscuits can be eaten as a healthy natural snack on their own or creatively paired with desserts to add a natural crunch to every mouthful.

493355 Honey Biscuits

6/3.9 oz

Made with 100% pure Australian honey, these biscuits are subtly sweetened by the honey in the recipe which makes them perfect for both sweet and savory dishes. Delicious with cheese, fruit and cold meats and delectable with ice-cream, yogurt and sweet desserts.

line Extensions

663388

GuS Grape Black Currant 6/4/12 oz

Both black currant juice and red grape juices are very high in antioxidants. Together they have a sophisticated, European flavor that pairs well with food. As with the rest of the GuS line, this flavor is distinctively dry and not too sweet.



New to the Boyajian line:

140488 Habanero Oil

6/8 oz

Made with 100% pure and extra virgin olive oil, slowly infused with habanero chilies for an incomparable flavor and aroma.





140499 Jalapeno Oil 6/8 oz

Made with 100% pure and extra virgin olive oil, slowly infused with jalapeno peppers for an incomparable flavor and aroma

140500 Pomegranate Vinegar

This vinegar has the full, sweet flavor of fresh pomegranates with an earthy aromatic bouquet.



144511	Touch O' Heat BBQ Sauce	6/16 oz
Replaces	144474 12/16 oz	
144522	Blazin Hot BBQ Sauce	6/16 oz
Replaces	144485 12/16 oz	
144500 H	Honey Sweet BBQ Sauce	6/16 oz
Replaces	144463 12/16 oz	



We have added a new flavor to the Hot Kid line up: 432244 Banana Baby Mum-Mum 6/1.76 oz

Shelf Stable Indian Simmer Sauces from Maya Kaimal

Family recipes from India produced to please the American palate.

141877

Tikka Masala

6/12.5 oz

This all natural, mild Indian simmer sauce is made with cream, tomato and spices. Its bright citrus notes make it a perfect companion to chicken, shrimp or paneer. Maya Kaimal's new Shelf-Stable Tikka Masala Simmer Sauce, has been selected as a Silver Finalist in the 2010 NASFT sofiTM Awards Competition in the Cooking Sauce or Flavor Enhancer category.

141888

Butter Masala

6/12.5 oz

This all natural, mild Indian simmer sauce is made with tomato, butter and ginger. Mild and buttery, this sauce is traditionally paired with barbecued chicken, but also goes with vegetables or shell fish.

141899

Kashmiri Curry

6/12.5 oz

This all natural, medium Indian simmer sauce is made with tomato and nutmeg. For traditional Rogan Josh, simmer with cubes of lamb until tender, or enjoy with chicken or mushrooms and chickpeas.

141900

Madras Curry 6/12.5 oz

This all natural, medium Indian simmer sauce is made with coconut milk, black pepper and curry leaves. This warm, satisfying sauce is delicious simmered with chicken, pork or vegetables.



GEROLSTEINER

Now in glass:

Sparkling Mineral Water 692455 12/33.8 oz Replaces 69236-6 12/32 oz PET bottles



472422	LUXE Milk Chocolate Toffee Bar		
		12/3 oz	
472433	LUXE Solid Milk Chocolate		
	Singles Caddy	120/.37 oz	
472444	Milk Chocolate with Carame	colate with Caramel Filled	
	Squares on the go Caddy	16/1.15 oz	

More Olives to Love...



370766 Moroccan Casablanca Mix 1/5.51 lb

This colorful mix of olives and vegetables includes cracked green, Nicoise and purple olives, red chili peppers and pearl onions in a mildly spicy grapeseed oil and cumin sauce. These olives are for people that enjoy tangy, complex flavors, serve them simply as a snack or an appetizer.



370255 Cornichons 4/5.51 lb

A delicious mix of crunchy cornichons and pearl onions in vinegar with mustard seeds. Cornichons are a traditional accompaniment to pates as well as smoked meats and fish.



Replacing 371007 2/5lb tubs:

370788 Natural Green Cerignola Olives 4/5.5 Lb

Packed in cans these large green olives are brine cured and have a meaty texture and a wonderful, delicate fruity flavor.

Outstanding Retailers of 2010

Specialty Food Magazine and the National Association for the Specialty Food Trade (NASFT) presented six retailers with an Outstanding Retailers of 2010 Award. NASFT members are asked to nominate stores based upon the qualities of a successful specialty food establishment such as uniqueness, product knowledge and customer service. Three of the award winners are customers of European Imports Ltd., and we would like to congratulate them on their success:

Spec's Wine, Spirits and Finer Foods

Located in Texas, Spec's has been in business since 1962. Spec's has been a pioneer in the warehouse liquor store concept. Spec's features a 15,000 sq ft wine and liquor section, 95-foot beer cooler as well as an extensive deli and cheese selection.

Hubbell and Hudson Market and Bistro

Also located in Texas, Hubbell and Hudson's opened in 2008. This free-standing specialty market features a full-service bistro, a free-flow retail concept, Beer Alley, Sip & Shop program and a Viking cooking school.

Marion Street Cheese Market

Located just outside Chicago in Oak Park, Illinois, Marion Street Cheese Market opened in 2004. This market features a wonderful selection of Artisan cheese, a wine bar, bistro and Zing Train customer service training.

Congratulations award winners!