

**June  
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.

**Grilling Season**

Grilling, for many of us, is a celebration of all things summer — a tasty reward for surviving another long winter. The Memorial Day holiday is the unofficial start of summer and, some say, grilling season. Whether you are a novice or a grilling veteran, we could all use products that make our grilled dishes stand out. To that we say, start in the pantry. Stock it full of unique products that make your finished dishes unique and delicious. With a well stocked pantry you can grill your favorite meat or vegetables and make an outstanding and delectable dish every time you grill. We suggest you start with:



Instead of plain ketchup try Kethchapeno, Ketchipotle or Maya Kaimal Ketchup.

Replace yellow goopy mustard with a variety of flavored mustards from: Vilux, Inglehoffer, Honeycup or Laurent de Clos.



Ordinary mayo doesn't have the flavor that Life in Provence Aioli or Rouille packs.

Rub your meat with the best meat rubs available: Char Crust and Pride of Szeged.



A marinade makes meat better by adding moisture, tenderness and flavor. Try: Jardine's, Asian Home Gourmet or Soy Vay to impart your meat with flavor.

Barbeque sauces are personal. Some like it sweet others like it hot and we have that and everything in between. BBQ sauces to try: Bone Suckin', Curley's, Busha Browne's or Rufus Teague.

Finally the piece de resistance: finishing sauces. Try El Semillero Chimichurri Sauces. They will take ordinary grilled meats to a whole new level.



# Under the Dome by Marcia Suchy, Cheese Category Manager

## Light the Grill, Put on the Burgers, add the Cheese!

It's grilling season and we have two new cheeses that are great choices for topping your favorite burger or other cuts of grilling meats. Both of these cheeses add a flare of aesthetic value and just the right amount of flavor.



**Ostenbørg® HAVARTI**  
With horseradish and chive.

Our expert cheesemakers draw inspiration from the cheeses of Denmark to craft this award-winning Wisconsin cow's milk cheese. Traditional cheesemaking methods, the freshest milk from local family farms, and premium quality ingredients ensure that this double-cream Havarti is always buttery, rich, and flavorful. All-natural ingredients are infused directly into each vat of milk instead of being mixed into the curd as an afterthought. This costlier process takes more time and effort, but the resulting freshness and depth of flavor are worth it. Fresh horseradish, chives, and mustard seeds kick-up this double cream Havarti to create a full-fledged flavor burst. Outstanding for slicing, cubing, cooking, melting and snacking.

**423241 Horseradish & Chive Havarti 1/9 lb**



**Blue Marble Jack**

Nasonville Dairy of central Wisconsin has produced cheese for over 125 years. The dairy is owned and operated by the Heiman family, who are passionate about making the highest quality cheeses affordable. Ken Heiman, Nasonville's President, recently earned the distinction of Master Cheesemaker in 2009, after a ten-year journey of study and perfection of the craft.



Blue Marble Jack is one of Ken's recent creations.

A semi-firm cheese with a Monterey Jack texture; beautifully marbled with blue veins woven thru the curd, a subtle but distinct blue cheese flavor in an easy-to-use form not possible with traditional blue cheese. IT'S SLICEABLE. And due to the process of adding blue flavor to the cheese, spores are not transferable to the cutting surfaces. GREAT PRICE!

An exceptional melting cheese...perfect on sandwiches, burgers, appetizers, gourmet pizza and pasta.

**400533 Blue Marble Jack 2/5 lb**



# Wild & Unique Foods by Tim Doyle, Meat & Game Category Manager

## Freebird Chicken



History tells us chickens are descendants of wild fowl that roamed the dense jungles of primeval Asia. Thousands of years later King Henry IV stated that every wealthy man should have a chicken in his pot on Sundays. It wasn't until after World War II, thanks to modern production and overcrowded barns, that an ample supply of commodity chicken was developed. Today there is a chicken in your pot everyday but not clean chicken that tastes like chicken should.



FreeBird chickens are humanely raised on family farms in the rolling hills of Amish country. The barns are always clean and well-ventilated and provide 33% more space than those of conventional growers (more space makes for happy chickens).

The chickens are fed a simple, natural diet of pure sun-kissed corn and soybeans as well as plenty of fresh well water at all times. They also get a healthy blend of vitamins, minerals, amino acids and oils, and are never ever fed animal by-products.

Allowed to roam and flap their wings in a stress free environment, they get exercise and eat a healthy diet when they want in a clean shelter.



There is no over crowding so they don't get sick. This ideal environment means there is no need for

antibiotics. FreeBird chickens NEVER EVER receive antibiotics.

Specially designed transfer trucks move the chickens over short distances. These humane, stress free trips mean no bumps or bruises. FreeBird belongs to the Global Animal Partnership (GAP), an organization that classifies, legitimizes and supports sound animal welfare practices.



Pure and natural chicken that will rock your world.



**703456 Fresh FreeBird Whole Chicken**  
**10/4 lb**  
**Do Not Cook in a Pot**

For The Pastry Chef by  
Karl Helfrich, Pastry Category Manager



In stock: Hero single-portion foil “peel off” jams!

Due to popular demand, we are now stocking Hero individual portion jams in a convenient ½ oz foil peel-off top containers.



As you know, Hero jams are manufactured in Switzerland to the highest standards and contain NO high-fructose corn syrup! The foil container blocks harmful UV light to ensure they stay fresh for your customers.

234756	Assorted	216/.5 oz
234778	Apricot	216/.5 oz
234789	Black Cherry	216/.5 oz
234790	Orange	216/.5 oz
234801	Raspberry	216/.5 oz
234767	Strawberry	216/.5 oz
234823	Grape	216/.5 oz
234812	Honey	216/.5 oz

**New from Bridor!**

We now carry the multigrain dinner roll from Bridor. A mix of wheat flour, wheat



germ, sesame seeds and flax seeds makes a delicious and nutritious addition to your dinner roll presentation.



820845	Multigrain Dinner Roll	60/1.6 oz
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# EUROPEAN IMPORTS DIRECT SHIP PROGRAM:

We have teamed up with three premier vendors to give you access to their full line of products! Simply contact your rep with the item numbers from their website or catalog, and we will have the items shipped directly to your place of business – it couldn’t be easier!

## Chicago School of Mold Making™

Fabricators of the finest silicone molds and mold making supplies. They have an incredible selection of food-safe molds for both showpiece creation and dessert fabrication.



Elegant disposable/recyclable plastic and bamboo serving pieces and utensils are a specialty of Restaurantware. Their products lend a practical flair to your banquet and catering presentations.



The industry standard silicone baking sheets, molds and relief mats for the pastry chef.

# New Grocery Healthy Snacking

Discover the Mediterranean Snack Food Company's Baked Lentil Chips, the first snack to deliver the great taste and healthy benefits of lentils, adzuki, and garbanzo beans. Made from a select Mediterranean recipe, this savory all natural snack is made with 100% gluten free ingredients, has 4 grams of protein, and 3 grams of fiber & fat in each crunchy serving. They are a delicious, heart-healthy alternative to ordinary chips or crackers. Whether you're entertaining or just snacking, enjoy their chips with your favorite spreads or eat them straight from the bag!

**426156**  
**Parmesan Garlic Baked Lentil Chips**  
12/4.5 oz



**426167**  
**Rosemary Baked Lentil Chips**  
12/4.5 oz



**426201**  
**Roasted Pepper Baked Lentil Chips**  
12/4.5 oz



Also new to the Mediterranean Snack Food line are their Baked Lentil Crackers - another gluten free choice for great snacking.

Their crackers are baked with all natural ingredients and protein rich lentils for a uniquely healthy and tasty snack cracker. A staple since ancient times, lentils are among the world's healthiest foods and are high in protein, iron, vitamin B1 and essential minerals for a healthy diet. Gluten-free Lentil Crackers provide a rustic taste you'll love in a low fat, healthier snack.

**426178**  
**Lentil Crackers with Sea Salt**  
6/4.5 oz



**426189**  
**Lentil Crackers with Cracked Pepper**  
6/4.5 oz



**426190**  
**Lentil Crackers with Rosemary Herb**  
6/4.5 oz

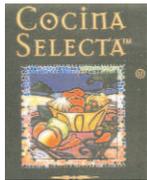


# Changes & Line Extensions



New Flavor! Introducing Tate's Bake Shop's Gluten-Free Chocolate Chip Cookie – it's their signature, thin, chocolate chip cookie, but gluten-free. Tate's makes their gluten-free cookies with rice flour and the same all-natural ingredients used in all of their gourmet baked goods. Loaded with chocolate chips - and buttery goodness– their sweet six pack includes 6, 7 oz. bags of gluten-free chocolate chip cookies. Each bag contains approximately 12 cookies per bag. Tate's Bake Shop's Gluten-Free Chocolate Chip Cookies are sure to become a favorite.

**139923 Gluten Free Chocolate Chip Cookies** 12/7 oz



Changes to the  
Cocina Selecta Line:



**370390 Non Pareil Capers** 12/16 oz  
Replaces 370316 packed 6/16 oz

**370423 Non Pareil Capers** 6/32 oz  
Replaces 371075

**370367 Non Pareil Capers** 12/3.5 oz  
Replaces 370293



**370512 Caperberries** 12/16 oz  
Replaces 370305 packed 6/16 oz

**370490 Silver Skin Onions** 12/5 oz  
Replaces 37070-7 12/8 oz



The secret to Plugra® European-Style Butter is a slow-churned process that creates less moisture content and a creamier texture when compared to average table butters. Introducing Plugra® European-Style flavored butters. These new flavored butters provide a way for food enthusiasts to add simple elegance and flavor to meals at home.

Plugra® butters are all natural with no preservatives. They may be used as a spread, finishing butter, or ingredient. These butters are perfect for everyday use or special occasions.

**509934 Sun-Dried Tomato Herb Butter**

12/3 oz  
This flavor is especially good spread on hamburger buns, sandwiches or used to make a finishing sauce.



**509912 Honey Orange Zest Butter**

12/3 oz  
This butter is divine on toast, biscuits and muffins.



**509890 Chive and Onion Butter**

12/3 oz  
This butter packs a flavor punch. Use it to top baked potatoes, steaks, chicken and vegetables.



# Changes & Line Extensions



**434589**

**Dark Chocolate  
Crème de Pirouline**  
12/3.25 oz

*Replaces 434576 packed 12/4.25 oz*  
Rich intense dark chocolate wrapped in a toasted Pirouline wafer. Serve with milk, coffee, tea, ice cream, after dinner drinks or eat as a snack right out of the tin.



New to the line:

**110099 Peanut Sauce Mix 6/3.5 oz**

*Replaces 11013-6 packed 12/3.5 oz*  
Combine with Coconut Milk for the best tasting peanut sauce! Use for satays, as a cooking sauce, pasta sauce, or as a delicious cold dip.

**110299 Yellow Curry Paste 6/1.75 oz**

*Replaces 11024-6 packed 12/1.75 oz*  
This aromatic curry is a sweetly spiced paste based on Indian-style seasonings, but is distinctly Thai with its addition of lemon grass and shallots. It has a medium heat that goes very well with seafood, chicken and potatoes.

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## Rice Paper Squares

**101101 Rice Paper Squares 22cm 10/12 oz**

*Replaces 100977 and 10103-4 both packed 50/12 oz*  
Rice Paper is traditionally used to make Vietnamese spring rolls.

New from Pride of Szeged:

**140090  
Pizza Seasoning  
6/4 oz**

This spice blend was created to sprinkle on pizza, use in pasta sauce or sprinkle on garlic bread. It has an herbal, slightly garlicky flavor with a strong and pungent aftertaste.



A Sweet Torta from Ines Rosales

**361656  
Cinnamon Sweet Olive  
Oil Torta  
10/6.34 oz**

This crisp, handmade flatbread cracker has a light cinnamon flavor. This crisp delicate pastry makes a great snack, dessert or light appetizer when served with cheese.



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## Foodservice Additions:

**883323  
Foulds Elbow Macaroni  
1/20 lb**

A premium pasta made with 100% durum semolina.

**820601  
Falafel Mix  
1/10 lb**

This timesaving mix is all natural and kosher.

# Drink Up Organically

## LeVillage

LeVillage has expanded their group of organic sparkling fruit juices. Each of their juices starts with a base of organic apple juice. LeVillage uses a blend of sweet, tart dry and bitter apples. Unlike regular apples, the apples used to make these juices are specifically selected for their rich Tannin contents. Each type of apple has its own unique essence, highlighting either their sweet, bittersweet, bitter or acidic components.

The organic apple juice is then mixed with pure sparkling water and other fruit juices and the end result is an organic fruit juice beyond compare. LeVillage's fruit sources are so pure and flavorful, no sugar is needed. That's right - no added sugar, preservatives or anything artificial.

These juices really take on the flavor of the fruits used. They taste like real fruit. The apple taste like real apples, so does the pear, peach, pomegranate and raspberry.

Imported from France, each juice is packed in an elegant champagne-style bottle with a cork and metal cap. These non-alcoholic beverages are a great alternative to beer, wine and champagne. LeVillage's Organic Sparkling Fruit Juices are the beverages to serve to everyone for any special occasion. You will love the refreshment and the elegance of the flavors. These sparkling fruit juices will help you celebrate in style.

LeVillage sparkling fruit juices are best when served chilled.

**New to the line - same great flavors in smaller convenient bottles:**

**693912  
Organic Sparkling Peach Juice  
12/11.8 oz**

**693923  
Organic Sparkling Pear Juice  
12/11.8 oz**

**693934  
Organic Sparkling Pomegranate Juice  
12/11.8 oz**

**693945  
Organic Sparkling Raspberry Juice  
12/11.8 oz**



Introduced earlier this year:  
Packed 12/11.8 oz:  
693811 Organic Sparkling Apple Juice

Packed 12/25.4 oz:  
693799 Organic Sparkling Apple Juice  
693800 Organic Sparkling Peach Juice  
693766 Organic Sparkling Pear Juice  
693777 Organic Sparkling Pomegranate Juice  
693788 Organic Sparkling Raspberry Juice