

The Best Days of Summer

**June
2012**

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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.

In the Midwest, June is usually the best month of summer. June offers all the best aspects of summer without the extreme heat of July and August. Beautiful warm sunny days and cool crisp evenings. June also brings us the fun of little league games and long nights on the patio before the invasion of pesky mosquitos. If your schedule is anything like ours, you'll be looking forward to the calm before the flurry of summer events.

June is a busy month at European Imports. We have quite a few events and deadlines coming up that we would like to remind you about:

The first event is National Dairy Month. Read more about Marcia Suchy's, our Cheese Category Manager, suggestions for National Dairy Month on page 2. Then, take a peek at our June promotion book. It is packed with deals on cheese from around the world to get you started with your National Dairy Month Promotion.

June 17-19 are the dates for the Summer Fancy Food Show in Washington, D.C. Visit us in booth #801.

June 22 is the due date for holiday catalog orders. Orders placed by June 22 receive a 5% early booking discount and product availability is not guaranteed after this date.

June 24-25 are the dates for the Southwest Foodservice Expo in Dallas, Texas. Visit us in booth #200.

Grab some snacks like Field's Beef Jerky featured on page 4, Torie and Howard's Organic Hard Candies featured on page 7, or Love of Fare Snacks on page 8 to keep your energy up and get started planning your



Under the Dome by

Marcia Suchy, Cheese Category Manager

Celebrate Dairy Month with the National Dairy State....Wisconsin

National Dairy Month actually began in June of 1937, celebrating dairy farmers and the milk they produced. Since that time, the American Dairy Association expanded the theme to include all dairy products and help raise awareness of the dairy industry during peak milk production.

Wisconsin, the nation's official Dairy State, bursts into June with celebrations of abundant milk and the products made from it. How appropriate that many of our artisan cheeses we so proudly admire are made in Wisconsin. How appropriate that I just visited most of these dairys last month. How appropriate that June in Wisconsin is a happy time where Dads take their families to celebrate summer's arrival. How appropriate that Father's Day is in June.....and Dads love cheese on everything!



Crave Brothers Petit Frere is not only a heavenly favorite with wine and good friends, but also makes a wicked

toasted cheese sandwich or cheese burger for June cook-outs and Dad's Day.

410262 Petit Frere 8/8 oz



The perfect grilling cheese! **Brunkow** Brun-uusto baked cheese can be placed next to your favorite grilling vegetables right on the grill.

Simply heat, cut into finger-food portions and enjoy with the grilled veggies as an instant summer appetizer. Enjoy three great profiles.

410275 Brun-Uusto Garlic 36/8-10 oz
410196 Brun-Uusto Jalapeno 36/8-10 oz
410241 Brun-Uusto Original 36/8-10 oz

The only Limburger plant left in the United States can be found in Monroe, Wisconsin by **Chalet**. It is here that this cheese is hand crafted and gently washed every day. Granted, this well-known cheese isn't for everyone, but a simple summer lunch including pumpernickel bread, thinly sliced onion and a slice or two of limburger is simply divine (don't knock it until you've tried it; my dad loved it and so do I).



US3420 Limburger 12/6 oz

Widmer Cellar's Cheddar is the epitome of Wisconsin cheese. This creamy and smooth cheddar is aged to perfection and available in 1, 4, 6 and 10 years aged. The one year is supple and slices easily for sandwiches, while the 4, 6 and 10 year (with notable creaminess) can be crumbled into salads or atop your favorite pizza.



450290 Cheddar 1 Year 2/5 lb
450197 Cheddar 4 Year 2/5 lb
450116 Cheddar 6 Year 2/5 lb
450278 White Cheddar 10 Year 2/5 lb

Carr Valley Cheese offers something for everyone.

European Imports carries a minimum of 13 cheeses made by Sid Cook in all milk types. One cheese stands out for its ability to be a suitable cheese for June picnics and other summer fare; it's the Carr Valley Cranberry Chipotle Cheddar. By itself it's a great snack cheese with your favorite brew. Try with Tex-Mex, tacos or quesadillas. The heat of the Chipotle and sweetness of cranberry adds just enough flavor without overwhelming these favorite fun foods.



400175 Cranberry Chipotle Cheddar 1/12 lb

Celebrate Dairy Month, celebrate Dad, celebrate Wisconsin and celebrate the abundant cheese in June. Behold and enjoy!

Wild & Unique Foods by

Tim Doyle, Meat & Game Category Manager



European Imports, Inc. proudly introduces three new additions to the Raisin River Premium Meats & Game line:

Lamb Merguez

Merguez is a red, spicy lamb based sausage originally from Northern Africa. Ground lamb is combined with paprika, salt, olive oil, spices and cayenne pepper and stuffed in a natural lamb casing. It is a staple in French and Mediterranean cuisine grilled and often served with couscous or as a sandwich with French fries. This item is perfect for summer BBQs providing intense flavor and only 160 calories per link. This frozen sausage is pork free, contains no MSG, no artificial flavors or preservatives.



803580

Lamb Merguez 12/12 oz
6 links per vacuum pack

803613

Lamb Merguez 4/3 lb
24 links per vacuum packed tray

Boudin Blanc

Boudin Blanc is a fully-cooked white sausage made with chicken, pork, cream, egg whites, brandy and spices in a natural pork casing. It is similar to the “white pudding” popular in Ireland and the UK. The gentle flavor and appealing texture makes this sausage a perfect complement to breakfast or served similar to a brat. Simply heat for 5 minutes or grill to thoroughly heat before serving. There are 4 links per 16 oz vacuum pack.



803602

Boudin Blanc

10/16 oz

Garlic Sausage

Garlic Sausage is a fully cooked, pork based sausage seasoned with garlic, pepper and spices. It has a subtle garlic flavor and is ready to enjoy. Slice thinly for use as a cold cut, on an antipasto or charcuterie tray or cubed as an ingredient for cassoulet.

803591

Garlic Sausage
12/1.5 lb



For The Pastry Chef by Karl Helfrich, Pastry Category Manager



Introducing Zephyr, the next generation of white chocolate. Cacao Barry has created this modern recipe as an answer to the increasing demand for a less sweet and more fluid white chocolate. It

has a perfect balance between the rich taste of whole milk and cocoa butter, with exceptional smoothness and fluidity. Zephyr is ideal for all pastry applications as well as fillings, enrobing, molding, etc. It is packaged in the convenient re-sealable 5kg



box that Cacao Barry is famous for.
468880 Zephyr Pistoles White Couverture 34% 4/5kg



New! All natural veggie cups from Pidy. These neutral cups from Pidy are made with 30% real vegetable juice and have no artificial ingredients of any



kind. Each case contains 24 beet, carrot, spinach and celery root flavored 1.5" cups that have a crispy crunch and a vibrant color. Each flavor is individually wrapped in its own tray to keep them fresh. They are perfect for adding a burst of color and flavor to your hors d'oeuvres selection.



426224 1.5" Assorted Veggie Cups 1/96ct

New! Pidy Coated Mini Cones now come in stand-up packaging.



Pidy has re-designed the packaging for their mini-cones to make preparing and serving much more efficient. They are now packed standing up in a sealed tray so all you

need to do is open and fill! The coatings help them stay crispy for a longer time after being filled.



The sweet cone is a thin crispy crepe-like shell coated on the inside with chocolate. Now you can serve mousse or sorbet in them confident they will still have crunch when your guests eat them! The neutral cone is the same thin crepe-like shell that is neutral in flavor with a trans-fat free coating inside. They are both 2.4" tall.



426102 Neutral Cone, Coated 1/90ct

427868 Sweet Cone, Chocolate Coated 1/90ct

New Grocery

Handcrafted Fine Vinegars and Vinegar Jellies

Vinegar was known in the ancient cultures of China, Egypt and Greece; it is mentioned eight times in the bible. Thus, vinegar is one of our most ancient cultural assets. Over the course of time, however, both its standing and use have undergone frequent change. Vinegar was first used as a refreshing drink, a medicine or a scent by the upper classes before its culinary qualities came to the fore and began to predominate. The vinegar of today is produced by methods completely different from those used in the dark ages, a time when vinegar making was still in the hands of alchemists.

In making Alois Golles vinegars, only flawless fruit, fine wine, excellent beer, or must from outstanding vintners is used. They are carefully fermented and aged until their flavor has matured and developed into total harmony. Depending on the variety, the important process of maturation occurs in stainless-steel vessels or small oak barrels and generally lasts several years. Modern technology plays an important role, but the experience and skill of the vinegar-maker are still crucial.

Alois Golles vinegars are made exclusively from the fermented juice of the fruit that gives the vinegar its name. No other type of vinegar and no synthetic essences or flavorings are added to influence the aroma. The fruit vinegars are particularly clear, pure and unmistakable in their aroma and taste. They provide wonderful seasonings for use in fine cooking and bring out the best in creative cuisine. Highly concentrated in taste, these vinegars should be used sparingly. Alois Golles Vinegars are now available from European Imports, Inc. in three fantastic flavors:



- | | | |
|---------------|--------------------------|------------------|
| 163557 | Tomato Vinegar | 6/8.45 oz |
| 163568 | Raspberry Vinegar | 6/8.45 oz |
| 163591 | Apricot Vinegar | 6/8.45 oz |

163557 Tomato Vinegar 6/8.45 oz
From the juice of vine-ripened tomatoes, fruity with typical sweet tomato flavor. The ideal vinegar for seasoning Mediterranean dishes, delicate white meat ragouts and fish, or for lending a spicy accent to appetizing starters.

163568 Raspberry Vinegar 6/8.45 oz
Made from the juice of fully ripe, freshly picked raspberries. It combines well with walnut oil to create a refined and elegant dressing for salads, especially Waldorf salad. It is also excellent with shrimp and lobster and in exotic dishes.

163591 Apricot Vinegar 6/8.45 oz
Made from the juice of freshly picked Austrian apricots. For crustaceans and dishes of far eastern character. Combines especially well with curry, cardamom or ginger.

Golles Vinegar Jellies make a delicious addition to game and dark-meat dishes. They are also a perfect accompaniment to ham and cheese. Alois Golles Vinegars Jellies are now available from European Imports, Inc. in three terrific flavors:



163602 Balsamic Apple Jelly 6/3.7 oz
For radicchio or endive, and for seasoning game sauces, or to accompany hard goat's cheese, Parmesan or ripe Gouda.

163624 Quince Vinegar Jelly 6/3.7 oz
For ham, liver pate and meat spreads. A delicious accompaniment to ripe hard cheese.

163635 Raspberry Vinegar Jelly 6/3.7 oz
For Mozzarella and pickled vegetables; especially delicious with blue cheese.

New Grocery

Hot New Sauces

Introducing Mina Harissa sauces. Mina Harissa is a traditional Moroccan red pepper sauce, carefully blended using only 6 simple, all natural ingredients; red chili pepper, red bell pepper, garlic, extra virgin olive oil, vinegar & salt.

Harissa has been hailed as the heart and soul of Moroccan cuisine. It is imbued with all the culinary passions of a country and a people, it is the central condiment that sits atop every kitchen table in North Africa used as a spread, a dip or drizzled on top of nearly any dish.

Mina first learned the art of cooking from her dear mother; at 16 she tasted her next-door neighbor's homemade Harissa and fell in love with this fiery red sauce. From a thick spreadable consistency Mina played with the recipe until she made it exactly hers. She added extra-virgin olive oil, a touch of vinegar and some garlic to the red-long-finger hot pepper base that gives the sauce its unique, tangy-hot flavor profile.

This Harissa sauce is the year's culinary discovery by chefs across America, France and the United Kingdom and is quickly replacing hot-sauces everywhere. Appearing on classic and contemporary menus as the star condiment, it goes equally well with New Zealand lamb as it does with Southern barbecued chicken, scallops Provencal or a vegetable tagine with couscous. Whether it's the hot or mild sauce, each of Mina's sauces will transform your meal into a culinary journey. Now available:



144491	Mild Harissa	12/10 oz
144480	Hot Harissa	12/10 oz

All Natural Beef Jerky

It has been a long time coming, but we actually found an all-natural beef jerky. Provisionaire & Co. was founded in 2010 to develop snack products of a better quality than currently offered in the market place. We think they hit a home run with their initial offering. Introducing Field Beef Jerky.

Field Beef Jerky is an exceptional beef jerky. It is made from traditional Top Round Beef that is USDA approved. It is carefully prepared with all natural flavors and no preservatives, no sodium nitrates, no added MSG and no high fructose corn syrup.

Don't let the nostalgic looking exterior of these packages fool you, these products come in modern state of the art packages. Each flavor is packed in a Kraft standup pouch. To keep the jerky at its best, the bags are lined with foil and poly resealable bags with a custom cut window to show off their delicious contents. Enjoy this old fashioned low fat, low carb, protein packed snack anytime and anywhere. They are shelf stable and available in three scrumptious flavors.

602702
Honey Spice Beef Jerky
24/2.15 oz



602713
Original Beef Jerky
24/2.15 oz

602724
Teriyaki Beef Jerky
24/2.15 oz



Buy these Jerkys during the month of June to take advantage of an introductory discount of 20% off. Contact your sales rep to place your order today.

Organic Hard Candy

Torie & Howard is a sweet story on many levels. The obvious being the development of their sweet treats. The not so obvious part is how their partnership evolved. Howard Slatkin and Torie Burke both owned businesses where they often worked together. Wherever their jobs took them, their days would be spent working on their projects and their evenings were spent exploring local cuisine and farmers markets. Their passion eventually grew into the dream of one day starting their own specialty food company.

Health concerns for both Torie and Howard put this dream on the fast track. With a new dedication to nutrition in their lives, it became apparent the time was right to fulfill their dream of starting their own snack food company. And so, Torie & Howard was born, out of a mutual love of delicious and all natural foods that soothe the soul and nourish the body.

Torie & Howard have created unique, jewel-shaped organic candies that taste of real, luscious fruit picked straight from the orchard. Carefully crafted from all natural ingredients, their candies have distinctive, refined flavors that truly transport you. Just Pure. Fresh. Delicious satisfaction. Available in bulk and 2-oz tins. All of their products are USDA organic and kosher certified.

The Torie & Howard Promise

Torie & Howard believe that food tastes better when it is made with organic, natural ingredients and responsible principles. They strive to create delicious, tasty treats that are made in a way that is as health-friendly, eco-friendly and socially conscious as possible.



The Best for Health

USDA certified organic, all natural ingredients, kosher certified, free of any preservatives, additives, artificial flavoring, chemicals or dyes, allergy friendly.

Protect the Environment

Torie & Howard consider the environment in everything they do and also ask that their suppliers, vendors and customers do the best they can to protect our planetary home. Please recycle. Torie & Howard packaging is made from recycled steel.

Give Back to Charities

Torie & Howard donate a portion of their proceeds to two worthwhile causes that are close to their hearts: Autism Speaks and Wildlife Conservation Society.

Now available:

Bulk packed 5/5 Lb:

464335

Assorted Flavors

Tins packed 8/2 oz:

464368

Pomegranate & Nectarine

Tart California pomegranate with sweet freestone nectarine.



464379

Pear & Cinnamon

Ripe d'Anjou pear with rich Ceylon cinnamon.



464380

Blood Orange & Honey

Italian Tarocco blood orange with wildflower honey.



464391

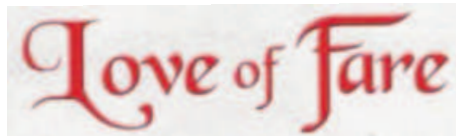
Pink Grapefruit & Honey

Luscious pink grapefruit with sweet Tupelo honey.



Smart Snacking

Summer is here 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. We have added three new selections to the Love of Fare line:

720091

Wasabi Peas

Wasabi Peas are the ultimate snack with a kick. These wasabi coated green peas are sure to open your eyes and taste buds. Crunchy, spicy and oh-so-good! One bite and you will know what we mean when we say hot.



720102

Sunflower Kernels

Sunflower seeds are an American original. Love of Fare sunflower seeds are lightly salted and roasted, providing rich flavor and a great fresh taste. They make a great healthy snack and a quick garnish or ingredient for a variety of recipes.



720113

Gummy Bears

Gummy Bears are a favorite of both the young and the young at heart. These classic bear shaped gummies are a soft, chewy and sweet fruity snack in vibrant colors.



Also available from Love of Fare:



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.

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).

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.

Add this line to your mini bar offerings or snack food aisle and watch them fly off the shelves. The full line of Love of Fare snacks is on promotion this month. See page 13 of our June promotion book for details.