

**June
2013**

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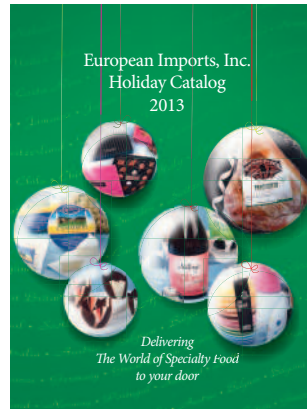
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**Line Extensions &
Changes**

Back Cover
Specialty Grocery

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

European Imports, Inc.
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2013 Holiday Catalog



Our 2013 Holiday Catalog is complete and ready for distribution. Contact your sales representative to request your copy today. The deadline for holiday orders is July 5, 2013.

Summer Shows

There are some really great shows going on this summer, and now is the time to make your plans to attend.

Southwest Foodservice Expo

June 23-24, 2013
Dallas Convention Center
Dallas, TX
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. Register on-line at www.swfoodexpo.com.

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 Jeff Babcock, Cheese Product Specialist The Plain & Simple, New & Old

Years ago when I was new in the cheese business, I was invited with a couple friends to go up and see the competition and judging for the World Cheese Awards in Madison, Wisconsin. It was a great experience; it really opened up the idea of traditions in Wisconsin to me. With the 30th anniversary of the American Cheese Society coming up, it really brought that home to me. One of those friends from that very trip was drawn even closer into the depths of Wisconsin cheese, as he became an agent and eventually a cheese-maker for an old school, traditional family-owned Wisconsin dairy, Brunkow Cheese.

We have carried their Scandinavian-style bread cheese, called Brunuusto, and their raw milk Cheddar Cold Packs under the Fayette label for years. Now with his expanded production and aging ability, my friend Joe Burns, is able to release one of his precious artisan cheeses to us. This is how I define *plain*: plain wholesome milk from local dairies made into cheese with nothing added, just natural curing in cavernous cellars, covered with unique wild molds and a real dusty natural rind! This brings us to our first new addition, *Little Darling*.



The *Little Darling* is a tremendous cheese, made in the likeness of the traditional Tomme de Savoie of France. The whole milk from the farms is gathered and brought in for production, curdled and hand-ladled into forms. The real magic begins in the caves where the rind formation begins, as the damp air brings

forward all the *terroir* of the simple pasture milk of the patron farms of southwestern Wisconsin. The spiciness of the cultures and wild molds gives a little bite, as well as earthy flavors that come forward through careful



affinage and the cheese breathing in the damp cave air. A great delight for cheese connoisseurs, it has great versatility in pairing, both in beer and wine.

1942568 Little Darling Wheel 6/1.75 lb

Although I say *simple*, our second cheese is Jack, a traditional American cheese originally made in Monterey, California. Brunkow has been making Jack for a very long time, a popular cooking and snack cheese throughout the country; the mild buttery flavor pairs well with many different foods and beverages. The version we have added is filled with the amazing woodsy flavor of morels and the mild and slightly spicy sweet flavor of spring onions. *Brunkow Morel & Onion Jack* is perfect for an omelet for Sunday brunch, a great pairing for an upscale burger or melted over a grilled chicken sandwich!



2170967 Morel & Onion Jack Loaf 2/5 lb

Wild & Unique Foods

Tim Doyle, Meat & Game Product Specialist

Old World Craftsmanship

Piller's was founded in 1957, by three brothers who immigrated from Europe. They opened a small shop in Waterloo, Ontario Canada and sold to local markets on Saturdays. Their salami became so popular, they opened a production plant. Over the years, their business continued to grow and their children became part of the business. There are now four manufacturing plants.



There are essentially two types of salami: the air dried Italian styles with the coarser grind, and the German styles which are smoked and air dried and ground finer. Piller's decided to export truly unique German-style smoked salami for the U.S. market. There are many

salami companies who make hard salami, but the Black Kassel line is a must try.

Black Kassel salami are produced in the time-honored traditions of Central Europe. Antibiotic free pork is finely ground and blended with select secret spices. It is then delicately cold smoked in a special German-made smokehouse with a unique blend of hardwoods for seven to ten days. Finally, the salami is air dried to perfection for a minimum of six weeks. The attention and care given to the production of these salami produces a full flavor and delicate texture. Enjoy Black Kassel salami in a sandwich, Panini or as an hors d'oeuvre.



Old Forest salami is pure pork in a flower shaped casing.



7717323
Old Forest Chub
8/6 oz

0351829
Old Forest Salami
2/2.75 lb

Mustard Seed Salami is pure pork mixed with mustard seed and a hint of garlic and has a unique square shape.

7003757
Mustard Seed Chub
8/6 oz

1694187
Mustard Seed Salami
2/2.35 lb



Gypsy Salami is pure pork infused with cayenne pepper, producing a semi-hot flavor.

7003613 **Gypsy Chub** **8/6 oz**
8726794 **Gypsy Salami** **2/2.35 lb**

There are many other varieties with their own unique flavor. All are worth a try!

For The Pastry Chef by Karl Helfrich, Pastry Product Specialist



Authentic, French-style bread in all its crusty golden splendor, is a rare find. Even though bread is made from the most basic of ingredients, the way that it is made is not as simple. Making great bread is a real art, and we are proud to have the honor of bringing you such a product. Bridor breads are a symbol of quality and distinction that is there with you every day. Bridor France has been producing artisanal breads in Brittany for over a generation. We are offering six unique shapes and flavors of dinner rolls that are sure to bring uniqueness to your bread service.

First, we have the Fusette, or mini baguette. Its unique shape will immediately tell your guests that this is no normal bread service.



Made with a French baguette recipe, it is crusty and delicious. You can also use it as a “mini sandwich” bread for unique bar fare or appetizers.

6365249 Fusette “Mini Baguette” 50/1.6 oz

Made with the same baguette dough is the Epi, or wheat-stalk shaped roll. This hand-cut roll bakes up crispy and is a real conversation piece at the table.

1691738

Epi Roll

40/1.4 oz



The Petit Pavé roll is a rustic roll made with bread, whole wheat, and buckwheat flours. It has a delicious whole-grain rustic flavor and an excellent crumb.

1432996 Petit Pavé Roll

50/1.4 oz



The Multigrain Dinner Roll is made with wheat flour and nutritious seeds and cereals: sesame and flax seeds, and malted wheat flakes and wheat

germ. It has a delicious crunchy texture and is very popular with health-conscious customers.

1691744 Multigrain Dinner Roll 60/1.6 oz

Next is a delicious take on a traditional ciabatta.

The Green Olive Ciabatta

is an intense, chewy triangle made with olive oil and chopped green olives. Another unique

shape and flavor profile from Bridor to make your bread program stand out from the rest!

6365052 Green Olive Ciabatta Roll

45/1.6 oz



Finally, we have the rustic Campagne roll. It is made with a French sourdough starter, which is

milder than what we have in the states, but still very flavorful. It has wheat germ added for body, yet is still very delicious and flavorful.

1432980 Campagne Sour Dough Roll

60/1.6 oz



New Grocery

Handmade Sourdough Flatbread



The Rustic Bakery was opened in Larkspur, California in 1996, but originated 50 years ago. They produce artisan sourdough crackers to complement equally excellent food and wine. They bake everything by hand using only the best organic grains and seeds. Their flatbreads are low in fat, full of nutrients and naturally delicious.

These all natural flatbreads are made with a sourdough starter. They have a strong texture and a slight sourdough flavor. They are the perfect partner to your favorite cheese. They come to us direct from their Marin County bakery in California. Now available from European Imports, Inc. in four delicious flavors:

Olive Oil and Sel Gris Flatbread

This is Rustic Bakeries' most neutral flavor. It complements all cheese and spreads and is a great palate cleanser in a cheese tasting or for a winery tasting room.

Using grey sea salt from France, this flatbread has trace minerals we need, found only in natural sea salt.

Available in three pack sizes:

2055574 12/6 oz

2055004 48/.8 oz

Individually wrapped servings, great for soup and salad bars.

2055533 5/1 lb

Bulk-packed in bags for foodservice.



2055566

Sweet Onion and Crème Fraiche Sourdough Flatbread

12/6 oz

This is Rustic Bakeries' most popular flavor. The sweet organic onions are mellowed by careful roasting in their ovens.

Using Strauss Dairy cream to make their crème fraiche contributes to the wonderful taste of this flatbread. Fantastic pairings include: Triple cream cheeses or cave aged Gruyere or Emmental.



2055541

Kalamata Olive Sourdough Flatbread

12/6 oz

This delicious flatbread is made using Divina organic olives which they hand pit and mince to knead into the bread. The result is a true olive flavor.



2055550

Rosemary and Olive Oil Sourdough Flatbread

12/6 oz

This flatbread combines the classic flavors of the Mediterranean: rosemary and olive oil. The sweet fresh rosemary leaves are kneaded into the dough and give this flatbread its unique aroma. Cheese pairings are creamy Ricotta or Asiago.



New Grocery & Line Extensions

Introducing Honest Fizz

Honest Fizz are delicious, naturally sweetened sodas with zero calories and zero sugars from Honest Tea. Now available in four flavors:



2140768	Lemon Limey	4/6/12 oz
2140772	Root Beer	4/6/12 oz
2140784	Professor Fizz	4/6/12 oz
2140792	Orange Pop	4/6/12 oz

Frantoia Replacement:

2164154
Extra Virgin Olive Oil
6/33.81 oz
Replaces BA6251 packed
12/33 oz



Pirate Brands products are now available in multipacks:

2202105
Pirate's Booty
12/.5 oz

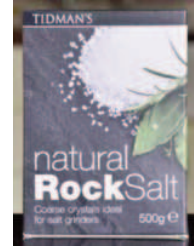


2202119
Smart Puffs
6/1 oz

New to the Tidman's/Maldon line:

2059614
Rock Salt
12/17.66 oz

A sparkling white coarse, food grade, culinary rock salt. Perfect for everyday use in cooking or grinding directly over food. Suitable for salt grinders. Pure, no additives. Harvested in Spain and packed in England by Maldon.



LORINA

Lorina Inc. has added a new flavor to its line of French sodas: Coconut Lime. Like the rest of the products in the line, Coconut Lime is produced in northeastern France and crafted using a secret family recipe.

2070553 Coconut Lime 12/25.4 oz



Delverde pasta is still produced the traditional way with only the best quality local ingredients. They carefully select the finest durum wheat semolina and use natural spring water from the Verde River. They only use bronze dies for an ideal texture and slowly dry their pasta at low temperatures to maintain all of the wheat's nutritional value and genuine taste.

Replacements:

2029359
Tagliatelle Spinach Nest
12/8.8 oz
Replaces 882332 packed 20/16 oz

2029367
Tagliatelle Egg Nest
12/8.8 oz
Replaces 882199 packed 20/16 oz



New Grocery & Line Extensions



From the family of award winning Croccantini products comes Dolcetini Shortbread Cookies. Dolcetini Shortbread Cookies are round shortbread cookies coated with powdered sugar. They make a great gourmet dessert, at the end of a family meal, a tasty treat, or presented as a gift for a dinner party. Now available in six sensational flavors, each packed in a ten ounce square resealable plastic tub:

2108821	Snowball Dolcetini	12/10 oz
2108833	Snickerdoodle Dolcetini	12/10 oz
2108845	Chocolate Chip Dolcetini	12/10 oz
2108858	Peppermint Dolcetini	12/10 oz
2108862	Meyer Lemon Dolcetini	12/10 oz
2108878	Key Lime Dolcetini	12/10 oz



Q.bel now has an empty display available from European Imports, Inc. Just place any two boxes of Q.bel whole grain crispy wafers inside and merchandise the other flavors adjacent.



2169288 Empty Display

Wafer Bars packed 16/1.1 oz:

- 2054891** Peanut Buttery
- 2054912** Simply Milk
- 2054934** Double Dark
- 2054924** Minty Mint
- 2054902** Silky Dark

New to the St. Dalfour line:

2149025 Giant Dried Raisins

6/7 oz

These extra large raisins are packed without preservatives by using a special all natural patented deep vacuum method. St. Dalfour keeps the tender, plump quality of the raisins. They are not dry or hard, they are succulent and delicious. Imported from France, these raisins are all natural and healthy. They have no cholesterol or fat, are preservative free and they are handpicked, clean and ready to eat.



SkinnyPop Popcorn is now available in Black Pepper.



2076380

Black Pepper Popcorn

12/4.4 oz

*39 Calories per cup.
All natural.
Trans fat free.
Cholesterol free.
Gluten free.
Preservative free.
Guilt free.*



Q Drinks has added three new flavors to their range of sodas:

2174748 Q Lemon 6/4/8 oz

Real lemons from Italy and Argentina for real tartness. Lightly sweetened with organic cane sugar.

2174730 Q Orange 6/4/8 oz

A blend of Pera and Valencia oranges and tangerines. Lightly sweetened with organic cane sugar.

2174722 Q Grapefruit 6/4/8 oz

Pink Florida grapefruit for a fresh, bitter, tart taste.

A French Delicacy



Life in Provence presents us with a French delicacy: Helix Snails, also called escargot. The Helix or European land snail is distinguished by its spiral and circular shell. These snails have an earthy flavor and are all natural.

Life in Provence Snails should be thoroughly drained and rinsed in hot water prior to use. Soak or simmer the snails in wine to enhance their flavor. Life in Provence Snails can be served as an appetizer simply prepared with garlic and butter or as a main dish casserole. Now available:



1814823	Helix Snails	12/24 ct
1814836	Helix Snails	12/18 ct
1814856	Helix Snails	6/72 ct
1814841	Helix Snails and Shells	12/24 ct

Also Available from Life in Provence:

Life in Provence Truffle Peelings and Winter Truffle Juice are imported from France. Life in Provence truffles come from the best truffle territories in the south of France, where they start picking them in mid-November. After picking, the truffles are brushed and sorted for processing.

Life in Provence Truffle Peelings provide a cost-effective way to get the appearance of sliced or chopped truffles in your food. The peelings are simply the shaved outer layer of the whole truffle that have been preserved for out-of-season use. Life in Provence Truffle Peelings have a mild and subtle truffle flavor. They make a dramatic garnish, and they are the perfect ingredient to use in sauces, mashed potatoes or to make a truffle omelet.



1413188 Truffle Peelings 1/7 oz

Truffle juice is the natural liquid obtained from the first cooking of the truffles for preservation. With a mild and subtle, earthy truffle flavor, it is a great ingredient to add a touch of truffle flavor without burning through your culinary budget. Life in Provence Winter Truffle Juice will be the "secret" ingredient in your broths and reductions. It is also an excellent base for pasta, risotto and other sauces.



1861200 Winter Truffle Juice 12/13 oz