



EUROPEAN IMPORTS, INC.

CHEESE • SPECIALTY FOODS • GAME • PASTRY



AMBER VALLEY



COCINA
SELECTA™



June
2015

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Back Cover
Specialty

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

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Summer is Heating Up Already!

As temperatures rise you will undoubtedly be reaching for a cool and refreshing beverage, so now is the time to take a closer look at the variety of beverages we have to offer.

Let's start with water. Water is a great thirst quencher and is essential for all bodily functions. Still, sparkling, spring whatever your choice we have many brands available from all over the world. Such as:

Gerolsteiner from Germany.

Found flavored waters from Turkey.

Harvest Bay all-natural coconut water.

LaCroix made in the USA.

Perrier from France.

San Pellegrino, Acqua Panna and **San Benedetto** from Italy.

TyNant and **Tau** from Wales.



Ah, lemonade the combination of sweet and sour makes it a beverage that appeals to kids of all ages. **LeVillage**, our brand exclusively, is imported from France. LeVillage makes a classic clear French lemon as well as a variety of other flavored lemonades. Delicious!



Healthy beverages are a good choice for families. Here are a few to consider:

Hero Nectars from Spain.

Honest Kids, in easy to use grab and go pouches, made in the USA.

Martinelli's Apple Juices made in the USA.

PureGranate pure pomegranate juice from Azerbaijan

We also have a lineup of sophisticated non-alcoholic beverages for adults. Try some of these at your next party:

Gale's Root Beer made in the USA.

GuS Sodas made in the USA.

Fentimans from England.

Maine Root sodas from Maine.

Q Drinks made in the USA.

Spindrift fruit flavored seltzers and sodas. Fresh and light and made in the USA.

A tall glass of iced tea is a summertime classic. Here are a few of the ready to drink bottled teas we offer:

Inko's made in the USA

Tea's Tea from Japan.

Honest Tea made in the USA

San Benedetto from Italy.



For more information about the beverages we stock please contact your sales rep.

Under the Dome

by Jeff Babcock, Cheese Specialist

COCINA SELECTA™



Centuries ago cheese-making came to Latin America through the influence of Spain. The traditions of Spain were blended with the appetites and cuisines of Central America, but particularly in Mexico. Over the years, different styles of cheese were crafted and some became famous, following the cuisine of the people. Through *Cocina Selecta* we have many of these flavors available.

Of the Mexican-style cheeses, *Queso Fresco* is one of the most popular. Known for its crumbly texture and mild sweet flavor, it has a profile not altogether different than Feta. It is excellent crumbled over a crisp salad of jicama, avocado and cucumbers, but very traditional as a topping for tacos and refried beans.



Queso Blanco, a traditional white cheese, has a slightly curdy texture and mild flavor. As it warms it becomes creamier with a mild sweet flavor but retains most of its structure when heated. Thus it has value when stuffed into different recipes, but also can be used in frying to retain its shape. Use it in burger patties, grilled cubes on kebobs or fried strips work very nicely, or dusted with spices and wrapped in bacon for an easy appetizer.

Queso Asadero is the broiler or roasting cheese, which is often used as an ingredient in Queso



Fundido, a dish similar to Fondue. The cheese becomes stringy, even gooey, when melted, a great place to dip fresh fried tortillas! The mild flavor can be augmented with spicy pepper or chorizo.

Another of the most popular is *Queso Quesadilla*, known for its great melting qualities. Best known for its namesake dish the simple tortilla shell with melted cheese! The cheese however is very versatile and can replace other cheeses in applications where a good melting cheese is needed.

Originally from the south of Mexico, *Queso Oaxaca* is a semi-soft sweet and mild cheese with a string-like texture found in stretched curd cheeses. It can be fun to pull apart and eat simply out of hand, but also melt strands into other dishes.

Known as the 'Parmesan of Mexico', *Queso Cotija* is a dry and slightly salty cheese, ideal for grating and as a garnish to many dishes. Originating in the Cotija region of Mexico, it has become a traditional table cheese, where it can be added to oil for dipping or try rolling corn on the cob in it!



6447389	Queso Asadero	1/10 lb
8073009	Queso Cotija	1/10 lb
1698838	Queso Oaxaca	12/12 oz
1698899	Queso Quesadilla	1/10 lb
1836796	Queso Fresco	1/10 lb
1698905	Queso Blanco	1/10 lb

Wild and Unique Foods

by Tim Doyle, Meat & Game Specialist

Better than Baloney



Few Americans have had the pleasure of a true, brick-oven baked, Italian style Mortadella. This smoked sausage originated in Bologna, Italy and is the original from which the slang name baloney came. The classic Mortadella was first created around 1376, in monasteries. Citterio Mortadella with Pistachio is still made in the authentic original manner.

It is made with ground beef and pork, and cubes of pork fat and special seasonings. First the Salumieri carefully selects the finest ingredients to ensure the greatest flavor and aroma. This becomes readily apparent in every rich slice, from the wholesome texture of finely ground pure meat, to the wonderful natural taste. The unique flavor of Mortadella Citterio is enhanced through slow roasting in traditional ovens. The delicate accents from hand selected spices are gently roasted into the ham in an unhurried process.



Mortadella is most popular in thin slices loosely rolled for snacking or, my favorite way to eat, generously layered in a sandwich. Use in sandwiches, salads, and antipasti. Mortadella goes well with all the Life in Provence spreads, and cornichons are a must. Life in Provence Aioli Garlic spread with Mortadella and pistachio will rock your taste buds. It can also be put on pizza or casseroles. Enjoy!



8084396 Citterio Mortadella Pistachio
4/5-6 lb



For the Pastry Chef

Karl Helfrich, Pastry Specialist



New from Miller Baking: Pretzel Mini Slider Buns!

We're happy to be adding these slider-sized pretzel buns to our selection of Miller Baking products. They weigh 1.4 oz each and are approximately 2" in diameter.



By crafting them to be light and airy, while retaining great pretzel taste, Pretzilla buns are truly a fresh take on traditionally heavy pretzel rolls.

Since 1923, Miller Baking Company of Milwaukee, Wisconsin has been hand-crafting old world recipes. It's only fitting that they've taken a 12th century invention – the pretzel – and reinvented it into the most delicious bun of our time!

2687202	Pretzel Mini Slider Bun	12/12 ct
2687212	Pretzel Hamburger Bun	10/6 ct
2687295	Pretzel Sausage Bun	12/6 ct
1356355	Soft Pretzel Bites	3/2 lb



New from Capfruit: Bergamot Puree

The bergamot is a citrus fruit with pale green flesh covered with yellow peel that, when the fruit is ripe is thick and perfectly

smooth. Mainly grown in Calabria in southern Italy,

the fruit's peel and oil are highly prized by the perfume and agro food industries. The juice has a strong, fruity aroma full of character, and the purée captures all this fruity flavor with all the sweetness coming only from the sugars naturally present in the fruit.



3606185	Bergamot Puree	2/1 kg
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Introducing the **Gluten-Free** version of our popular FlaxSnax muffin mix!

Now you can serve people with gluten sensitivity a healthy & delicious alternative to wheat-based breakfast pastries.



Its hearty, nutty flaxseed flavor is moist and balanced with high notes of apples and cinnamon. You can add dried cranberries, blueberries, choco-

late chips or any inclusion you can think of. You won't believe how something that tastes this great can be so good for you too.

Flaxseed is the base of both FlaxSnax mixes, and ounce per ounce, it is one of the richest sources of Omega fatty acids known in nature.

2004657	Gluten-Free Muffin Mix	4/56 oz
0797334	Original Muffin Mix	1/28.32 lb

New Grocery

Two New Cracker Lines

Introducing two new lines of crackers from American Life Baking Group. American Life Baking Group is a Chicago-based company with over 35 years in the baking business. Their mission is to provide to discerning customers, naturally innovative specialty baked products.

Up first is the Earth and Sun Crisps. Made from organic ancient grains and non GMO ingredients these crackers are a creative alternative to a simple cracker. They are packed with hearty ingredients like raisins, cranberries, figs, nuts and seeds. These delicious natural, artisan crisps are a perfect complement to your favorite cheese, wine and dips. Or enjoy them on their own as a snack.



- | | | |
|----------------|--|---------------|
| 3509819 | Raisin & Fig Crisps | 8/6 oz |
| 3509914 | Fruit & Seed Medley with Pecan Crisps | 8/6 oz |
| 3509945 | Apricot Blueberry Crisps | 8/6 oz |

Up next is their La Tuscany line. This line is not only delicious it is also nutritious. Recently designed by an award winning European Master Baker and holder of multiple PhDs these artisan crackers are made with extra virgin olive oil and all natural ingredients and they are preservative and GMO free.



- | | | |
|----------------|--|-----------------|
| 3509702 | Multi Grain Cheddar Crackers | 8/5.5 oz |
| 3509928 | Cranberry & Cracked Pepper Crackers | 8/5.5 oz |

Super Premium Oatmeal

Introducing Umpqua Oats. Simply put Umpqua Oats is oatmeal in a cup, but this oatmeal really is so much more. Umpqua Oats gourmet super premium oatmeal does not contain any processed or gluten ingredients, and the ingredients used are all kosher-certified and awaiting certification from the Non-GMO Project. The benefit of Umpqua Oats over instant oatmeal is that the brand uses the whole hulled grain, rather than processed "instant" oats, providing more fiber in addition to better texture. There's also less sugar than sweetened instant oats.

Founded in Oregon by two moms and now headquartered in Las Vegas, Umpqua Oats was one of the first purveyors to provide a quick-cooking, single-serve oatmeal product based on high-quality ingredients for taste and satiety.

Today's consumer wants a fast, healthy, on-the-go meal. Umpqua Oats is the easy and delicious solution to unattractive steam tables, time-consuming topping bars, and prep and clean-up costs! Everything is in the cup! Just add hot water, wait three minutes and enjoy! Now available from European Imports, Inc. in two delicious flavors:



- | | | |
|---|---------------------------|-------------------|
| 3539289 | Kick Start Oatmeal | 12/2.73 oz |
| <i>Blueberries, cranberries, almonds, walnuts and flax seeds.</i> | | |



- | | | |
|---|-----------------------------|-------------------|
| 3539311 | Mostly Sunny Oatmeal | 12/2.58 oz |
| <i>Cranberries, raisins and apples.</i> | | |

New Foodservice Selections:

The Perfect Flour for Any Recipe

Molino Pasini S.p.A. has been active in the milling sector for over 80 years, with the founding family still at its helm. Devotion to quality is surely the most distinctive characteristic of Molino Pasini's philosophy; the Company guarantees a high level of quality in all of its products.

Molino Pasini produces high quality flours for many different applications, combining skilled craftsmanship with the most advanced analysis and research technologies. Raw material choice is the first step on the road to quality, and Molino Pasini only uses the best grains available. Where the flour is produced is also controlled. Production takes place in an up-to-date plant, to which a new production facility has recently been added for high technology content processes.

Molino Pasini's flours are now available from European Imports, Inc.:

3372410

La Tua Farina 00 Flour

10/1 Kg

00 Pizza Flour is ideal for a variety of pizza applications.



0780359

00 Pasta D'Oro Flour

10/1 Kg

0780314

Pasta D'Oro Flour

1/55 Lb

You can easily create a variety of fresh pastas with 00 Pasta Flour.

3372420

Gnocchi Mix

10/14.1 oz

Made with Dutch potato flakes, this mix is designed for cold kneading.



0774820

00 Pizza Flour

Verde

1/55 Lb

00 Pizza Flour is ideal for use in Brick Oven or Wood Burning Stoves.

3331412

Tasty Joy Rice Paper

12 inch Rounds

50/12 oz

These spring roll wrappers are dry and they are quite brittle until re-hydrated (by soaking for a few seconds in water). They can be used as is, re-hydrated, fried or sautéed.



3534080

Pearl River Mushroom Soy Sauce

12/5 Lb

Mushroom soy sauce starts from naturally brewed top quality soy beans and premium Chinese black mushrooms. The mushrooms are boiled together with the soy and left to sit and meld together.

3533889

Koon Chun Plum Sauce

6/5 Lb

Plum sauce is a viscous, light brown sweet and sour condiment. It is used in Chinese cuisine as a dip for deep-fried dishes, such as spring rolls, egg rolls, noodles, as well as for roast duck.



7139488

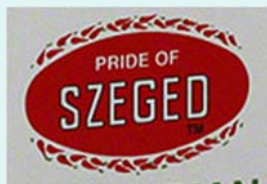
Hime Wasabi Powder

12/1 oz

Wasabi is a variety of green horseradish, the powder has a sharp flavor that's a bit hotter than the familiar white horseradish. Wasabi powder provides a nice change of pace from chiles. It provides heat, but has more of an herbal overtone and dissipates more quickly.



Line Extensions



Replacements:

3549808	Garlic Powder	6/5 oz
<i>Replaces 5636206 packed 6/6 oz</i>		
3549815	Hungarian Hot Paprika	6/4 oz
<i>Replaces 1783220 packed 6/5 oz</i>		
3549829	Hungarian Paprika	6/4 oz
<i>Replaces 7777287 packed 6/5 oz</i>		
3549845	Ground Cinnamon	6/3.5 oz
<i>Replaces 1700366 packed 6/4 oz</i>		

New to the Wellaby's Gluten Free line:



3456213	Classic Cheese Crackers	6/3.9 oz
3456221	Parmesan & Sundried Tomato Crackers	6/3.9 oz
3456256	Rosemary & Onion Cracker	6/3.9 oz
3456342	Feta Oregano Olive Oil Crackers	6/3.9 oz

3456247
Classic Cheese
Mini Crackers
6/5 oz



New to the Romanoff line:

3519598
Red Whitefish Caviar
12/2 oz



3519604
Black Whitefish Caviar
12/2 oz



New to the line:

6839106	Organic Ginger Peach Iced Tea	100/1 ct
0484315	Pomegranate Berry Iced Tea	50/1 ct
0484358	Organic Green Sunburst Iced Tea	100/1 ct
7654413	Organic Pure Black Iced Tea	100/1 ct
6173672	Island Breeze Hibiscus Iced Tea	50/ 1 ct

Bonne Maman

New to the line: Spreads for Cheese. With a thicker, more spreadable consistency, these spreads were created to complement all sorts of cheeses.

3531850
Black Cherry Spread for Cheese
6/7.9 oz



3531551
Purple Fig Spread for Cheese
6/7.9 oz

New to the Mestemacher line:

3533866
Protein Bread
9/8.8 oz

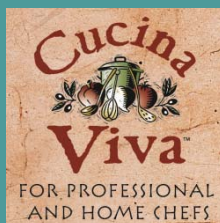
Protein Bread is a whole grain bread with 3.2 times the amount of protein and 82% less carbohydrate than standard wholegrain bread. Low carb and high protein.



Specialty Grocery Imported from Italy Cucina Viva Takes Tapenade to the Max



le Village



Cucina Viva is the producer of many unique products available exclusively from European Imports, Inc. and now they are adding tapenade to the list.

But, Cucina Viva's tapenades are not your run of the mill tapenades. Cucina Viva tapenades are packed with unique flavors in convenient 2 section plastic trays. Olive-based tapenades are ubiquitous in Italian cuisine and are documented in ancient Roman cookbooks dating back thousands of years. Cucina Viva tapenades can be used as an appetizer, served with crackers, crusty bread or crudités. They can also be used as a condiment to breathe new life into your sandwiches and panini.

3375064
Olive Tapenade
20/2.82 oz

Serve this thick olive spread with game dishes,

baked chicken, crostini or soft chesses or use it as a stuffing for mushrooms.



3375072
Olive and Artichoke Tapenade
20/2.82 oz

This artichoke and olive tapenade is absolutely delicious. And addictive. Wow your guests with a simple gourmet appetizer of tapenade and crostini.



3375088
Olive and Eggplant Tapenade
20/2.82 oz

This spread is a dream for eggplant and olive lovers. This rich olive spread features creamy and delicious eggplant. Serve it simply with crackers or crusty bread for the perfect nibble to accompany late summer drinks.

3375103
Olive and Hot Pepper Tapenade
20/2.82 oz

Looking to add some heat to your dishes. Look no further than this spicy spread. The spicy flavor of this tapenade enhances the taste of pasta, pizza, meat or fish. It is also perfect for seasoning tomato based sauces.



3375146
Pesto Basil and Pine Nut Tapenade
20/2.82 oz

This thick spread is made from chopped basil, pine nuts and Grana Padano cheese. It is simply incredible on pasta, bread, grilled meat or fish. It can also be used as a marinade for chicken or meat, as a final garnishing in soups or an ingredient in scrambled eggs.