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

July 2009

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Thirst Quenchers

Now that we have reached the dog days of summer and a nice cold beverage is always on your mind, 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:

Ty Nant and Tau from Wales (on promotion in July and August)

San Pellegrino and **Panna** from Italy

Perrier from France

Pure Mountain from Australia

Glacia Icebox from Norway (in eco-friendly packaging)

Hildon from England

Gerolsteiner from Germany

Le Croix made in the USA



Ah, lemonade the combination of sweet and sour makes it a beverage that appeals to kids of all ages. The newest addition to our lemonade lineup is **LeVillage**. LeVillage, imported from France, makes a classic clear French lemonade as well as a variety of other flavored lemonades. July is a great time to try LeVillage lemonades; they are on promotion all month.

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

Fruit 66 made in the USA. Each can has a full serving of fruit (on promotion in August)

Luvli Juices made in the USA

Martinelli's Apple Juices made in the USA (on promotion in August)

Hero Nectars from Switzerland

Honest Kids made in the USA

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

GuS Soda made in the USA (on promotion in August)

Vignette Wine Country Soda made in the USA
Fentimans from England (on promotion in July)

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 (on promotion this month)

Tea's Tea from Japan (on promotion this month)

Honest Tea made in the USA (some varieties are on promotion in July and August)



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

Under the Dome by Jeff Babcock

Treasures From The Caves

Glaciers carved the way for cheese long ago in Minnesota. The ancient waterways that developed cut natural caverns from the special Saint Peter's sandstone; these were later expanded upon by man to an expanse of two city blocks. The amazing properties of this sandstone allow an absolute and natural control of humidity and temperature, both of which are perfect for cheese!

The caves were the birthplace of the first blue cheese made in America, but that operation ceased as big business changed and programs developed elsewhere. Jeff Jirik, who had once worked in the dairy and caves, kept the love alive and later came back and purchased the caves. He then pioneered, from the forgotten Faribault Dairy & Caves, his *Amablu* brand blue cheese, styled after the very popular Danish Danablu. Using raw milk and made strictly by hand, his *Amablu* was carefully aged in the natural and environmentally friendly Caves of Faribault. How green is this blue?

As a cheese-maker and affineur, Jeff Jirik is a creative guy and has sought to bring other treasures forth from his caves. The first of these is a traditional Wisconsin Cheddar made by Maple Leaf Cheese. The cheese is left to open age in the caves and this exposure accelerates the micro-flora inside



the cheese and that in turn causes the flavor profile to develop much more quickly. The special cave environment lends a rustic and earthy

quality to the cheese, as well as floral nuances. The cheese is appropriately named Fini, derived from the Latin for completed or brought to fulfillment.

In a partnership with Grafton Village Cheese of Vermont, Jeff has begun to age two small truckles of their Cheddar within the caves. One is aged "naked" in the caves and picks up all the bloomy and wild molds that naturally flourish there. This young cheese takes on great cave flavors, both complex and mild at the same time. The second is washed with the local Summit beer, causing a deeper and stronger flavor to come forth. The slightly bitter and yeasty flavors of the beer

transmit through to the cheese. Wonderful cheeses for any collection and their small size makes them easy to manage.



In the same partnership, Grafton and Faribault have married their two cheeses together into a creation called *Duet*. Two layers of Grafton Cheddar hold between them a slice of extra special *St. Pete's Select*, forming a pseudo-Huntsman of sorts but both being made from raw milk. The perfect Duet wedge is great for summer picnics.

Lastly from the caves is a very unusual Gouda; made in Wisconsin with only the milk from grass-fed animals and conventionally aged for two years. The cheese has unusual flavor characteristics that are enhanced as the cheeses are brought out of their conventional aging to the open air of the Caves of Faribault. Named for the school that overlooks the caves, St. Mary's Grass-Fed Gouda is a true treasure.



We hope you enjoy the treasures from the Caves of Faribault and we look forward to you trying them.

US9900	Amablu Blue Crumbles	4/5 lb
US9905	Amablu St Pete's Select Blue	2/6.5 lb
US9910	Amablu Blue Exact Weight	16/4.5 oz
400410	Faribault Fini, Cave Finished Cheddar	8/5 lb
400443	Grafton Cave Aged Truckle, Beer Washed	12/2 lb
400454	Grafton Cave Aged Truckle, Bloomy Rind	12/2 lb
400476	Grafton Duet Wedge	16/6 oz
400465	Saint Mary's Grass Fed Gouda	1/11 lb

Wild & Unique Foods by Alex Yilmaz

Pacific Plaza Caviar

Most caviar is comprised of the eggs of the Sturgeon fish. Sturgeons are one of the few species of surviving bony fish, largely retaining their prehistoric appearance. Most of the world's production of caviar is from fish farms which are emerging everywhere; however, there is still no substitute for Mother Nature and the unparalleled flavors she creates in wild caviar. Caspian Sea varieties include Osetra and Sevruga caviar. Connoisseurs of wild caviar look for its glossy appearance, color scale from light gray to jet black and impactful briny finish. On rare occasion, wild



Sturgeon roe will be gold colored, and is given the distinction of Golden Caviar. This is an extremely rare and cherished variety whose finish is said to be "like a fine sip of the Sea".

Fresh and pasteurized caviar should be stored between 26° and 32° F. An unopened jar of fresh caviar can be stored for two to three weeks. Pasteurized caviar will keep for three to four months prior to opening. Once opened, caviar should be consumed within one week. Metal utensils should not be used to handle caviar as exposure to oxidized metal may impart a metallic taste. Mother-of-pearl spoons are ideal for proper handling.



Some purists believe the only accompaniment to any fine caviar is a lightly toasted blini with a faint film of sweet butter. Furthermore, the only acceptable drink pairing is a shot of frozen vodka or a flute of iced Champagne. Others will opt for accompaniments of egg, onion, sour cream or crème fraiche. The more adventurous caviar aficionados will concoct anything imaginable to combine with caviar, as found in the creations of innovative chefs around the world.

FS5035 Wild Osetra Caviar 1/1 oz
This medium grain caviar is hand selected and graded by experts. It delivers a nutty finish with the right amount of brine.

FS5055 Wild Sevruga Caviar 1/1 oz
This wonderful caviar is a great top level product, beautiful in color and even more pleasing in flavor. It delivers a finish that is distinctively Sevruga. Small grain size, ranges in color from black to light gray.

FS5045 Wild Salmon Caviar 1/1 oz
Alaskan Salmon yields a memorable roe. Large berries pack a lively yet light fish flavor that explodes in your mouth. This selection includes Coho and Chum, differing in color from red to orange, considered the best for consistent size and shine. Also available in 1/7 oz: FS5048.

FS5025 Hackleback Caviar 1/1 oz
This American Sturgeon caviar is a great entry level product, just tasty enough to be enjoyed by itself but works very well incorporated into cold dishes. It has a faintly nutty finish. Small grain size, ranges in color from black to dark brown. Truly the frugal gourmet of caviar. Also available in 1/7 oz: FS5028.

905163 Paddlefish Caviar 1/1 oz
Another variety of American Sturgeon, this caviar is also a great entry level product that can be enjoyed by itself or incorporated into cold dishes. It has a slightly briny finish. Small grain size, ranges in color from black to light gray. Paddlefish is tremendously versatile relative to its price point.

904532 Farmed Osetra Caviar 1/1 oz
This farmed White Sturgeon masterpiece is the pride of California. It has a distinctive buttery finish and good pop. Medium grain size, unique salt & pepper hue.



901521 Golden Whitefish Caviar 1/1 oz
The mildness of Whitefish roe lends itself as a great addition to any seafood dish. The firm bead can stand up to heat so toss it on grilled fish or an omelet.

Caviar accompaniments and accessories:

901510 Mini Blinis Blister Pack 12/16 ct
CX2000 Mother-of-Pearl Spoon 1/1 ea
CX2001 Mother-of-Pearl Plate 1/1 ea

For the Pastry Chef by Karl Helfrich



PatisFrance has introduced a new cold-process pastry cream powder with the seduction of real vanilla beans.

Delicecrem is deceptively easy to use, but yields a rich tasting pastry cream with vanilla bean flecks that are perfect for fruit tarts, napoleons, mousselines, etc.



Simply add 250 to 300 grams of Delicecrem to 1 liter of whole or skim milk, mix on low speed to incorporate, then on high speed for four minutes. The taste and texture is sure to be a hit with your customers, and it is sure to be a real labor-saver for you.

PatisFrance Delicecrem

Item # 361432, 1/5kg (on promotion in August)

Summer is upon us, and the berries are beginning to become plentiful. Now is the perfect time to



feature fresh fruit tarts as a delicious and refreshing end to a summer meal. The glaze you use on your creations says a lot about your commitment to quality and taste. **PatisFrance** makes a

variety of professional glazes that have specific uses, but my favorite overall glaze is their **Gelstar Apricot Glaze**. It has a pleasant blonde color, a delicious sweet apricot flavor, and a beautiful shine that compliments a beautiful berry creation. Simply dilute with up to 30% water and boil before brushing on your products.



PatisFrance Gelstar Apricot Glaze

Item # BK355, 1/35# bucket

Symphony Pastries



Perfect for summer desserts, the **Symphony Pastries Lemon Tart** is a rich, ready-to-serve treat with just enough tartness to make it irresistible. Inside the all butter short crust is real lemon curd made with lemon juice, eggs, butter and sugar. Each



case contains two 5" x 15" strips that can be cut into any shape desired. Buffet presentations, plated desserts, and petit fours can all be made from this delicious tart.

Symphony Pastries Lemon Tart

Item # 873684, 1/2ct

Another bright summertime treat are French macaroons, and we are proud to carry the **Pat a Choux** brand. They are produced in France, and the case includes six classic flavors: chocolate, raspberry, vanilla, café, lemon and pistachio.



They are a perfect eye catching "snack" to bag in cellophane and ribbon on your check-out counter, or to sell with espresso or tea. They also make great garnishes for ice cream creations or the sides of cakes.

Pat a Choux Mini Macaroons

Item #87355-7, 288 pc/cs

Finally, don't forget we have 23.5 carat **Gold Leaf**. Add golden

sparkly goodness to your pastries with this entirely edible real gold! Each book contains 25 sheets of gold leaf separated by tissue paper. Use it to garnish your opera tortes, truffles, nougats – anywhere a little sparkle is needed!



Gold Leaf

Item # BK3100, 1/25 ct

New Grocery

Laxmi's Delights Organic Flaxseed Spreads

Introducing a one-of-a-kind line of healthy, gourmet spreads made from organic flaxseed. Laxmi Hiremath, cookbook author of 'The Dance of Spices', was looking for something nutritious and scrumptious to feed her family which lead her to the development of these mouthwatering spreads. The line includes three exotic flavors. These spread are a healthy alternative to peanut butter, jams, mayo and more.

Termed as the new wonder food, Flaxseed is the richest source of alpha-linolenic acid (ALA), a plant source of omega-3 fatty acids. It's heart healthy, high in fiber and packed with Omega 3. Studies suggest that flaxseed may play a role in the prevention and treatment of high cholesterol, menopausal symptoms, heart disease and some cancers. These three new healthy spreads are now available from European Imports Ltd:

121498

Organic Savory Flaxseed Spread with Sun-Dried Tomatoes

12/7 oz

The Sun-dried tomato spread makes an out-of-the-ordinary marinade for white-fleshed fish. Mix a little of it with skillet-roasted shrimp or scallops, or sauté mixed vegetables for a quick side dish. Smear on toast for a healthy snack. Spread on baguette slices, tuna sandwiches and crepes. Perk up your bland grilled steaks, burgers, crab cakes or seared fish with this popular spread. Mix with plain yogurt to make refreshing dips or buttermilk for a dressing. This spread is an excellent match to artisan cheeses. It is also a fantastic alternative to butter and sour cream on baked potatoes.



121521

Organic Lemony Flaxseed Spread with Ginger and Honey

12/7 oz



Serve this fragrant condiment with an assortment of crackers, cheeses or crudités, slathered on toast, smeared on grilled meats and kabobs, or thinned with buttermilk to make a unique refreshing salad dressing; the possibilities are endless. This spread can almost be passed off as a stylish, sweet-spiced, lemon-accented chutney. This decadently delicious recipe is one Laxmi put together when she had a bounty of fresh ginger in her organic garden.

121532

Organic Golden Flaxseed Spread with Dates and Orange Juice

12/7 oz

This healthful spread is made with an intriguing mix of flaxseed, dates, orange juice, garlic and delicate spices. It is an enjoyable delicacy for your entire family. Spread on toasts or you can simply spoon over waffles, pancakes and biscuits. Try it as a sundae topping, served with scones or as a filling for pastries and piecrusts.



All of Laxmi's Delights' spreads are packed in Victorian glass jars with little 'feet'. They are all-natural, organic, and additive and preservative free and absolutely scrumptious!

New Grocery

A New Hero

Just introduced in the United States in 2009, as the ultra gourmet fruit spread, Hero Delicia is Hero's most premium offering. With an astonishing 60% fruit content and reduced added sugar, Hero Delicia has more fruit and less sugar than standard preserves!

While producing Delicia, great care is taken to retain the essential nature of the fruit – the fruits are simmered at a low temperature under a vacuum, retaining the structure and essential “fruitiness” after manufacture. You will not find a fresher, more flavorful fruit spread than Delicia. In addition, all Hero fruit spreads are free from high fructose corn syrup, preservatives, and artificial flavors and colors.

Hero preserves are made from only the finest select fruits and come to North America direct from Lenzburg, Switzerland. They contain absolutely no artificial flavors, colors, or preservatives, are a 100% natural product, and are certified kosher. Enjoy all five flavors in their artisan 11.3 oz jars.



- 235387 Apricot Preserves 12/11.3 oz
- 235432 Forestberry Preserves 12/11.3 oz
- 235443 Raspberry Preserves 12/11.3 oz



- 235298 Strawberry Preserves 12/11.3 oz
- 235409 Black Cherry Preserves 12/11.3 oz

All Hero Delicias preserves are on promotion in July.

Les Petits Ecus

Les Petits Ecus from France has undergone a packaging transformation and added a new flavor.

Les Petits Ecus (gaufrettes pour l'apertif) are light, crispy and savory gourmet wafer crackers. Each cracker is the size of a large coin (half dollar) with the square design of wafers. The name “Les ecus” refers to golden or silver coins used in France in the Middle-Ages. Due to their shape and color, “Le Petits Ecus” resemble those coins.

The texture is delicate as are the flavors, salt, cheese, tomato and, the newest addition, olive and rosemary. They provide a delicious snack, accompaniment to soup, or as a tidbit to serve with Champagne.



- 431341 Salt of Guerande Ecus 12/3.53 oz

- 431329 Tomato & Basil Ecus 12/3.53 oz



- 431285 Cheese & Chive Ecus 12/3.53 oz

- New flavor!
431332 Olive & Rosemary Ecus 12/3.53 oz



This European Imports Ltd. exclusive is on promotion in July!

Line Extensions & Pack Changes



New to the **Twinings** line:

936587	Pure Mint Black Tea	6/20 ct
936598	Orange Bliss Black Tea	6/20 ct
936609	Pomegranate Delight Black Tea	6/20 ct
936610	Lemon Twist Black Tea	6/20 ct
936621	Mixed Berry Black Tea	6/20 ct
936632	French Vanilla	6/20 ct

All of these new teas and more are on promotion in August.



Nikki's Cookies

432498	Key Lime Shortbread	12/6.8 oz
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Replaces 432361 packed 15/4.4 oz



Biscottea Replacements:

432032	Mint Shortbread	6/5.6 oz
Replaces 430952 packed 12/5.6 oz		
432043	Earl Grey Shortbread	6/5.6 oz
Replaces 430841 packed 12/5.6 oz		
432054	Chai Shortbread	6/5.6 oz
Replaces 432054 packed 12/5.6 oz		
432065	Blueberry Tea Shortbread	6/5.6 oz
Replaces 4320996 packed 12/5.6 oz		



A **Sunkist** line extension:

475854	Wrapped Fruit Gems	12/12 oz
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New to **Cardini's** line of classic salad dressings:



126187	Raspberry Pomegranate Vinaigrette	6/12 oz
126198	Pear Vinaigrette	6/12 oz

New **NuGo** gluten, soy and dairy free bars:



478609	Dark Chocolate Crunch Bar	12/1.59 oz
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478610	Dark Chocolate Trail Mix Bar	12/1.59 oz
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478621	Carrot Cake Bar	12/1.59 oz
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New to the **Sencha** line of green tea products:



478543	Morning Lychee Green Tea Bar	9/2 oz
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Each 2 oz. bar is equivalent to 3 cups of green tea.

Specialty Grocery

The Cucina Viva Line is Expanding



Now available from European Imports Ltd:

371165
Hot Calabrese Peppers in Sunflower Oil **2/5.7 lb**
Packed in glass jars.



These large Calabrese chilli peppers are red in color and have an elongated horn shape. The high, worldwide demand for this chilli pepper is due to its aromatic and therapeutic qualities. Calabrese Chilli Peppers in Sunflower oil have a pungent flavor and can be enjoyed in many ways.

Originally from the Americas, chili peppers found their ideal home in Calabria. Calabria, thanks to its relationship with chilli peppers, is the Italian region that has the largest number of food specialties in which hot flavor is the protagonist and part of the culinary tradition. You can achieve typical Calabrese cuisine by using this product to season pasta, pizza, stuffed eggplant, eggplant parmesan, salads, and other dishes.

371209
Pitted Italian Olives with Oil & Spices **4/4.4 lb**
Each 4.4 lb plastic cube contains two pouches of olives.



These small green olives are of the “Nocellara Etna” variety and are cultivated on the slopes of the Etna volcano in Sicily. They are full of flavor due to the olive orchard’s location in the Sicilian sun and volcanic soil. Their distinct taste and intense seasoning, made of typical Mediterranean spices (wild fennel, oregano, parsley, chili pepper, garlic), make them a superb antipasto addition. This Sicilian pitted olive can be used as an ingredient in salads, sauces, and also as a topping for pizza and pasta.

371454
Pitted Antipasto Olives **4/4.4 lb**



Each 4.4 lb plastic cube contains two pouches of olives.

This is a mix of Nocellara of Belice (Sicily), Calabrese (Italy), Nicoise (France), Kalamata (Greece), Nocellara of Etna (Sicily) olives. This blend of five pitted Italian, Greek and French olives is seasoned with sunflower seed oil, spices and natural flavors. This olive blend is a delicious combination of unmistakable Mediterranean flavors that reflect their regions of origin. This mix can be used as an exquisite antipasto, a side dish for roasted meats, and a creative topping for pizza.