

JULY 2021 NEWSLETTER

THIS MONTH'S INDUSTRY EVENTS

AMERICAN CHEESE SOCIETY
CONFERENCE 2021—VIRTUAL

NEXT MONTH'S
HOLIDAYS & EVENTS
time to start planning!

END OF AUGUST
BACK TO SCHOOL

all month long...
NATIONAL SANDWICH, PANINI
AND PEACH MONTH

ICON KEY:

Look for these icons throughout the newsletter for easy identification of attributes that may be important to you.

	ALL-NATURAL
	DAIRY FREE
	EGG-FREE
	FAIR TRADE CERTIFIED
	GLUTEN FREE
	KOSHER
	LACTOSE FREE
	LOCAL
	LOW SODIUM
	NON-GMO / NON-GMO VER.
	NUTS FREE
	ORGANIC / USDA ORGANIC
	SOY FREE
	SUGAR FREE
	TRANS FAT FREE
	VEGAN



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THE DOG DAYS OF SUMMER



July marks the start of the dog days of summer — the hot, humid days lasting into August. What better way to celebrate than exploring the best European Imports has to offer for your grilled dogs? Take a look at these exceptional buns, brats and condiments.

Let's start with buns — **Pretzilla Sausage Buns** are the only buns you'll need! They're great for sub sandwiches and, of course, Wisconsin's famous bratwursts. Which brings us to Nueske's...

Nueske's Applewood Smoked Meats delivers the perfect smoked flavor to all their meats. They take it up a notch by adding bits of their rich, flavorful Applewood Smoked Bacon and real Wisconsin Cheddar Cheese in their Bacon Cheddar Bratwurst.

If you want a truly elevated sausage, look no further than **Bella Bella's Foie Gras Bratwurst**. These brats offer a rich, decadent flavor and are the perfect jumping off point for your unique, fancy sausage creations!

For those seeking a vegetable- and meat-packed sausage, look to **Big Fork** and their Fifty40 Sausages. They're not only made with 40% real vegetables and legumes, they support small family farmers in the Midwest. You can feel good knowing they're better for you and better for the planet, without compromising on flavor.

Kewpie offers a premium mayonnaise made with only egg yolks and unique vinegar blends, resulting in a rich and creamy mayo with a savory, umami taste. Use Kewpie Mayonnaise to create a decadent aioli—like a truffle aioli, using **Sabatino White Truffle Oil**. This all-natural white truffle oil uses Italian olive oil and white truffle extract, and the flavor is reminiscent of garlic, but with earthy notes. Top it off with **Lars Own Crispy Onions** and you have a dog full of flavor and texture!

Create your own masterpiece with the vast assortment of condiments available at European Imports. Mustards— from Dijon and Whole Grain to Sweet Hot and Honey Mustard— are an obvious addition to a dog. Make it unique with **Caramelized Onion and Maple Confit** from Wildly Delicious or Zia Roasted Hatch Red Chiles, the perfect sweet-meets-heat flavor combination (see Page 5).

UNDER THE DOME

Jeff Babcock, Cheese Specialist



Milton Creamery is the result of a dream built in Southern Iowa over 15 years ago. Their mission has always been to sup-

port small family farms, and they do that every day through making authentic cheese based on simple, traditional practices. They believe this improves lives, preserves traditions, and strengthens their community.

From the very beginning, Milton Creamery has been adamant that all milk is sourced from local, small dairy farms within 30 miles of their facility. This allows them to add value to the milk they provide, create jobs in rural Iowa and bring people a delicious cheese made with art and passion.

Milton Creamery's most decorated and beloved cheese is Prairie Breeze™, their twist on a well-aged cheddar style that is incredibly versatile and has a unique sweet and fruity flavor. And just recently they completed the largest facility expansion to date, which now allows them to age up to 1.5 million pounds of Prairie Breeze™ and other cheeses at any given time. Additionally, Milton Creamery is committed to food safety and safe food handling. They meet the SQF Code for Food Manufacturing, Edition 8.1 and SQF Quality Code, Edition 8.1.

Newest to the Milton Creamery lineup is their Caramelized Onion Cheddar. It's already a fan favorite and hard to resist once you've tried it. The mild and creamery cheddar is perfectly blended with caramelized onions that provide a savory-sweet taste that makes it versatile and addictive. The cheese is based on a traditional cheddar recipe and aged 60-90 days.

This cheese is great for retail shops that are able to cut and wrap in-house or restaurants. Caramelized Onion Cheddar is a great, approachable flavor for a cheese board. It's also exceptional when melted on a burger, in a sandwich or over eggs. Add it to a fondue or macaroni and cheese for a sweet touch.

Looking for a perfect pairing? A Sauvignon Blanc or Riesling are the best wines to pair with Caramelized Onion Cheddar, while IPA's and Blonde Ales are the best beer companions.

SOUTHERN IOWA DREAMS



7161042     

Caramelized Onion Cheddar

1/5 lb.

Stocked in IL, TX, VA and CA

A mild cheddar perfectly blended with caramelized onions that provide a savory-sweet taste that makes it versatile and addictive.

Below are the other outstanding cheeses available to you from Milton Creamery.

PRAIRIE BREEZE



This unique, award-winning cheese is filled with sweet flavor and a touch of sharpness.

2274104 **Prairie Breeze** **1/40 lb.**

Stocked in IL and VA; Non-stock in TX and CA

4185478 **Prairie Breeze** **1/5 lb.**

Stocked in IL, TX, VA and CA

1583598 **Prairie Breeze Pre-Cuts** **1/10 lb. RW**

Stocked in IL, TX and VA; Non-stock in CA

4 ALARM CHEDDAR



Milton Creamery's 4 Alarm Cheddar has a lot of flavor with a nice but slow burn that gently lingers.

7030517 **4 Alarm Cheddar** **2/5 lb.**

Stocked in IL, TX and VA; Non-stock in CA

7133764 **4 Alarm Cheddar Pre-Cuts** **16/10 oz. RW**

Stocked in IL, TX and VA; Non-stock in CA

FLORY'S TRUCKLE



This raw, cow's milk, clothbound cheddar is dry and nutty. Made at the Homestead Creamery by the Flory Family.

2400491 **Flory's Truckle** **1/20 lb.**

Stocked in IL and VA; Non-stock in TX and CA

WILD AND UNIQUE FOODS

Tim Doyle, Meat & Game Specialist

BACKED BY 45 YEARS OF QUALITY



Delicious was founded in 1974 in Parma, Italy, and has developed, produced and sold preserved fish products ever since. Over the years, it has grown from a family business to an Italian market leader, building its identity with high quality products.

Quality is not just the finished product, it is the whole process. With 7 plants in 5 different Mediterranean basin countries, Delicious has gradually built up an integrated system of skills: from catching to grading and from curing to packing. Conserving and safeguarding what is still a genuine craft, with respect for the raw material and its natural goodness, is of upmost importance to Delicious.

Delicious carefully fish only the best *Engraulis encrasicolus* species of anchovies. They are carefully selected, perfectly matured and hand-filleted and cleaned for a tasteful experience of the best Italian preserve heritage. Below are some of the highlights of Delicious Anchovy Fillets in Sunflower Oil:

- ✓ Wild-caught, hand-selected and hand-filleted
- ✓ All-natural, gluten free
- ✓ No antibiotics, no artificial ingredients
- ✓ Perfectly matured anchovy smell
- ✓ Uniform red/dark brown color
- ✓ Fleshy and firm consistency
- ✓ Boneless and skinless; no entrails and no bits
- ✓ Follows heritage Italian recipe
- ✓ Perfect for easy, on-the-go meals

Enjoy Delicious anchovies in *Burro e Alici*, a traditional dish consisting of a lightly toasted, warm bread slice topped with butter, a couple anchovy fillets and a drop of balsamic vinegar.



7157313

Anchovy Fillets
in Sunflower Oil

12/25.4 oz.

Stocked in IL, TX, VA and CA



The extraordinary taste of the authentic Delicious anchovies is also available in a practical and convenient paste. The Delicious anchovy paste is prepared with the same salted anchovies used in the making of the fillets. The creation comes from a family recipe that has maintained its classic preparation as years have passed. Only salted anchovies, oil and salt are used in the traditional version.

Below are some of the highlights of Delicious Anchovy Paste:

- ✓ Wild-caught, hand-selected
- ✓ All-natural, gluten free
- ✓ No antibiotics, no artificial ingredients
- ✓ Perfectly matured anchovy smell
- ✓ Uniform red/dark brown color
- ✓ Creamy, well-blended, spreadable consistency
- ✓ Perfectly emulsified, lump-free look
- ✓ Follows heritage Italian recipe

Anchovy Paste can be used to make salad dressings, like a traditional Caesar or even a Green Goddess. Add it to a vegetable sauté or main course — like a *Tagliatelle with Anchovy Paste and Gremolada Sauce* — for added flavor.



7164417

Anchovy Paste with Olive Oil

6/1.59 lb.

Stocked in

7164499

Anchovy Paste with Spicy Olive Oil

6/1.59 lb.

Stocked in



SPECIALTY GROCERY

Salima Ghariani, Grocery Specialist

GENUINE ORIGIN, AUTHENTIC TASTE



genuine
origin
authentic
taste

has grown into a modern and efficient company in the sector of olives and olive oils. Its main goal is to satisfy the evolving needs of consumers.



ILIADA

quality olive oils and olives that are produced in some of the most renowned regions of Greece, including the famous Kalamata region in the south Peloponnese. The ILIADA products satisfy a wide pallet of tastes— mild to pungent tastes and aromatic condiment olive oils. They have high nutritional value, are produced with the most modern production methods, and have fresh and delicious flavors. ILIADA satisfies a large variety of consumer demands, as it includes products of various flavors and varieties, of different sizes and packages.



In 2020 ILIADA was double awarded with the Prize of Extra Virgin Olive Oil of the Year for ILIADA Kalamata PDO & ILIADA Organic Selections.

Today, more than ever, AGRO.VI.M S.A follows a bottom-up and holistic approach to how they design, package and offer their products. The materials they use are eco-friendly, recyclable and in tune with the everyday lifestyle of their customers. Recently, they substituted plastic barrels with metal tins for the packaging and transportation of their ILIADA olives. This new durable and modern packaging is made of recyclable tinplate sheets with internal epoxy coating in compliance to US FDA CRF21175.300 and EUsafety requirements. Airtight lid sealing assures zero leakages, freshness, quality, and longer preservation.

AGRO.VI.M S.A. is based in Kalamata, Messinia and was established in 1964. With the commitment and passion of two generations, AGRO.VI.M S.A.

ILIADA is the flagship brand of AGROVIM and represents their love for nature and its fruits. The ILIADA brand offers exquisite and high-



ILIADA Kalamata olives have a rich and fruity flavor that is distinctive of the famous Kalamata variety. The fruits acquire their full body taste by being fermented naturally in brine (water and sea salt). They have an almond shape, a rich purple-black color and a flavor that is unique to the true Kalamata variety. Widely used in Mediterranean cuisine, it is ideal as an appetizer, a salad ingredient, a pizza topping or in sandwiches and pasta dishes.

7128077	Pitted Kalamata Olives <i>Stocked in IL, TX, VA and CA</i>	1/17.64 lb.
7128084	Sliced Kalamata Olives <i>Stocked in IL, TX, VA and CA</i>	1/17.64 lb.
7128076	Kalamata Olives <i>Stocked in IL, TX, VA and CA</i>	1/17.64 lb.
7128071	Kalamata Olives <i>Stocked in IL, TX, VA and CA</i>	1/42.99 lb.

ILIADA green olives have been harvested at the earliest stages of ripening. They have a strong, distinctive and full taste, with tangy tones and a pleasant sour finish. The flesh is dense and crunchy, and it is well attached to the stone. The color is uniform from light golden green to dark green. ILIADA green olives are ideal as an appetizer, a salad ingredient, and a pizza topping.

7128034	Green Olives	1/17.64 lb.
	<i>Stocked in IL, TX and VA; Non-stock in CA</i>	
7128064	Pitted Green Olives	1/17.64 lb.
	<i>Stocked in IL, TX and VA; Non-stock in CA</i>	

The color of ILIADA black olives is a result of natural ripening – no artificial color is added. The main quality indicator is their black color. They have a crunchy exterior texture and a juicy interior texture. They fully ripen naturally on the tree and are handpicked to protect their sensitive nature. Due to the full ripeness of these olives, the bitterness of the fruit is substituted by a sweet, fruity flavor. Recommended for salads, pizza, and pasta.



7128031	Black Olives	1/17.64 lb.
	<i>Stocked in IL, TX, VA and CA</i>	

Want the best of all worlds? Try the ILIADA Mixed Olives.

7128086	Mixed Olives	1/17.64 lb.
	<i>Stocked in IL, TX, VA and CA</i>	



SPECIALTY GROCERY, CONTINUED

Salima Ghariani, Grocery Specialist

HARVEST FRESH HATCH CHILES



Georgia has its peaches, Idaho has its potatoes, and New Mexico has Zia Hatch Chile, a crop that is harvested only once per year in New Mexico's Hatch Valley. Zia Hatch Chile Company

supplies authentic Hatch Chile year round to retailers, chefs, home cooks and transplants all over the nation.

Find out more about Zia Hatch Chile Company from Founder Nate Cotanch:

"I originally started the company to provide access to Authentic New Mexico Hatch Chile in New York City and the company has since grown nationwide. My story is the same as so many others around the nation who moved away to areas where Hatch Chile doesn't exist. When that happens, it's not just a piece of your diet that you lose, but it makes you feel like you've lost a piece of your home or soul, and it hurts when you have to resort to inauthentic replacements like canned products from Mexico.

Growing up under a mom who is one of 17 children from Espanola, NM and spending so much time in New Mexico, it was really upsetting to have those traditions uprooted from me when I moved to the East Coast. This resulted in the birth of Zia Hatch Chile Company. Over the years Zia has been in business, we've been able to supply authentic Hatch Chile to every state in the nation, helped countless New Mexican transplants feel connected to home again, roasted all over the East Coast, and have welcomed a ton of new converts into the Hatch Chile loving family.

Today, our roasted Hatch Chile and Hatch Chile Salsas are available at a number of great retailers and used by leading chefs all around the nation. We can trace every jar back to our growers' family-owned fields in the Hatch Valley in which they come from and all of our products are manufactured locally in Las Cruces. Our Hatch Chile is Whole30 Approved, completely natural and there are no added ingredients to change that authentic flavor.

Our Hatch Chile is the perfect ingredient for your Summer grilling menus (Hello, Hatch Chile Burger!). Check out our **recipes page** for more inspiration on the countless uses."



RED CHILES

As Hatch Chile matures throughout the harvest, its skin turns a gorgeous shade of red. Zia Hatch Red Chile is roasted in the late harvest, bringing out the sweetness in a beautiful fashion with an earthy underlying spice.

- | | | |
|----------------|--|------------------|
| 7050738 | Mild Hatch Red Chile | 2/128 oz. |
| | <i>Stocked in IL, TX and VA; Non-stock in CA</i> | |
| 7050737 | Mild Hatch Red Chile | 6/16 oz. |
| | <i>Stocked in IL, TX and VA; Non-stock in CA</i> | |

MEDIUM & HOT GREEN CHILE

Roasted, peeled, and diced New Mexico Hatch Green Chiles of medium and hot heat level.

- | | | |
|----------------|--|------------------|
| 7050674 | Medium Hatch Green Chile | 2/128 oz. |
| | <i>Stocked in IL, TX, VA and CA</i> | |
| 7050509 | Medium Hatch Green Chile | 6/16 oz. |
| | <i>Stocked in IL, TX and VA; Non-stock in CA</i> | |
| 7050736 | Hot Hatch Green Chile | 2/128 oz. |
| | <i>Stocked in IL, TX, VA and CA</i> | |
| 7050508 | Hot Hatch Green Chile | 6/16 oz. |
| | <i>Stocked in IL, TX and VA; Non-stock in CA</i> | |

FOR THE PASTRY CHEF

Cat Carp Wall, Pastry Specialist

ONLY THE GOOD STUFF

NATS

RAWLINE

We first introduced the **Nats Rawline** brand in November 2020, and we're back with four more exceptional vegan desserts. Nats Rawline is based on a simple belief: food should not only be good for you but it should be delicious, too!

Nathalie, the founder of Nats, has always been passionate about healthy eating. Over the past 20 years she has truly believed "we are what we eat."

In 2014, during her honeymoon to Australia and New Zealand, she discovered raw cakes and raw treats (which are found mainly in Auckland and Sydney). They not only tasted amazing but also made her feel fantastic afterwards.

Now, more than ever, junk food is very accessible. Why not create a dessert or a snack that tastes great and is also good for you? This was to become Nats' mission.

Through many trials of experimenting with different recipes, studying various inspirational books, and encouraging all her friends and family to sample her creations, Nathalie got closer and closer to her image of healthy snacks.

Nats' first products were launched in 2017 with their main retailer located in Belgium. Today they are being sold in seven countries and expansion continues.

Nats' treats are prepared in a pure and unprocessed way, leaving their nutritive power intact! They are packed with beneficial ingredients such as coconut, dates and almonds, which positively impact a person's mood, body and overall well-being. These ingredients are filled with

nutrients, vitamins, enzymes and dietary fibers. The cakes are all raw—the ingredients are uncooked and unprocessed, with none of the ingredients having ever been heated above 46 degrees. This means the cakes have as much nutrition in each bite as possible! The desserts are plant-based and naturally free from gluten, dairy and refined sugar which makes them a great alternative to the vast array of highly sugared and processed snacks available on the shelves today.



7165930

Chocolate Hazelnut

12/2.29 oz

Stocked in IL, TX, VA and CA

Ingredients: coconut milk, dates, dark chocolate, non-hydrogenated coconut oil, almonds buckwheat, hazelnuts, salt



7166097

Raspberry & Passion Fruit

12/2.29 oz

Stocked in IL, TX, VA and CA

Ingredients: dates, almonds, cashew nuts, coconut milk, agave syrup, passion fruit, non-hydrogenated coconut oil, raspberry, lemon, freeze-dried raspberry



7165933

Chocolate Coconut

12/2.29 oz

Stocked in IL, TX, VA and CA

Ingredients: coconut milk, dates, desiccated fine coconut, cashew nuts, dark chocolate, almonds, buckwheat, agave syrup, non-hydrogenated coconut oil, Madagascar vanilla, salt



7165856

Caramel Chocolate

48/1.76 oz

Stocked in IL, TX, VA and CA

Ingredients: dates, gluten free oats, chocolate, maple syrup, cocoa butter, tahini (sesame seeds), coconut oil, hazelnuts



INDUSTRY TRENDS

Retail & Foodservice

INNOVATORS TARGET MIND, BODY AND PLANET

Brands included in a natural products show must meet certain criteria. For Natural Products Expo West, which took place virtually May 24-27, there are several ingredients not allowed in products displayed or sampled. The list includes artificial colors, flavors, preservatives and sweeteners; high-fructose corn syrup; monosodium glutamate; trans fats, hydrogenated oils and/or partially hydrogenated oils; and synthetic constituents of the hemp plant.

For the large and growing population of consumers who seek products they perceive as better-for-you, omission of such negatives is not enough. They want more.

Eve Turow-Paul, a Chicago-based food culture analyst, discussed changing consumer interests in a keynote address on May 27. She highlighted the ways social and environmental activism, along with new societal pressures and anxieties, are influencing food and beverage innovation.

The shifting marketplace shows no signs of abating, she said. The growing sustainable food culture is about addressing social justice and mental health.

Citing an original study she conducted with Datassential, Chicago, of 1,100 adults nationwide, covering all generations, 84% of Gen Z and 86% of millennials said they “have a relationship with food.” Like any relationship, the participants must connect to strengthen their bond. With these “foodie” consumers, this involves products that target mind, body and planet.

This is fueling interest in plant-based innovations. Research from The Hartman Group, Bellevue, Wash., shows that with increased experimentation in the plant-based space comes a growing critical scrutiny of plant-based claims.

“The rise in interest among both consumers and the food and beverage community in all things plant-based has increased by what seems like exponential leaps during the pandemic,” said David Wright, senior marketing manager at The Hartman Group. “While plant-centric eating is an aspiration with mainstream momentum, the meaning of the plant-based label itself is becoming diluted for some consumers.”

That’s why many participants in Expo West featured next-generation plant-based foods. The products focus on the plant, making the whole fruit, vegetable, nut, legume or grain the product’s feature. They try to layer in a story about using regional recipes to upcycling byproducts.

Some examples include:

- Tia Lupita Foods, known for their clean label hot sauce, has launched grain-free tortillas and tortilla chips made with nopales cactus, also known as prickly pear, and okara flour, which is made from the soybean pulp generated during soy milk production.
- Upcycled spent grain is used in Barleymilk from Take Two, named after its purpose, which is to create second chances. The spent barley, a byproduct of beer brewing, is a nutrient-dense source of fiber and protein.

While not a new player in the upcycled space, Dieffenbach’s Snacks, Womelsdorf, Pa., believes that this past year, the concept of a sustainable food supply resonated with more consumers. Since 2017, the company has been producing **Uglies Kettle Potato Chips**, which are made with “ugly” potatoes that are deemed cosmetically challenged by today’s retail produce marketing standards. As of April 2021, the company reported having upcycled 5 million lbs. of irregular potatoes.



“Uglies chips promote environmentally friendly and sustainable food practices,” said Dwight Zimmerman, vice president of sales and marketing. “We recognize our position in the movement to reduce food waste. We understand the predicament farmers are facing when imperfect, yet perfectly edible crops are being discarded as waste and we are here to help.”

MEDITERRANEAN EXCELLENCE



After six years of product research and development, Tom & Ollie Food Corporation was founded in 2004 with a passion for quality, flavor, and innovation. With over 20 years of experience in the sourcing and production of Mediterranean deli foods, Tom & Ollie

works with a network of carefully selected growers and suppliers across Europe, Turkey and North Africa to supply a full range of slow-roasted tomatoes, peppers, capers, olives, and grilled vegetables.

"We believe Mediterranean soil helps create the best produce which turns into outstanding flavors with our touch."

FROM SEED TO FORK

Partnerships with farmers in every stage of the crop allows Tom & Ollie to manage from seed to table. Agricultural specialists have complete traceability. Below are some of the highlights of Tom & Ollie products:

- **Best Quality:** invested in the best Italian seeds for superior produce
- **Contracted Farming:** this long-term relationship with local farmers enables control over product
- **Education:** work with the contract farmers educating on the best practices to produce first class produce
- **Agricultural Mentoring:** agriculture engineers share knowledge with local farmers
- **Quality Control:** the in-house agricultural specialists have control throughout the entire cycle: from seed to soil, fertilization to harvesting, all the way through the grading process.

COCINA
SELECTA™



Tom & Ollie are the experts behind the Cocina Selecta line of Pepper Drops and Cherrybell Peppers.

Cocina Selecta, a European Imports exclusive brand, offers some of the best the Mediterranean has to offer. From Spain to Egypt, and peppers to cheese, the assortment is vast and the quality is exceptional.

RED & YELLOW PEPPER DROPS

Sourced from Egypt, these tear-drop shaped mini red and yellow peppers have a mild heat and are packed in a sweet-sour infusion. They have a crunchy texture and can be used as an ingredient or garnish for meat, fish, pizza, pasta, salads, antipasti or even cocktails.



2424659

Red Pepper Drops
2/105 oz.

Stocked in IL, TX, VA and CA

7143780

Red Pepper Drops
6/28 oz.

Stocked in IL, TX, VA and CA



7010829

Yellow Pepper Drops
2/105 oz.

Stocked in IL, TX, VA and CA

7143785

Yellow Pepper Drops
6/28 oz.

Stocked in IL, TX, VA and CA

RED & YELLOW CHERRYBELL PEPPERS

These yellow and red cherrybell peppers are sourced from Morocco and offer a similarly mild heat to the pepper drops. These sweet-and-sour, crunchy peppers are perfect for filling with cheese, chopping and adding to salads or as an antipasti.



2437174

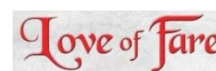
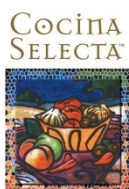
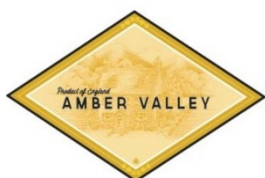
Red Cherrybell Peppers
2/5.84 lbs.

Stocked in IL, TX, VA and CA

7052981

Yellow Cherrybell Peppers
2/63.49 oz.

Stocked in IL and VA; Non-stock in TX and CA



European Imports, Inc.
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Arlington Hts., Illinois 60005