

JULY 2022 NEWSLETTER

THIS MONTH'S INDUSTRY EVENTS

**AMERICAN CHEESE SOCIETY
ANNUAL CONFERENCE**
JULY 20-23, PORTLAND

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**
-  **GLUTEN FREE**
-  **KOSHER**
-  **LACTOSE FREE**
-  **LOW SODIUM**
-  **NON-GMO / NON-GMO VER.**
-  **NUTS FREE**
-  **SOY FREE**
-  **SUGAR FREE**
-  **TRANS FAT FREE**
-  **VEGAN**
-  **ORGANIC / USDA ORGANIC**



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EUROPEAN — IMPORTS — a Sysco company

CHARCUTERIE REIMAGINED

Charcuterie boards are often considered to be European Imports' wheelhouse — we offer a vast assortment of specialty cheese, charcuterie and accoutrements that allow you to build a board to fit any theme or occasion. While traditional charcuterie boards remain popular on menus across many sectors, there's been a recent surge in less traditional boards.



BRUNCH BOARD

Why not start the day off with a board of sweet and savory bites? Anchor your Brunch Board with a pastry or bread item, add some meats and cheeses, and finish with preserves, honey and fruit!

Pastries: **Le Chic Pâtissier** Filled Waffles, **St Michel** Doonuts and Madeleines and **French Gourmet** Mini Danish Assortments.
Cheese: **Marin French Petite Breakfast Cheese**, any **Boursin** cheese, **Sierra Nevada Cream Cheese** or **Supreme Brie Bites**
Meat: Nueske's Applewood Smoked Bacon, **Fra'Mani Mattinata Breakfast Sausage**, **Raisin River Chicken Apple Breakfast Sausage** and Echo Falls **Sockeye** or **Mediterranean Salmon Tapas**
Grocery: Mini **Crown Maple** Syrup, **Bonne Maman** Preserves and **Prunotto Wild Blossom Honey**

FRY BOARD

Fried foods are staples of any bar or pub. Whether you offer fries, tater tots, onion rings or mozzarella sticks, there's an opportunity to add some unique sauces or toppings and create an enticing Fry Board. **Budweiser Pub Cheese Spread** is the perfect sauce for nearly any component on a Fry Board. Spirit & Co's five spirit-infused sauces are another go-to condiment for a Fry Board. Looking for something sweet? **Peggy's Raspberry Pepper Jelly** can be served alongside Mozzarella Sticks for a unique pairing.

DESSERT BOARD

Dessert Boards are a fun way to enjoy a variety of sweet treats at the end of a meal. Mix and match cakes, cookies and more!
Cakes: **Delifrance** Layer Cakes, **Davigel Raspberry Biscuit Cake**
Macarons: **Pasquier**, **Traiteur de Paris**, **Le Chic Pâtissier**
Cookies: **Chocolate Hazelnut Piroulines**, **Walkers Shortbread**, **Le Chic Pâtissier Stroopwafels**
Sauces: **1883 Dark Chocolate**, **Caramel** and **Strawberry** Sauces

Sysco Employees and Customers:

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UNDER THE DOME

Jeff Babcock, Cheese Specialist

GRILLIN' GOODNESS



When you fire up the grill, you're probably not thinking about throwing a slab of cheese on—well, maybe you should be! Halloumi (Grilling Cheese) from **Kynthos** offers the opportunity to enjoy this cheese prepared in a unique way. It has a very high melting point due to a naturally low acid content. Since it only softens significantly when heated but does not

melt, Halloumi allows for grilling, frying, and cooking in a variety of styles, usually reserved for meats or firmer vegetables and proteins.



WHAT IS HALLOUMI?

Halloumi is a fresh, unripened cheese similar to a clean, light and lactic-tasting mozzarella if it were much firmer and slightly saltier. Halloumi has been increasingly eaten all over the world since its creation back during the Medieval Byzantine period in what is now known as the Middle Eastern island country of Cyprus. Halloumi is widely recognized throughout the Mediterranean as the crowning cheese jewel of Cyprus cuisine as well as in neighboring Turkey and Greece.



Halloumi is typically produced with different mixes of milk types. Kynthos makes it simple to choose theirs by including an amazing combination of cow, sheep, and goat milk. The result is a subtle yet complex taste well suited to stand on its own as equally well as it does when paired with other ingredients!

This premium, old-world cheese, straight from the salty shores of Cyprus, is tangy and salty with an abundance of flavor. Because it is crafted with a blend of cow, goat, and sheep's milk, it offers an extra creamy mouthfeel and texture.

IS IT JUST FOR GRILLING?



No! Halloumi is a great blank slate to create endless, easy dishes all year-round. It can be grated, fried, grilled, baked, sautéed, or simply eaten raw (with watermelon for a real treat!). Add any sauce to suit your mood and some simple ingredients to make a one-pan-wonder. Layer between slices of bread or skewered on kabobs for easy and enjoyable quick meals. It has countless recipe applications!



7035154
Kynthos Halloumi
12/8.8 oz.

Stocked in IL, TX, VA and CA.



WILD AND UNIQUE FOODS

Tim Doyle, Meat & Game Specialist

NUMERO UNO



Il Numero Uno's Prosciutto di Parma is Italy's gift to the world. How can its flavor not be wonderful when the hogs are fed Reggiano whey for four months on a special feeding program, and the hams are aged for over 480 and 600 days? The 600 day is truly the masterpiece of the Parma hams.



AN ITALIAN TRADITION

These hams come strictly from the Langurian region, where one finds a rare and precious wind that dries and sweetens these authentic hams during the 480- and 600-day curing processes. It is a special wind that blows from the direction of the Vergilian Sea, becoming sweeter as it passes through the olive groves and pine estates of the Magra Valley. It is then dried by the chestnut trees of the Cisa Pass and eventually blows very fragrant and pure through the famous hams of Parma.

IT'S THE LAW!

Italian law has established very precise criteria for awarding the title Prosciutto di Parma. The consortium guarantees the quality of their products, the place of origin, and the aging and seasoning process. It also protects their traditions in respect to authenticity of the raw materials, the exacting standards set for breeding, and the care and expertise given to the curing process. Only these hams are awarded the prized stamp of the Ducal Crown, which guarantees the authenticity of these hams and identifies, by number, the slaughterhouse where it was processed.

AN OLD-WORLD PROCESS

The curing process begins by selecting only the best hams available from the best Italian pork. The salting master

gently sprinkles a minimal amount of sea salt over the hams by hand. This salting process is the same as it was done in ancient times. The minimal amount of sea salt allows the natural dry-curing process to produce the same sweet, delicate and matchless flavor every time.



Meeting the stringent criteria of a "di Parma" ham, these beauties are aged for at least 480 days. The result is a mildly sweet and delicate taste that is sure to please any palette.

7236839 480 Day Prosciutto di Parma

Stocked in IL, TX, VA, and CA.

1/18 lb.



The 600 Day must be sliced paper thin for its velvety tenderness and unique sweetness to be fully appreciated. It has a high nutritional value, and when the fat is trimmed, it is low in calories, although it is recommended to leave the fat on as it is wonderful.

0477402 600 Day Prosciutto di Parma 1/16.5-18 lb.

Stocked in IL, TX, VA., and CA.



SPECIALTY GROCERY

Ryan LaMere, Grocery Specialist

PROUD TO BE CHUNKY



When one thinks of breadsticks, a certain picture forms in your mind. Slender and long, full of crunch, Italian breadsticks are a great addition to any bread basket, cheese, and charcuterie board. **i Bibanesi** bread sticks riff on the classical form. Chunky, impossibly light, these crunchy fingers of bread are made from a naturally leavened sourdough polish starter and allowed to rise for 24 hours before being rolled out delicately by hand to maintain the lightness the slow rise gives them. Each stick has its own unique shape making it the perfect partner to rich shavings of prosciutto or coppa. They are the ideal vehicle to scoop and enjoy soft or washed rind cheeses like Taleggio or La Tur.

Packed in clean white bags with distinctive branding, these breadsticks deserve a home on your shelf!

GENERATIONS OF ANTIQUE TRADITIONS IN THE FIELD OF PRODUCING TYPICAL VENETIAN BREAD.

Often growing, and renewing completely in the 1970's, i Bibanesi achieved a level of a high-standard bakery in that period in the Northeast in consideration of the quantity and quality of bread produced without losing the fragrances of a food company dedicated to the realization of traditional agricultural Venetian products in the nature of craftsmanship.

THE PROCESS OF MANUFACTURING IS THAT TYPICAL OF QUALITY HANDCRAFTED BREADMAKING.

Following this tradition dating back to old times, i Bibanesi has adopted the indirect procedure that envisages a very slow leavening of at least 22 to 36 hours. The process of long leavening is an important note of prestige which the industrial food production has almost forgotten in modern times.



A FUNDAMENTAL PECULIARITY OF BIBANESI IS THE HAND STRETCHING OF THE DOUGH.

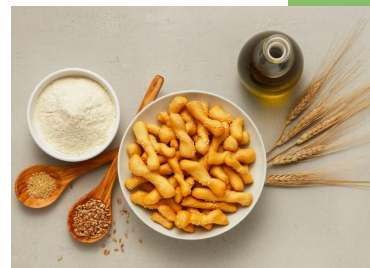
After the described leavening, the Bibanesi dough is manually shaped and stretched. It may seem bizarre or uneconomical to speak about the manual procedure of the dough considering the latest technological innovations achieved in the food industry, but it is only in this way that the molecular structure of the dough does not undergo the trauma of an auto-

mated manufacturing system (no molds, rollers, extrusion or refining) and these breadsticks are characterized by their unique lightness once baked.

NO FOOD PRESERVATIVES, CHEMICAL ADDITIVES, EMULSIONS OR AMELIORATIVES ARE USED.

The absence of such components (although permitted by the norms in force), together with the richness of ingredients, offer a measure of uniqueness of artisan food products such as Bibanesi.

Manufacturing conditions of integrity and freshness are the main sources of non-perishability, as well as the use of the aluminum barrier packaging, which protects the product from humidity.



7204915

Classic Breadsticks with EVOO

24/3.5 oz.

Stocked in IL, VA and CA.



7204920

Rosemary Breadsticks

24/3.5 oz.

Stocked in IL, VA and CA.



7204914

Olive Breadsticks

24/3.5 oz.

Stocked in IL, VA and CA.



SPECIALTY GROCERY

Salima Ghariani, Grocery Specialist



OPPORTUNITY IS GNOCCHIN

The company was started in 1969 by **Carlo Crivellin** and his wife, Fiorella, as a producer of polenta.

In 1975, the company started the production of the gnocchi with a constant increase in the volumes of production until 1984, when it was required to move into a new and larger production site.

The family business has been able to grow year after year thanks to investments in new technologies and careful attention to product development.

THE ARTISAN APPROACH MEETS TECHNOLOGY.

To this day, the Crivellin family still leads the company. They keep focusing on the quality and excellence of their products, combining traditional artisan care with state-of-the-art technology.



One of the ingredients to the family's success is the special focus on the production phase. Crivellin keeps updating the production system by using innovative technologies, keeping a firm eye on respecting the traditional procedures to treat the products. Using the best technologies to develop this product helps to guarantee excellent

results in terms of efficiency and consistent quality.

Although technology is vitally important, the human aspect remains a large part of the process. Gastronomic knowledge and a thorough ingredients selection process results in delicious products.

The Crivellin crew maintains constant attention and improvement to the quality of the products by checking every single phase from the choice of the raw materials through production, assuring excellence as a final result.

At the beginning of 2021, the company was acquired by the Bertonecello Gnocchi Group – a leading Italian producer of Fresh and Frozen Gnocchi – and was able to expand the company's portfolio and introduce new products in the market, like Organic Gnocchi. Thanks to this acquisition, the company has become one of the most important Gnocchi producers in the world.



THE VERSATILITY OF GNOCCHI

Normally, the gluten-free Potato Gnocchi are served as a main dish. Alternatively, they could be consumed as side dishes for meat or fish entrees as substitutes for boiled potatoes. They could also be consumed as appetizers; they could be sauteed with a piece of butter directly on a frying pan, and when they turn brownish and have a slight crust on them – but not burned – they could be dipped in a light marinara or Alfredo sauce.



7152719

GF Potato Gnocchi

12/17.63 oz.

Stocked in IL, VA and CA.



7178913

GF Potato Chicche

12/17.63 oz.

Stocked in IL and VA Non-Stock in CA.



7152718

GF Rice Gnocchi

12/17.63 oz.

Stocked in IL, and VA.



7152717

GF Pumpkin Gnocchi

12/17.63 oz.

Stocked in IL and VA Non-Stock in CA.



FOR THE PASTRY CHEF

Cat Carp Wall, Pastry Specialist

A FAMILY TRADITION

PONTHIER
une histoire de fruit

Based in Southwest France, Maison **Ponthier** has been passing on the love and craft of fruit from father to son for over 70 years. Andre Ponthier and his wife began their business as fresh fruit merchants in 1946, and the passion has been passed down through the generations of the family, shaping Ponthier into what it is today.



COMMITTED TO ALL PARTNERS:

- Providing consistency of flavor from the best fruits harvested at the peak of ripeness with respect to nature, and processed locally.
- Committed to taste thru gastronomy, working closely with chefs to create the best fruit representations and combinations to enliven creativity and ease usage.
- Dedicated to responsible production and ethical growing thru agroecology programs, highlighting pure, no pesticide residue fruit and full traceability.

As Close to Nature as you can get!

BEYOND TRACEABILITY

Ponthier aims to guarantee complete traceability, presenting the variety, the geographical locality, and the producer or collector. This traceability is the story of each fruit, the attention paid to agricultural know-how and to the qualities transmitted by the soil. Their PURE TRACE label displays the name of the producer and the locality of harvest for 19 flavors.

And to go even further, Ponthier is launching the Live Trace project, which allows users to view the orchards live via webcam, accessible by flashing a QR code on its puree packaging.



Click [here](#) for a live view of the Apricot Orchard of Ponthier producer Vincent Robin— Rhône Valley, Fr.

A Grade 95,56%

Key points of puree versus fresh fruit

Food safety

Constant quality

Time saving

Price stability

Shelf life

Taste

Although Ponthier has a collection of fruit purees that spans the colors of the rainbow, this July we feature our favorite Red, White and Blue (& White again) varieties.



All items stocked in all divisions (unless otherwise specified)

- | | | |
|--|-----------------------------|---------|
| 7193823 | Morello Cherry Puree | 6/1 kg. |
| A Morello cherry of the Oblacinska variety grown at an altitude of 400 meters in Serbia. | | |
| 7193828 | White Peach Puree | 6/1 kg. |
| Grown in the Rhône Valley in France—a region that the peach tree flourishes best. | | |
| 7193815 | Blueberry Puree | 6/1 kg. |
| Always picked by hand. | | |
| 7160574 | Coconut Puree | 6/1 kg. |
| Non-Stock in TX and CA. | | |
| Cultivated in Indonesia, at the equator. | | |



INDUSTRY TRENDS

Retail & Foodservice

TRENDS SPOTTED AT THE SUMMER FANCY FOOD SHOW

sfa

fancy food show

Truffles, heirloom tomatoes and new spins on salt were among emerging trends spotted at the Summer Fancy Food Show. The annual event, held June 12-14 in New York, marked a return following a two-year hiatus and featured more than 1,800 exhibiting companies.

The specialty food market, which encompasses products with limited distribution, gourmet ingredients and elevated preparations, reached total sales of \$175 billion in 2021, up 7.4% from the prior year, according to the Specialty Food Association. Demand remained strong during the pandemic, but supply chain challenges and inflation are expected to stifle growth going forward.

“The specialty food market has prospered amid two difficult years, with our latest research showing specialty continues to grow at a faster rate than all food,” said Denise Purcell, vice president, content and education, Specialty Food Association, which produces the Fancy Food Shows. “Growth will continue, but at a slower pace than the industry experienced during the 2020 pandemic-influenced whirlwind of grocery shopping and at-home meal preparation — and will depend on supply chain bandwidth and shifts in challenges like inflation, shipping issues, cost increases and materials shortages.”

A prominent theme in new product development noted by Ms. Purcell are comfort foods with a twist, a continuation of a trend identified at the Winter Fancy Food Show in February. Brands are reimagining classic dishes for alternative diets.

Some examples of these *comfort food with a twist* items spotted at the show include:

- Allergen-free soft pretzel nuggets
- High protein, low-carb burger buns
- Boxed vegan macaroni and cheese
- Plant-based meatloaf
- Low-sugar, flavored whipped cream
- Grain-free baking mixes and noodles

Pasta and pizza sauce sales surged in the past year, according to the specialty food report. New offerings exhibited at the show help home cooks conveniently prepare restaurant-quality meals. Some examples include:

- Organic, plant-based Bolognese sauce
- Marinara sauce formulated without onions or garlic for those with digestive sensitivities
- Sauce starters that help home cooks recreate the flavors of an “all day sauce” in minutes

Entrepreneurs also presented condiments spanning various global cuisines, from sambal to salsa macha. Caribbean ketchup, Afghan chutney, Sichuan chili crisp, Middle Eastern tahini, West African hot sauces and a vegan Vietnamese fish-style sauce were among highlights.



Other products seen at the show infuse internationally inspired flavors in popular American snacks.



Truffle is a trending flavor in specialty foods, featured in granola, potato chips, macaroni and cheese, salami, nut butter, hot sauce and more on display. Ms. Purcell described “grown-up flavor profiles” as a trend to watch in products slated to debut at the show.

A few more noteworthy trends:

- Salts of the earth — from Oregon to Iceland
- Mushrooms as a lead ingredient in savory snacks
- Sustainable supply chains and production processes

See Page 8 to read about the accomplishments of former *European Imports*’ Director of Merchandising & Marketing, Trish Pohanka, who was awarded the Lifetime Achievement Award by the Specialty Food Association at this year’s Summer Fancy Food Show.

SPECIALTY FOOD ASSOCIATION HONORS TRISH POHANKA WITH LIFETIME ACHIEVEMENT AWARD

Every year, the Specialty Food Association recognizes and celebrates the actions and special qualities of those persons widely recognized as having grown the industry, improved the Association, inspired companies and nurtured individuals. In 2018, Seymore Binstein was presented with the prestigious Lifetime Achievement Award, and it comes at no surprise to anyone at European Imports that Trish Pohanka was recognized just a few years later. The following is the Specialty Food Association's feature celebrating the many contributions Trish Pohanka made to the specialty food industry.



"Right place, right time," is how Trish Pohanka chalks up her long and fruitful career in the specialty food industry. For decades she worked for importing companies in the Chicagoland area, seeking unique items from around the world. Her current job is a fresh adventure, serving as vice president of sales and business development at WaterBox LLC. The niche company, based in Brea, California, packages North American spring water

in eco-conscious boxes with the goal of reducing plastic in the ocean and environment as consumers are persuaded to make the switch from single-serve plastic bottles.

Thanks to studying French (and political science) at St. Lawrence University, Pohanka's journey in the food world began when she answered an ad from a small importer looking for someone with a knowledge of French. The experience later led her to join European Imports Ltd. where she remained for 26 years, working in purchasing and marketing, though her favorite responsibility was searching the globe for international products that would resonate with American consumers. Launching successful sales strategies for balsamic pearls, French macarons, and strong cheeses were among her many accomplishments during her tenure. She also found time to earn an MBA at Chicago's Loyola University, with a concentration in marketing and international business.

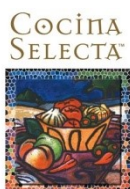
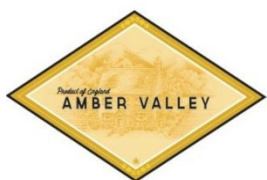
"They let me grow with them and create my own job," Pohanka, 61, says fondly of European Imports. "I was blessed to be able to travel to Israel, Korea, Japan, Australia, England, and all over Europe, experiencing different cultures." At trade shows, she went with her gut, she says, rather than testing the market. She instinctively knew what would get chefs and retailers excited back in the U.S. Before joining WaterBox in 2020, Pohanka took a year off to go on cruises, spend time in Italy, and do some consulting. Mentoring others has long been important to her, sharing her insight on packaging and strategic marketing as well as how to sell to foodservice clients. For the Specialty Food Association, she has volunteered countless hours for educational events and share groups and twice served on the board of directors.

WaterBox is a good fit, she says. Its co-founders, LeeAnn Powers and Steve Weymer, create an atmosphere that's respectful, relationship-driven, and fun. More than 300 co-branding customers have come on board for their 100 percent recyclable cartons, the water sourced from Mount Shasta, California, and Blue Springs, Georgia, with naturally occurring minerals and no additional processing. They have developed private labels for Four Seasons, The Langham Hotels and Resorts, Calvin Klein, Tommy Hilfiger, and Tyra Banks, among others. The company's own H2ON-EST brand is available via various distributors in outlets such as Sunshine Foods, in Minnesota and South Dakota; Fresh Foods, in Nebraska; and Tony's Finer Foods, in the Chicagoland area.

"It's great to make a difference, seeing a company grow and thrive," Pohanka says, "and to go to work and be happy about what you're doing."

Source: Specialty Food Association

On behalf of everyone at European Imports, we'd like to say congratulations and thank you, Trish!



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