

WHAT'S INSIDE

Pg. 2
Under the Dome

Pg. 3
Wild & Unique Foods

Pg. 4
For the Pastry Chef

Pg. 5
New Grocery

Pgs. 6 & 7
**Line Extensions &
Changes**

Back Cover
Specialty Grocery

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

August 2010

European Imports Ltd.
2475 N. Elston Ave.
Chicago, IL 60647
1-800-323-3464

orders@eiltld.com
www.eiltld.com

Sweet!

September is National Honey Month

Honey is a thick, sweet liquid made by bees from flower nectar. The flavor and color of honey is characteristic of its floral source due to minerals and other minor components. Generally, lighter honeys have a milder flavor and darker honeys have a stronger more robust flavor. There are hundreds of different honeys throughout the world, most of them named for the flower from which they originate, the most popular being clover.



Honey is widely used as a bread spread or as a sweetener and flavoring agent for baked goods, liquids (such as tea), desserts

and in savory dishes. There are several advantages to cooking with honey:

- Honey is "hygroscopic" (absorbs moisture), so that foods baked with it tend to be softer, moister and keep their freshness longer.
- For the same sweetening power, honey has fewer calories than sugar.
- Different honeys have different flavors - which chosen wisely, will complement and add an extra dimension to the dish.

In observance of National Honey Month, indulge your senses with one of the exotic flavors of honey offered by European Imports Ltd.:

Airborne Honey imported from New Zealand
Langnese imported from Germany
Las Quinas, our newest line of honey, imported from Portugal
Mas Abeilles imported from France
Some Honey made in the USA

Read more about Airborne Honey, our best selling honey, on the back cover. Also, see page 14 of our September promo book for a sweet deal on Airborne Honey.

Under the Dome

by Marcia Suchy

GOOD THINGS COME IN SMALL PACKAGES



Cremont from Vermont

The Vermont Butter and Cheese Creamery has added a new cheese to its specialty aged cheese line.

Cremont is a double crème, soft ripened cheese made with a mix of cow's milk, goat's

milk and a hint of fresh Vermont Cream. The ultra-smooth and creamy texture of the snowy white interior is complemented by the wrinkly geotricum yeast rind.

The flavor profile is knocked down a few notches from the profile of the Vermont Creamery "Bijou". The cow-goat mixture will not only be cost friendly, it is sure to be one of those crowd-friendly cheeses that lends itself to pleasure for many palates. Cremont's taste is rich from the additional cream, with a satisfying reminder of the goat milk addition, and a yeasty-nutty follow through of the geotricum rind.

410444 Cremont 6/5 oz

Liederkrantz

A small package with a big wallop of full-bodied flavor and distinctive aroma.

"Now is the time for Liederkrantz if it's ever going to make a comeback," said Myron Olson, who recently started making it on behalf of DCI Cheese Co. at the Chalet Cheese Co-op in Monroe, Wisconsin.



After a 25 year absence Liederkrantz is back, satisfying the cheese mongers who demand boldness in their Limburger-style cheeses. The cheese has been recreated with the original recipe and new cultures. A smear of secret bacterial cultures washed at perfect intervals over the exterior of the cheese results in a golden, aromatic and rustic crust. The cheese is soft ripening and is perfectly paired with raw onions and dark rye breads.

Made in small batches with rBST free cow's milk.
400044 Liederkrantz 12/6 oz

SUMMER'S HOT SMOKIN' BLUES

Salemville Smokehaus Blue

Not only are they 'hot' in demand, but smoked blues seem to attract a lot of new interest from blue lovers around the nation.

Salemville Smokehaus Blue is applewood smoked and is aged for 60 days. It is produced by an Amish community in Cambria, Wisconsin which collectively manages the company and its sustainable agriculture. Smokehaus Blue is made with farmer certified rBST free cow's milk, totally without chemical additives or preservatives.



The texture is firm yet creamy with the ability to crumble nicely. Deep blue veins striate the interior combining with creamy white curd and golden brown exterior. The blue flavor is less complex with a slight sweetness and light smoky finish.

400055 Salemville Smokehaus Blue 1/6 lb

Roth Kase Smoked Moody Blue

Moody Blue is made with Holstein cow's milk in Monroe, Wisconsin.

The rich, moist and creamy blue is smoked over fruitwood and aged for 4 months resulting in the right amount of blue notes with a subtle smokiness. The finish is highlighted with hints of roasted coffee or nuts. There is a beautiful balance between taste and texture to create seductive elegance on any cheese plate. Moody Blue though moist and creamy, crumbles nicely to add to salads and appetizers. Pair with pears, walnuts and dark chocolate along with a full-bodied Merlot or Zinfandel wine.



423287 Moody Blue 1/6 lb

Wild & Unique Foods by Alex Yilmaz

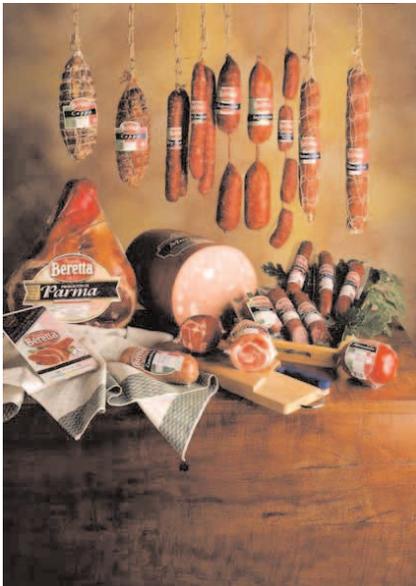
Beretta Salame Antichi Sapon



European Imports Ltd. introduces the **Antichi Sapon** ("old fashioned flavor") line of salame from Fratelli Beretta. Each salami has been cured and air dried to the point of perfection, and preserves its freshness, thanks to modern and innovative – yet aesthetically classic – packaging. These genuine artisan style salame are full of the flavor of cherished times gone by. Classic, sweet and delicate, and featuring the natural white mold just as the traditional curing process requires.

The statement "La qualit  e una tradizione di famiglia" (Quality is a family tradition) is the motto that has guided Fratelli Beretta since they began making salame in 1812, and continues to be evident in their Salame Antichi Sapon, reminiscent of the salame they first crafted nearly 200 years ago.

Three varieties of fine crafted products, using carefully selected pork cuts, mildly spiced and gently air dried to their peak of flavor are available. The white mold, typical of traditional salame, can be eaten or stripped off with the casing. 1. Salamino is a single packaged chub of salami. 2. Gemelli ("twins") comes packed by two slender pieces. 3. Bocconcini ("bite size") contains three short chubs per bag. These unique products come packed in 15 seven-ounce exact weight retail bags per case, and have a five month shelf life. Slice the salami super thin and eat at room temperature to best enjoy the flavor that comes from its fat and spices. Enjoying a bit of old world flavor is as easy as 1-2-3 with Fratelli Beretta Salame Antichi Sapon.



- | | | |
|--------|--|---------|
| 602988 | Beretta Salami, Bocconcini Antichi Sapon | 15/7 oz |
| 602999 | Beretta Salami, Salamino Antichi Sapon | 15/7 oz |
| 603000 | Beretta Salami, Gemelli Antichi Sapon | 15/7 oz |

For The Pastry Chef

by Karl Helfrich



Introducing RESTAURANTWARE individual serving pieces in plastic and bamboo.

We are excited to offer our customers these stylish and practical



disposable/recyclable items. They are perfect for receptions, catering, retail sales, plate presentations, etc. First, there are the plastic

pieces that are perfect for individual desserts, appetizers, retail sampling and display cases. We have an assortment of mini plates, verrines, bowls and spoons that will add an elegant edge to your presentations.



Next there are the bamboo



serving pieces made from sustainable resources – durable enough for multiple uses, but also

disposable/recyclable. They are great to use as accent pieces on the table, or to serve at



special catering occasions. Finally, there are bamboo picks in a myriad of shapes and sizes. From hors d'oeuvres to fruit plates, these picks add beauty and functionality to your presentations and there are so many styles to choose from!



Now available: CLEAN Bake Proof Jams from Hero!

In response to popular demand from our customers, we have brought on the line of clean bakery jams from Hero. These jams come in 11



pound buckets and contain no artificial coloring, additives or preservatives. The smaller size bucket is great for restaurants or other operations where storage space or usage is an issue, and the all-

natural aspect appeals to everyone! Once opened, these jams need to be refrigerated.

Hero Clean Apricot Bakery Jam

Item # 235844, 1/11 lb bucket

Hero Clean Seedless Raspberry Bakery Jam

Item # 235855, 1/11 lb bucket

Hero Clean Strawberry Bakery Jam

Item # 235833, 1/11 lb bucket

We have colored cocoa butter in stock!

Just heat the plastic squeeze bottle in the microwave and use to paint or spray candy molds, color white chocolate, or create your own transfer sheets! IBC colored cocoa butter is shelf stable, and ready to use for any fat-soluble application.

IBC Flame Red Cocoa Butter

Item # 428098, 1/8.64 oz bottle

IBC Green Cocoa Butter

Item # 428132, 1/8.64 oz bottle

IBC Orange Cocoa Butter

Item # 428121, 1/8.64 oz bottle

IBC Royal Blue Cocoa Butter

Item # 428398, 1/8.64 oz bottle

IBC Yellow Cocoa Butter

Item # 428387, 1/ 8.64 oz bottle

IBC White Cocoa Butter

Item # 428087, 1/8.64 oz bottle



New Grocery

Starbrook Airlines, Belgian Chocolate and Art, Hand in Hand



The chocolate company Starbrook Airlines was founded in 1998. The contact between Jaak De Koninck, the Belgian artist, painter and furniture designer and Patrick Gilis resulted in the creation of a range of chocolate products under the brand name “Starbrook Airlines”.

Starbrook Airlines’ chocolate bars are packed in retro style packages. Their stewardesses, pilots, airplanes and cars evoke the style of the early 50’s. All the package designs were developed by Jaak De Koninck in a creative aquarelle style which is outstanding and totally different from what the current chocolate market is producing.

Starbrook Airlines uses only the best quality Callebaut chocolate and ingredients in all their Art-chocolate. Their chocolates are expertly hand crafted using the best raw materials and hand selected fine grade cocoa beans. Their milk chocolate is made with origin chocolate from Sierra Leone, Ghana, Togo, Nigeria, Cameroon, Gabon and Congo. Their dark chocolate is made with origin chocolate from the Ivory Coast, Ghana and Equatorial Guinea.

100 % pure cocoa butter based chocolate, no artificial coloring agents, preservative free and GMO free.



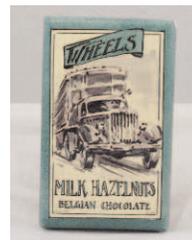
470711
Wheels 76% Extra Dark Chocolate Bar
24/3.53 oz



470722
Wheels Bitter Sweet Chocolate Bar
24/3.53 oz



470733
Wheels Milk Chocolate Bar
24/3.53 oz



470744
Wheels Milk Chocolate Hazelnut Bar
24/3 oz

Line Extensions & Changes

New from Al Dente:



884188
Land and Sea Fettuccine
6/10 oz
 Handmade organic egg and squid ink fettuccine, beautifully packaged together in one bag.

884166
Farm and Field Fettuccine
6/10 oz

Handmade organic egg and mushroom fettuccine, beautifully packaged together in one bag.



884177
Straw and Hay Fettuccine
6/10 oz
 Handmade organic egg and spinach fettuccine, beautifully packaged together in one bag.

These new pastas from Al Dente cook in just 3 minutes. Perfect for a quick, healthy, gourmet meal.



138622 Sliced Ripe Olives 12/15 oz
 Replaces: 0810112 24/15 oz

New from Bonbons Barnier:

477999
Tutti Frutti Lollies
200/1 Ct



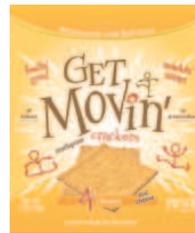
Spear headed lollipops imported from France. An assortment of caramel milk and 4 fruit flavors: red currant, black currant, cola and raspberry.

New from **Partners Crackers** is a line of light, crunchy single serve crackers packed in a convenient 8 count caddy with multiple facing options. Sized perfectly for a healthy snack for kids' lunches and on the go snacking. Only 70-90 calories per serving/package. Now available in three terrific flavors with a fourth flavor coming soon:

Now available:



432700
Olive Oil & Sea Salt Crackers
8/.75 oz



432711
4 Cheese Multigrain Crackers
8/.75 oz



432722
Honey Wheat Crackers
8/.75 oz

Coming soon:



432444
Roasted Garlic & Rosemary Crackers
8/.75 oz



New from **Busha Browne's**:
144444
Busha Browne's Jamaican Jerk Smokey Barbeque Sauce
12/12 oz

144455
Busha Browne's Jamaican Jerk Honey Barbeque Sauce
12/12 oz



Line Extensions & Changes



477166 Organic Cherry Berry 12/.75 oz
Crunch dried snacks – 100% crunchy dried fruit and nothing else. All natural, fat free, gluten free, good source of vitamin C, GMO free, no added sugar or preservatives.



527644 Diced Fire Roasted Tomatoes, No Salt Added 12/14.5 oz
Canned diced tomatoes with mouth-watering flavor and no salt added.

Maldon

Demanded by chefs, Maldon Sea Salt is finally available in a foodservice bucket, with an easy to use resealable lid. Perfect for the professional or avid home chef.

141099 Crystal Sea Salt 1/1.5 kg



Introducing Marcy's Bread Pudding, a staple in comfort food. This new addition to the Marcy's line is like a hug from Grandma. A wonderful warm blend of seasonings, plump raisins and the finest Calabrese bread, this pudding is sublime. All the "at home" chef has to do is add milk and eggs and the guests will be in awe. Marcy's uses only the finest quality ingredients to produce innovative and differentiated food products.



432755 Bread Pudding & More 9/8.8 oz

More interesting flavored salts from Falk Salt:
141399 Rosemary Crystal Salt Flakes 10/4.4 oz
Natural sea salt flakes and rosemary.

141411 Mushroom Crystal Salt Flakes 10/4.4 oz
Natural sea salt flakes with Porcini mushrooms, and a Porcini mushroom aroma.

These new flavored salts are packed in 4.4 oz round plastic containers with easy to use lids. Store in a cool dry place.

Falk Salt has also boxed their Natural Sea Salt:

141388 Natural Sea Salt Flakes 12/8.8 oz



127922 Balsamic Vinegar & Oil Dressing 12/10 oz

Replaces 12791-2 six pack



New packs:

882432 Spaghetti	12/16 oz
Replaces 882198 x 20	
882443 Rigatoni	12/16 oz
Replaces 882209 x 20	
882454 Penne Rigate	12/16 oz
Replaces 882210 x 20	
882487 Capellini	12/16 oz
Replaces 882265 x 20	
882498 Farfalle	12/16 oz
Replaces 882276 x 20	
882521 Linguine Fini	12/16 oz
Replaces 882409 x 20	
882543 Tortiglioni	12/16 oz
Replaces 882310 x 20	
882565 Fusilli	12/16 oz
Replaces 882309 x 20	
882621 Shells	12/16 oz
Replaces 882365 x 20	

Airborne Honey. Nature's Sweetener At Its Best.

Airborne Honey Ltd. is the largest honey exporter in New Zealand and imported to America exclusively by European Imports Ltd. Airborne produces premium quality honeys meeting their uncompromising standards for total consistency of varietal color and flavor. Each honey has its own unique flavor profile unlike any available outside of New Zealand. Try Airborne honey and you'll know why they say "No Compromise EVER" and mean it!

22391-3 Creamed Rata Honey 12/17.63 oz

Anyone who has seen the Rata flowering in the Otira Gorge west of Christchurch cannot forget the sight of this brilliant red carpet covering the mountains. This area produces the purest Rata Honey which has a very white color and a subtle, distinctive flavor,



considered by many to be the best of New Zealand.

22392-6 Vipers Bugloss Honey 12/17.63 oz

Also commonly known as "Borage", this wild flower covers the hills of the Central South Island in a sea of brilliant blue color during the summer months. The seed, resembling a Viper's head, was once mistakenly used as a treatment for snakebites giving the plant its unusual name. The honey has a delicate flavor with a "chewy" texture.

22399-1 Thyme Honey 12/17.63 oz

Thyme Honey is produced from the herb "Common Thyme" (*Thymus vulgaris*) in a small area in Central Otago in New Zealand's South Island around the town of Alexandra. Thyme Honey is probably New Zealand's strongest flavored honey. It is a member of the mint family, and the aroma and flavor of Thyme honey is herbal, pungent and distinctive.

22397-9 Honeydew Honey 12/17.63 oz



From the rich, verdant beech forests of New Zealand's South Island, honeybees collect drops of nectar glistening like morning dew in the sun – aptly named "honeydew". The flavor is malty, earthy and reminiscent of the sweet smell of the beech forest. Honeydew is both high in mineral content and rich in oligosaccharides.

223952 Manuka Blend Honey 12/17.64 oz

A delicious blend of characteristic Manuka honey and wildflowers that include Rewarewa, Clover, Kamahi and Tawari. Some people find that Manuka

has too strong a flavor, but still want a dark flavorful honey. Manuka with Wildflower is just that product.

22398-0 Tawari Honey 12/17.63 oz

The "Beaujolais" of honeys, Tawari is best savored when young. Its origins are the lowland forests of New Zealand's far north. The elegant trees waxy white flowers, prized by Maori, gives the bees a light yellow nectar with a lingering butterscotch flavor. So subtle and mild, it's perfect for topping pancakes, waffles or ice cream.



22396-2 Creamed Manuka Honey

12/17.63 oz

There is a strong folklore surrounding the Manuka plants used in a variety of remedies by the Maori people and early European settlers. Today, modern research has shown that some Manuka honey has a potent antibacterial effect. It has woody, earthy flavor tones with a hint of mineral bitterness. Enjoy on strong breads or scones, exceptional as a marinade or sauce base.

22389-4 Creamed Clover Honey 12/17.63 oz



Clover honey is produced throughout most of New Zealand, but the South Island and Canterbury, Otago and Southland provinces in particular, are the prime areas of quality clover production. Clover honey is light in color with a delicate floral bouquet and flavor.

22401-3 Nodding Thistle Honey 12/17.63 oz

Found extensively throughout Canterbury and Otago Provinces, Nodding Thistle flowers with a brilliant large mauve head characteristic of thistle. In spite of being considered a problem by many, this plant produces a magnificent light colored honey with a perfumed, subtle flavor, appealing to the palate.

22393-1 Creamed Kamahi Honey

12/17.63 oz

Found in many of New Zealand's rugged native forests, Kamahi is an excellent source of honey. The creamy colored flowers are attractive to bees and bloom in abundance throughout the spring producing a light amber honey with a distinctive, full bodied complexity of flavor preferred by many honey connoisseurs.