

**August
2011**

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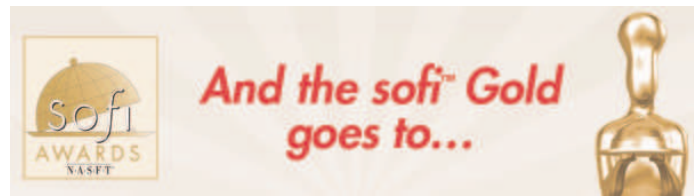
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New items listed are scheduled to arrive by the month titled on the front of the newsletter.

European Imports Ltd.
2475 N. Elston Ave.
Chicago, IL 60647
1-800-323-3464
orders@eiltld.com
www.eiltld.com

Visit our website monthly to view a short video showcasing our newest products and our Buyers' Deals of the Month. Click on the NEWS tab and then click on the video link.



We've got the Gold! Gold Winners for the 39th soft Awards were announced at the 57th Summer Fancy Food Show on Monday, July 11, 2011. Presented by the National Association for the Specialty Food Trade (NASFT), the award honors outstanding specialty foods and beverages. "soft" stands for Specialty Outstanding Food Innovation. Please join European Imports Ltd. in congratulating the following manufacturers for taking home the Gold in the soft Awards in their categories.

Baked Good, Baking Ingredient or Cereal:

**Nielsen Massey Vanillas
Madagascar Bourbon Pure Vanilla
Bean Paste**

EIL item code: 142653



Cheese or Dairy Product:

**Point Reyes Farmstead Cheese Co.
Original Blue Cheese**

EIL item code: US3999



Chocolate:

**Vosges Haut-Chocolat
Black Salt Caramel Bar**

EIL item code: 024833



Cookie:

**Tate's Bake Shop
Whole Wheat Dark Chocolate Cookie**

EIL item code: 139898



Diet and Lifestyle Product:

**Nueske's Applewood Smoked Meats
Wild Cherrywood Smoked Uncured
Bacon**

EIL item code: 601765



Under the Dome by Marcia Suchy, Cheese Category Manager

A Touch of Norway from Nordic Creamery



Bekkum-Langard family members are not only involved in daily farming but also in cheese and butter making. "We're family owned and operated and we think you'll love our cheese and butter because our happy cows and goats produce some of the freshest milk in the area!"

Nordic Creamery™ artisan butters and cheese are crafted by Al Bekkum.

Al Bekkum is a licensed Wisconsin butter maker and cheesemaker, crafting some of the finest, award-winning goat and cow's milk artisan cheese in Wisconsin. Just like his specialty and artisan cheeses, Al is really picky about his milk sources... both goat and cow milk... for his collection of artisanal butters

Al and Sarah Bekkum and their six children live on the Langard homestead owned by the family since their immigration from Norway to Wisconsin in 1888. The farm is located in a Norwegian settlers area - Westby, Wisconsin - in the lush, green hills and valleys known as the "Coulee" region situated in the Driftless geography of rich, un-glaciated land that is exceptional grazing country for cow and goats.

Presently, European Imports is carrying Al's flavored butters—one with maple syrup from local producers, a garlic-and-basil, and a cinnamon-and-sugar. Currently, his fresh artisan butter is hand-packed in cups with foodservice styles on the horizon. The butter is silky smooth with versatile applications for brunch to dinner or snacking to party-time.



<http://www.wisconsinbutter.com>.

Al crafts his European-style traditional butters in small batches from the milk of a farmstead herd of cows living in a Wisconsin prairie grass environment.

Al states; "I truly believe that great cheese and butter begins with great milk, and my products always start with Wisconsin's highest quality milk from small Wisconsin dairy farms that are certified rBGH free."

The Bekkum's yet-to-come-into-production dairy herd is Holstein, Jersey and Ayrshire. They're breeding to Norwegian Red with the aim of eventually having a herd that's predominantly Norwegian Red, to reflect their own Norwegian heritage.

Nordic Creamery's main-stay cheese is Capriko, a cheddar-style cheese from a blend of cow and goat milk. This Nordic favorite first came to European Imports in wheel form and we since found out that the loaf would be ideal for slicing, cubing and serving. Now in block form this dense cheese displays a beautiful paste of ivory white. The fresh milky flavor of cow milk combines nicely with the slight tartness of goat milk for a mild, sweet, delicate balance in flavor. Capriko has taken a first place in class at the American Cheese Society's competition in Chicago and earned a best of class at world cheese awards in the Canary Islands.



410945	Cinnamon Sugar Butter	12/8 oz
410967	Garlic Basil Butter	12/8 oz
410956	Maple Syrup Butter	12/8 oz
400297	Nordic Creamery Capriko	2/5 lb

Wild & Unique Foods by Tim Doyle, Meat & Game Category Manager



This salame is different, but in a great way. Olli's artisanal slow-cured salame is based on original 160 year-old family recipes that were handed down to their fourth generation Italian Salumiere. Olli offers a complete line of culinary superior, environmentally responsible, artisan salame. They also use innovative packaging to guarantee consistent quality and shelf life while minimizing waste.



What helps make this product so good is the meat Olli uses. They use only American Heritage-breed pigs. The pigs are humanely, pasture-raised on family farms. They are never confined to pens or crates and are vegetarian fed. They are certified humanely raised and handled.

The pigs are raised longer to get better intra-muscle fat. And you know fat is flavor. Olli uses only the flavorful picnic cut for the salame. They use NO antibiotics or growth hormones EVER.

Olli's salame is produced in a newly-completed grinding facility. The equipment is all state-of-the-art from Italy. The drying rooms are from Frigomeccanica and the other equipment is from Risco, just the way it is made in Italy. Olli uses a low temperature and high pH technique to preserve the natural flavor of the high quality pork that is used. They are also nitrate-free. They use a modified gas environment that gives the salame just enough breathing room to stay fresh but not age. This product will last months in its package.

Enjoy! It's a real treat.

604389 Molisana Salame 20/6 oz
A robust salame flavored with whole black peppercorns and garlic. The quintessential Italian style salame.

604378 Calabrese Salame 20/6 oz
A spicy salame that gets its kick from Cayenne pepper and paprika.

604390 Napoli Salame 20/6 oz
Smoked over applewood with a hint of fennel, giving it a complex, hearty flavor.

604401 Norcino Salame 20/6 oz
Simply seasoned with salt and white pepper, allowing the flavor of the premium pork to shine through.

For The Pastry Chef by Karl Helfrich, Pastry Category Manager



Blue Buckets!

Hero bakery jams, glazes and compounds.

We now carry the full line of “industry standard” fruit products from Hero.



Hero ovenproof bakery jams are made from fresh, top quality fruit and fruit pulp, sugar, and a special pectin. They are ideal as a fruit jam filling for pastries or doughnuts, as well as

for pastries filled before baking. Hero bakery jams are easy to handle with a spatula or piping bag and can be injected after baking. They are freeze-proof, show excellent moisture maintenance and are certified kosher by the Orthodox Union.

235754 Apricot Bakery Jam 1/27.5 lb

235810 Raspberry w/seeds Bakery Jam 1/27.5 lb

235809 Raspberry w/out seeds Bakery Jam 1/27.5 lb

235821 Strawberry Bakery Jam 1/27.5 lb

235798 Orange Bakery Jam 1/27.5 lb

235787 Lemon Bakery Jam 1/27.5 lb

Hero Gels are fast setting nappages with brilliant shine and unique protection capabilities for



pastries. They are produced from natural fruit concentrates, water, sugar, and a special pectin. In the case of Herogel neutral, added lemon juice gives the product a unique fruity and refreshing taste. Hero gels are highly concentrated and are to be diluted with 50% water. After boiling, a thin layer of Herogel, applied with brush or airbrush, guarantees a brilliant result. These gels are made primarily from natural fruit pulp, sugar, water, and pectin and are certified kosher by the Orthodox Union.

235765 Aprri-Gel Firm 1/27.5 lb

235776 Clear Firm Gel 1/27.5 lb



New from Valrhona: Caramélia milk chocolate made with caramel!

This totally unique chocolate is unlike any you’ve ever tasted! It is manufactured

with a dark caramel base (milk, sugar and butter) that is then blended with cacao and milk powder to produce a dark amber colored milk chocolate couverture. The taste and texture are incredible! It begins smoothly



on the tongue, and the intense creamy caramel taste builds into a long velvety finish. It is not overly sweet at all, but rather sophisticated and totally addictive! It is well suited for molding and ganaches, and will bring a unique flavor and texture to your bon bons and desserts.

426111 Caramelia 34%Milk Couverture 3/6.61 lb

New Grocery

Sonoma Syrups - American Artisan Bar Mixers

In Northern California's Wine Country, exceptional ingredients, terroir and artisan blending are essential in the crafting of world-class wines and memorable meals. **Sonoma Syrup Co.** applies these principles to their artisan culinary products.

Founded in 2002 by Karin Champion, Sonoma Syrup Co. is steeped in the region's culinary tradition of naturally derived, high quality flavors and healthful ingredients. Handcrafted in small batches, their uniquely American syrups reflect the flavors and sensibility of the region.

A lifelong California resident, Karin created the Sonoma Syrup Co. to capture and share the quintessential flavors of Sonoma. She is involved in the specialty food business and developed the Infused Simple Syrups from her own kitchen garden.

Artisan methods and small batch production allow Sonoma Syrup Co. to craft an American simple syrup like no other by bringing the intense aromas of the Sonoma Valley right into your own kitchen. Utilizing an infusion technique that requires weighing, mixing, macerating and filtering all ingredients by hand, Sonoma Syrup Co. has created these Infused Simple Syrups that are new twists on an old classic. These exceptional syrups are a simple way to enjoy the season flavors of the Wine Country all year round.

896101 Meyer Lemon Syrup

To achieve true flavor, Sonoma Syrup only uses fresh California Meyer Lemon juice and peel grown for them. Simply add to iced tea, lemonade, sparkling water or cocktails. Use over yogurt or fruit, or mix into BBQ sauces, vinaigrettes, marinades and glazes.

12/12.7 oz



896112 Mint Simple Syrup

This syrup is infused with fresh spearmint leaves to give you the true 'only matched by nature / using the real stuff' refreshing mint taste. The classic taste of spearmint was inspired by a large mint patch in Sonoma Syrup's Valley garden, capturing the flavor in a bottle year round.

12/25.4 oz



896123 Classic Simple Syrup

An old classic made from pure cane sugar, water and a hint of vanilla that will blend easily into your favorite drink or recipe. Simple Syrup is the most universal bar mixer and an essential ingredient for pastry chefs. Use to flavor and sweeten iced or hot tea, iced coffees, party cocktails, frappes, fizzes and juleps.

12/25.4 oz



896134 Pomegranate Syrup

The juice from the pomegranate is one of nature's most perfect antioxidants. Unbelievably thick and deeply flavored, this natural grenadine is the perfect addition to cocktails, champagne, lemonade, chutneys, vinaigrettes, BBQ sauce, or marinades for lamb, pork, duck or chicken.

12/25.4 oz



896145 Olive Juice

Pure Sonoma Olive Juice is made with locally sourced and naturally cured (no lye used here) pure olive juice, designed to create an all natural dirty martini with wine country taste and style.

12/25.4 oz



896156 Vanilla Bean Syrup

This syrup is blended like a fine wine complete with vanilla bean seeds. The classic vanilla flavors and floral taste notes produce unsurpassed taste and aroma.

12/25.4 oz



896167 Acai Black Currant Syrup

Acai and Black Currant are two of the most nutritious and powerful superfruits in the world! They are packed full of antioxidants, amino acids and essential fatty acids for a healthful culinary and beverage treat.

12/25.4 oz



896178 Agave Simple Syrup

A low glycemic sweetener perfect for sweetening cocktails, sodas and tea.

12/8 oz



New Grocery

Crispy Fruit Chips From Danielle

The Danielle brand celebrates a woman by the name of Danielle who started a farm that produces only high quality fruits and vegetables. Her dedication of offering the best quality fruits grew this little farm from a local market to what today is an internationally known supplier of premium fruit products.

In 2004, Edward and Harry, Danielle's co-founders, launched Danielle Brand in Boston, Massachusetts and sold their first batches one store at a time. By 2007, through word of mouth, Danielle products grew in popularity, and became quite a sensation, selling in over 3,000 stores across the country. In 2009, Danielle Chips received the Sofi Gold Trophy for Outstanding Product from the NASFT (National Association of the Specialty Food Trade).

Danielle crisp and delicious chips are made with carefully selected ingredients combined with a state of the art vacuum frying method performed in small batches. Fruit pieces are placed inside a clean vacuum chamber and sprayed with a mist of heated oil. As a result, their chips contain much less fat than traditional potato chips, retain more flavor, and stay crunchy longer when opened, unlike freeze dried chips.

Now in stock:

459656 Honey Banana Chips 12/2 oz

The Banana is the most popular fruit in the United States. Bananas from Thailand are often called "Honey" or "Baby" bananas and are smaller than bananas from other parts of the world.



Danielle Banana chips make a fun and tasty treat for all occasions.

459701 Spicy Carrot Chips 12/2 oz

The Carrot is sweeter than many other vegetables and is an ideal ingredient in many side dishes and salads. Carrots are also popular as a juice or snack

and make delicious sliced chips. Danielle Carrot chips are full of flavor and the perfect companion for all occasions.

459689 Crunchy Pumpkin Chips 12/2 oz

The Pumpkin is most popular for its sweet and creamy flavor. As the signature symbol of Thanksgiving, the Pumpkin has become part of the American holiday tradition and makes the perfect ingredient for savory meals and snacks.



Due later this month:



459667 Sweet Mango Chips 12/2 oz

The Mango, a fruit originating in Asia, is one of the most popular exotic fruits in the world. Tree-ripened Mangos from Danielle's farm are hand-picked at their peak ripeness to ensure optimum flavor and freshness. The delicious sweet taste can now be enjoyed in these light, crispy chips.

459678 Tangy Pineapple Chips 12/2 oz

The Pineapple is one of the world's favorite tropical fruits and is always considered a sweet and delicious treat. Danielle Pineapple chips are packed with a sweet and tangy taste, perfect for all occasions.

459690 Roasted Coconut Chips 12/2 oz

The Coconut is extremely popular and very useful in many cuisines. Premium young coconut makes the perfect snack because the true rich taste and texture is retained during the flash baking. Danielle roasted then baked coconut chips are perfect as a snack, as a dessert or as an ice cream topping.

Line Extensions

New to the San Giuliano line:

138589
Unfiltered Extra
Virgin Olive Oil
12/25.4 oz

This Unfiltered Extra Virgin Olive Oil comes from the freshest green fruit of the olive, picked at the early stages of the harvest period.

This oil is not filtered causing the original characteristics of olives to be preserved. Freshness, cloudiness and light nuances of spice with a fruity note best describe the attributes of this oil.



432712 Plain Pane Carasau 8/8.8 oz
432701 Pane Carasau with Extra Virgin Olive Oil 8/8.8 oz

Pane Carasau is traditional Sardinian flat bread. It is also referred to as "carta da musica" meaning music paper in reference to its consistency, thin and crispy. Serve in place of bread or with your favorite cheeses and spreads.

New to the Bascom Family Farms line:

896823
Maple Syrup Grade A Medium 4/1 Gal

Premier Farm Raised Sustainable Caviar:

905201 Osetra Farm Raised Caviar 1/1 oz
 Replaces FS5035 wild version
905190 Sevruga Farm Raised Caviar 1/1 oz
 Replaces FS5055 wild version

New to the Anis de Flavigny line:

433690
Lemon
8/1.76 oz



Kombucha's best selling flavors are now available in cans:



632834 Asian Pear & Ginger 24/8.4 oz
632812 Traditional 24/8.4 oz
632823 Green Tea & Lemon 24/8.4 oz



370512 Caperberries 12/16 oz
 Replaces 370305 packed 6/16 oz



530367 Anchovies 10/1.67 oz
 Replaces 530304 packed 50/1.67 oz
530378 White Tuna in Olive Oil 12/3.95 oz
 Replaces 530344 packed 30/3.95 oz
530389 White Tuna in Olive Oil 10/3.25 oz
 Replaces 530355 packed 50/3.25 oz

I Love A Good Olive



Introducing a new olive to love in the Cucina Viva line. Now available from Cucina Viva are Pitted Green Castelvetrano Olives. These olives are pitted and then packed in brine with no added preservatives. This

Castelvetrano olive has a delicate and fruity flavor which is typical of this olive varietal. It is a buttery, rich and delectable



olive great with a glass of wine or for snacking. Also, delicious in salads or on pizza and focaccia.

New to the line and now available:

**371123
Pitted Castelvetrano
Olives
4/4.4 lb**



Olives are one of the world's oldest fruits. Varieties number in the dozens and vary in size and flavor. All fresh olives are bitter and the final flavor of the olive depends on how ripe it is when picked and the processing it receives. Unripe olives are always green, ripe olives may be black or green. They are available pitted and unpitted. They may be packed in brine, dried in salt, marinated in oil with herbs and spices or even stuffed with pimentos, almonds or anchovies. Olives packed in brine stay plump, smooth, and relatively firm. Salt or oil-cured olives become dry, wrinkled, and pleasantly bitter in flavor, and the best obtain

a silky texture and rich flavor. Unopened olives can be stored at room temperature for up to two years. Opened olives will keep in the refrigerator for several weeks if stored in their own fluid and in a non-metal container.

Olives are the perfect ingredient to keep on hand for entertaining. Whether you are looking for a new olive for the shelf or your olive bar, we have the olives for you. Cucina Viva has an expansive selection of olives. A variety of tastes and textures are available so there is surely one to please the olive lover in you.



Cucina Viva Olives are imported from Italy. Also available:

Packed in resealable tubs:

- | | | |
|---------------|--|-----------------|
| 371030 | Green Nocellara Olives Tub | 2/5 lb |
| 371052 | Red Cerignola Olives Tub | 2/5 lb |
| 370985 | Black Oven Baked Olives Tub | 2/5 lb |
| 371029 | Green Cerignola Olives Tub | 2/5 lb |
| 370996 | Green Castelvetrano Olives Tub | 2/5 lb |
| 371041 | Ligurian Olives Tub | 2/5 lb |
| 371018 | Gaeta Olives Tub | 2/5 lb |
| 371209 | Pitted Italian Olives with Oil & Spices | 4/4.4 lb |
| 371454 | Pitted Antipasto Olives | 4/4.4 lb |

Packed in tins:

- | | | |
|---------------|-----------------------------------|-----------------|
| 370974 | Black Cerignola Olives Tin | 4/5.5 lb |
|---------------|-----------------------------------|-----------------|