

**August
2012**

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

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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.

Preparing for Back to School

As parents know, the beginning of a new school year requires a great deal of planning, but there is more to it than buying new supplies and clothing. Preparing for students' health needs is an important part of the process.

Use school lunches as an opportunity to steer your kids towards good food choices. Encourage your kids to pack their own lunch and stock up on tasty, nutritionally packed items making it easy for your kids to make the right choices. Finding healthy products that your children actually enjoy doesn't have to be a chore. Here are just a few suggestions to get you started down a healthy path:

Tribe Hummus is a delicious healthy option to pack with fresh veggies or Stacy's Pita Chips.

Use **Mountain Bread** in place of standard white bread. Get your kids involved in making their own wraps, and before you know it, they will look forward to making lunch.



Buddy Fruits Bites are an easy and delicious way to add a full serving of fruit into your lunch or snack. Another option is **Buddy Fruits Blended Fruit**, filled with 100% blended fruit in a squeezable and convenient pouch.



For those days when lunchtime will be limited to just a few minutes on the run, try **Kate's** energy bars. Made with organic ingredients, these bars are more than snack bars, Kate's bars are real, healthy, quality food.

Want to sneak a little something extra special into their lunches? Try **Love of Fare** snacks. Brighten their day with a bag of Gummi Bears or spice things up with a bag of Wasabi Peas. Whatever the occasion, Love of Fare has a snack to fill the bill. Read more about Love of Fare snacks on the back cover.

Don't forget about breakfast! Nothing gives your child a good start each morning like a good breakfast. **McCanns** Irish Oatmeal and **Familia** Granola are two great, highly nutritious options to keep on hand.



Other considerations: **Knights** popcorn, **Lundberg** rice cakes, **NuGo** bars, **Sensible Foods** crunch dried snacks, **Leroux Creek** applesauce, **Laughing Cow** Baby Bels, **Fancy String** Cheese and Whips and **Mediterranean** snacks.

These are just a few of the healthy products European Imports, Inc. has to offer. Check with your sales rep for more healthy and creative suggestions.

Under the Dome by Marcia Suchy, , Cheese Category Manager Small Farmstead, Big Cheese!

Cottonwood River Cheddar



When we first tasted this complex cheddar from Kansas we decided it was a cheddar that needed to be shared with our customers.

Cottonwood River Cheddar is a raw milk, dense cheddar made in rindless blocks. The beautiful golden wheat color of the cheese and its sweet luring aroma are inviting tributes to the big flavor profile. The cheese is aged for 8 months. There are layers of flavor hidden within this raw cow milk cheese. Full bodied, savory cheddaryness gives way to sweet notes and hints of citrus and even a subtle 'pineapple' note. Enjoy the long lingering finish. The tantalizing firm texture, still slightly moist, is graced with the crunch from crystalized granules within the cheese.

Cottonwood River Cheddar is hand-made on a small farm near Durham, Kansas by Jason



Wiebe and his family. Today they are making natural cheeses with milk from their own herd of cattle on the farm once owned by Jason's

grandparents. The farm is located on the historic Santa Fe Trail, and the cows actually walk across ruts left by countless wagon trains.

The Wiebe's appreciate their heritage of owning this land and are committed to its preservation for the next generation. As their label proclaims, the Wiebe's do not use BST hormones on their cows. Jason and his family are serious about sustainable agriculture, farming in ways to guarantee the future of the land.



Hefers walking across ruts on Santa Fe Trail

Cottonwood River Cheddar can be enjoyed in many ways. It is delightful on its own as a snack, and add fruit or your favorite wine for enticing fare with friends. It melts nicely and adds big flavor to a burger.

Ingredients: Grade A raw milk, salt, cheese culture, calcium chloride, enzymes, annatto.

404168 Cottonwood River Cheddar
2/5 lb

Wild & Unique Foods by
 Alex Yilmaz, Meat & Game Buyer
All Natural Raisin River Sausages



Not all sausages are made the same. Raisin River sausages are gluten free and contain no by-products. The chicken sausages are all made with FreeBird boneless chicken thighs. No emulsified meat is used.

FreeBird chickens are raised on family farms in the rolling countryside of Pennsylvania's Amish Country. Antibiotics are never given to FreeBird chickens, and these chickens are free to roam and peck in barns that are 33% more spacious than those used by conventional poultry farmers. These chickens are completely vegetarian fed and are free to eat and drink whenever they want. Natural casings are used on all sausages. No nitrates or nitrites are added.



Andouille sausage pork comes only from duBreton all natural pork. Only boneless pork butts with no extenders are used. The pork is vegetable and grain fed, and raised without any antibiotics ever. Their feed consists of corn, soybean meal, wheat, bread flour, peas, vitamins and mineral. Once again, family farms means less stress on the animals for a better flavor.

803442 Chicken Sausage w/Apples 12/12 oz

607598 Chicken Sausage w/Apples 2/5 lb

This sausage has a sweet apple flavor that does not cover up the natural chicken flavor.

803486 Sweet Italian Chicken Sausage 12/12 oz

This sausage is sweetly flavored with a hint of fennel and other spices.

803431 Andouille Sausage 12/12 oz

803420 Andouille Sausage 2/5 lb

Flavor galore and delayed heat, this sausage has it all. The natural casing gives it a snap when you bite into it.

803476 Chicken Andouille Sausage 12/12 oz

803453 Thai Ginger Chicken Sausage 12/12 oz

This chicken sausage is seasoned with fresh ginger, lemon grass and a hint of curry.



Also available:

803580 Lamb Merguez 12/12 oz

803613 Lamb Merguez 4/3 lb

803602 Boudin Blanc 10/1 lb

803591 Pork Garlic Sausage 12/1.5 lb

For The Pastry Chef by Karl Helfrich, Pastry Category Manager



**NEW!
FROM
LABRIOLA
BAKERY**

These **flash-frozen** pretzel rolls achieve the perfect balance between salty and sweet... Labriola adheres to the traditional German pretzel making method of fermentation and dipping to deliver authentic taste and texture. Just thaw and serve!



The 4.25" **Pretzel Hamburger Buns** are perfect for gourmet burger creations. They are pre-sliced and shipped in "pillow packs" of six pieces each for easy portion control.

820835 Labriola Pretzel Hamburger Bun
48/4 oz



The 6" **Pretzel Demi Baguettes** are also pre-sliced and shipped in six-packs. From Ham and Brie to Corned Beef to Chicken Salad... everything tastes better on a pretzel roll!

820746 Labriola Pretzel Demi Baguette
60/4 oz

DID YOU KNOW??

We have 100's of products for the pastry professional that you may not be aware we carry. Here are a few that have garnered a loyal following over the years.

Trablit Coffee Extract is the "Grande Dame" of flavorings, made from only coffee, water and sugar. The ingredients are cooked together until a very thick, syrupy liquid with a concentrated coffee flavor is achieved. A little goes a very long way; it is the absolute go-to when you need coffee flavor in a dessert or sauce.



BK920 Trablit Coffee Extract 1/1L

Clearjel modified food starch was developed in the forties for the canning industry to thicken consistently no matter the acidity of the product being thickened. It is great to use for pie fillings and fruit sauces. It is very heat stable and makes a beautiful shiny end product and is gluten-free!



235889 Clearjel Modified Food Starch 1/25 lb

Feuilles de Brick are very thin but strong crepes that are frozen. They are fully cooked and can be used to make different shaped filled pastries such as beggar's purse or empanada or samosa inspired items. They can be baked or deep-fried and come out crispy and delicious. They are neutral in flavor and can be used on the savory side of the kitchen also.



BK227 Feuille de Brick 25/10 ct

New Grocery

A Unique Fusion of Unusual Flavors

Like most success stories, Basmati Rice GmbH started small. Its first production premises were barely larger than a tennis court with just one production line. Due to the excellent quality of its products, Basmati Rice GmbH soon had many followers who recommended their products and therefore the number of customers increased significantly in a very short period of time.



The Course of Expansion

In just a few years, Basmati Rice GmbH had to look for a new production facility and enlarge its team to meet the growing demand for its products. Nowadays, Basmati Rice GmbH is based in Krefeld-Oppum, Germany and commands three packaging lines. It employs more than 20 young, flexible, dynamic professionals to work on the success of the ATRY brand and who process and package more than 5000 tons of rice. The outlook is good.

Quality:

Even when it comes to quality, small guarantees excellence: Basmati Rice GmbH was certified by the IFS. This confirms that the company has met the highest level of the rigorous requirements of the International Food Standard. Every single year, their products are awarded by various international institutions for outstanding taste and quality.

Product attributes:

- Very new and unique product
- Highest quality of Basmati rice available
- Awarded with Superior Taste Award from Brussels, Belgium

- Smoked in Germany after a Persian tradition
- Max 0.5% broken grains (usually around 5% amongst others)
- Longest basmati grain available (8.5mm uncooked)
- Wonderful and light aroma after cooking
- Kosher
- Gluten free

Basmati rice a staple of Indian and Middle Eastern cuisine, treasured for its unique, nutty flavor, is delicately smoked to create a true fusion of flavors. It works beautifully for side dishes, rice salads, stuffing or in a casserole. Although the pairings are endless, it is particularly delicious with duck, dried fruit and wild rice. Packed in convenient, resealable stand-up pouches. Now available from European Imports, Inc.:

883780
Atry Smoked
Basmati Rice
12/2 lb



883657
Atry Smoked
Basmati Rice
1/10 lb

New Grocery

Delights in Single Serve Packages



Introducing Marich Premium Chocolates in single serve packages. Marich was founded in 1983, by Marinus van Dam, a Dutch immigrant, whose goal was to bring the European tradition of artisan craftsmanship combined with the highest quality ingredients to America. Today his two sons continue to build on the successful business their father started 30 years ago.

Marich's single serve premium chocolates are available in a wide variety of traditional and unique flavors, and many of the flavors are all natural too! The updated graphics on their packaging gives them a premium look and feel. Each case is packed with two displays and each display holds 12 units. With the new graphics and delicious flavors, we expect these premium chocolates to fly off the shelves.

900198
Chocolate Cherries
24/2.3 oz

Dried cherries in creamy milk chocolate and silky fruit confection.



900321
Natural
Chocolate Espresso Beans
24/1.76 oz

Italian roast espresso beans lavished in rich dark chocolate.

894223
Natural
Triple Chocolate Toffee
24/2.3 oz

Premium almond toffee in luxurious milk, dark and marbled dark, and white chocolate.



900309
Natural
English Toffee Caramels
24/2.1 oz

Toffee caramels in a generous layer of creamy milk chocolate.



470535
Natural
Double Chocolate Praline Almonds
24/2.3 oz

Fresh California almonds in a delicate praline, layered with milk and dark chocolate.



470546
Natural
Dark Chocolate Sea Salt Caramels
24/2.1 oz

Rich caramels in dark chocolate with a hint of sea salt.



Marich's natural items contain no artificial colors, flavors or preservatives and are free from hydrogenated fats and high fructose corn syrup.

Changes & Line Extensions

New from Lacroix:



691980
Sparkling Coconut Water
 2/12/12 oz
Natural coconut gives this water an exotic, nutty flavor that's slightly sweet. Plus, lots of bubbles keep it refreshing.

A new rub flavor from:



164635 **Java Buzz** **6/4 oz**
Bold, roasty and sweet. This rub starts with a dark, rich coffee and adds molasses, cocoa and spices for a complex flavor with a hint of heat. Wakes up beef, pork and lamb.

Boyajian replacements:



140635
Sesame Oil
 6/8 oz
Replaces BY3542
packed 12/5 oz



140657
Roasted Chili Oil
 6/8 oz
Replaces BY3522
packed 12/5 oz

140646 **Hot Chili Oil** **6/8 oz**
Replaces BY3543 Asian Chili Oil packed 12/5 oz
140657 **Roasted Chili Oil** **6/8 oz**
Replaces BY3522 packed 12/5 oz

New to the Buddy Fruits line:

433857
Banana Bites
 18/1 oz



433868
Blackcurrant Bites
 18/1 oz

Superfruits:

433879
Blueberry & Blackcurrant
 18/4.2 oz



433880
Raspberry & Cranberry
 18/4.2 oz

New Ritter Sport Bars:



486979 **Dark Chocolate with**
Chocolate Mousse **12/3.5 oz**
487002 **Extra Fine Dark Chocolate 71%**
11/3.5 oz
487013 **Milk Chocolate Nougat**
Praline Filling **13/3.5 oz**
487046 **Milk Chocolate with**
Raisins and Hazelnuts **12/3.5 oz**
487080 **Milk Chocolate with**
Yogurt Filling **12/3.5 oz**
487091 **Milk Chocolate with**
Corn Flakes **10/3.5 oz**

Smart Snacking

Love of Fare snacks are the snack for people looking for healthy, high quality, reliable products. Each product is packed in cases of twelve 4 ounce cellophane bags. The bags stand upright, and their beautiful labels and graphics make them a product that will stand out.

720091

Wasabi Peas

Wasabi Peas are the ultimate snack with a kick. These wasabi coated green peas are sure to open your eyes and taste buds. Crunchy, spicy and oh-so-good! One bite and you will know what we mean when we say hot.



720102

Sunflower Kernels

Sunflower seeds are an American original. Love of Fare sunflower seeds are lightly salted and roasted, providing rich flavor and a great fresh taste. They make a great healthy snack and a quick garnish or ingredient for a variety of recipes.



720113

Gummy Bears

Gummy Bears are a favorite of both the young and the young at heart. These vibrant classic bear shaped gummies are a soft, chewy and sweet fruity snack in bright vibrant colors.



720010

Roasted, Salted Almonds

These perfectly salted almonds are roasted just right and are packed with zinc and protein. They are also a rich source of Vitamin E and monounsaturated fat, one of the two "good" fats responsible for lowering LDL cholesterol.



720021

Natural Pistachios (In Shell)

Today, pistachios remain one of the most popular nuts for people of all ages. Love of Fare pistachios are dry roasted and lightly salted in the shell (natural).



720076

Diet Delight Mix

This tasty mix is a combination of raisins, almonds, filberts, cashews, blanched almonds, pumpkin seeds and pecans. This mix has enough sweet and salty

flavors to leave you feeling satisfied without steering your diet off track. This mix is also cholesterol free.

720032

Roasted and Salted Cashews

Cashews are often viewed as a luxury item, however you will find Love of Fare Cashews very reasonably priced. They are freshly roasted to perfection and then slightly salted to enhance a truly delicious taste.



720043

Sesame Stix

Love of Fare Sesame Stix are golden, fresh, crunchy sesame covered snack sticks with a hint of salt added. They are a great treat for any party!



720054

Marathon Mix

This delicious snack mix is a combination of raisins, peanuts, sunflower seeds, candy coated chocolate gems and cashews. It provides a sweet salty mix that will satisfy a number of cravings.



720087

Vanilla Yogurt Pretzels

Love of Fare Vanilla Yogurt Pretzels are so rich and luscious, they will melt in your mouth. They will quickly become your favorite go-to snack.



720065

Chocolate Pretzels

Rich milk chocolate enrobes a crunchy salted pretzel. A great snack, these chocolate covered pretzels are a hit every time.

