

AUGUST 2017 NEWSLETTER

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

SEPTEMBER 4TH:
LABOR DAY

SEPTEMBER 11TH:
PATRIOT DAY

SEPTEMBER 16TH:
OKTOBERFEST BEGINS

SEPTEMBER 22ND:
FALL BEGINS

all month long...

NATIONAL HONEY MONTH

NATIONAL CHICKEN MONTH

NATIONAL MUSHROOM MONTH

**NATIONAL POTATO, RICE &
WHOLE GRAINS MONTH**

ICON KEY:

Look for these icons throughout the newsletter for easy identification of ingredient & nutritional information that may be important to you.



ALL-NATURAL



GLUTEN FREE



LOCAL



KOSHER



NON-GMO



ORGANIC



TRANS FAT FREE



VEGAN



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BACK TO SCHOOL, BACK TO BASICS

It's that time of year again. It is time to send the kids back to school, making now a good time to stock up on the basics for simple and easy meal preparations and grab-and-go snacks!

Start the day off right with a good breakfast. Try **Familia's Muesli** to get your motor running in a hurry. For a wholesome hot breakfast try a steaming bowl of **McCann's Oatmeal**. To turn up the volume on your oatmeal try mixing in your favorite preserves or fresh fruit. When you have a little more time, mix together a batch of muffins or scones from **Sticky Fingers** for a special treat—all you need is water!



With a container of **Neptuna** tuna in the pantry you always have a nutritious meal at your fingertips. Simply serve it dressed with lemon juice and olive oil on a bed of lettuce and voila you have a nutritious gourmet meal in minutes.

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.

Snack time can be tricky, as balancing flavor and nutrition with a snack the kids will enjoy is challenging. **I Heart Keenwah Quinoa Clusters** are the perfect snack that tastes great and stays with you. This truly healthy snack is gluten free, high in fiber, packed with vitamins and minerals and is high in protein – between 14 to 18 percent!



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

UNDER THE DOME

Jeff Babcock, Cheese Specialist



THE CENTRE OF FRANCE

From the North Sea to the Mediterranean, France is perhaps the most quintessential land of food. With mountains in the central, south and east regions, it is flowing with “terroir” and an abundance of gastro-nomic delicacies. This is the essence of *Life in Provence* and how we try to deliver to you the best of the French culinary world. We do this with a sense of pride, bringing you both quality and value.

This brings us to the simplistic, versatile, clean and ever-so deliciously French, fresh Chevre. Our *Life in Provence* fresh goat cheese comes from a beautiful dairy in the Loire region of France, in the province of Centre. This is one of the most traditional and significant goat cheese regions in France, where it is often and well-paired with historic wines. It is here in the rolling hills of the lowlands with abundant vineyards and orchards that the goats roam beautiful pastures and meadows feeding on the abundant flora. This luxurious climate and diet, combined with the natural elements of the *terroir* contribute to a light and refined taste in the cheese.

Made from gently pasteurized goat’s milk that is slowly drained and formed into classic logs, it is vacuum sealed to retain the fresh and slightly tangy flavor inherent in the high quality milk. A wonderfully soft and silky texture adds to the allure, carrying none of the off traits sometimes found in fresh *Chevre*. This most traditional *Chevre* has found its way onto the palate of American tastes, as only twenty years ago goat cheese was practically unheard of. Yet today it exists in almost every store and on many menus. Amazingly versatile, it begs to be paired with sweet or savory applications: baked in tomato sauce, stuffed into pasta or pickled vegetables, simply mashed with fresh herbs

and a drizzle of olive oil, rolled in minced olives or crushed nuts, the beginning or end of a meal. America has come to love goat cheese!

We believe *Life in Provence* fresh goat cheese will make a name for itself, both for its value and flavor, but also the image and authenticity of France that it conveys.

Available Fresh Chevre Logs:



1846567	PLAIN	2/2.2 LB
	Currently stocked in Divisions 1, 4 and 7	
1416177	PLAIN	6/10.5 oz
	Currently stocked in Divisions 1, 4 and 7	
1727373	PLAIN	12/4 oz
	Currently stocked in Division 1; demand in Divisions 4 and 7	
1727169	FOUR PEPPER	12/4 oz
	Currently stocked in Division 1	
1727397	GARLIC & HERB	12/4 oz
	Currently stocked in Division 1; demand in Divisions 4 and 7	



WILD AND UNIQUE FOODS

Tim Doyle, Meat & Game Specialist



AUTHENTIC SPANISH SLICED CHORIZO

Introducing the first authentic Spanish Chorizo! Founded in early 1960's by Don Jamie Palacios, Embutidos Palacios Inc. is a 100% family owned company, dedicated to and specializing in making top-grade chorizos. They combine top-secret family recipes with the most modern technology to efficiently create their authentic, all-natural chorizos. Embutidos Palacios Inc. is based in the Rioja region, famous for its splendid wines—and nowadays for its contribution to the chorizo market in Spain.



Palacios Sliced Mild Chorizo is seasoned with Sweet Paprika Pimenton de la Vera Dulce. It is all-natural with no artificial preservatives. Palacios chorizos are fully air-dried and ready to eat with your favorite cheese and wine, or atop a chunk of crusty bread.

7022508 MILD SLICED CHORIZO 12/3.5 oz

Currently stocked in Division 1; demand in Divisions 4 and 7

Palacios Sliced Hot Chorizo is a delicious cured sausage with a deep smoky flavor. This all-natural chorizo is seasoned with picante smoked paprika from the La Vera Valley in Western Spain. It is not flaming hot in the sense of Mexican cuisine, but rather spicy.

7022483 HOT SLICED CHORIZO 12/3.5 oz

Currently stocked in Division 1; demand in Divisions 4 and 7

Both chorizos are approximately 2.2 inches in diameter; however, they are not a perfect round shape due to their aging in a casing. These items are shelf-stable and USDA approved. Palacios products have been featured in the New York Times and Wine Spectator. Discover and enjoy their entire line of natural products, perfect for both retail and foodservice applications!

FOR THE PASTRY CHEF

Girish Fatnani, Pastry Specialist



Every pastry chef is familiar with granulated sugar (or sucrose) – you can bake with it, brûlée it, caramelize it, etc. However, there are some specialty sugars that should be kept on-hand for applications where regular sucrose comes up short.

Trimoline is first on the list. It is an “invert sugar” with a consistency similar to glucose syrup. It is “hygroscopic” – having the ability to retain moisture better than regular sugar in finished baked products. You can substitute 5% to 10% (by weight) of regular sugar in sponge cakes, madeleines, etc. to keep them moister for longer shelf life and smoother texture. Breads also benefit from a 10% to 20% substitution. Trimoline is also great for emulsifying ganaches, giving them a creamier mouth feel, and helping hold any flavorings added in emulsion. It also gives ganaches used for coating a nicer shine and texture. Use about 2% to 5% (by weight) and see the difference!

0665075 TRIMOLINE **1/24.25#**
Currently stocked in Divisions 1 and 4; demand in Division 7



Patisomalt is a sugar substitute that is actually made from beet sugar. It has half the calories of sucrose, and can be used in place of sugar in recipes (although it is not quite as sweet as regular sugar). Its resistance to humidity makes it a great friend to pastry chefs. It is used almost exclusively for sugar work including pulling, casting and blowing. It will not absorb moisture or crystallize like regular sugar, making it ideal for showpieces that have to stay out. It also does not caramelize at working temperatures, so colors added to it stay vibrant. To use Patisomalt for sugar decorations, add to a saucepan with just enough water to cover the grains. Cook to 140 degrees C and add any powdered color you want. Wash down the sides of the pan with water, and then cook to 170 degrees C. Pour the hot syrup onto a silpat to cool. The colored Patisomalt can be stored in airtight plastic containers until ready to use.

If you want to create edible sugar garnishes for plated desserts, you can combine Patisomalt with regular sugar in a 1:1 ratio for a humidity resistant piece that still has the sweetness associated with sugar. Elegant spikes made with nuts or berries become more manageable, and other sugar garnishes will stay dry for days without crystallizing if put in airtight plastic containers.

6223713 PATISOMALT **1/26.46#**
Currently stocked in Divisions 1 and 4; demand in Division 7



Finally, Sucraneige is a dextrose-based “snow powder” for dusting pastries. It does not melt like common powdered sugar, allowing the pastry chef to refrigerate or freeze decorated items without fear of losing the “freshly dusted” look. Use it on brownies, petit fours and even raspberries to give a bit of contrast and emphasis.

1687698 SUCRANEIGE **1/22#**
Currently stocked in Divisions 1 and 4; demand in Division 7

SPECIALTY GROCERY

Akhmal Teal, Grocery Specialist



KOMBUCHA HAS NEVER TASTED (OR LOOKED) SO GOOD

We are proud to introduce a second line of kombucha called One Kombucha™, which is both Certified USDA Organic and Non-GMO Project Verified.

Kombucha is a variety of fermented, lightly effervescent sweetened tea drinks that are commonly intended as functional beverages for their supposed health benefits. Kombucha is produced by fermenting tea using a "symbiotic 'colony' of bacteria and yeast" (SCOBY). Actual contributing microbial populations in SCOBY cultures vary, but the yeast component generally includes *Saccharomyces* and other species, and the bacterial component almost always includes *Gluconacetobacter xylinus* to oxidize yeast-produced alcohols to acetic and other acids.

One Kombucha™ is a refrigerated product that comes in 6 delicious, bright, clean flavors. It is unpasteurized, unlike our current shelf stable product, and is a more traditional version of kombucha. This does have naturally-occurring probiotics, which is prized by kombucha fans. One Kombucha™ is also less sweet than our current shelf stable product.

One Kombucha's colorful artwork and flavors are based on 6 Chakras from Ayurvedic medicine which originated in India. The Chakras are conceived as an energy focal point, bodily functions or psychic node in the subtle body that will energize & harmonize. Simply put: *not only do these products taste great, they will make you feel good if you believe they will.*

One Kombucha is brewed and owned by Danny Mancini, a kombucha enthusiast who also owns a Ramen Bar in Florida. He was on a mission to make a more enjoyable, highly carbonated version of Kombucha for himself—and wants to share it with you! Try the smooth and effervescent kombucha—*the way kombucha was meant to be!*

All flavors are currently stocked in Division 1; demand in Divisions 4 and 7



 7022370 GRAPE 12/12 oz	 7022357 ORIGINAL 12/12 oz	 7022372 TRIPLE BERRY FUSION 12/12 oz
 7022365 APPLE SPICE 12/12 oz	 7022369 HIBISCUS ROSE 12/12 oz	 7022368 GINGER LEMON 12/12 oz

SPECIALTY GROCERY, CONTINUED

Akhmal Teal, Grocery Specialist

MIKE'S HOT HONEY...A NEW KIND OF SWEET HEAT!



Chili-infused honey—a flavor Mike discovered while studying in Brazil—combines two of nature's most delicious foods: honey and chili peppers. For nearly a decade, Mike worked to perfect his original recipe, which infuses New York wildflower honey and Brazilian chili peppers, to create the perfect balance of sweet followed by a slow building heat.

Established in Brooklyn, NY in 2011, Mike's first pairing was to drizzle his creation over his favorite food...pizza. Made with the heat-lover in mind, this sweet and spicy hot honey pairs deliciously with a variety of other foods, too, including fried chicken, ribs, biscuits,

salads, fruits, cheeses, marinades—even ice cream! Mixologists and bartenders will also find Mike's Hot Honey a worthy addition to their set to add flavor to a drink or as a new option for rimming the glass. Mike's Hot Honey is made with wildflower honey harvested from local New York apiaries, and the company is proud to support local beekeepers and their hives. With two pack sizes available, this hot honey may quite possibly be the most versatile condiment we carry!



Now Available:

7022264 TABLETOP **6/12 oz**

Currently stocked in Divisions 1, 4 and 7

7022265 CHEF'S BOTTLE **4/24 oz**

Currently stocked in Division 1; demand in Divisions 4 and 7



PROTEIN TAKES ITS NEWEST FORM

Plocky's Fine Snacks is a family-owned business with 30 years of history, satisfying consumer demands for unique, savory snacks using only the finest ingredients with absolutely no preservatives.

Plocky's pioneered the Hummus Chip concept in 2004 when they developed a line of chips made from real hummus. Their Hummus Chips are a delightfully crunchy Mediterranean snack and the first-of-its kind made from real hummus with olive oil. Plocky's product portfolio

consists of these Hummus Chips, along with a line of Gluten Free Tortilla Chips, and a new line of **PROTATO Crisps**, which are Potato Chips fortified with Plant Protein. This new line features three flavors: Original with Himalayan Pink Salt, Peppercorn Ranch, and Spicy Honey BBQ. Pack some of these delicious crisps in your children's next lunches and you won't need to worry if they're getting their daily protein!

All flavors are currently stocked in Division 1; demand in Divisions 4 and 7

7023058 HIMALAYAN PINK SALT **12/3 oz**

7023160 PEPPERCORN RANCH **12/3 oz**

7023165 SPICY HONEY BBQ **12/3 oz**



INDUSTRY TRENDS

Retail & Foodservice

5 WAYS FOOD BRANDS GET 'FIT' FOR THE FUTURE

The food industry will eclipse \$2 trillion in annual sales by 2025, but restaurants, retailers and manufacturers will be locked into an intense competition for market share and must continually innovate to grow their businesses, according to Technomic Inc.'s groundbreaking report, ***Food Industry Transformation: The Next Decade***. In addition to 10-year industry projections, Technomic's report also provides several insights into the ways the food industry will evolve, as well as five action steps food brands can take to position themselves for growth in the future. They include:

1. **Reimagine, Reinvent, Reallocate, Repeat:** Restaurants, retailers and manufacturers must fundamentally reimagine how they go to market and reinvent themselves with a sense of urgency. Significant resources must be reallocated to growth channels and categories, which over the next decade will include a more healthful food supply built on fresher offerings, as well as digital platforms for buying and distributing those items.
2. **Act Small to Grow Big:** Food companies must accelerate their pace of change and speed to market and must act and think like a small company—or acquire small brands nimble enough to meet shifting demands quickly. The "less is more" mindset will play out in productivity initiatives and efficient store designs that fight skyrocketing food, labor and operating costs.
3. **Embrace Digital and Big Data:** A buildup of research and predictive-analytics teams for consumer and trade customer insights is a must for food brands. The challenges of the next decade—including consumers' demand for greater transparency and food integrity, falling profit margins, and disruptions to the supply chain—can be mitigated with data-driven solutions. Companies must turn today's transactional data into tomorrow's winning strategies.
4. **Anticipate and Pre-empt the Demand for a Health-Focused Food Supply:** Consumers' definitions of health will continue to evolve, and descriptors like "fresh," "local" and "sustainable" will lose their elitist associations and be insisted upon by all consumers, not just the affluent and the activists. Companies must move their food offerings to higher levels of health and food safety before their key accounts begin to request them.
5. **Boost Your CSR Quotient:** Radical transparency will be the price of entry for consumers, not just on food companies' ingredient labels, but also on their identities as good corporate citizens. Restaurants, retailers and manufacturers must audit their policies on the three P's (people, products, planet)—but still be mindful of the fourth P: profitability.

THE CHANGING FOOD LANDSCAPE: INDUSTRY PROJECTIONS

Segment	2025 Sales (\$B)	Annual Growth	Rationale
Traditional Supermarkets	\$502	3.0%	Greater emphasis on perishables, fresh prepared foods, and delivery
Supercenters/mass merchants	\$155	1.0%	Format is not shopper-friendly
Total traditional retail	\$657	2.5%	Losing share to non-traditional channels
Convenience stores	\$89	3.5%	Increased focus on fresh prepared foods; new formats will emerge
Club stores	\$105	5.5%	Continued emphasis on food, especially perishables; will develop smaller footprint stores and expand online stores
Dollar stores	\$14	5.0%	More emphasis on food to drive traffic
Fresh format	\$60	12.0%	Ongoing innovation in all aspects; unit expansion will also drive growth
Limited assortment	\$45	7.0%	Strong appeal to select shoppers, with significant unit expansion potential
Small grocery	\$12	3.0%	Ethnic and specialty stores remain viable niche
Drug stores	\$21	3.0%	Will continue to experiment with broader food offerings
Online/other	\$60	13.5%	Rapid growth in home delivery and meal kits; farmers markets and community-supported agriculture to grow
Total non-traditional retail	\$407	6.4%	Aligns with changing consumer demographics and shopping habits
Total retail	\$1,063	3.7%	Innovative formats with good economic models will flourish
Restaurants and bars	\$675	4.2%	Will enjoy experiential advantage relative to more retail formats
Top 500 chains	\$364	3.5%	Traditional segments like QSR are mature; fast casual is growth engine
Independents/small chains	\$311	5.0%	Major growth in urban markets; ongoing innovation, adaptation ensure success
Supermarket fresh prepared foods	\$51	7.5%	Will receive major investment and attention
Other	\$272	3.5%	Most non-restaurant segments are stable
Total food service	\$997	4.1%	Food service will grow faster than retail by slim margin
Total food	\$2,061	3.9%	Food service and retail share new sales equally

Source: Technomic, *Food Industry Transformation: The Next Decade*

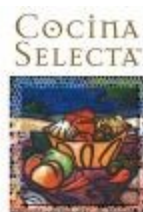
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SENSIBLE SNACKING

With the start of the school year just around the corner, that means that it's time to stock up on the essentials like healthy snacks. Start with the Love of Fare line of snacks. 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.

1689625	Sunflower Kernels Currently stocked in Divisions 1 and 4; demand in Division 7	12/4 oz	
Love of Fare sunflower seeds are lightly salted and roasted, providing rich flavor and a great taste. They make a great healthy snack and a quick garnish for a variety of recipes.			
0758357	Roasted, Salted Almonds Currently stocked in Divisions 1, 4 and 7	12/4 oz	
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.			
1689480	Sesame Stix Currently stocked in Divisions 1 and 7; demand in Division 4	12/4 oz	
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!			
1306424	Diet Crunch Mix Currently stocked in Division 1; demand in Divisions 4 and 7	12/4 oz	
This tasty mix is a combination of raisins, almonds, filberts, cashews, blanched almonds, pumpkin seeds and pecans. This cholesterol free mix has enough sweet and salty flavors to leave you feeling satisfied without steering your diet off track.			
1469230	Roasted and Salted Cashews Currently stocked in Divisions 1 and 4; demand in Division 7	12/4 oz	
Cashews are often viewed as a luxury item, however you will find Love of Fare Cashews very reasonably priced. They are roasted to perfection and slightly salted.			
1463452	Marathon Mix Currently stocked in Divisions 1 and 4; demand in Division 7	12/4 oz	
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 any craving.			
1689518	Vanilla Yogurt Pretzels Currently stocked in Divisions 1, 4 and 7	12/4 oz	
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.			
1466511	Chocolate Pretzels Currently stocked in Divisions 1, 4 and 7	12/4 oz	
Rich milk chocolate enrobes a crunchy salted pretzel. A hit every time!			
1689668	Gummy Bears Currently stocked in Divisions 1 and 4; demand in Division 7	12/4 oz	
Gummy Bears are a favorite of both the young and the young at heart.			



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