

**September  
2011**

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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.

**Fall is in the Air**

The ingredients for a flavorful fall are in full harvest at European Imports Ltd., and there is no taste that is more evocative of autumn than a hot or cold beverage made with apple cider. Whether you're looking to mix some impressive cider cocktails to impress company, to warm your insides after a brisk walk taking in the fall colors, or to concoct a punch for the kids, you have to start with the right base. We have a few suggestions:

**LeVillage**

**570442**

**Hard Apple Cider**

**12/25.4 oz**

*Hard cider, enough said!*

**693799**

**Organic Sparkling Apple Cider**

**12/25.4 oz**

**693811**

**Organic Sparkling Apple Cider**

**12/11.84 oz**

*Imported from France, these ciders are a delightful mixture of organic apple juice and sparkling water in a Champagne-style bottle. These non-alcoholic beverages are a great alternative to beer, wine and champagne. Check out our promotion on LeVillage Apple Cider in our October promotion book.*



**Possman**

*Possman apple juice is a refreshing and remarkably simple beverage that is tasty any time of the day. The flavor of these juices is just outstanding. Most of our tasters thought the juice had a pure apple flavor. Just like eating an apple!*

**620044 Cloudy Country Apply Juice 6/1 L**

**620055 Fresh Country Apple Juice 6/1 L**

**620066 Country Apple Gold Clear Juice 6/1 L**

**620011 Fresh Country Apple Juice 6/4/12 oz**

Possman's apple juices are on promotion in October. See our promotion book for details.

We are sure these juices will satisfy your fall apple craving and encourage you to give them a try.



# Under the Dome by Jeff Babcock, Cheese Category Manager

## The Way of the Shepherd

Since ancient times the shepherd was a figure of magnitude, as a promise of wool for clothing and food, both meat and milk. The shepherd became an iconic and symbolic figure, guiding their flocks through the pastoral settings in much of Europe and the Middle-East, especially in the Mediterranean coastal countries which



became the most dynamic cheese producing regions. The milk of ewes is particularly potent in the production of cheese as it is rich in butterfat, minerals and proteins that create a high yield ratio. In America the cow has been the dominant animal for milk, with goat and ewe's milk only being brought into recognition in the last few decades. Steven and Jodi Read started a farm in rural Minnesota back in 1994,



not with the intent of making cheese, but as with many of our pioneers what emerged is something quite accidental or consequential: what do we do with all this milk? The resulting years has produced Shepherd's Way Farm, a true artisan creamery producing unique farmstead creations.

The first cheese that Steven and Jodi made on their farm was Friesago, a name play on their East Friesian herd and Asiago. What they created was a young, pleasantly mild, densely textured cheese, rich with fat that lingers a lightly fruity essence with more whispered tones of raw hazelnuts and pecans. Friesago could be paired with slices of crisp tart green apples and a drizzle of the best honey, as the fattiness in the cheese plays well with some acidity and sweetness.

My favorite of their cheeses is also their newest, Hidden Falls; styled after the Robiola of Piemonte in northern Italy. Hidden Falls is mixed milk, using their own ewe's milk but also organic cow's milk from their



neighboring farm. The soft bloomy rind ripens the cheese inward, becoming gooey with time. The rind is soft and delicate, which I find enjoyable, as is the lactic creamy interior. Citrus and wildflower qualities linger in the milk but the butterfat carries you away, followed by woody mushrooms and grassiness. Pair with a light fruity red or sparkling wine served with warm ciabatta or country bread.

Big Woods Blue is their most celebrated cheese, as it has won numerous awards and continues to impress. This is a pure ewe's milk blue, more dense and dry than Roquefort and certainly not as salty. It has a mellower rounded flavor, not piercing or overpowering, more on par with Stilton, with lusciously nutty and chocolate nuances finishing on the palate. Try Big Woods Blue with an excellent sherry and toasted raisin bread.

Make Shepherd's Way cheese part of your selection and support rural Minnesota, unique and passionate artistry in every wheel.

423334	<b>Big Woods Blue</b>	1/6 lb
423345	<b>Friesago</b>	1/10 lb
423356	<b>Hidden Falls</b>	1/2.5 lb

# Wild & Unique Foods by Tim Doyle, Meat & Game Category Manager Doing Things Right Naturally, Plainville Farms



Pioneers in turkey farming since 1835, Plainville Farms was one of the first turkey producers in the country to humanely grow healthy and great tasting turkeys with natural time tested methods refined over six generations of farming. Originating in the rolling hills of central New York, their reputation for growing turkeys humanely and free of antibiotics raised the bar for all others.

The turkeys are grown by experienced farmers who follow strict animal welfare standards. They are free roaming in well ventilated barns which offer 30% more room than those of factory raised birds. Plainville Farms' turkeys eat and drink on their schedules, not ours. Their diet is what they choose naturally, corn and soybeans with a perfect blend of vitamins, minerals and natural oils and plenty of fresh well water. All the feed comes from two small family owned feed mills right here in the good ol' USA (not imported from overseas).

Plainville believes that administering antibiotics or growth hormones is irresponsible and short-sighted at best. There are many articles on the potential danger associated with developing antibiotic resistant strains of bacteria from the continual administration of antibiotics.



In the Pennsylvania Amish Country, the farmers ALL have sustainable farms which are a great benefit to all of us. Here are some examples of their careful practices: they compost all animal waste to enrich the soil, reducing agricultural runoff and protecting our water supply; and they only use eco-friendly packaging which reduces our carbon blueprint, both in landfills and in the fuel cost to transport it.



We carry the sliced retail items along with many other turkey products. Also, coming soon is a full line of hand-crafted, artisan style, full muscle, deli turkey breasts in a variety of flavors.

The best thing about this turkey is the taste. It tastes like turkey! Try it and you'll believe it.



- 703545 Sliced Turkey Breast, Oven Roasted 8/7 oz
- 703556 Sliced Turkey Breast, Honey Roasted 8/7 oz
- 703567 Sliced Turkey Breast, Hickory Smoked 8/7 oz

# For The Pastry Chef by Karl Helfrich, Pastry Category Manager



Mycryo from Cacao Barry is a 100% pure deodorized cocoa butter in a powdered form. It is “freeze” dried, ending up with a product that has a very fine texture and flows freely. It can be used the same as any other high-quality cocoa butter but also can be used to set mousses, crystallize chocolate, and also used in savory applications in place of butter or other fats.



To crystallize chocolate with Mycryo first melt the chocolate 40° to 45°C. Let sit until it reaches 34°C, and then stir in 1% Mycryo. The chocolate will then be crystallized; the ideal working temperature is 31°C.

Perhaps the most famous savory application for Mycryo is using it instead of fat to sauté fish and other delicate items. Instead of

heating fat in a pan and placing the protein in the pan, just lightly dust the Mycryo on your items such as scallops or filets, and cook them in a hot dry pan. Cocoa butter has very high heat stability and won't smoke while letting you seal in the natural juices and flavor of the item being cooked.

Mycryo is packaged in a convenient plastic container with a removable shaker top.

**468132 Mycryo Cocoa Butter 8/19.4oz**



Savory Croissants from Lecoq Cuisine:  
Savory Croissants are a great solution for your breakfast buffet or grab-and-go

morning crowd. Each is made with their all-butter croissant dough and they are the perfect size (3 oz) for an individual breakfast item, or the centerpiece for a full-service meal.

First, we have the Bacon and Egg croissant. Wrapped in flaky, buttery



croissant dough is a combination of scrambled eggs, bacon and chives. It is a perfect substitute for the “croissanwich” with no labor cost!

**821332 Bacon and Egg Croissant 45/3oz**



Next, we have the Ham and Cheese croissant. Diced ham and a mixture of

Swiss and cream cheeses give this breakfast pastry a smoky, satisfying flavor

**821343 Ham and Cheese Croissant 45/3oz**

Finally, there is the Spinach and Ricotta croissant.

Chopped spinach and fresh ricotta cheese flavored with a dash of



nutmeg makes this a great choice for lighter fare.

**821354 Spinach and Ricotta Croissant 45/3oz**

# New Grocery

## Buddy Fruits – A Fun and Healthy Combination

This story starts with a French Chef, his wife and child coming to America for a long dreamt about road trip across the USA and ends with the creation of Buddy Fruits. It is what happened in between that drove Chef Fabian to create his unique line of fruit products.

During their trip, Chef Fabian and his family observed the eating habits and foods of Americans. It was this observation that led them to the realization that the US market was sourly lacking fruit in pouches. Fruit in pouches is a popular packaging concept in France with high demand from children and adults alike. Fruit is a dominant figure in the French diet and this got Chef Fabian thinking.

After returning to France, Chef Fabian and his wife decided they had to bring the fruit in pouches concept to America. So they packed up their bags and headed to America. Once here, they found the best fruit producers and mixed traditional and innovative recipes, to create their pure blended fruit pouches based on Chef Fabian's experience as a chef. You can be sure that their wholesome fruit pouches will always deliver 100% natural and delicious fruits. It's their promise. It's their commitment.

Buddy Fruits Blended Fruit and Milk pouches are a new and fun way to eat fruit. They are the perfect mix of skim milk and blended fruit. No spoon, no knife, no mess! Available in three smooth flavors that are fat free with nothing artificial!



- 433812 Fruit & Milk – Peach 18/3.2 oz
- 433801 Fruit & Milk – Mango 18/3.2 oz
- 433823 Fruit & Milk – Banana 18/3.2 oz

Buddy Fruit Bites are a healthy and convenient treat for the whole family. They are a great way to incorporate a full serving of fruit into your diet. It is an ideal snack for kids of all ages. Plus, it comes in a practical, resealable pouch that is easy to use and convenient enough to take anywhere. Buddy Fruit Bites are available in four delicious flavors.



- 433745 Raspberry Pure Fruit Bites 18/1 oz
- 433712 Pomegranate & Acai Pure Fruit Bites 18/1 oz
- 433723 Apple Pure Fruit Bites 18/1 oz
- 433734 Orange Pure Fruit Bites 18/1 oz

Buddy Fruits Pure Blended Fruit are exactly that. Their squeezable and convenient pouches are filled with 100% blended fruit. Available in five fruit flavor combinations:



- 433778 Apple & Multifruit Fruit Blend 18/3.2 oz
- 433789 Apple & Banana Fruit Blend 18/3.2 oz
- 433790 Mango, Passion Fruit & Banana Fruit Blend 18/3.2 oz
- 433767 Apple & Strawberry Fruit Blend 18/3.2 oz
- 433756 Apple & Cinnamon Fruit Blend 18/3.2 oz

# New Grocery

## Quick and Easy Decadence

Sabatino's has been supplying the world with their wonderful truffles for years. Now this Italian based, family-owned company is bringing a touch of elegance and earthiness to everyday side dishes. Introducing Sabatino's Truffled Risotto, Couscous, and Mashed Potatoes. Sabatino has spent years researching and testing these products and they have finally gotten it right. Each of their side dishes is easy to prepare and can be ready in just a few minutes. Now in stock:

**883723**

### Truffled Risotto

**12/6.2 oz**

This authentic black truffle risotto will bring your taste buds directly to the savors of Italy. A ready to make dish prepared in an all-in-one pouch that will give you a professional result in 18-20 minutes.



**883712**

### Truffled Mashed Potatoes

**12/3.88 oz**

Serve a gourmet side dish in a matter of minutes. Add contents of pouch to boiling water and milk. Cover and let stand for about 3 minutes. Stir and it is ready to serve. For a little more decadence, add a tablespoon of butter and a sprinkle of parmesan.



**883734**

### Truffled Couscous

**12/4.57 oz**

This truffled couscous can be served as an entrée or an exquisite side dish with roasted meat or fish.



## A Bite-Sized Savory Snack

Introducing Waferbites. The unbelievably unnaughty, healthy snack. Imported from New Zealand, Waferbites bring together the very best natural ingredients in a delicious, healthy snack. They are free from artificial flavors, colors, preservatives and sugar. Waferbites has created delicious and unique flavor combinations using all natural ingredients.

Waferbites are small round crisp flavored wafers. They offer consumers a tasty and healthy alternative to fat laden potato chips. They are packed in an appealing and eye catching bright white stand up resealable bag. Now available in three exciting flavors:

**432912**

### Double Cheese

**12/4.2 oz**

A crisp wafer with the mild flavors of Cheddar and Parmesan.



**432934**

### Garlicky Goodness

**12/4.2 oz**

A great treat for garlic lovers, this wafer is flavored with roasted garlic and sour cream.



**432978**

### The Works

**12/4.2 oz**

This crisp wafer is loaded with poppy seeds, toasted sesame seeds and cheddar cheese.



# Line Extensions

## New to the Rao's line:

SkinnyPop is a lightly-salted, fresh-popped popcorn. This delicious popcorn is now available in a 100 calorie 0.7 oz snack bags. They are packed in bags of six and you will find ten bags of six in a case.



**464678 SkinnyPop**

**10/6.7 oz**

### 111567 Pizza Sauce

Rao's creates their pizza sauce with all natural fresh ingredients – made in Italy. The flavor of this sauce is vibrant yet not overpowering. It is fresh tasting and naturally sweet from the Italian cherry tomatoes. Use this sauce on pizza, pasta, seafood or veggies.

**6/13 oz**



## New to the Tillen Farms line:

**367401**

### Bada Bing Cherries

**6/13.5 oz**

Tillen Farms Bada Bing Cherries contain no preservatives, red dyes or corn syrup and are pitted and packed with the stems on. Their cherries are carefully selected and harvested in the Pacific Northwest, the leading cherry growing region in the USA. Add the sweet flavor of Bing cherries to desserts, cocktails or snack on them right out of the jar.



### 111467 Sensitive Formula Marinara

Created for people with food allergies and sensitive digestive systems, but this sauce will appeal to a wide range of consumers. It is a mild traditional marinara sauce that is lower in salt and formulated without onions or garlic; mild yet flavorful.

**12/24 oz**



## Gille Replacements:



### 432001 Double Chocolate Oat Crisps 12/4.4 oz

Replaces 431976 packed 8/4.4 oz



### 432023 Sweet Oat Crisps

**12/4.4 oz**

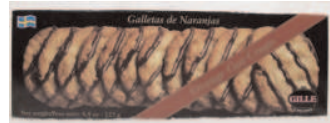
Replaces 431965 packed 8/3.5 oz



### 431990 Coconut Oat Crisps

**12/4.4 oz**

Replaces 431932 packed 8/4.4 oz



### 432012 Orange Oat Crisps

**12/4.4 oz**

Replaces 431921 packed 8/4.4 oz

## New to the NuGo family of products:



### 478645 Dark Chocolate Pretzel Bar 12/1.76 oz

Delicious dark chocolate covers a luscious chocolate pretzel with a sprinkle of sea salt on top.



### 478656 Peanut Butter Cup Bar 12/1.76 oz

Delicious dark chocolate covering a creamy peanut butter center.

These low fat, high-protein treats are sure to fit into any healthy lifestyle.

## New Selections from Cocina Selecta

Spanish cuisine consists of a great variety of dishes which stem from differences in geography, culture and climate. It is heavily influenced by the seafood available from the waters that surround the country, and reflects the country's deep Mediterranean roots. Spain's extensive history with many cultural influences has led to a unique cuisine. **Cocina Selecta** supplies the Spanish ingredients you need to create traditional Spanish dishes in your own home. **Cocina Selecta** has changed some pack sizes and introduced some new products for your consideration:

**Nonpareil Capers** are now available from **Cocina Selecta** in three pack sizes. Get just the size you need leaving no waste. Nonpareil refers to the capers size. Nonpareil Capers are capers under 10mm and are considered the best capers grown. Capers are frequently used in Mediterranean cooking; they add tanginess to dishes such as pasta sauces, pizzas and salads, go very well with meats and fish, in particular anchovies, and they are a key ingredient in tartar sauce.



**370367 Nonpareil Capers 12/3.5oz**  
Replaces 370293 packed 12/2 oz  
**370390 Nonpareil Capers 12/16 oz**  
Replaces 370316 packed 6/16 oz  
**370423 Nonpareil Capers 6/32 oz**  
Replaces 371075

**Salted Nonpareil Capers** are packed in salt to retain their taste and texture. Salted capers can be used in all the same dishes as capers packed in brine, but salted capers should be rinsed before using.

**370523**  
**Salted Capers**  
**12/3.5 oz**



**Cornichons** are crisp, tart pickles made from tiny cucumbers. Traditionally they are served as an accompaniment to pates as well as smoked meats and fish. They also make a tasty addition to cheese plates. We like them best right out of the jar!

**370445**  
**Cornichons**  
**12/7 oz**



**Green Peppercorns** in brine will give the most delicious flavor to grilled or roasted meats, fish, game, stuffing and sauces. They have a deep, dark green color, with an intense pepper aroma and flavor.

**370489**  
**Green Peppercorns in Brine**  
**12/3.5 oz**

