

September 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.

A Q4 Jump Start

Are you looking for suggestions to jump start your fourth-quarter sales? Look no further than our September promotion book.

Our September promotion book was put together to help you get started with your holiday planning. If you haven't already checked it out, here is what is in store for you:

We have put together a select group of shippers to cover a wide range of categories. *Place a CharCrust shipper near the meat counter, Destrooper in the cookie aisle, Carr's, Wasa and Arnott's crackers near the cheese case, Brianna's in the produce section and McCann's in the cereal aisle.*

Great deals on everyday items appropriate for the holiday season. *We have a terrific assortment of cheese from around the world including some cheeses rarely on promotion and a generous selection of crackers.*

A wide variety of staples for holiday entertaining such as: *Les Trois Petits Cochons mousse and truffees. Gundelshheim and Kuhne pickles. Cookies from Hans Frietag, Bahlsen and Destrooper.*

These are just a few examples of the products featured in our September promotion book. If you haven't received your copy yet, please contact your sales rep for one today. Good luck on your fourth quarter sales! Don't forget to take advantage of our shared demo program. It is a great way to jump-start your fourth quarter sales.

Under the Dome by Jeff Babcock, Cheese Category Manager Holy Cow, We Got Curds!



Being the state below Wisconsin and the border not too far away, we have always been asked for the sacred favorite of our dairy state, cheese curds. It has always been difficult due to short life, but we've found a delicious one with plenty of life!

Ellsworth Cooperative Creamery started around the turn of the century and has developed into one of the leading cheese curd producers in the country.

Ellsworth White Cheddar Cheese Curds taste like no other because they come from 30,000 cows on 495 family farms in Wisconsin and Minnesota. The farmers and producers are very fussy about quality and it shows in every fresh batch of Cheese Curds they produce.

They have over 495 proud dairy farm family owners who contribute to the creamery living throughout Wisconsin and Minnesota. They formed their cooperative to manufacture and sell butter, but over the years have added cheese and our ever popular cheese curds!

Cheddar curds are known for their fresh squeaky texture and simple flavors, so they are excellent for kids.

Eat out of hand for a simple snack, bread and fry for a great beer pairing, dress with vinaigrette and toss with vegetables for a fun summer salad or make putine, the Canadian delicacy of french fries and cheese curds covered with gravy!

**1450000 White Cheddar Cheese Curds,
Bulk 2/5 lb**



**1651235 White Cheddar Cheese Curds
12/5 oz**



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

European Imports has started selling and inventorying fresh and frozen domestic lamb with great success. We chose Superior Farms because they have been the industry leader for high-quality lamb since it was founded in 1963. They have a wide variety of products that will serve food service and retail.



Superior Farms supports many small farmers who are excellent stewards for the environment. They also maintain a close knit network with these ranchers to ensure healthy animals that are raised in humane practices and are NEVER given growth hormones or antibiotics.

These small family ranchers also provide:

- Quality natural grazing
- Clean water
- Protection from predators
- Utmost care and assistance



The sheep graze on natural grasses, hay or alfalfa mostly. To support sustainable agriculture, the animals are rotated between different fields during different times of the year and the fields are able to replenish the natural nutrients in the soil. This makes for some of the best lamb you will ever eat.

The Pure Lamb Program, pioneered by Superior Farms, insures through audits that the animals are hormone and antibiotic free. As the animals prepare for harvest, they are fed all natural grains which contain no animal proteins or artificial chemicals. All the lamb are from sheep less than 1 year of age. The average dressed weight is 70 pounds.



American Lamb Nutrition:

- Average 3 oz portion, 175 calories and meets the FDA definition for lean (that is why I eat 6 oz)
- It is an excellent source of protein, vitamin B12, niacin, selenium and zinc

So enjoy this wonderful juicy lamb.



In stock items:

- 603135 Lamb Rack Frenched Colorado**
20/1.75-2 lb
- 603180 Lamb Rack CFO Cap on Colorado Fresh** 8/4 lb
- 603179 Retail Boneless Half Leg of Lamb with Herbs and Cook-in-the-Bag**
8/2.5-3 lb

This product rocks!

For The Pastry Chef by Karl Helfrich, Pastry Category Manager



Hero compounds are ready to use fruit concentrates that add a jolt of natural-tasting flavor to your pastry items. They have a syrupy consistency and can be used directly from the container to flavor



everything from sponge cakes to ice creams. They are both freezer and bake stable and are perfectly suited to flavor pastry creams, mousses, Bavarian



cream, cheesecakes, pound cakes...the list is almost endless...and they are kosher certified! They are concentrated so the dosage is only 5% to 10% of the total product weight to add the perfect amount of flavor.

602033	Apricot Compound	6/2.4 lb
602066	Banana Compound	6/2.4 lb
602077	Lemon Compound	6/2.4 lb
602088	Mandarin Compound	6/2.4 lb
602099	Mango Compound	6/2.4 lb
602122	Mocha Compound	6/2.4 lb
602155	Orange Compound	6/2.4 lb
602166	Passionfruit Compound	6/2.4 lb
602188	Peach Compound	6/2.4 lb
602199	Pineapple Compound	6/2.4 lb
602200	Pistachio Compound	6/2.4 lb
602211	Raspberry Compound	6/2.4 lb
602222	Rum Compound	6/2.4 lb
602233	Strawberry Compound	6/2.4 lb



Restaurantware top sellers!

We stock many of the Restaurantware top sellers for immediate delivery with your EI order. Whether it's a tasting plate, verrines, picks or other bambooware we have it covered!



6" Bamboo Loop Pick
711399 1/1000 ct



4" Bamboo Knotted Skewer
711400 1/1000 ct



Bamboo Mini Fork 3.5" x .75"
711311 1/100 ct



Bamboo Mini Spoon 3.5" x .75"
711322 1/100 ct



Mini Modern Plate
2.5"L x 2.5"W x .5"H
710911 1/100 ct

Cannello Shot Glass
1.5" L x 1.5" W x 3" H
710377 1/100 ct



New Grocery

Coming Soon Aonni Patagonian Virgin Water from Chile



Aonni Mineral Water comes from an aquifer located inside a privately owned, 600 acre farm totally protected from any industrial or human

intervention. The area is characterized by the virginity of its soils and the Patagonian Forests of Chile which have remained untouched since the beginning of time.

The aquifer was formed by glacial soils linked to sedimentary and erosive processes for the last 10,000 years. The water is collected at the spring and piped to the bottling facility using only gravity; no mechanical means are employed.

Characterized by its slightly sweet, smooth to the palate, low mineral content and with a neutral pH, Aonni mineral water reflects a clean, light and pure taste.

The upscale but very organic and tactile glass presentation of Aonni will be a focal point at any epicurean table. The empty bottle will probably not end up in the recycling bin, but being used as vase or as a vessel for other liquids. It really is that beautiful. Now available in two sizes:

691713
Mineral Water
12/25.36 oz

691746
Mineral Water
24/11.2 oz

Arrival Date TBA



Beer Flats

Around 4000 BC, in the Fertile Crescent, an innovative Mesopotamian used beer instead of water in a recipe for grain cakes, the precursor to bread. With beer, the bread tasted better, was lighter, healthier, and more nutritious. Beer and bread became nutritional sisters, sustaining people and sharing most ingredients.

To celebrate that tradition and the rebirth of craft beer making, the makers of Daelia's Biscuits for Cheese created Beer Flats - artisanal flatbread crackers made with craft beer and whole grains.

Perfect as a gift for any beer and cheese lover, the boxes have a retro look evoking the old time beer labels and muted earthy colors. These are a tasty complement with your favorite craft beer and cheese. They also pair well with smoked salmon, prosciutto, pate, liverwurst, charcuterie or cultured butter. Now available:

433124
Pilsner Crackers
12/5.5 oz

These crackers have a malty flavor and a sturdy texture. Serve them with cheeses and charcuterie. They are also delightful with soups, salads and dips.



433179
Porter Crackers
12/5.5 oz

Porter Crackers are dark in color like the beer from which they are made and have the complexity that you would expect in a Porter. Serve them with your favorite artisan cheese, or as the bread on the table.



Changes & Line Extensions



John Macy's CheeseCrisps are now available in a party sized bag.

492435 CheeseCrisps 12/11 oz

A blend of Cheddar and Asiago cheese layered with crunchy sourdough. Eat this delicious snack right out of the bag or serve with dips such as hummus and guacamole. They also make a crisp topping for salads and a great crouton for soups.



New to the line:

361735 Wild Cloudberry 8/10 oz



A traditional delicacy in Sweden, this golden jelly contains pieces of real fruit, hand picked Cloudberry that is. This jelly is a great breakfast item. Spread it on toast, scones or bagels. It is also perfect for use in baking, on ice cream or

paired with cheeses. All natural and no preservatives.

361724 Rose Hips & Lingonberries 8/10 oz

The Nordic orange meets the red "super fruit" of the forest in this luscious jam. The nickname Nordic orange stems from the fact that 3.5 ounces of Rose Hips contain as much vitamin C as 35 to 40 oranges. This jam is excellent with any meal of the day.



Spread it on toast, pancakes, gourmet sandwiches, meats, crepes and more.

New to the Bove's line:



**121335
Three Cheese and
Tomato Sauce
6/24 oz**

Handcrafted with sharp and tangy Asiago, Romano, and Parmesan Cheeses and sweet fresh tomatoes, then slow simmered to savory perfection.



New to the Ghirardelli line. Perfectly formulated sauces for use in espresso based drinks, milkshakes, yogurt, ice cream or dessert toppings. Simply delicious with all natural ingredients.

476102 Caramel Sauce 6/90.4 oz

A smooth glossy creamy caramel sauce. Light amber in color.

**475991 Sweet Ground Chocolate
And Cocoa Sauce 6/87.3 oz**

Ghirardelli's Sweet Ground Chocolate & Cocoa Flavored Sauce offers a wonderfully rich, chocolate flavor.

476002 White Chocolate Sauce 6/89.4 oz

Ghirardelli White Chocolate Sauce brings rich flavor to your espresso-based drinks, frappes, shakes, cocktails and desserts.

Changes & Line Extensions

Gille Replacements:

Gille Oat Crisps are baked with a traditional Swedish recipe. This luxury black box line of thin crispy biscuits is available in a variety of flavors.



- 432046 Double Chocolate Oat Crisps** 8/4.4 oz
Replaces 432001 packed 12/4.4 oz
- 432068 Sweet Oat Crisps** 8/4.4 oz
Replaces 432023 packed 12/4.4 oz
- 432057 Orange Oat Crisps with Chocolate** 8/4.4 oz
Replaces 432012 packed 12/4.4 oz



New to the line:

- 366391 Sauerkraut** 1/22 lb
Thinly sliced cabbage in a clear wine sauce for foodservice providers.

New to the Ortiz line:

- 530446 Salted Anchovies** 12/4.23 oz
Salted anchovies were produced back in the Roman times and Ortiz still prepares them in the very same way and then packs them in a convenient clear plastic pouch. Their quality shines through.



New to the line:

- 941013 Tea Top Brew Mug** 6/16 oz
This is a metal mug specifically designed to brew tea in the mug.
- Whole Leaf Tea Pouches:**
- 941024 Organic Black Iced Tea** 6/1.83 oz
Refreshingly rich and smooth south Indian organic black tea.
- 941035 Ginger Peach Iced Tea** 6/1.83 oz
Juicy peaches and refreshing ginger bathed in fine black tea leaves.
- 941046 Calypso Mango Iced Tea** 6/1.83 oz
Succulent mango and tropical fruits blend with premium black tea leaves.
- 941057 Sunburst Green Iced Tea** 6/1.83 oz
Sweet orange and citrus notes mingle with smooth green tea leaves.
- Each whole leaf pouch brews up to a half gallon of iced tea.



Bringing Worlds of Flavor to Your Table

Replacements:

- 882646 Brown & Red Rice Royal Blend** 4/28 oz
Replaces 882605 packed 4/32 oz
- 882635 Brown & Wild Rice Royal Blend** 4/28 oz
Replaces 882594 packed 4/32 oz

New to Tate's line:

- 139935 Double Chocolate Chip Cookies** 12/7 oz
All natural chocolate cookies with chocolate chips.



Chi Bao Chili Sauces

Hot off the Boat from Thailand!

Capture the spiciness of Thai cuisine with these new sauces from Chi Bao. These four new chili sauces make it easy to bring Asian flavor to any meal. Use them right from the bottle or spice them up with other seasonings to create dipping sauces or dressings with a Thai twist. Now available:



651734
Sweet Chili Sauce for Chicken
12/12 oz

This distinctive, slightly sweet chili sauce is ideal over chicken as well as seafood and vegetable dishes. It is sweet & spicy yet mild enough to use as a condiment, or brush on meat prior to grilling to give it an Asian twist.

651745
Sweet Chili Sauce for Spring Rolls
12/31.1 oz



This exotic sauce features shreds of carrot and spicy dried Thai chile seeds. It is the perfect condiment for dipping fried spring rolls, fresh spring rolls, and/or Thai fish cakes.

651756
Ground Chili Paste
24/8 oz



Ground fresh chili paste provides the spiciness of red chili without excessive heat. It is similar to Sriracha sauce, but is chunkier and not as spicy. Use in stir fry, as a condiment or to spice up any dish. Add a teaspoonful to your favorite marinades for a bit of spiciness.



651778 Sriracha Sauce 12/28 oz
651767 Sriracha Sauce 12/17 oz

Red chilies are combined with garlic for a flavorful, thick red sauce. Use it to add heat to any dish or use as a condiment (for spice lovers that like it hot).

The Thais love their food hot and spicy, and the key to their enjoyment of a meal are the dipping sauces. We have no doubt these new sauces from Chi Bao will satisfy your Thai cravings.