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

June 2006

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A New Resource

Please join European Imports Ltd in celebrating the appointment of Karl Helfrich to Pastry Category Manager.

Karl joins European Imports Ltd. with over 20 years of experience as a pastry professional. Karl has worked at some of the most prestigious four and five star hotels in the country. Most recently Karl held the position of Executive Pastry Chef at the Fairmont Chicago.

Karl is very familiar with the pastry products available from European Imports Ltd. and is looking forward to assisting you.

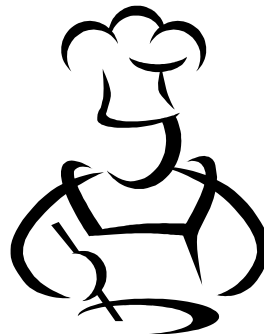
In addition to our new Pastry Category Manager we have a Cheese Expert and a Meat and Game Manager on staff. All three category managers are available to assist you within their area of expertise. Please feel free to contact them for: product specifications, assistance in product selection or any other inquiry.

You may call them directly at our Chicago office or e-mail them at catman@eiltld.com.

Marcia Suchy is our Cheese Expert and she can be reached at 773-292-3610.

Tim Doyle is our Meat and Game Manager and he can be reached at 773-292-3669.

Karl Helfrich is our new Pastry Manager and he can be reached at 773-292-3673.



Under The Dome

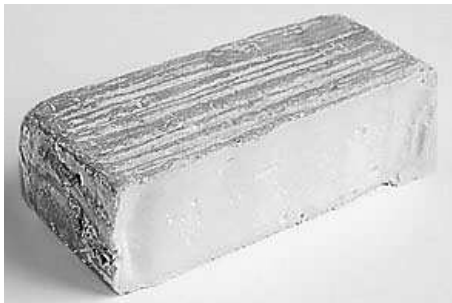
by Marcia Suchy

LUIGI GUFFANTI FORMAGGI CHEESES OF NORTHERN ITALY

Classic, rustic, natural cheeses made with pasteurized, farmhouse, hormone free milk. Now available in limited amounts.

BRESCIANELLA STAGIONATA This is a cheese of Lombardy, soft ripening, mottled/washed rind, soft paste. Aged 2-3 months. Visually attractive, artisan, likened to a small Taleggio or large aged Robiola. Made with whole pasteurized cow's milk.

240417 Brescianella Stagionata 4/1.5 lb



ROBIOLA DUE LATTI

Soft ripening cheese made with pasteurized 60% sheep and 40% cow milk. Produced in Piedmont from the Langhe region, it is both farmhouse and artisan. Soft ripening, thin edible mold rind, short aging period.

240406 Robiola Due Latti 6/7 oz



TOMINO DA PADELLA

Soft ripening, pasteurized whole cow's milk, made in to small disks and cured for only one week. Young flavor and creamy texture, ideal for plates with fruits and salads. Try it grilled, the soft melting center stays contained in the bloomy rind. Produced in Piedmont.

240395 Tomino Da Padella 11/3.5 oz



ROBIOLA D'ALBA TARTUFO

Uncured fresh cheese with a soft compact paste. Made in Alba, Piedmont of whole pasteurized cow's milk. Creamy texture, aromatized with Alba Truffle, a classic cheese, farmhouse, made only by hand.

540428 Robiola D'Alba Tartufo 3/10 oz



The items from Guffanti are brought in every two weeks by air. We are ordering minimal amounts until we realize demands. Available also by pre-order.

BLIND TASTING LEADS TO NEW ENLIGHTENMENT IN BLUE CHEESE

by Marcia Suchy

In early April during a sales meeting, I conducted a 'blind' blue cheese tasting using 10 blues with similar characteristics. All were basically chosen for their ability to crumble into a signature recipe or to be plated and enjoyed amongst the best of a cheese selection. All were made using cow's milk, except one which was mixed with goat milk (not recognizable).

My goal was to create new interest, increase the educational process, to expose and to titillate, and throw in the element of surprise which was discovered once I published the results.

I agree, 10 blue cheeses to be tasted in succession at any one time period is a little much. But consider this, I eliminated over 60 skewers of other blues, including any extremes such as Roquefort, Gorgonzola and any soft brie type blue cheeses.

The cheeses that were chosen included domestic and imported versions and ranged in flavor from medium to full. Some were tart, and others were bold and earthy. Prices ranged from under \$5.00 to over \$12.00 per lb.

The selection included: Danish Blue, French Bleu d'Auvergne (raw milk), Wisconsin Salemville Blue, New Zealand Windsor Blue, English Stilton, Iowa's Maytag Blue, California Point Reyes Original Blue, Minnesota Amable Saint Petes Select, Holland Delft Blue and Spanish Valdeon D.O.

Any guesses at this point?

Each cheese was disguised from its original form. Using a cheese wire I pre-cubed each blue the evening before in my home kitchen (no eyes to watch me). I removed any tell-tale signs of rind from those that had one (no familiar signs to give clue to original forms). Each was placed on an equal sized platter and was numbered randomly from 1 to 10 (all began as un-calibrated equals).

There was no preference to placement or order of tasting. This meant that our staff could circle the table and taste the blues in random order as they pleased, as long as all 10 cheeses were judged. (Anyone allergic to blue cheeses was encouraged to ask questions of other staff members and evaluate the cheese based on the gathered information).

Thirty of our staff members, a few consumer-level blue cheese lovers, and a handful of our Milwaukee customers joined in the blind tasting, for a total of 40 judges. Numerical evaluation (1 through 5) was used, 5 ranking excellent, 1 ranking poor. The cheeses were evaluated on flavor, texture, color and application.

Of course, being a judge means giving way to one's own palate and resulted in a diverse outcome. Every contest results in a winner, some runners-up and the honorable-mentions. There can be no losers, for in the world of cheese there will always be diversity in creation and variables in choice. All of our cheeses are winners!

Here are the top five choices in the judging:

- 1) **Holland Delft Blue.** This drier, crumbly, straw-toned blue surprised everyone with its nutty, meaty flavor and constant, well-dispersed veining.
- 2) **Spanish Valdeon D.O.** Remarkable flavor, moist and crumbly with dark veins. Cow, goat milk blend. Only 2 tenths separated the number one and number two choices.
- 3) **New Zealand Windsor Blue.** The characteristic that captured our judges here was the 'buttery attribute'. Though slightly creamy Windsor Blue is still able to be crumbled. Soft blue veins complement the buff-yellow paste.
- 4) **Bleu d'Auvergne A.O.C.** from France ranked fourth. The full earthy raw-milk flavor, moist texture, and prominent veining pulled together for the classic over-all appeal.
- 5) **Maytag Blue,** came in among the top five. With a combination of medium-full flavor, drier crumbly texture and pristine white paste and contrasting veining, it qualifies as a 'constant' in versatility.

There were miniscule point differences in the remaining five cheeses.

I found it quite difficult to eliminate cheeses from the tasting, there are so many spectacular blues. All who participated found something to revel in.

I look forward to doing this again within another flight of cheeses.

Specialty Grocery Brands by Karen Friberg

Veg-Out!



In the early days of summer the days grow longer, the air a little heavier, the smell of smoldering charcoal wafts across the warm breeze and winter fades to a remote, unpleasant memory. June is my favorite month; it is a time to revel in the warm weather, as dogs catch frisbees in the park and kites sail happily over the lake front. This is also the time of year when people shift their food-attitude toward lighter, more vegetable-centered dishes, when small plates are favored over meat-heavy meals, and people feel motivated to get together, entertain, and share a bite and a drink with friends and family. I feel it is necessary to focus this month on some of our lighter selections, and offer a suggestion of how to incorporate them into your budding summer food repertoire.

This month, **Cucina Viva Roasted Peppers** are on Promotion (15% off!), which makes now the perfect time to stock up and do an in-store demo. These peppers are some of the sweetest and most flavorful on the market, are ready to serve, and can be easily worked into an array of cooked and raw dishes.

The same can also be said for Cocina Selecta Artichokes, also on promotion for the month of June. These Artichokes are imported from Alguazas Spain, where they are canned and jarred by a family-owned company. Voted superior to competitors in purity of flavor and texture (in a blind taste-test conducted by our sales-staff), these artichokes are the next-best thing to freshly-steamed whole artichokes, minus the waste and mess that go hand-in-hand with raw artichoke preparation.

Urge your customers to take advantage of the flavor-potential of Cucina Viva and Cocina Selecta Vegetables.

After all, with the right ingredients, anybody can prepare a beautiful, colorful and healthful meal, just right for enjoying with a summer sunset and a glass of wine.



Artichoke and Roasted Red Pepper Salad with (Low Fat) Roasted Pepper Dressing

For the Salad:

- 2 14oz.Cans Cocina Selecta Artichoke Hearts (In Brine), drained.
- 1 16 oz. jar each Cucina Viva Red and Yellow Roasted Peppers (reserve 1/2 of Red Peppers for Dressing), drained.
- 1/2 cup thinly sliced red onion
- 1/2 cup sliced Cocina Selecta Stuffed Queen Olives (I recommend Anchovy-Stuffed, but Pimento, Onion or Jalepeño-stuffed will all do nicely)
- Romaine Lettuce

For the Roasted Pepper Dressing:

- Half jar of Cucina Viva Roasted Red Peppers, reserved from salad preparation
- 1/3 cup Cucina Viva Aged Balsamic Vinegar
- 2 Tbsp Cucina Viva or Cocina Selecta Extra Virgin Olive Oil
- 2 cloves garlic, minced
- 1 Tbsp chopped fresh basil
- 1 tsp chopped fresh rosemary or 1/2 tsp crushed dried rosemary

Slice the Artichoke hearts thinly and set aside. Slice Peppers into julienne strips, and reserve half of the Red pepper strips to prepare dressing.

To assemble salad, arrange Romaine lettuce leaves on a platter. Arrange sliced artichoke hearts, bell pepper strips, red onion, and olive slices on lettuce.

For dressing, place reserved red bell pepper strips, vinegar, EVOO, garlic, basil, rosemary in a blender or food processor. Cover and process until well blended and smooth. Drizzle dressing over the salad, or put dressing in a squeeze-bottle and squeeze dressing in a stripy pattern across the top of the salad.

Wild & Unique Foods by Tim Doyle



Taste the Authentic Spanish Chorizo!

Introducing the only authentic spanish chorizo that is USDA approved. Palacios is a winner for both retail and food service. Discover and enjoy this 100% all natural chorizo with it's uncomparable taste.

Founded in the early 60's by Don Jaime Palacios, Embutidos Palacios Inc. is a 100% family-owned company, dedicated to and specializing in making top-grade chorizos. Combining an old recipe (a family secret) with the most modern technology. Embutidos Palacios Inc. is based in the Rioja region, famous for it's splended wines- is nowadays the leader of the chorizo market in Spain.



After establishing a strong position in the European and South American markets, Palacios S.A. now brings the answer to a long- awaited new market line.

Embutidos Palacios Inc. is the only USDA approved Spanish chorizo manufacturer. Their chorizo is 100% natural with no coloring or preservatives. The highly recognized quality of their products is based on a very strict selection of raw materials.

Ingredients: Pork, Paprika, Salt & Garlic, Natural Skin



800017 Mild Chorizo 4 Pack 12/6.5 oz

MP3410 Hot/Picantie Chorizo 14/7.5 oz

MP3415 Mild/Dulce Chorizo 14/7.5 oz



ASSORTED CHOCOLATE TRUFFLES

By Karen Friberg

European Imports is proud and elated to announce the arrival of Life in Provence Fresh Cream Chocolate Truffles. Perhaps the elation I am feeling personally at the moment is from just having eaten a couple of these fantastic little balls of happiness!

These Truffles are made specifically for food service applications. One case contains 192 individual truffles. Each case is an assortment of 12 Truffle flavors, with each flavor packed in an individually wrapped tray containing 16 truffles. European Imports will not sell full cases of individual flavors for the time being.

A fantastic idea for caterers looking for a low-maintenance, high-impact dessert, this assortment is also the perfect product for Chocolate Boutiques, Coffee and Tea Bars, and Dessert Cafes. Life in Provence Assorted Chocolate Truffles should prove to be a very successful item given the rise in interest among consumers in artisanal, small-batch production products. Another attractive selling point is that the Truffles are hand made in the USA, using all natural ingredients including pure Belgian Chocolate and Fresh Cream, as well as the highest quality fruit purees, nuts and vanilla.

Please note that Life in Provence Truffles require refrigeration, and freezer storage is highly recommended to preserve freshness. Just thaw truffles as needed. Life in Provence Chocolate Truffles are poised to quickly become a staple in hotels, spas and chocolate shops, and they are a very easy sell. Inventive flavors like Pistachio and Rosewater, Earl Gray Tea and Passion Fruit make them stand out among competitors, as do understated, yet enchanting garnishes like hibiscus powder and sea salt.



490362 Life in Provence Assorted Chocolate Truffles 12/16 ct

Please see below for individual flavors:

Dark Chocolate with Earl Gray Tea: Dark chocolate Earl Gray ganache enrobed in dark chocolate, garnished with a sprinkling of Early Gray Tea leaves.

Dark Chocolate with Hazelnut: Dark chocolate hazelnut ganache enrobed in dark chocolate, topped with praline bits.

Dark Chocolate with Plum and Armagnac: Dark chocolate ganache flavored with Armagnac-infused dried plums, enrobed in dark chocolate, topped with cocoa powder.

Dark Chocolate with Passion fruit: Dark chocolate passion fruit ganache enrobed in dark chocolate, dusted with hibiscus powder.

Dark Chocolate with Ginger: Dark chocolate ganache infused with fresh ginger, enrobed in dark chocolate, dusted with ground dried ginger.

Dark Chocolate with Coconut: Dark chocolate coconut ganache with shredded coconut, sprinkled with dried coconut.

Milk Chocolate with Madagascar Vanilla: Milk chocolate ganache flavored with Madagascar Vanilla bean, enrobed in milk chocolate and dusted with vanilla powder.

Milk Chocolate with Pistachio and Rose: Milk chocolate ganache flavored with pistachio paste and rosewater, enrobed in milk chocolate and topped with chopped pistachios.

Milk Chocolate with Fleur de Sel Caramel: Milk chocolate ganache combined with fleur de sel caramel, enrobed in milk chocolate, sprinkled with sea salt.

Milk Chocolate with Dulce de Leche: Dulce de leche enrobed in milk chocolate, sprinkled with pecan praline.

White Chocolate with Mango: White chocolate mango ganache enrobed in white chocolate and dusted with dried mango powder.

White Chocolate Café au Lait: White chocolate ganache infused with coffee, enrobed in white chocolate, dusted with coffee powder.

New For the Grocery Shelves

For All You Kola Nuts Out There...

By Karen Friberg



Colas are an iconic element of American popular culture. Pretty much everybody has tried a cola soft drink at some point, and many of us drink some brand of cola daily. Big cola companies are constantly coming up with new gimmicks to sell more product: they change the packaging or the name, make it clear by removing the caramel color (I am sure you remember that marketing blunder), or add fruit flavors or an extra jolt of caffeine. Yet the finished product of these elaborate experiments is invariably the same old mix of high fructose corn syrup and an alarming array of chemicals – guaranteed to grow you a gut and rot your teeth (sorry for the unpleasant imagery, but it’s true).

There is hope for cola yet! Enter **Cricket Cola**, a combination of kola nut, natural brewed green tea, pure vanilla and real cane sugar (Splenda sweetens the diet variety). The world’s first micro-cola (don’t worry, it doesn’t come in a tiny bottle), it is the brain child of Mary Heron (we like Woman-owned companies!), who swears just one bottle of Cricket will have you hooked. Luckily, this is an addiction that may be good for you.

Because Cricket Cola is brewed from Kola nut and green tea, the only caffeine it contains is that which comes from the tea itself. So the energy jolt you get from this soft drink is the result of the inherent qualities of the equivalent to two cups of green tea that it contains. In recent years, Green Tea has received a copious amount of praise from medical professionals as it is among the richest natural sources of antioxidants, which have been linked with cancer prevention, decreased risk of stroke, and lowering blood cholesterol. Green tea has also been associated with fighting

cavities, slowing down potentially harmful blood clotting, and acting as an anti-inflammatory agent in arthritis.

What makes Cricket Cola so unique and so attractive to the average consumer is that it combines an American favorite, which is highly recognizable and accessible, with ingredients that promote mental and physical well being. It simultaneously appeals to those who are already fans of all natural, organic, healthful food products, and those of us who just want a great tasting, refreshing cola.

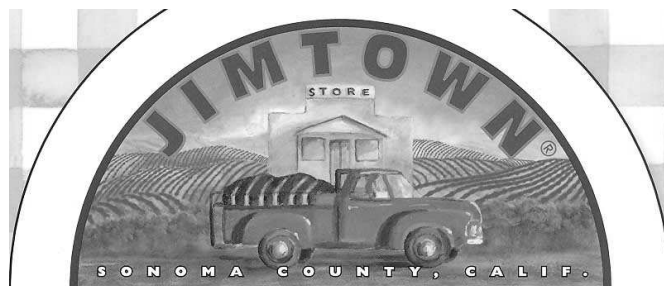
And check out the packaging. It’s so cute and retro, the bottle practically jumps off the shelf and into your shopping cart.

Cricket Cola is already a huge hit all across the country, which is largely due to word-of mouth endorsements and fantastic industry reviews, as opposed to billions of dollars spent on advertising campaigns. So don’t miss the boat; introduce your customers to this radical beverage. Sparkly, sweet, slightly herbal Cricket Cola- Not your grandma’s sodie pop.

693506 Diet Cola	4/12 oz
693517 Regular Cola	4/12 oz



New For the Grocery Shelves



Jimtown Spreads- A Little Schmeat of the Good Life

By Karen Friberg

Jimtown Store is an authentic country store nestled in the vines of the Alexander Valley wine appellation. Friends and neighbors visit this sweet little place for great coffee, freshly prepared food, eclectic American antiques and sometimes just to stop and chat.

Here in Sonoma County, California, is as close as you can get to heaven on earth: lush vineyards, rolling hills and perfectly mild weather all year round. It is hard not to envy the inhabitants of a Shangri-la such as this. But don't be hasty in your jealousy, because now even if you live in the chilliest, dreariest, rainiest, most miserable place around (I am not implying anything about Chicago) you can have a taste of sunshine.

Jimtown's owner, Carrie Brown, has spent the last 25 years renovating and rejuvenating this little country store, first opened in 1895. Among her many achievements was the invention of **Jimtown's fantastic Spreads**, which were originally developed for use in the store's signature sandwiches.

I don't know what angel whispered these recipes into Carrie Brown's ear, but I am glad she listened. Fresh and vibrant, with assertive and well-balanced flavor components, these spreads could just as well be eaten out of the package with a spoon as paired with cheeses, artisanal breads, meats, seafoods and produce.



The flavors are creative without being outlandish, and the packaging is informal and inviting, almost belying the sophisticated array of ingredients within:

Jimtown Roasted Vegetable Spread is a flavorful and healthy combination of summer vegetables (tomatoes, squashes, carrots, onions, and peppers) roasted over an open flame and tossed with sweet balsamic vinegar and a touch of olive oil.

826040 Roasted Vegetable Spread 12/7 oz

Jimtown Fig and Olive Spread is a delightfully unexpected combination of pureed kalamata olives and dried mission figs with just a touch of rosemary and oil.

826028 Fig & Olive Spread 12/7 oz

Jimtown Chopped Olive Spread was described by The New York Times as "hard for olive lovers to put down." It's a lusty blend of chopped green & black olives, fresh oregano, garlic and oil.

826039 Chopped Olive Spread 12/7 oz

Jimtown Spicy Olive Spread is a zesty blend of green and black olives, smoky cumin, orange zest, red pepper flakes & cayenne pepper.

826006 Spicy Olive Spread 12/7 oz

Jimtown Artichoke Olive and Caper Spread combines buttery artichokes, tangy green olives and capers. This happy trio of ingredients is spiked with red chili flakes for gentle warmth, then cooled with refreshing mint and a squeeze of lemon.

826017 Artichoke, Olive & Caper Spread 12/7 oz

New For the Grocery Shelves

NAPA STYLE®

Celebrating the Flavors of Your Life with the People You Love

By Karen Friberg

There is a reason Michael Chiarello is a “Celebrity Chef”, and it isn’t just his rugged good looks. Born and raised in California’s central valley, Mr. Chiarello has spent his entire life working with, learning about and enjoying food. His family descends from Calabria, Italy, and throughout his upbringing he learned from his parents how to preserve the natural resources of the land on which they lived and to rely on what was fresh and available to create nourishing as well as stunningly delicious meals. If you are what you eat, Chef Chiarello would certainly be a fresh, simple and understated kind of guy – with a lot of unexpected surprises up his sleeve.

His personal philosophy is that anybody can live Napa Style (yes, even we midwesterners) with a little bit of guidance, the right frame of mind and superior base ingredients. That’s why he created his Food Network Programs: “Easy Entertaining” and “Napa Style”, his website, which offers loads of recipes and entertaining advice, and his line of **Pantry Staples**.

European Imports is proud to offer its customers this new line of beautiful and unique cooking ingredients and simple entertaining basics.

Napa Style Salts and Rubs:

If you’ve ever watched Chef Chiarello’s shows, you’ll notice he never uses, or even mentions, iodized white table salt. He is a firm believer that using a natural sea salt, like his **Gray Salt**, hand-harvested from France’s Brittany Coast, will drastically improve the flavor of your food at the most basic level. When it comes to spicing up his dishes, **Fennel Spice Rub** is the miracle component of his Fish and Vegetable dishes, and **Roasted Garlic Rub** works to add layers of flavor to all his grilled and roasted meats. These products prove that seasoning can mean the difference between a meal no one remembers, and a dish that will leave your guests licking their plates and begging for the recipe.



Napa Style Dressings:

Perhaps the most lavish bottled dressings on the market. The **Blue Cheese Caesar** is a nod to Mr. Chiarello’s Cali roots, made with creamy Point Reyes Blue cheese, fresh eggs yolks, garlic and Parmigiano. His **Whole Citrus Dressing** is a vibrant blend of whole lemons and oranges (yes, like you drop the fruit in the blender and let it rip), EVOO, shallots and gray salt. These dressings can be used in all kinds of creative ways to add pure, powerful flavor to sweet and savory dishes alike.

Napa Style Bread Spreads:

Probably the most fun items in the line, these ready to eat jars of luxury are sure to be a hit with your customers. **Marinated Parmesan Dip** is the kind of thing you will have dreams about. **Spice Roasted Pepper Spread, Olive and White Bean Spread** and **Tuscan Artichoke Spread**, are like jars of condensed summertime, with ingredients like braised lemons and California Olives.

Napa Style Chef’s Pantry:

Have you ever taken the time to reduce Balsamic Vinegar? Neither have I- it’s a really long process and can be quite costly. Napa Style **Balsamic Reduction Sauce** is the condiment you will want to put on everything – and you can: meat, fish, fruit, even ice cream! **Roasted Garlic Paste** may change your life. No oven necessary, just open the jar and liven up almost anything!

Please take advantage of our custom-made Napa Style Sell Sheets, including EIL item codes.

123962	Marinated Parmesan Dip	12/9 oz
123973	Gray Salt	12/4.2 oz
123984	Spicy Roasted Pepper Spread	12/9 oz
123995	Tuscan Artichoke Spread	12/9 oz
124006	Roasted Garlic Rub	12/4.2 oz
124017	Olive & White Bean Spread	12/9 oz
124028	Blue Cheese Caesar Dressing	12/10 oz
124039	Balsamic Reduction Sauce	12/8.4 oz
124040	Roasted Garlic Paste	12/9 oz
124051	Fennel Spice Rub	12/4.2 oz
124062	Whole Citrus Dressing	12/10 oz
124073	Roasted Garlic Grey Salt	12/4.2 oz

New For the Grocery Shelves

By Karen Friberg



The Savory Pie Company began in 1981 after Pam and Keith Pollack had spent 2 years working in a pizzeria on the south shore of Long Island, New York. Like so many of us who fall in love with the food industry (often at the expense of our sanity), Pam and Keith felt inspired to start their own business venture, making exotic pizzas in their Brooklyn apartment and selling them to restaurants and retail shops around Manhattan. Soon they were able to buy a bakery around the corner from their home and extended their repertoire to include several different kinds of pizzas and **Z crackers**.

NASFT Award winning **Z crackers** are made in small batches and cut by hand, giving them an inconsistent size and shape, reminding you that human beings did indeed make them. They are crunchy and nutty and full of whole-grains, yet delicate enough to be topped with the finest cheese, spread or dip. No fooling around, these are probably the most delicious crackers I have ever eaten: far more satisfying than a chip, with a much more complex and multi-dimensional flavor than your average cracker.

Z crackers are already a hit all over New York City, and have made a name for themselves in Whole Foods. Finally, European Imports introduces **Z crackers** to the Midwest! They come in four flavors, all made with a hearty base of Corn meal and Olive Oil:

432784 Red Onion and Rosemary	12/8 oz
432773 Garlic and Basil	12/8 oz
432762 Cayenne and Cumin	12/8 oz
432751 Kalamata Olive	12/8 oz

Byrd Tea Cookies.

Now Actually Tea-Flavored.

Byrd Cookie company, famous for producing the most addictive, ethereal little tea cookies ever, have expanded their line to include new Cookies, flavored with -- you guessed it -- TEA!



Their new line of Asian Tea Cookies are made by a complex series of steps to create an intense, aromatic experience. They start with premium Tea Leaves grown in China, which are aged and then ground into a fine powder and added to the cookie dough. A portion of the leaves are processed into a tea essence, which is also added to the dough for an even stronger, more fragrant tea flavor. Another thing that makes these cookies special is that the recipe is all natural, and does not contain any trans fats or GMOs.

Byrd Asian Tea Cookies come in four magnificent flavors: **Green Tea, Oolong Tea, Red Tea, and Puer Tea**, each packaged in an entrancingly beautiful box featuring a Character of Chinese Astrology. The package has already won an ADDY Award (Given by the American Advertising Federation) for outstanding packaging and graphics. The cookies themselves should be honored as some of the most meticulously prepared and uniquely flavored cookies on the specialty market.

They are the perfect product for tea-themed gift baskets, or sale at Tea and Coffee bars. These very special Tea cookies are sure to be a hit among the health-conscious consumer who wants something really special to enjoy at tea time, or a gorgeous gift for someone special.

430551 Green Tea Cookies	12/4.2 oz
430562 Oolong Tea Cookies	12/4.2 oz
430573 Puer Tea Cookies	12/4.2 oz
430617 Red Tea Cookies	12/4.2 oz

New For the Grocery Shelves

Chinablue: Elegance and Tradition.

“Tradition is the building block to a culture. Culture is the structure of a society.”

-Richard Wong, founder of chinablue inc.

By Karen Friberg

The sensory relationship between food and the individual has been a lifelong inspiration for Richard Wong, founder of Chinablue Inc. He is a steadfast believer in the importance of passing along cultural traditions, and his own childhood has had a profound effect on the development of his philosophy on food and his company. His family came to America from Shanghai in the Mid-1960's and settled in Toledo, Ohio. Wong has always reflected his love for his birthplace, Shanghai, in his recreation of the style and elegance of traditional cuisine. Cooking, he says, was always second nature to him: “I know I have successfully created a sauce, dressing, or dish even before I taste it because the aroma immediately awakens a memory.”

Wong says that his cooking is modeled after his concept of “Shanghai-style”. Shanghai is often called “Paris of the East” and in many ways it has always been a bastion of elegance and style among flourishing industry, as well as a meeting place of many cultures, Eastern and Western. Therefore, it could be said that Shanghai offers the perfect culinary combination of Age-old tradition and unimpeded innovation, decadence and diverse taste.



Even the name and packaging of this line have significance as a reminder of Wong's roots, and an homage to what he sees as the indomitable character and humility of his parents, grandparents and ancestors. The Chinese character on the bottles represents “long life”, and is of great personal significance to Wong. His maternal Grandfather presented this character to Wong when he arrived in America after being held in prison for eighteen years after the revolution in China. It is therefore is a symbol of the endurance of family, culture and life.

Regarding the future of Chinablue, Richard Wong has the following thoughts:

Chinablue is born from a culture rich with traditions. I want to touch every part of the human spirit and bring a sense of home with my products... My goal is for the company to have a global presence, and to inspire an appreciation for all things Shanghai.

This beautiful array of delicious products is more than a pretty face on a shelf. It is the result of one man's sincere desire to spread his passion for food and family all over the world. I have a feeling he is succeeding.

The Material for this article was adapted from “A Conversation with Richard Wong”

10085-1 Red Pepper Sauce	8/5 oz
10086-2 Tangy Ginger Sauce	6/8.5 oz
10087-3 Sesame Soy Sauce	6/8.5 oz
10121-3 Spicy Chili Bean Glaze	6/8.5 oz
10122-4 Scallion Ginger Glaze	6/8.5 oz
101261 Citrus Mango Sauce	6/10 oz
101272 Honey Chili Sauce	6/10 oz
101283 Shanghai Peanut Sauce	6/10 oz
101294 Sweet Soy Sauce	6/10 oz

NEW FOR THE GROCERY SHELVES

Line Extensions/Changes to Current Lines



A new line of exotic candy bars:

024139 Woolloomooloo Bar 24/3.4 oz

A combination of roasted and salted macadamia nuts, Indonesian coconut, hemp seed and milk chocolate.

024128 Barcelona Bar 24/3.4 oz

A combination of smoked almonds, gray sea salt and milk chocolate.

024117 Creole Bar 24/3.4 oz

A combination of 70% Sao Thome bittersweet chocolate with espresso, cocoa nibs and New Orleans style chicory.

024118 Oaxaca Bar 24/3.4 oz

A combination of 75% Cacao Tanzanie bittersweet chocolate with Oaxaca Guajillo and pasilla chillies.



This refreshingly different adult soda can be consumed all by itself or used as a mixer with spirits such as bourbon or dark rum.

Imported from England this soda has aniseed “top notes” and flavors similar to rootbeer.



632262 Dandelion and Burdock 12/9.3 oz



**432473 “Get Movin” 12/2 oz
Roasted Garlic Crackers**

A healthy artisan cracker that is all natural with a mild flavor profile of garlic and rosemary.

**432551 “Get Movin” 36/1 oz
Vanilla Cinnamon Cookies**

A healthy artisan snacking cracker that is all natural with a mild flavor profile of vanilla and rosemary.



Peloponnese olives and Mediterranean vegetables are back in great new packages. They are now packed in plastic deli tubs. These tubs are safe, re-sealable and reusable. The packages can be pegged or stand upright on any flat surface and they are shelf stable prior to opening. Bring some Mediterranean flavor to your self serve deli case with these Peloponnese products:

371506 Pitted Kalamatas 6/7.75 oz

371495 Halved Kalamatas 6/7.75 oz

371462 Whole Kalamatas 6/7.85 oz

371484 Cracked Gourmet Green Olives 6/7.85 oz

371473 Sweet Pepper Strips (Florina) 6/7.85 oz

371451 Country Gourmet Mixed Olives 6/7.85 oz

371440 Ionian Green Olives 6/7.85 oz



**Earl Grey's
BISCUITS**

438706 Lemon Curd Dainties 12/4.4 oz

Hand baked, bite sized butter cookies made with lemon curd containing no artificial ingredients.

438684 Choc Orange Dainties 12/4.4 oz

Hand baked, bite sized butter cookies containing chocolate chips and natural orange flavoring.

These Dainties are a nice light bite with tea or coffee. They make a great snack any time you want a light, flavorful sweet treat.