

WHAT'S INSIDE

PG. 2

Under the Dome

PG. 3

Specialty Brands

PG. 4

Wild & Unique Foods

PG. 5

Pastry Corner

PGS. 6-9

New Grocery Items

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

PGS. 9-12

Line Extensions

July 2006

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Holiday Catalog

European Imports Ltd's 2006 Holiday catalog was unveiled at the Spring Fancy Food Show and was mailed shortly thereafter. It is full of fabulous products to fill your shelves this holiday season. If you have not received a copy of our Holiday catalog please contact our customer service department at 800-323-3464 to request your copy today. The deadline for Holiday orders is July 14, 2006. Good luck on your fourth quarter sales!



Events

European Imports Ltd participates in trade shows throughout the year including the Fancy Food Shows and our regional trade shows. We believe marketing and promotion are an important element of success in the food service and retail markets. These shows offer you the opportunity to meet vendors from all categories, sample their products and take advantage of great show specials. Please take a moment to decide which event would work best for your location and register today.



July 9-11, 2006 the Summer Fancy Food Show in New York, booth 1536, register online at www.fancyfood-shows.com.

August 29, 2006 European Imports Ltd's Southwest Food Show at the Scottsdale Plaza Resort, Scottsdale, AZ 10am to 4pm. To register send your name, business name, mailing address and phone number to Julie Ross at jross@eiltld.com.

September 26, 2006 European Imports Ltd's Georgia Food Show at the Holiday Inn Select Atlanta Capitol Conference Center, Atlanta, GA, 11am to 4pm. To register send your name, business name, mailing address and phone number to Julie Ross at jross@eiltld.com.

Check out our website for a current listing of all the upcoming events as well as copies of current and past newsletters, images from our current catalog and much more. Visit our website at www.eiltld.com.

Under The Dome

by Marcia Suchy

BENTON HARBOR MICHIGAN HOME OF FRANCOIS CAPT AND HIS ARTISAN CHEESES

CHEESES ARE SMOKIN' IN BENTON HARBOR MICHIGAN

401195 Reny Picot Smoked Gouda 2x5 lb

Reny Picot Smoked Gouda made its first debut to some of our staff members at the French Pastry School in Chicago. It made its first debut to many of our customers during the Fancy Food Show in Chicago. This golden-brown, toasty wheel won the hearts of many. The natural hickory smokiness perfectly complemented the smooth creamy texture and buttery flavor of the young Gouda. (Higher fat content of 50%). Two half-wheels are in each case, cryo-vac packed for extended shelf life. This is a new venture for Reny Picot and Francois Capt and we are certainly pleased to be along on what promises to be a rewarding voyage.

A word from **FRANCOIS**:

“During my youth I visited plants with my father who is also a cheese maker, and in the 1960s smoked cheeses were just starting to become popular in Europe. Our Smoked Gouda brings out my nostalgia for the cheeses I ate during my first exposure to cheese making. I am using hickory wood. This hard wood combines with a cold smoking process (temperature never exceeding 85 degrees) to give an excellent flavor. This is a fairly new process. We talked about smoking cheese approximately a year ago and I purchased a nice smoke house in October 2005.”



These are among the first wheels to come out of this new facility.

401173 St. Rocco Triple Crème Brie 1x6 lb

The Old Europe Cheese Company has a long history with production of soft ripening cheeses. The Reny Picot Camembert and the Carre Saint Joseph are two examples of the timely process.

NOW THERE ARE THREE.

The newest member of the soft ripening group is **St. Rocco**, a two kilo triple crème brie with a flavor reminiscent of Francois' homeland. The rich and buttery paste is delicate in flavor and picks up nuances of the great triple crèmes of France as it ripens. The paste becomes softer and the flavor kicks up a few more notches.

A word from **FRANCOIS**:

“St. Rocco is the epitome of my favorite kind of cheese: soft rind, a bit lactic and with a high percentage of butterfat which makes it creamy and easy to spread on a crusty slice of French bread.”

It brings a bit of the French Countryside to the countryside of Benton Harbor.

Specialty Grocery Brands by Karen Friberg

These Bulls Were Made for Running!

Cocina Selecta Brings Pamplona to your customers.



If you ever plan on visiting Pamplona Spain, I would recommend going between July 6th and July 14th. Of course, that depends on your capacity for food, drink, merriment, and 1000 lb. Bulls galloping after you as you run screaming through the streets. Sounds like fun to me!

Since the 14th century (when America was still an uncharted wilderness) the city of Pamplona has celebrated the week-long festival of **San Fermin**, starting on the 7th of July. The most famous event of the festival is the encierro, or **The Running of the Bulls**, and every year revelers from all over the world converge on this city to witness and participate in this exciting, albeit dangerous event. As a result, this festival held in honor of Saint Fermin, the patron saint of Pamplona, has become the most internationally renowned fiesta in Spain.

So how do you turn the fiesta of San Fermin and the running of the bulls into an occasion you can promote to your customers? The answer is a big trend on a little plate: **TAPAS!** In recent years Tapas has gone from being a completely unfamiliar concept to the average American to being a hugely popular eating trend among young, hip and urban consumers, as well as “domestic engineers” looking for quick and easy entertaining solutions.

That brings me to our Promotion for the month of July:

All **Cocina Selecta** grocery items are 15% off this month. That means that it's the perfect time to do some in-store demos on classy, but low-maintenance cocktail accompaniments like **Stuffed Queen Olives** marinated in **Spanish Olive Oil**, **Artichoke Hearts** (which can be incorporated into countless recipes or enjoyed on their own), or **Capers and Caper Berries** (these are great on grilled-meat or veggie skewers, and in Martinis).

All of these items can be paired beautifully with other Tapas staples such as Sliced Manchego Cheese and Jamon Serrano, the world-famous Spanish Cured Ham (Prosciutto can substitute in a pinch). Try Merchandising Cocina Selecta Specialty items with Spanish Rioja Wines and fixings for Sangria. Encourage your customers to use their imaginations to transport themselves to the streets of Pamplona, for all of the raucous fun of the festival of San Fermin, and none of the danger of being trampled.

Refer to your July Promotions Book for Item codes and Pricing.



Demo Support is available on all Cocina Selecta Items. Contact your Sales Rep for Details.

Wild & Unique Foods by Tim Doyle

The Art of Good Taste



Pillers Specialty Salami has come out with 3 of their top Artisan salamis now in 6 oz. chubs. With this change in Piller's presentation comes a new name Black Kassel. But the wonder flavor will remain the same.

The traditional flavors of Europe are the inspiration for Piller's Black Kassel. The craftsman who lived in the regions of the Rhein and Mosel rivers used recipes handed down for generations to produce Europe's finest salamis.

Piller's began in 1957 as a small butcher shop using the same traditional European methods. They continued to expand their loyal customer base and now own a plant in Kitchener-Waterloo Ontario. Their success comes from never forgetting to use the finest ingredients. Today even with modern production facilities, they still use their natural aging, curing and smoking process. These salamis are gently smoked with secret blends of hardwood and are dry cured with a legacy of practiced patience. This patience has won them numerous Gold medals at the International European Food Fairs.

Piller's has selected their top three large loaf sellers and placed them in retail chubs:

600228 Black Kassel Chub 8/6 oz Gypsy Salami

This is made from fine blend of pork. The cayenne pepper gives the salami a semi-hot flavor. This product is smoked with natural beech & maple hardwood for 7 days. It is then dried for 21 days to give it a great European flavor. This is one you must try.



600217 Black Kassel Chub 8/6 oz Mustard seed

This is a lean mixture of pure pork finely ground with mustard seed and a hint of garlic.



600239 Black Kassel Chub 8/6 oz Old Forest

This is a blend of lean ground pork. The heavy smoke flavor and coarse ground pepper produces a unique heat that is worth a try at your next party.



My recommendation: let the artisan salamis sit at room temperature before serving. Enjoy with your favorite beverage and cheese.

Pastry Corner

by Karl Helfrich

Different Sugars for Different Applications

Every pastry chef is familiar with granulated sugar (or sucrose) – you can bake with it, brulee 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, madelines, etc. to keep them more moist 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 mouthfeel, 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!

BK310 Trimoline Invert 1/24.25 lb

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 (it is not quite as sweet as regular sugar). However, it is **Patisomalt's** resistance to humidity that makes it a great friend to pastry chefs. It is used almost exclusively for sugarwork including pulling, casting and blowing. It will not absorb moisture or crystallize like regular sugar, making it ideal for show-pieces that have to stay out. **Patisomalt** does not caramelize at working temperatures so any added colors 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, 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.

BK1202 Patisomalt 1/26.46 lb

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.

BK384 Powder Sucraneige 1/22 lb



New For the Grocery Shelves by Karen Friberg



Bellata Gold: 100% Traceability “From Country Gate to Dinner Plate”

In this day and age, consumers are much more likely to care where their food comes from, and I’m not talking about “the drive through” vs. “the microwave”. With genetic and hormonal modifications of livestock and produce affecting the basic makeup of your food (and doing god-knows-what to your body), and additives rendering some foods carcinogenic, heart-disease inducing or worse, you can’t blame people for getting a little more selective when it comes to what they eat.

Bellata Gold is a manufacturer that is pioneering a new way to farm and produce specialty pastas. They are one of the few manufacturers out there who can say that they have complete control over every step of the process of creating their pastas, from the farm all the way to packaging and shipment. They refer to this as their “100 Traceability” guarantee. They farm 100% top grade Australian Durum wheat on their own farm-lands in South-East Australia. Then, they mill the wheat, make the pasta, dry it and package it in their own HCCP certified plant.

In addition to the exceptional production methods employed by Bellata Gold, their pastas themselves are incredible. Firstly, the pasta is dried using heat-pump driers (unique and revolutionary in design) which allow the pastas to retain its natural nutty flavor and the pungency of the herbs used to enhance them.

The pastas are GMO free, have a low Glycemic index rating, and are the product of chemical-free grain storage. All of this adds up to pastas with greater elasticity, a rich golden color, and better sauce absorption.

A note to let you know I am sincere: This weekend I cooked up some of the Lemon Myrtle Fettuccine and tossed it with raw EVOO and wilted Spinach (Salt and Pep, too). It was so much more than just a bowl of pasta. It was a fragrant, delicate, and very fulfilling experience. You have got to try this line.

**885140 Bellata Gold Bellaroots 10/13.2 oz
(Kangaroo-shaped pasta)**



**885184 Bellata Gold Fettuccine
with Lemon Myrtle 10/13.2 oz**



885151 Bellata Gold Tagliatelle 10/13.2 oz



**885162 Bellata Gold Rotini,
Flavored 10/13.2 oz**



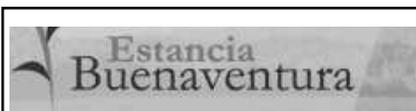
**885184 Bellata Gold Linguine
with Hot Pepper 10/13.2 oz**

**885195 Bellata Gold Linguine,
Plain 10/13.2 oz**

**885206 Bellata Gold Linguine
with Saffron 10/13.2 oz**



New For the Grocery Shelves by Karen Friberg



De La Estancia Organic Polenta is a corn meal made from a unique type of yellow corn which is grown, milled and packaged at Estancia Buenaventura in the northwest

corner of Argentina. This polenta is 100% Certified Organic, GMO Free, and Chemical Free. The corn grown at Estancia Buenaventura, a subtropical variety called “flint” corn, is harder and has much less starch than the corn grown in other parts of the world, and as a result the milling can be controlled more exactly. Therefore, the final grind of De La Estancia Polenta is closer in texture to corn meal, and is finer than other polentas. This difference in grind and the low starch level also result in a creamier, smoother, not gummy polenta. Furthermore, De La Estancia cooks much faster than other polentas. It can be prepared in about a minute, but should not be considered “instant” polenta because it is not pre-cooked. Packed in a 500 g. Bag (17.6oz.), this product is appropriate for food service as well as retail. Notably, this polenta also contains lower carbohydrates and more protein than leading brands.

For more information including recipes, visit the manufacturer’s website:

<http://www.estanciabuenaventura.com>

893940 De La Estancia 6/17.6 oz Polenta

The Morelli the Merrier



Morelli Antico Pastificio Toscano

The Morelli Pasta factory was founded in 1860, in San Romano, Tuscany. After nearly 150 years in business, this family-run company still produces artisan pastas according to ancient craft techniques without the use of preservatives or artificial coloring agents.



One of the most unique characteristics of these pastas is the presence of wheat germ in the pasta flour. Most semolina production facilities strip the germ from the wheat prior to grinding it into flour, in order to retard spoilage (the germ contains most of the plant’s fat). After selecting the finest semolina to make their pasta, Morelli adds wheat germ back into the flour. This lends to the pasta many unique characteristics, making it better tasting and more healthful than other pastas on the market. The presence of wheat germ not only increases the amount of protein and fiber in the pasta, but also adds a significant amount of Vitamin E, folic acid, magnesium and zinc. You may notice that the pasta water turns slightly green when you cook Morelli pasta. This too is a natural trait of the wheat germ present, as is the beautiful fragrance the pasta releases as it cooks.

Another interesting element of Morelli’s pasta production method is the drying process. After the pasta is rolled and cut, it is placed by hand onto special drying trays, which are then left to dry at 40 degrees or below for more than 36 hours. This slow drying at low temperature allows the pasta to dry thoroughly without encouraging spoilage of the wheat germ, thereby lengthening shelf-life and preserving the wheat germ’s intrinsic flavor and nutritious properties.

Enhanced with simple but highly potent flavors such as Porcini Mushrooms, Truffles and Saffron, this pasta is much more than just what you put on a plate beneath your favorite pasta sauce. It is indeed a wholesome and special product, the result of a century-and-a-half tradition of excellence that will truly impress your customers.

883695	Morelli Tagliatelle with Mushroom	16/8.8 oz
883717	Morelli Tagliatelle with Saffron	16/8.8 oz
883728	Morelli Tacconi	16/8.8 oz
883795	Morelli Tagliolini with Truffle	16/8.8 oz
883917	Morelli Tagliolini with Egg	16/8.8 oz
883706	Morelli Linguine with Garlic and Basil	16/8.8 oz
883928	Morelli Tagliolini with Red Chili	16/8.8 oz

New For the Grocery Shelves by Karen Friberg





“Ecco La Pasta is where hands, eyes, and appetite all meet to create a true Italian experience.” These specialty mixes are exactly the thing you need to put together an easy, quick meal with all the flavor and texture of fresh pasta, and none of the tedium, mess and inconsistent results that go hand in hand with making your own from scratch. Just add water, mix, knead, roll and cut for a really special treat. These products are the ideal gift for the home cook who wants to make spectacular fresh pastas that turn out perfect every time, and are also a great way to get the kids involved in the kitchen.

The mixes are fantastic for merchandising with Pasta Machines and Pasta Service accessories, as well as sauces and cheeses to compliment the finished product.

In addition to plain and delicately flavored pasta and gnocchi mixes, the **Ecco la Pasta** line also includes Semolina Pizza Crust Mix in Bulk and retail sizes.

802184	Gnocchi Flour-Garlic Rosemary	8/7.5 oz
802239	Gnocchi Flour- Potato	8/7.5 oz
802228	Gnocchi Flour- Potato (Bulk)	1/5 lb
802240	Gnocchi Flour- Spinach	8/11.5 oz
802173	Egg Pasta Flour	8/11.5 oz
802162	Egg Pasta Flour (Bulk)	1/5 lb
802262	Whole Wheat Pasta Flour	8/11.5 oz
802251	Spinach Pasta Flour	8/7.5 oz
802195	Garlic Parsley Pasta Flour	8/7.5 oz
802217	Semolina Pizza Mix	8/9.6 oz
802206	Semolina Pizza Mix (Bulk)	1/5 lb

Please note European Imports is offering a “One with One” promotion on all first orders. Contact your sales rep for details.



I don't know about you, but where I come from (New Jersey), everybody is always arguing about the right way to make “sauce”. I'm talking about tomato sauce here, and among Italians, it can be a very sensitive issue. I am pretty sure there may have been mob vendettas declared over whether to use basil or oregano, onions for sweetness or a pinch of sugar, tomato paste or no tomato paste. It seems almost impossible to please everybody when it comes to sauce.





However, a little company called Anna Mario's may have found one of the most crowd-pleasing recipes ever for Tomato Sauce. Perhaps it's the short list of high quality ingredients and slow-cooking process that makes this sauce simple and special at the same time. **Anna Mario's** Pasta Sauces are different than the jarred sauces you are used to. The formula for the original recipe sauce was invented in Mario's Deli and Catering in Elkhart, Indiana in 1961, where the store's namesake, Mario, would make a batch everyday and always sell out before closing up at night. It was his life-long dream to market this local favorite to the general public, and now his daughter Lynda is making that dream a reality. **Anna Mario's** Sauces are incomparable for the following reasons:

- * They are Heart Healthy!
- * Low in Carbohydrates.
- * Listed in the Weight Watchers Food Companion.
- * Based on a 40 year old Italian (American) recipe.
- * Made with 100% Natural Ingredients.
- * Fully cooked.
- * Higher yield (Approximately 40% More/Jar) due to concentration of flavor.
- * Versatile (Use with Pizza, Lasagna, Dipping, etc.).
- * 4 Year Shelf Life (unopened), 3 Week Shelf Life (opened).

Also try **Mario's Sweet Basil Dressing**. It's sweet, tangy, chock-full herbs and veggies, and has countless uses in the kitchen and around the table besides just dressing a salad. Use it to baste chicken, fish, beef and pork, or as a dipping sauce for bread. It's all natural, contains no sodium, and is heart healthy because it is made with Olive and Canola Oil.

121506	Original Sauce	6/26 oz
121517	Garden Style Sauce	6/26 oz
121528	Arribiatta Sauce	6/26 oz
121539	Sweet Basil Dressing Olive Oil Dressing	12/10 oz

New For the Grocery

Shelves by Karen Friberg

Bergen- What a Bargain!



A European Imports Exclusive, Bergen Cookies are all-natural sweet biscuits imported from Poland. Made using traditional recipes, they are

crispy, simple and unfussy, in such classic flavors as Apple-Cinnamon, Peanut, and Coconut. A basic cookie that is suitable for any retail establishment, and a **fantastic value** to boot. Try them today. Please contact your Sales Representative for Pricing.

439339	Chocolate Chip Cookie	24/4.76 oz
435384	Coconut Cookie	24/4.76 oz
435373	Peanut Cookie	24/4.76 oz
435362	Apple Cinnamon Cookie	24/4.76 oz
430351	Hazelnut Cookie	24/4.76 oz
439340	Chocolate-Stripe Peanut Cookie	24/4.76 oz



Introducing an interesting twist on America's favorite snack food- Chips! **A&J's Lasagna Chips** were created by a mother

searching for a healthier alternative to classic snack foods to serve to her children. These All Natural chips are made from dried Lasagna noodles which are fried in pure vegetable oil and dusted with flavorings like Garlic and Oregano, Barbecue, and Tomato and Basil. They contain no artificial colors or flavors, no preservatives, no cholesterol or trans-fat, 50% less fat than other leading snack chips, and they are certified Kosher. This is a super-crunchy snack with a wallop of flavor. Something different that your customers will undoubtedly want to try!

459128	Garlic and Oregano	12/1.5 oz
459139	Garlic and Oregano	12/5 oz
459140	Sea Salt	12/1.5 oz
459151	Sea Salt	12/5 oz
459206	Tomato Basil	12/1.5 oz
459251	Tomato Basil	12/5 oz
459262	BBQ	12/1.5 oz
459306	BBQ	12/5 oz

Line Extensions/ Changes to Current Lines

Laurent Mustard

now has new pack sizes. Same great old fashion mustard, new larger size.



163473	Grainy Mustard	6/10.9 oz
163484	Walnut Mustard	6/10.9 oz
163495	Roquefort Mustard	6/10.9 oz
163506	Dijon Mustard	6/10.9 oz
163551	Tarragon Mustard	6/10.9 oz



Introducing new Walkers shortbread biscuits in a variety of tasty flavors.

429728	Stem Lemon & Ginger	12/5.3 oz
429717	Treacle Toffee	12/5.3 oz
429706	White Choc & Rasp	12/5.3 oz
429695	Oat & Heather Honey	12/5.3 oz
429684	Oat Flake & Cran	12/5.3 oz
429673	Crispy Butterscotch	12/5.3 oz
429662	Choc Chunk & Hazelnut	12/5.3 oz
429640	Belgian Chocolate	12/5.3 oz

Introducing new naturally sweetened and authentically brewed teas from Ito En.



931040	Raspberry Tea	12/16.9 oz
931039	Green Blueberry Tea	12/16.9 oz
931028	Mango Tea	12/16.9 oz
931017	Peach Tea	12/16.9 oz



Line Extensions/Changes to Current Lines



New from **Ghirardelli** are Intense Bars in four deliciously chocolate flavors. These bars come in square break off pieces, each embossed with the Ghirardelli logo. Share with friends, or keep them all to yourself. Perfect for chocolate indulgence.

- 472373 60% Espresso Escape 12/3.5 oz
- 472384 60% Citrus Sunset 12/3.5 oz
- 472395 60% Toffee Interlude 12/3.5 oz
- 472406 72% Twilight Delight 12/3.5 oz

Also check out this 70% cocoa **Bittersweet** bar for baking.

- 472361 Bittersweet Baking Bar 12/4 oz



New to **Santander** are 70% cocoa bars in pineapple and passion fruit flavors. Also new are chocolate covered cocoa nibs and coffee beans covered in 53% cocoa. Enjoy alone as a

treat, or share with friends.

- 023906 70% Cocoa Passion Fruit 10/2.29 oz
- 023917 70% Cocoa Pineapple 10/2.29 oz
- 023928 Chocolate Covered Cocoa Nibs 10/2.29 oz
- 023939 Chocolate Covered Coffee Beans 10/1.87 oz



Ryvita Crispbreads have a new pack sizes. Enjoy as a snack or top with your favorite cheese.

- 428933 Dark Rye 10/8.8 oz
replaces item # 42876-6
- 428972 Fruit Crunch 10/8.8 oz
replaces item # 42886-0
- 428961 Light Rye 10/8.8 oz
replaces item # 42875-4
- 428950 Multigrain 10/8.8 oz
- 428861 Pumpkin Seeds & Oats 10/7 oz
- 428816 Rye & Oat Bran 10/8.8 oz
- 428805 Toasted Sesame 10/8.8 oz
replaces item # 42878-1
- 428794 Sunflower Seeds & Oats 10/7 oz



Introducing new chocolate bars and petits desserts from **Lindt**;

Excellence Intense Pear is the ultimate blend of the finest dark chocolate and pieces of pear, perfectly balanced with the crisp texture of almonds for an intense chocolate experience.

- 481451 Excellence Pear Bar 12/3.5 oz

Available in August

Lindt Petits Desserts Truffle Cake is an unrivalled recipe combining a creamy truffle filling with pieces of cookies enrobed in our delicious Lindt chocolate.

- 481428 Petits Dessert Truffle Cake 15/5.3 oz

Lindt Petits Desserts Lemon Tart is an unrivalled recipe combining a refreshing lemon filling with pieces of crunchy meringue enrobed in our delicious Lindt chocolate.

- 481439 Petits Dessert Lemon Tart 15/5.3 oz

Lindt Petits Desserts Crème Brûlée is delicate caramelized pieces of sugar, subtly combine with a smooth crème brûlée filling and extra fine milk chocolate.

- 481440 Petits Dessert Creme Brulee 5/5.3 oz



New from **Alessi** is **White Balsamic Vinegar**. This vinegar has all the unique notes, nuances and complexities of traditional balsamic, but without the color. Use **Alessi White Balsamic Vinegar** in salads and white sauces, fish, vegetables or fries.

- 141051 White Balsamic Vinegar 2/1 gal



Introducing **Brent & Sam's Triple Chocolate Bliss** crunchy cookies. These cookies are made from scratch, with no additives or trans fat.

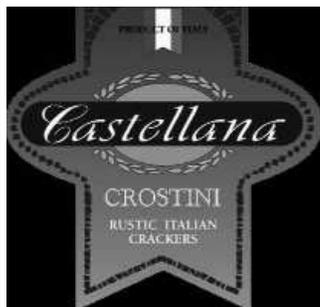
- 438928 Triple Chocolate Bilss 6/7 oz

Line Extensions/Changes to Current Lines



Bigelow Tea has more to offer, their **case pack changes** from 16 ct. to 18-20 ct per box. Also new to the Bigelow Tea line is **organic green tea** in regular and decaf.

- 933573 Assorted Decaf Tea's** 6/18 ct
(replaces item #93321-3)
- 933562 Constant Comment Decaf** 6/20 ct
(replaces item #93326-4)
- 933539 Earl Grey Decaf** 6/20 ct
(replaces item #93347-5)
- 933528 English Tea Time Decaf** 6/20 ct
(replaces item #93348-7)
- 933517 Green Tea Decaf** 6/20 ct
(replaces item #93311-4)
- 933506 Lemon Lift Decaf** 6/20 ct
(replaces item #93327-7)
- 933595 Organic Green Tea** 6/20 ct
- 933528 Organic Green Tea Decaf** 6/20 ct



New crackers from **Castellana Crostini, Sea Salt and Garlic.** These all natural Italian crackers are made with extra virgin olive oil and enhanced by mediterranean sea salt and garlic.

- 493262 Sea Salt Crostini** 12/7 oz
- 493251 Garlic Crostini** 12/7 oz

Tillen Farm green beans has a new case pack. Now available in 15 oz cans. Tillen green beans are hand trimmed and hand packed in water.



- 367928 Vertical Pack Beans** 12/15 oz



Perugina chocolate is an Italian tradition of passion and style. New to the line is a dark chocolate caramel bar with smooth, bittersweet chocolate and a sweet milky caramel filling. Great for snacking.

- 486928 Dark Choc. Caramel Bar** 12/15 oz



Enlighten your mouth. Not only is green tea enjoyed as a beverage it is now available in “mint condition”. Green Tea contains concentrated doses of vitamins, minerals and antioxidants. It is loaded with polyphenols - a class of phytochemicals with 200 times the antioxidant levels of vitamin C. So it's no surprise that the benefits range from reduced risk of various cancer forms to healthier and more vibrant skin, hair and nails.

The new **Sencha mints** contain a potent level of green tea extracts which are clinically proven to inhibit the root cause of bad breath. Each mint contains 25 mg's of green tea extract. Three green tea mints equal approximately the same polyphenol and caffeine level as a cup of green tea. Not only do they freshen breath, they also provide the benefits of a cup of green tea. These sugar-free mints are certified Fair Trade. Each tin contains 1.0 gram or approximately 75 mints.

Original

An exotic green tea blend accented with a subtle, yet distinct mint sensation. A satisfying combination that will leave your mouth feeling refreshed, but not overwhelmed.

- 478517 Original Green Tea** 9/1 oz



Delicate Pear

An exquisite medley of fresh pear extracts artfully blended with green tea exudes sweet overtones with a subtle tea essence. A perfect blend of yin and yang.

- 478528 Green Tea Pear** 9/1 oz



Lively Lemongrass

Grown primarily in East and West India, this perennial herb is extracted from fresh cut leaves. A zesty blend of citrus notes mingled with fresh ginger, adds a pleasant hint of tartness to its green tea counterpart.

- 478506 Green Tea Lemongrass** 9/1 oz



Line Extensions/Changes to Current Lines

Brand New Additions to our Cucina Viva Line

The Heart of Italian cooking is unfussy preparation, whole, natural ingredients, and exceptional flavor. Cucina Viva provides the Building Blocks, you supply the Soul. Mangia!

Are you dying to indulge in a bowl of hearty, pillowy Cucina Viva Gnocchi? Are you dismayed at the high dietetic price of this indulgence? Do you wish you could fit gnocchi into your heart-healthy diet? Have I got news for you...



NEW Cucina Viva Whole Wheat Gnocchi!

Just added to the Cucina Viva Line of Gnocchi (A.K.A. The Potato Gnocchi You Wish Your Grandma Made) this gnocchi is made with whole grain wheat flour, combining the seductive

qualities of smooth Potato gnocchi, with the nutty, more complex flavor and added health benefits of Whole Wheat.

These gnocchi are wonderful cooked up and tossed with steamed green beans, oven-dried (or fresh) Tomatoes, Roasted Garlic and Olive Oil, or Truffle Butter.

803106 Cucina Viva Whole Wheat Gnocchi 12/17.5 oz



Our Cucina Viva Whole Peeled

Tomatoes are now available in a retail sized, **28oz. can.**

These All Natural Roma Tomatoes are imported from Italy, where they are

harvested by hand at the peak of ripeness and canned to preserve their firm flesh, and the sweet and sour freshness of flavor. High Quality, a Trusted Name, and a price Half that of Competitive Brands make Cucina Viva Whole Peeled Tomatoes a no-brainer. Give them a try. You will not be disappointed.

038017 Cucina Viva Whole Peeled Tomatoes 12/28 oz



Bascom acquired Vermont Gold assorted maple products and has changed the name. **100% pure maple syrup** available in Grade A light, medium & dark amber. Use on pancakes, waffles, drizzle on fruit or use as a marinade or a natural sweetener for cooking.

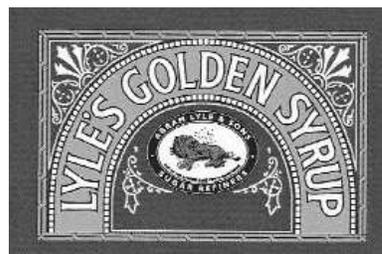
896816 Grade A Dark Amber 4/1 gal
896862 Grade A Dark Amber 12/16 oz
896884 Grade A Medium Amber 6/8.45 oz
896828 Grade A Light Amber 12/12 oz

Also available are **Pancake mixes** in apple cinnamon, blueberry and buttermilk. This dry powder mix makes light and fluffy pancakes.

896851 Blueberry Pancake Mix 12/24 oz
(replaces item #VG7733)
896839 Buttermilk Pancake Mix 12/24 oz
(replaces item #VG7732)
896873 Apple Cinn. Pancake Mix 12/24 oz

Try the **maple candy** and **maple cream**. With a creamy delicate maple flavor, they will melt in your mouth.

896895 Maple Candy 6/12 ct
896906 Maple Cream 12/10 oz



Lyles Golden Syrup now comes in a convenient, easy to handle squeeze bottle. Use this all natural syrup for baking and cooking, great for home bakers and cooks.



151617 Lyles Syrup Squeeze Bottle 12/11 oz