

Let's Talk Turkey

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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.

November 2006
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Turkey is the main entree of nearly every American Thanksgiving dinner. This simple fact makes your turkey selection one of the biggest decisions you will make this season. We have tried to simplify your decision by offering only the best fresh and frozen turkeys on the market. From the delectable fresh turkeys to the equally delicious time saving economical ready-to-cook (RTC) turkey breasts, we have the right turkeys for you and your customers. Limited quantities are available. Check with your sales rep today.

Fresh:

WG8475 Turkey Hen Natural 4/10-14 lb

WG8480 Turkey Tom Natural 2/16-24 lb

Fresh, pre-cooked:

WG8430 Turkey Breast 2/8 lb

Honey Gold Hickory Smoked

Frozen:

WG8470 Amish Turkey 1/15-21 lb

Frozen, pre-cooked:

WG8430 Turkey Breast 2/8 lb

Honey Gold Hickory Smoked

Ready to Cook:

WG8460 Turkey Breast RTC 18% 2/8 lb

WG8410 Turkey Breast RTC Foil 2/9 lb

601484 Turkey Breast Petit RTC 4/4-5 lb

Add some flair to your poultry selection with **Amber Valley Chutney for Poultry**. This balanced blend of spices and fruits is a natural accompaniment to poultry and it is a perfect base for sauces, marinades and dressings. Chutney is a great secret for terrific hors d'oeuvres or sandwiches. Many a meal of leftovers have been given new life by creative use of chutneys. All of Amber Valley's chutneys are on promotion this month. Please see page 26 of the November Promotion Book.

14113-5 Amber Valley Chutney for Poultry 12/11.07 oz

Another option for Thanksgiving is ham. European Imports Ltd. offers a wide selection of hams from the traditional French hams from **Madrang** to the smoky flavor of **Nueske's** applewood smoked hams, and much, much more. Any of these hams will be a hit this Thanksgiving or at any time.

MP3021 Madrang LeBuffet Plain Ham 2/6 lb

MP3020 Madrang French Ham 1/16.5 lb

MP3040 3 Pigs Jambon de Paris 1/11 lb

MP3015 Abraham Black Forest Ham 4/3.5 lb

MP1415 Citterio Roasted Ham with Rosemary 2/6 lb

WG7565 Nueske's Honey Glazed Spiral 1/2 Ham 2/6-8 lb

600395 Nueske's Boneless Smoked Ham 4/6-9 lb

Under The Dome by Marcia Suchy

Among the Treasures

Deep in the heart of our cheese warehouse lie beautiful rounds of the world's most well-known cheeses. Among them lie other treasures that are worthy of the same glory. These are the cheeses I want to tell you about today. I know you have heard of them, I know you have even tasted them, but sometimes we simply forget how great they are. After all, so much is going on in each and every cheese counter, and it is quite difficult to be all inclusive.

Here they are. These are the cheeses that you may want to introduce to customers once again, not because they're artisanal, but because they're exquisite pieces of cheese with relentless history and tantalizing character profiles.



FRANCE

FR4035 Ardi Gasna Petit **6/1.7 lb**

This is a small Basque cheese made with raw sheep milk. The flavor is bigger, nuttier than younger Basque cheeses. The texture is firm with a natural paprika-rubbed rind.

FRS405 Carre du Berry **6/9 oz**

This silky fresh chevre is made by P. Jacquin in the region of Berry, France. Each thick, creamy square is coated in lush, fresh herbs and are complemented with the fresh citrus flavor of the goat cheese.

FRS75 Clarines **6/9.4 oz**

This exquisite cheese, made by Jean Perrin is from the Franche-Comte. The semi-washed rind, soft ripening, buttery smooth, brie-like cheese is wrapped in a thin veneer wood. Its cylindrical shape allows breathing space where the bloom of the rind continues to grow. Its beauty is in both flavor and appearance.

08158 Comte St. Antoinnes **1/6 lb**

The Jura caves at Fort St. Antoinnes are perhaps the best cheese ripening caves in all of France. It is here that this cheese is aged for 14 months. Made only with raw, summer cow's milk resulting in bold, rich flavor.

FRS55 Gratte Paille **8/6.3 oz**

Robert Rouzaire produces this hand-molded, rich creme (70% butterfat) cheese. Aged on straw it has all of the characteristics of the raw milk original found only in France.



BELGIUM

BG1050 Nazareth Swiss **2/13 lb**

It's one of my favorites and I will always suggest it above any other baby Swiss type. The shiny, deep mahogany rind enrobes a supple, straw-colored cheese with quarter-size eyes. Nazareth has a lovely supple texture with a very buttery, young nutty flavor. (And the price is right)



ENGLAND

EN1050 Hereford Hop **1/9 lb**

This is a farmstead cow's milk cheese, made in Worcestershire by Nick Hodgetts of Malvern Cheesewrights. A real beauty, coated with dried hops, The flavorful cheddar cheese is known for its lemony undertones.



HOLLAND

HD273 Delft Blue **1/9 lb**

Imagine! The subtle nutty flavor of Gouda combined with the deep veining of a luscious blue, rolled into one Holland cheese. The Delft is not typical. It has surprised many first-time tasters with its crumbly texture and deep, meaty flavor.



SPAIN

SP1400 Larra Roncal D.O. **2/6.5 lb**

This is an absolutely lovely origin protected, raw sheep milk cheese from Navarra, Spain. It is both artisanal and farmhouse, made on the Larra family farm. Aged for over 100 days, it is firm and full-flavored with undertones of nuts and olives.

The cheeses above are simply a few of the hidden treasures in our warehouse. There are many more, and I will continue to write about others in future editions.

Specialty Grocery Brands by Karen Friberg

Exclusive Lines: They Are A' Changin'

Change is a good thing. And autumn is the very season of change. All around are signs of a metamorphosis: leaves slowly changing to a brittle russet and the sweet summer smell of mowed lawns replaced by that of burning wood wafting from chimneys.

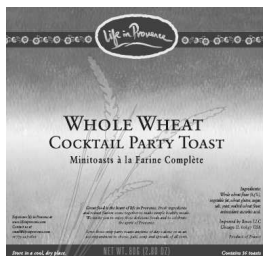


In this spirit of evolution and reinvention, we are introducing a few new members to our family of European Imports exclusive brands. With the holidays very nearly upon us, and plenty of shoppers and diners to satisfy, now is a great time to try out some new things.



Our first new addition is Cucina Viva Grissini di Torino. These are long, thin, toasty, buttery breadsticks imported from Turin, Italy. Intended for food service use, each individually wrapped pouch contains approximately four breadsticks, which can be enjoyed alone, with butter or olive oil for dipping, or with prosciutto and cheese as a first course. What's more hospitable than providing a simple, tasty pre-dinner treat for your guests to enjoy with cocktails? Cucina Viva Grissini are an easy way to add a touch of authentic Italian charm to a simple bread basket.

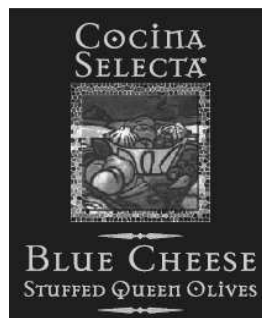
431828 Cucina Viva Breadsticks 8/30/.53 oz



Our next exciting new arrival is a variation on our wildly popular Life in Provence Mini Toasts. Introducing Life in Provence Whole Wheat Mini Toasts! Now that old favorite has an extra element that is sure to make it more attractive to the health-conscious consumer. They are just as

cute and delicious as the original mini toast, but with a darker, more hearty appearance and flavor, and the health benefits of added fiber. They will also stand out on the shelf, thanks to a subtle, sophisticated label design. Try using these toasts for in-store samplings of cheeses, pates and sweet or savory spreads, and watch them fly off the shelves.

**442028 Life in Provence 24/2.75 oz
Whole Wheat Toast**



Last, but certainly not least, just the thing to serve at your holiday feast: Cocina Selecta Blue Cheese Stuffed Queen Olives. Just when you thought you'd seen everything that could possibly be crammed into a Spanish queen olive, these guys come along and rock your world. We are offering them in both a 1 gallon food service sized plastic jar (lightweight and no breakage) as well as cases of 12/10 oz. glass jars for retail. Not only are these zesty, creamy olives great on their own, in salads or tossed in a martini, the brine left behind when they are gone can be used to add a little fun (and a little funk) to anything from bloody marys to soups or marinades.

**370362 Cocina Selecta Olives 2/1 gal
Blue Cheese Stuffed**

**370373 Cocina Selecta 12/10 oz
Blue Cheese Stuffed Olives**

Please take advantage of these incredible new additions to our exclusive lines. And don't forget that European Imports offers full marketing support for all exclusive brands, including demos, ads and promotions. Contact your rep for details.

Wild & Unique Foods by Tim Doyle

Black Kassel Alpen Schinken

The Black Kassel Salami Knights have been working hard over the last year to bring you a ham so unique it takes 80 days to make. Inspired from the hams made in the Tirol region of Italy ... we bring you **Black Kassel Alpen Schinken**.

The Tirol region in Italy, nestled in the Alps has a unique climate that is dry and cool and allowed the region to produce in their caves a very special ham that could be called a "Smoked Prosciutto" or "Tirol Speck". Pillers Black Kassel is proud to be able to offer their version.



Each ham is carefully selected by their "Sausage Meister" for color, size and fat definition. The ham is hand trimmed and then individually cured with its own spice mixture, thus allowing for the differences in the meat, guaranteeing uniformity in the salt levels. The product is cured, smoked

and then placed in their drying chamber for 5-6 weeks which is the time required to produce the delicate texture and aroma. Only a practiced patience can produce a ham of this quality and taste.

Black Kassel Alpen Schinken is delicious on a sandwich, cold cut platter or served with melon.

Conveniently available in

- 4 oz packages (18/cs)
- Deli cut (2/cs)

Bring some home and enjoy it today!!!

Glowing Embers

It's patience that yields the **Nueske** trademark taste, and European Imports Ltd. has picked up two more world-class smoked meat products. Nueske lets their meats smoke slowly, allowing the gentle masters of time and temperature to create the smoky, full-bodied flavor. They insist on slow-burning glowing embers, not flames, of sweet Applewood to smoke their non-water-added products.



We have added applewood smoked beef, which is cut from the inside round, and very lean. This unique product has a texture leaning towards that of dried beef with a little moisture. The next item is a flat, boneless smoked turkey breast. These turkey breasts have a more natural feel since they are not pressed or shaped before smoking. Both products are perfect for sandwiches, buffet carving stations, hors d'oeuvres or mid-night snacking.

600206 Whole Smoked Beef 2/3 lb
600095 Flat Smoked Turkey Breast 1/6-9 lb



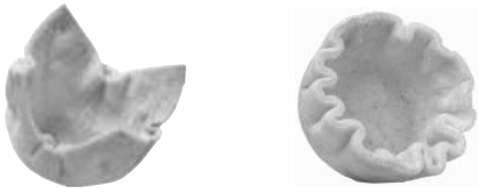
For the Pastry Chef by Karl Helfrich

Organic Maple Flakes

Just in from Quebec, Canada is an exciting addition to your fall and winter pastry arsenal: **Equinox Organic Maple Flakes (Item# 15175; 28 oz bag)** *This product is 100% pure, organic maple syrup that has been low-temperature freeze dried into a fine powder.* It is dry and free-pouring with the exact flavor of maple syrup. It can be used for ice creams, custards, baked goods, toppings... in any recipe that uses granulated or brown sugar! It dissolves easily and adds a delicious maple flavor to any dessert...and it's Kosher!

New Items from Pidy

We are pleased to announce some great additions to our line from Pidy:



The **Iris (Item# 428995; 192 pc/cs)** is a thin, neutral 1 ¼" tartlette with a naturally fluted top that ends in four points like a flower.

The **Corolle (Item# 429039; 210 pc/cs)** is made from the same thin dough with the same dimensions, but has a round top that has natural folds. Both shells will add a wonderful visual appeal to hot or cold hors d'oeuvres.



Next, we have the **Amusette (Item# 42905; 192 pc/cs)**, a truly unique presentation for both savory and pastry items – an edible spoon! It's a neutral dough, approximately 2 ¾" by 1 ¼". It can be filled with sweet or savory items and will stay crispy!

We have also brought on board three new waffle cups and a mini cone:



First, the **Waffle Flower Shell (Item# 429006; 96 pc/cs)** a crisp fluted shell that measures 3 ½" x 1 ¼". It is perfect to use as an ice cream bowl, or perhaps to have guests fill with fresh berries on a buffet station.



Next, the **Waffle Cup (Item# 429017; 96 pc/cs)** measures 3" x 1 ¾" deep – its "coffee cup" shape makes it a natural for sundae bars.



The **Waffle Tartlet (Item# 429028; 144 pc/cs)** is a shallow, 3 ¼" diameter tart shell that is well suited for fruit tarts, mousse with fresh berries, etc.



Finally, the long anticipated **Mini Cone (Item# 429040; 288 pc/cs)** is a beautiful waffle cone that is 2 ¼" high x 1" diam. Use it for a great intermezzo presentation, or a component in a plated dessert!

Line Extensions/Changes to Current Lines



An all-new Indian cooking idea that enables you to prepare a classic cuisine in just a few moments. Each **Kitchens of India** curry paste boasts of hand-picked spices in just the right measure, artfully blended by the master chefs following rare, traditional recipes.

Just add fresh ingredients, and cook. It's truly the most deliciously authentic way to recreate your favorite dishes. (These pastes by themselves are fully vegetarian).

142217 Lamb Curry Paste 6/3.5 oz

Rich, mildly spiced, aromatic gravy that brings out the taste that is faithful to the original, traditional lamb curry. Just add chunks of boned lamb, cook and serve.

142206 Chicken Curry Paste 6/3.5 oz



Thick tomato-onion gravy, which combines the choicest spices following an authentic chicken curry recipe. Just add succulent nuggets of chicken, cook and serve.

142240 Fish Curry Paste 6/3.5 oz

Rich, mildly spiced gravy with handpicked spices added to recreate truly authentic fish curry. Just add fresh pieces of fish and cook. Serve with a dash of lime.

142273 Butter Chicken Curry Paste 6/3.5 oz

Rich, mildly spiced gravy that recreates the taste of truly mouth-watering butter chicken. Just add tender nuggets of chicken, cook and serve.

142228 Vegetable Biryani Paste 6/3.5 oz

Rich, mildly spiced gravy with hand-picked spices, in just the right measure to cull out the original taste of vegetable biryani. Just add long-grained basmati rice and garden-fresh vegetables and cook. Serve garnished with onions.

142306 Hyderabadi Biryani Paste 6/3.5 oz

Rich, coconut-yogurt gravy that combines the



choicest spices to recreate deliciously authentic Hyderabadi biryani. Just add long-grained basmati rice and tender pieces of chicken or lamb and cook. Serve garnished with onions.



Poppadum is a flatbread from India made with lentil flour. It puffs up grandly when deep-fried. It can also be grilled. Kitchens of India produces poppadum in a variety of flavors.

Packaged in a resealable cardboard tube, the poppadums are protected from breakage and maintain freshness.

142106 Plain Poppadums 6/3.17 oz

142195 Garlic Poppadums 6/3.17 oz

142184 Black Pepper Poppadums 6/3.17 oz

142173 Green Chili Poppadums 6/3.17 oz

Line Extensions/Changes to Current Lines



Madhouse Munchies cooks their chips in 100% high mono-unsaturated canola oil. Madhouse hand-cooked gourmet kettle potato chips are low in saturated fat with only 0.5 grams per serving. All Natural! NO MSG! NO Preservatives! NO Trans-Fats! NO Hydrogenated Oils! ZERO Cholesterol!

New to the Line:

459217 Mesquite BBQ

Fire-Sweet bliss... a natural sweet-tomato base and an array of zesty Southwest BBQ spices: mesquite, hickory, paprika and more create a truly mischievous treat.

12/5 oz



459228 Creamy French Onion

12/5 oz



Madhouse's hearty kettle chip topped with creamy French onion, chives and a dash of garlic. Perfect for plunging into your favorite dip!

459239 Sea Salt

12/5 oz

A bright, colorful potato cooked to crispy perfection in light Madhouse's light canola oil, finished with a touch of sea salt. Natural perfection.



459238 Sea Salt & Vinegar

12/5 oz



Natural vinegar and sea salt combine to create a chip with unforgettably tangy flavor.



431751 Wheat Crackers

12/4.4 oz

Fattorie & Pandea has concentrated the hearty taste of bread in a crispy and delicious natural cracker.

431740 Mini Breadsticks

12/3.5 oz

Traditional

Fattorie & Pandea's authentic Italian mini-breadsticks are a delicious substitute for an ordinary cracker. Crisp and flavorful, these *grissini* add that special Italian touch to soups, salads and hors d'oeuvres.



221173 Concord Grape Jelly

60/1 oz

Mini Jar

From Austria, **Darbo's** Concord Grape Jelly in a one-ounce glass jar. This jelly is all natural with no corn syrup. Made from real Concord grapes from the USA. Prepared without boiling and only carefully heated, therefore all vitamins and the full fruit flavors are retained.



Introducing two exciting new flavors of whole-fruit preserves from **Bonne Maman**, maker of France's best-selling quality preserves. These Creations Gourmande preserves are packaged in white ten-sided glass jars with Bonne Maman's signature checked gingham lids.

234373 Apricot w/Almonds

6/7 oz

234362 Figs & Cinnamon

6/7 oz

New for the Grocery Shelves

Two "Hot" New Teas for the "Cold" Season Ahead

Four O'Clock Tea Organic Fair Trade Tea from Canada

Four O'Clock fair trade herbal teas are the only herbal teas using 100% fair trade spices and flavor combinations to entice the tea drinker through both its aroma and flavor. Each box and individually wrapped teabag displays artwork from India and China with different color backgrounds for each variety.

935217	Rooibos Chai	6/16 ct
935228	White Tea Chai	6/16 ct
935240	Decaf Green Tea Chai	6/16 ct
935260	Black Tea Chai	6/16 ct
935206	Chai Tea Sampler	6/16 ct
935239	Imperial White Tea	6/16 ct
935251	Earl Grey Tea	6/16 ct
935273	Licorice Spice Tea	6/16 ct
935284	Chocolate Spice Tea	6/16 ct

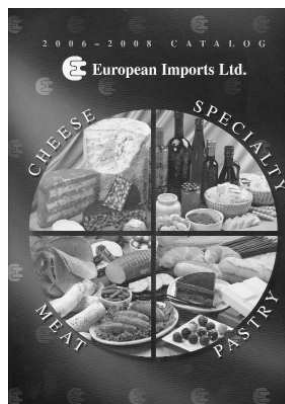
The Highland Tea Company Socially Responsible Tea from Kenya

Did you know that Kenya is the largest exporter of tea in the world? The Highland Tea Company was founded by Kenyan mother and daughter Waitri and Wanja Michuki. Their mission is to contribute to the economic and social development of small-scale farmers who live below the poverty line by introducing their teas to the American specialty food marketplace.

Kenyan Massai Art is displayed on each brightly colored box while the teabags are individually wrapped in the same vivid colors. The teabags themselves are unbleached with string & tag (no staples).

935439	Kenyan Breakfast	6/20 ct
935417	Earl Grey Tea	6/20 ct
935406	Sunshine Spice	6/20 ct
935395	Golden Ginger	6/20 ct
935384	Jasmine Green	6/20 ct
935428	Natural Mint Tea	6/20 ct

The European Imports Ltd. 2006-2008 Catalog Is Now Here!



Our **2006-2008 Catalog** is now available.

If you have not yet received your copy, please contact your sales rep or request one on-line at www.eiltd.com.

Snacmacs are a conveniently packaged range of **Brookfarm** macadamia halves, available in three delicious flavors. Brookfarm's unique roasting method brings out the nutty, sweet flavor of the macadamias. These sun-ripened macadamias are cholesterol free and a rich source of healthy monounsaturates. They are vacuum sealed so that when you open these packets the flavor and crunch is as fresh as the day they were baked.

300673 Macadamias w/Sea Salt 7/2.6 oz

These premium quality macadamia halves have been oven roasted with pure deep ocean salt from the sparkling blue waters of the Australian Bight and delicious Brookfarm premium grade macadamia oil.

300651 Macadamias 7/2.6 oz w/Bush Pepper Spice

Combine the flavors of fine Australian bush spices and sea salts with the macadamia - the world's premier nut - and the taste is simply superb.

300662 Macadamias 7/2.6 oz w/Kashmiri Chili

These macadamia nuts have been oven roasted with the finest red Kashmiri chili, pure deep ocean salt and delicious macadamia oil. Spicy with a fresh chili tang.