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

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**Specialty Brands**

**January 2007**  
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## Happy New Year!



Life is full of celebrations, and these celebrations are what make life worth living. Therefore, when these opportunities for celebration come along, you want to make sure you do it right. All over the world, people welcome the New Year – for it is among the oldest of all holidays. Most New Year celebrations focus on family and friends. It is a time to reflect on the past and envision a future.

In the United States we celebrate the New Year on the first day of January, but not all New Year celebrations take place on the same day or in the same way! Sometimes this is because people in different parts of the world use different calendars. China and Israel keep a lunar calendar, based on the movement of the moon around the Earth. Some cultures celebrate in the spring when new crops begin to grow or in autumn when the crops are harvested.

Why not start a new tradition this year? Try introducing your customers to celebrations around the world via the products you sell. Each month focus on a new country and post recipes for traditional dishes along with interesting factual information about the country, and before you know it your customers will be looking forward to your promotions.

Start with January and promote all things Australian in honor of Australia Day on January 26. Australia has given us many reasons to honor their day – here are just a few that are on promotion this month:



**Murray Bridge Cheddar and Aussie Jack Cheese**  
**Waterwheel and Waterthins Crackers**  
**Wallaby Energy Bars**  
**Murray River Salt**  
**Brookfarm Oil, Macadamias and Muesli**

In February promote China for Chinese New Year, in March celebrate Ireland for St. Patrick's Day and so on. This is a fun and interesting way to encourage your customers to try new products and expose them to the different cultures of the world.

# Under The Dome by Marcia Suchy

## OUR AMERICAN ARTISAN SELECTION CONTINUES TO EXPAND

### CARR VALLEY BILLY BLUE

Sid Cook has “done it again”. His newest creation is a blue cheese made with goat’s milk. Billy Blue is BGH-free and is aged 12 weeks. It has a crumbly nature but is creamy on the pallet. The pure white paste is laced with dark blue-green veins and has an incredibly full piquant flavor with nutty undertones.

**400062 Carr Valley Billy Blue Goat 1/6 lb**



### SAINT PETE’S SELECT WAXED WEDGE

The blue cheese in the Saint Pete’s cave of Faribault, Minnesota has been one of the favorite artisan blues of cheese mongers across the nation. Its smooth and creamy texture is matched with a bold flavor and prominent veining. Now the profile of the Saint Pete’s Select Blue Cheese Wheel is available for self-serve coolers with the 9-ounce waxed wedge.

**409917 Amablu St. Pete’s Select Wedge 16/9 oz**



## ISTARA CHISTOU: FROM THE HEART OF THE BASQUE COUNTRY

**CHISTOU** is the newest addition to the Istarra line of French Basque cheeses. Known for cheeses made with milk of sheep, Chistou is created using an interesting twist; it is a blend of 50% cow and



50% sheep, both pasteurized and BGH-free. The two milks combine for an exceptional taste and superb slicing capability. The semi-firm, supple body is encased with a natural rind, typical of Basque cheeses. The flavor is tender with fruity nuances, smooth and pleasing, and will delight both novice and connoisseurs alike.

**011240 Chistou Istarra 1/9.7 lb**

### OTHER NEWS AND UPDATES:

**Cocina Selecta Oaxaca** is now available in a smaller size. Each is now random weight at approximately 12 ounces.

**401184 Cocina Selecta Oaxaca 12/12 oz**

**President** now has a **Lite Brie** with 50% less fat and half the cholesterol of other Bries.

**410484 President Lite Brie 6/7 oz**

Two new items have been added as extensions to the **BLACK DIAMOND CHEDDAR** line from Canada.

Black Diamond Cold Pack Merlot Spread is a processed cheddar spread with swirls of pink Merlot throughout.

**070673 Merlot Cold Pack Cheddar 12/8 oz**

Black Diamond 3 Year Old Cheddar has splendid character at double the age of most other cuts and is neatly wrapped in parchment for the self-serve case.

**070662 Three Year White Cheddar 10/8 oz**



# Wild & Unique Foods by Tim Doyle

## Tasty Steak from Down Under



You can still safely enjoy a steak, especially if it's from grass-fed beef. Research has shown that cattle grazing freely on an open range of rye, alfalfa and other high-protein grasses produce beef with less fat, less cholesterol and fewer calories than that from lot-fed cattle. A six-ounce grass-fed steak could have a hundred fewer calories – which translates into having another light beer with your steak.

Grass-fed beef contains more Omega 3 fatty acids (Good fats!) than lot-fed beef. And scientists claim the level of good fat increases the longer the cattle remain in the pasture. The grass-fed free-range beef also has a higher cut-yield because there is less fat which means less prep time, less labor and lower end costs.

**14% Fewer Calories**

**30% Less Fat**

**17% Less Cholesterol**

Nutritional data for Aussie Premium Beef loin cuts compared with nutritional data for USDA Choice Grade Beef for the same set of cuts.

How does Australian grass-fed beef taste? If compared to a choice piece of domestic beef with fat marbling... well, the domestic wins – it has a lot of fat and fat is flavor. But Aussie beef has come a long way and now there are breeds that get some great marbling without the use of artificial ingredients or additives. This meat is full-flavored and is not “mushy” like some other grass-fed lines.

Aussie grass-fed beef will cook quickly because it has less fat. We recommend that you not cook this product past medium because, like game, it will take on a liver flavor with higher cook temps. This product has a wet age of 60-120 days for a consistent flavor profile all of the time. The New York Strip should be marinated or needled before cooking otherwise it will be chewy.

Australian free-range beef will never get diseases that plague beef from other countries such as BSE (a.k.a. Mad Cow Disease) or Hoof-and-Mouth Disease. Aussie beef is HACCP and USDA approved before entering the United States.

Australia's vast pastures, clean rainfall, abundant sunshine and free range conditions produce some of the world's finest all-natural beef. Aussie Premium beef, predominantly Angus and Hereford breeds, is selected for its superior meat quality and high yields. Grab a cold beer, fire up that grill and throw a free-range tenderloin steak on the barbie.



|               |                                             |                   |
|---------------|---------------------------------------------|-------------------|
| <b>WG5053</b> | <b>Beef Tenderloin<br/>Free-Range Fresh</b> | <b>1/5.5 lb</b>   |
| <b>WG5054</b> | <b>Beef Tenderloin<br/>Free-Range Fresh</b> | <b>1/4-5 lb</b>   |
| <b>WG5065</b> | <b>Beef Ribeye<br/>Aussie Fresh</b>         | <b>4/10-12 lb</b> |
| <b>WG4068</b> | <b>Beef NY Strip<br/>Aussie Fresh</b>       | <b>4/10-13 lb</b> |

# For the Pastry Chef by Karl Helfrich

## Natural Flavorings

There are times when either by a guest's wishes, or to follow a creative spark, pastry chefs must find a way to flavor their products with something other than chocolate or vanilla! European Imports Ltd. is proud to offer a number of **flavoring products from natural sources** to widen your flavor palette.

First, we have the line of **Fabbri Delipastes**. Delipastes are semi-concentrated pastes derived from natural sources that were originally developed to flavor gelato and sorbet; however, chefs have discovered that these pastes work quite well in many other applications such as batters, buttercreams, sauces, custards, mousses...an almost endless list. They are very natural tasting right out of the jar...not too concentrated, just full of natural flavor!



We offer a variety of 16 flavors of Fabbri Delipastes (1.5 kg jars):

- 89877-0 Almond
- 89878-1 Amaretto
- 89862-5 Banana
- 89881-4 Caramel
- 89850-3 Coconut
- 89883-6 Coffee Moka
- 89887-0 Gianguja Torino (chocolate-hazlenut)
- 89889-2 Hazlenut
- 89865-8 Kiwi
- 89923-6 White Mint
- 89868-1 Passion Fruit
- 89903-6 Fine Pistachio
- 89908-1 Pistachio with Pieces
- 89872-5 Raspberry
- 89873-6 Strawberry
- 89860-3 Wild Cherry



For more exotic flavoring needs, we carry three flower essence pastes from **Sevarome**. Sevarome meticulously extracts the flavor and aroma from flowers in their factory in Yssingaux, France to make flavoring pastes that are all natural and unique in the industry. They are great for sorbets, mousses, buttercreams, pate de fruits, etc.

**We offer 3 Sevarome flower essence pastes (1 kg containers):**

- 43172-6 Lavendar Paste
- 43171-5 Violet Paste
- 43167-3 Verbana Paste



Finally, we have the excellent citrus oils from **Boyajian**. Another all natural product, they add the exact flavor of freshly grated zest without the effort or mess!

**We offer 3 flavors of Boyajian citrus oils (5 oz bottles):**

- BY3524 Lemon Oil
- BY3523 Orange Oil
- BY3525 Lime Oil



# Line Extensions/Changes to Current Lines



**832640 Roasted Garlic & Olive Oil Whole Wheat Couscous** 12/5.8 oz

Whole wheat couscous seasoned with olive oil, garlic and soy sauce.

**832651 Whole Wheat Couscous** 12/7.6 oz  
Original plain flavored couscous made from whole durum wheat semolina.

*Whole wheat couscous makes an ideal side dish with meat or poultry. It cooks in just 5 minutes.*



**510684 Chicken Soup w/Raviolini** 6/6 oz

A delicious mix of chicken broth with vegetables and cheese filled raviolini. This hearty soup is a great side dish or small meal served with crusty bread.

## SCHOKINAG

Schokinag Drinking Chocolate now in new pack sizes:

**954128 No Sugar Added Triple Chocolate** 6/12 oz

Replaces 953983

**954140 Moroccan Spice** 6/12 oz

Replaces 954038

**954151 Chocolate Mint** 6/12 oz

Replaces 954049

**954162 German Chocolate** 6/12 oz

Replaces 954005

**954173 Extreme** 6/12 oz

Replaces 953994

**954195 Chocolate Mocha** 6/12 oz

Replaces 953961



CUISINE  
**PEREL**

**143928 Pomegranate Orange Vinaigrette** 12/8 oz

**143940 Blood Orange Vinaigrette** 12/8 oz

Drizzle these new vinaigrettes over salads, vegetables or use as a marinade for fish, beef and poultry.

**143951 Parmesan Cheese Dipping Crackers** 12/5 oz

These crackers are the perfect compliment to cheese, vegetable dips, pesto and sauces, as well as crab and seafood.



New from Orto, imported from Italy:

**370128 Four Products Antipasto** 12/9.8 oz

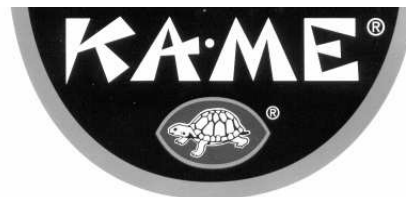
Glass jars packed with artichokes, stuffed olives, black olives and mushrooms in sunflower oil.

**370162 Artichokes** 12/9.8 oz

Glass jars with artichokes in sunflower oil.

**370184 Mixed Mushrooms** 12/9.8 oz

Glass jars with a mix of mushrooms in sunflower oil.



**121051 Green Curry Rice Box** 6/11.6 oz

Ready in 2 minutes. Mix, heat and serve right in the box.

**121028 Stir-Fry Hokkien Noodles** 6/14.2 oz

**121039 Stir-Fry Thai Rice Noodles** 6/14.2 oz

# Line Extensions/Changes to Current Lines



NEW! Gourmet granola from **Partner's**:

|                                           |                |
|-------------------------------------------|----------------|
| <b>835940 Harvest Fruit</b>               | <b>4/16 oz</b> |
| <b>835951 Green Apples &amp; Cinnamon</b> | <b>4/16 oz</b> |
| <b>835961 Multigrain</b>                  | <b>4/16 oz</b> |



**NIELSEN · MASSEY VANILLAS**

*Pure Vanilla Specialists*

**599328 Pure Mexican Vanilla** **6/32 oz**  
 This Mexican Vanilla is of exceptionally high quality and flavor. It's creamy, spicy and is a wonderful compliment to chocolate recipes.



New to the line:

|                                                              |                |
|--------------------------------------------------------------|----------------|
| <b>936584 Pure White Tea</b>                                 | <b>6/20 ct</b> |
| <b>936428 Cherry Cinnamon Tea</b>                            | <b>6/20 ct</b> |
| <b>936417 Camomile &amp; Apple Tea</b>                       | <b>6/20 ct</b> |
| <b>936406 Blackcurrant, Ginseng &amp; Vanilla Herbal Tea</b> | <b>6/20 ct</b> |
| <b>936440 Honeybush, Mandarin &amp; Orange Tea</b>           | <b>6/20 ct</b> |

## TERRA

New to the Terra Chips line:

|                                    |                  |
|------------------------------------|------------------|
| <b>Terra Unsalted Potato Chips</b> |                  |
| <b>458840 Lemon Pepper</b>         | <b>12/6.5 oz</b> |
| <b>458795 Hickory BBQ</b>          | <b>12/6.5 oz</b> |

|                                           |                   |
|-------------------------------------------|-------------------|
| <b>Terra Kettle Krinkle Cut Blends</b>    |                   |
| <b>458784 Whites &amp; Russets</b>        | <b>12/14.5 oz</b> |
| <b>458773 Whites, Russets &amp; Blues</b> | <b>12/14.5 oz</b> |
| <b>458762 Whites &amp; Sweet</b>          | <b>12/14.5 oz</b> |

*Kettle cooked and packed with flavor; Terra chips are all-natural with no artificial colors, flavors or preservatives. No trans-fats.*

## Bonne Maman®

**Bonne Maman jams and marmalades** are now available in unique **single-serve packets**. This new and innovative packaging is ideal for hotels, caterers or breakfast establishments.

|                                   |                  |
|-----------------------------------|------------------|
| <b>234606 Orange Marmalade</b>    | <b>200/.5 oz</b> |
| <b>234640 Strawberry Jam</b>      | <b>200/.5 oz</b> |
| <b>234651 Apricot Jam</b>         | <b>200/.5 oz</b> |
| <b>234662 Raspberry Preserves</b> | <b>200/.5 oz</b> |



**810128 Quick & Easy Steel Cut Irish Oatmeal** **12/24 oz**

Packed in resealable cardboard canisters, this all natural heart healthy oatmeal cooks in just 5 minutes and is made with 100% whole grain Irish oats.

# New for the Grocery Shelves



In the 15th Century, Portuguese explorers sailing to the Orient established a port settlement in Southern Africa. It was here – in what is now Mozambique – where they began cultivating the African Bird's Eye Chili or Peri-Peri. The Portuguese settlers incorporated Peri-Peri into their cooking and Peri-Peri Chicken became a local specialty. During the gold rush of the 1890's, Mozambique-Portuguese prospectors brought Peri-Peri Chicken with them to Johannesburg, South Africa. Restaurants specializing in Peri-Peri Chicken sprung up in Johannesburg shortly thereafter. One such restaurant, Chickenland, was purchased by two entrepreneurs in 1987 and rechristened Nando's. Since then, more than 700 Nando's restaurants have opened in over 35 countries.



**Nando's Original Peri-Peri Sauce** is a blend of African Bird's Eye Chili ("kissed by the African sun"), fresh sun-ripened lemons, fresh garlic, and an exotic mix of herbs and spices – The same way Portuguese explorers did it in the 15th Century! Peri-Peri has a delayed heat characteristic that allows you to taste your food before you feel the heat. Great as a chicken marinade or as a basting sauce for shrimp, Nando's Original Peri-Peri Sauce is available in a variety of flavors ranging from extra mild to extra hot. 100% all natural. No preservatives, additives, colorants, artificial flavorings, MSG or GMO.



|        |                                  |           |
|--------|----------------------------------|-----------|
| 112606 | Garlic Peri-Peri Sauce           | 6/4.76 oz |
| 112617 | Hot Sweet Peri-Peri Sauce        | 6/4.76 oz |
| 112628 | Hot Peri-Peri Sauce              | 6/4.76 oz |
| 112639 | Medium Peri-Peri Sauce           | 6/4.76 oz |
| 112640 | Extra Mild Lemon Peri-Peri Sauce | 6/4.76 oz |
| 112651 | Extra Hot Peri-Peri Sauce        | 6/4.76 oz |
| 112662 | Wild Herb Peri-Peri Sauce        | 6/4.76 oz |



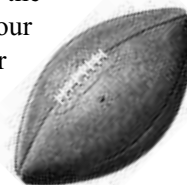
With New Year's and Super Bowl parties on the horizon, hors d'oeuvres are in season. Nando's has enlivened many recipes with their Peri-Peri sauces. Try these grilled prawns at your next party.

## Hot Sweet Peri-Peri Prawns

Ingredients:

- 2 lbs. Fresh Prawns
- 3-4 Very Ripe Tomatoes, Chopped
- 6 Green Onions, Chopped
- 1/2 cup Parsley, Chopped
- 1/4 cup Basil, Chopped
- 1 tbsp. Olive Oil
- 1 tbsp. **Nando's Hot Sweet Peri-Peri Sauce**
- Salt & Fresh Cracked Pepper

Remove the heads from the prawns and using a sharp knife slit each one down the back and remove the black intestinal vein. Rinse the prawns in cold water and dry on a paper towel. Toss the prawns in olive oil mixed with Peri-Peri sauce. Grill for about 2 minutes on each side. Fry the tomato and green onions for 2 minutes with some olive oil and more Peri-Peri sauce. Add the parsley and basil, and sprinkle with salt and fresh cracked pepper. Arrange the prawns on a serving platter, pour the tomato-onion mixture over the prawns and serve.



## Specialty Grocery Brands

### Old Favorites Perfect for the New Year!

With the onset of cooler temperatures, our thoughts turn towards those foods from our past that made us feel warm and secure.



Those old favorites are referred to as “comfort foods”.

You can brighten dreary days with cheery comfort cooking. Food can improve your mood, especially if it’s good-old-fashioned, soul-satisfying fare - steaming hearty dishes that make you feel cozy and pampered but don’t require a lot of energy to prepare.

Soup, meatloaf, mac & cheese, fried anything and sweet treats are the typical fare when most of us think about the foods that make us feel warm and fuzzy. While most any foods or beverages could be considered comfort foods, there are many foods in the U.S. that might be considered “universally” accepted comfort foods.

**Cucina Viva Gnocchi** fits the “comfort food” bill.

Gnocchi is a type of pasta made with a combination of potato, cheese and flour. Serving up a meal as comforting and cozy as sitting in a nice bathrobe by the fireplace can be as simple as boiling water and seasoning.



Preparing Cucina Viva Gnocchi couldn’t be simpler. Just add the gnocchi to boiling salted water and boil for 2-3 minutes or until the gnocchi floats

to the top. Drain and season with your favorite sauce, olive oil or butter, and a sprinkle of parmesan cheese. Light cheese sauces work well or simply saute garlic and onions in olive oil and drizzle over the gnocchi. Cucina Viva Gnocchi makes a very satisfying meal.

Cucina Viva Gnocchi are packed in a convenient 12-unit “straight” display case. They are shelf stable and they are vacuum packed to preserve freshness. The following flavors of Cucina Viva Gnocchi are available for your next comfort food craving:

- 80301-2 Potato Gnocchi w/Spinach**
- 80300-1 Traditional Potato Gnocchi**
- 80302-3 Potato Gnocchi w/Tomato**
- 80303-6 Tricolor Potato Gnocchi, Traditional, Spinach & Tomato**
- 80306-9 Potato Gnocchi w/Mushroom**
- 80307-0 Potato Gnocchi w/Cheese**
- 80308-1 Potato Gnocchi w/Basil**

**NEW!**

- 803049 Gnocchetti**
- 803106 Whole Wheat Gnocchi**  
(All in cases of 12/17.5 oz)



Cucina Viva also makes the perfect accompaniment for the Gnocchi - Crostini.

**Cucina Viva Crostini** are flavorful Italian crackers (or little toasts as the literal translation suggests). They are light and crisp, and are available in four flavors which are all on promotion this month:

- 49022-4 Rosemary Crostini**
- 49021-3 Fennel Crostini**
- 49020-2 Traditional Costini**

**NEW!**

- 490239 Black Pepper Crostini**  
(All in cases of 12/7 oz)

