

# WHAT'S INSIDE

**Pgs. 2-3**  
**Under the Dome**

**Pg. 4**  
**Wild & Unique Foods**

**Pg. 5**  
**For the Pastry Chef**

**Pg. 6**  
**New Grocery**

**Pg. 7**  
**Line Extensions**

**Back Cover**  
**Specialty Grocery**

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

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## Holiday Catalog

European Imports Ltd's 2008 Holiday catalog was just unveiled at the 2008 Global Food and Style Expo in Chicago and was mailed shortly thereafter. If you have not received a copy of our Holiday catalog yet, please contact our customer service department at 800-323-3464 to request your copy today. The deadline for Holiday orders is July 4, 2008. Good luck on your fourth quarter sales!



## Summer Fancy Food Show

Join us at the Jacob Javits Center in New York June 29 thru July 1, 2008, for the 54th Summer Fancy Food Show. This show is the biggest of the three Fancy Food Shows. It is packed with 30+ seminars, workshops, tours, tastings, cooking classes and other special events.

European Imports Ltd will be exhibiting in booth #1536. Visit us there to:

- Get your copy of our 2008 Holiday Catalog and place your holiday order.
- Take advantage of super show specials for show attendees only.
- Sample the finest cheese, meat, grocery and pastry products the show has to offer.

Register online at [www.fancyfoodshows.com](http://www.fancyfoodshows.com) today then visit us in booth #1536 to see what's new; what's different; what's missing from your store!



# Under the Dome by Jeff Babcock

## From Caves to Kings

One of the reasons I became fascinated by cheese was its history, lore and romantic narrative. Some of the greatest cheeses even have myths and legends surrounding them, Roquefort being one of them. A tale tells of a young shepherd boy being distracted away from his lunch by a pretty shepherdess, leaving his cheese tucked in a fissure in the rocks only to find it again after many months. It had been transformed, an alchemic mystery that remains to this day, yet born out of love.

Sampled by kings, emperors and exalted figures of old, Roquefort has dazzled the palates of countless people throughout the centuries and stood the test of time to mark its greatness. This is why Life In Provence has come finally to Roquefort, for the stature of this great cheese had to be dealt with perfectly and it has taken us a great deal of time to accomplish. We have wanted to bring you both great quality and tremendous value, something increasingly important in today's market and a key component for Life In Provence; I think you will agree we have found success!



The real celebrities here are not the historic and prolific people who have delighted in eating this cheese, but the Lacaune sheep and the cryptic caverns of Cambalou that have given us the magic that is Roquefort. The wondrous ewes of south central France provide the richest



full cream milk for the production of Roquefort. All Roquefort must be made exclusively with 100% ewe's milk, neither pasteurized nor homogenized, allowing every bit of quality to pass into the cheese itself. Either process would take something away from the historic presentation of this cheese. It is to be noted that the land on which these animals are raised is in every way natural, free of pesticides and environmental worries, something the Appellation of Roquefort has gone to great lengths to ensure. The animals graze on this lush countryside and wander the rolling green hills, brought in morning and evening for milk collection.





The history of the cheese in this region of Aveyron and the town of Roquefort-sur-Soulzon dates back in writing to Pliny the Elder in AD 79 and little has changed for the cheese since those days. Modernization has allowed for larger scale production and easier collection of milk, but protection for its authentic nature has continually been refined over the centuries. The epicenter of this are the caverns of Cambalou, the prehistoric limestone caves in which all true Roquefort must



age; wherein the special Penicillin Roquefort mold was discovered. These caves, which were expanded into elaborate labyrinths in the 17th century, provide the perfect aging facility for the cheese. The temperature remains low and the humidity very high through “fleurines”, natural fissures that rise some 300’ to the surface and act as a sophisticated ventilation system. Young cheese, which has been colonized with mold, is



transported from the dairy to the caverns for its aging process to begin. Life In Provence Roquefort is produced using

the age-old method of molding rye bread and seeding the cheese curd, a process that has been given up by most. Pierced with needles, the mystical green-blue veins will begin to develop in the depths of the cheese started by the moldy bread spores.

Down in the damp caverns of Cambalou the cheeses have been transformed, a slow aging process that takes many months, and can now be brought back to the surface and eaten!



Life In Provence Roquefort itself is wonderful, salty and powerful with the grassy rustic flavor of ewe’s milk shining through. The flavor is vibrant, yet not overpowering, creamy in the mouth and slightly crumbly. The saltiness of Roquefort begs for something sweet, either in the beverage or in the food you are pairing with it. Sweet wines, such as Sauternes, are natural partners with Roquefort, as are fresh fruits and toasted fruit and nut breads. It is a bold cheese, so do not shy away from pairings with big reds and your filet of beef! I prefer it in its purest form though, perhaps on a Life In Provence mini toast, but nothing else to distract me from its greatness.

Roquefort is uniquely French, a source of pride and a signature of national heritage, a grand addition to our family of cheeses. Life In Provence Roquefort comes wrapped in a regal blue foil stamped with its signature crest that will provide a bright and brilliant look to any cheese case or display. With Stilton and Gorgonzola, Roquefort stands as one of the great blue cheeses; rising from the dark caverns to the plates of kings, this cheese is truly one for all ages.

**010529 Roquefort Halves 4/3lb**



# Wild & Unique Foods by Tim Doyle

## La Quercia® Artisan Cured Meats

La Quercia makes traditional Italian-style dry-cured meats and uses no nitrites, nitrates or vegetable equivalents and no extracts, starters or colorings. The number of ingredients in their products includes only two (pork and sea salt) or three (pork, sea salt and spices). Their method is salting and drying the meat so that bacterial activity is inhibited and the meat can be moved to a higher temperature to age and develop flavor. Their method is salting then drying the meat so that bacterial activity is inhibited and the meat can be moved to a higher temperature to age and develop flavor. Because so few ingredients are used and meat is 95%+ of the ingredients of any item, because they don't grind, mix, blend or cook, the quality of the meat is very clearly expressed in the eating experience. And since the animals and their growers are La Quercia's neighbors, they support the extra care and effort involved in humane and organic animal production, and benefit directly from it. They do not buy any meat from confinement production systems or from animals fed subtherapeutic antibiotics to promote their growth. For La Quercia, it is insufficient to use these added materials – they are committed to creating the finest eating experience.



La Quercia's products are a must try for any "foodie" in the retail or food service industry. The flavors are great and made right here in the USA. If you have tried domestic before and did not like it, YOU have to try this product.



### **Organic La Quercia® Prosciutto** **603208**

**1/12 lb**

La Quercia is the only company in the USA offering organic traditionally dry-cured meats. Organic pork is especially appropriate for dried meats, because it depends on the inherent quality characteristics of the meat itself and the removal of water concentrates the solids.

### **Organic La Quercia® Pancetta Americana - Green Label**

**603163**

**4/3-4 lb**

This is the first and only organic pancetta available in the USA. It is selected using nine quality criteria and makes a traditional, pure, rustic yet luxurious form of pancetta "tesa". The pancetta may be eaten without cooking, unlike most pancetta produced in the USA.

### **Organic La Quercia® Guanciale—Green Label**

**603231**

**4/3-5 lb**

Guanciale is a delicacy that adds silky smoothness to any dish. It is skinless, dry cured and lightly spiced with rosemary and can be eaten with or without cooking. When organic meat is not available, Guanciale is made from 100% antibiotic free, humanely raised pork. The only ingredients are pork, sea salt and spices. When availability dictates, Guanciale made with Niman Ranch antibiotic free, humanely raised pork is substituted.

### **Organic La Quercia® Iowa White—Salted Back Fat**

**603219**

**1/12 lb**

Italophiles searching for lardo will be happy to find this dry salted back fat made with Becker Lane Organic Farm's pasture-raised Berkshire-cross organic pork. When availability dictates, Iowa White made with Eden Farm's purebred Berkshire humanely raised pork is substituted..

### **La Quercia® Prosciutto Piccante**

**603275**

**1/12 lb**

For something a little spicy, try our La Quercia Prosciutto Piccante. Prosciutto Piccante is hand rubbed and sprinkled with a fresh ground blend of red pepper and fennel. Florence Fabricant of the New York Times said that it has a "vibrant complexity."

Each piece is skinless, so 100% edible and high yielding.

The only ingredients are pork, sea salt and spices. 100% antibiotic free.



# For the Pastry Chef by Karl Helfrich



## Ahhh Spring!

The first berries of spring are a beautiful thing to behold after a long hard winter. Blueberries, raspberries, strawberries all start to brighten your dessert and buffet presentations, harkening the bounty of things to come from the garden.



Pidy is known for their delicate flavored short crust tart shells, perfect for showcasing the bright flavor of spring berries. Leave the tart-making drudgery to us and use your time to create interesting and different flavor combinations.



### **Pidy 1.75" Fluted Dessert Tart**

**Item # 42767-0**

**480 pc/cs**

Ideal for buffet presentations, fill with pastry cream and top with sliced strawberries for a two-bite treat!



### **Pidy 3.25" Fluted Dessert Tart**

**Item # 42766-9**

**144 pc/cs**

The classic banquet portion fluted dessert tart. Thick enough to hold the pastry cream and berries, but with a delicious delicate crumb.



### **Pidy 3.25" Straight-Sided Dessert Tart**

**Item # 428850**

**108 pc/cs**

Slightly deeper than the fluted tart with the same crisp short dough. Perfect for lemon curd tartlettes topped with strawberries and candied zest or a dark ganache with raspberries dusted with a little powdered sugar.



### **Pidy 4" Fluted Dessert Tart**

**Item # 42807-0**

**72 pc/cs**

Plated dessert sized and ready to fill with any berries you have on hand to make a spectacular ending to a seasonal lunch or dinner. The convenience and high quality of Pidy short dough tarts make serving delicious tarts easy and profitable.

# New Grocery

## New Gourmet Grill Marinades from Q Gourmet

Q Gourmet premium gourmet sauces are the creation of Gold Medal Plate winner and ultra talented culinary artist Chef Ray Bear. The "bear truth" is what you get when you add passion and ingenuity to the hand picked ingredients of exceptional quality that go into their sauces. Indulgent foodies will love their hand crafted signature sauces as they look to bring a five star dining experience home.

The three grill marinades: Smokey Barbeque, Smokey Mango Passion and Fruit Mustard, are all versatile and go well with many dishes.

The Herald Chronicle Dec 21, 2007 -  
Acclaimed Gio Chef Launches Sauces

Anybody who has eaten the haddock with almond brown butter sauce or the wild boar with pomegranate shallot jus at Gio already knows that executive Chef Ray Bear has an amazing talent with sauces. Now his sauces are available without venturing into Halifax's fine dining scene.

Three of Bear's sauces, in 500-millilitre jars and under his Q Gourmet line, were unveiled at Gio.



"I was making different sauces, just in my kitchen, dreaming up blueberry mustard and raspberry ketchup, and then I came up with the smoked mango sauce. We've always had this barbecue sauce that I've tweaked over the years, and now it's become something totally different than what we started with. It's something a lot of people favor over other barbecue sauces; it has a hint of smoke but it's not too smoky."

"We're trying to do something different than what's on the market. Of course, everybody has a barbecue sauce, the market is huge, but we're trying to offer something a little different with the smoked mango barbecue sauce, the passion fruit mustard - mustards are a huge seller right now."

"I love having something out there that people can take home, make it with their proteins at home. These are barbecue sauces, but they're also finishing sauces, so you can open the jar and use them just as is."

### **101242 Smokey Mango Sauce 12/17 oz**

This smooth and thick sauce strikes the perfect balance with the flavors of fresh mango and hickory smoke. Use it for marinating, grilling, dipping or finishing meat, chicken or seafood.

### **101264 Smokey Barbeque Sauce 12/17 oz**

Not your ordinary barbeque sauce this sauce combines a light smokey flavor with a lingering depth of the spices.

### **101275 Passion Fruit Mustard Sauce 12/17 oz**

The intense flavor of the passion fruit in this marinade is perfectly matched by the sweet sharp flavor of mustard making it the perfect marinade for salmon, shrimp or chicken.

# Line Extensions

**141064 Maldon Smoked Sea Salt 12/4.4 oz**

Maldon's soft flaky crystals have been delicately flavored using traditional smoking techniques, to give them a wonderful aromatic subtle smoky flavor. Maldon Smoked Sea Salt will add an extra dimension when seasoning meat, fish and poultry, enhancing the natural flavors.



**169297 Alstertor Dusseldorf Style Mustard 15/8.45 oz**

Imported from Germany this authentic Dusseldorf mustard is creamy and smooth in the style of fine German mustards. Presented in a traditional beer stein, Dusseldorf mustard is a perfect condiment for franks, sausages and hearty meat dishes.



**632308 Fentiman's Tonic Water 24/4.4 oz**



Fentiman's Tonic Water is made with all natural ingredients and no additives or preservatives. It is made with lemon grass from the Cochin area of India, so that a refreshing lemon sharpness comes through initially, followed by a subtle sweetness which nicely compliments spirits.



**472464 Choco-Lina Organic Sheep Milk Chocolate 20/3.18 oz**

**472475 Choco-Lina Organic Goat Milk Chocolate 20/3.18 oz**

Imported from Austria, both of these new chocolate bars are lactose free and produced with organic milk and all natural ingredients. They are perfect for anyone lactose intolerant.



**693453 Panna Spring Water in Glass Bottles 15/25.3 oz**

Imported from Italy Acqua Panna Natural Spring Water comes from a spring known for centuries to noblemen, hunters, shepherds and farmers for its remarkable purity and freshness. Acqua Panna is the ideal still water for dining occasions.



Your favorites from Sable & Rosenfeld are now available in cases of 6.

**491086 Tippy Onions 6/5 oz**

Replaces SR 9202

**491097 Tippy Olives 6/4.94 oz**

Replaces SR9201

**491075 Tippy Cherries 6/10 oz**

Replaces SR9256

# Specialty Grocery

## Introducing Four New Pastas from Cucina Viva



We have expanded the Cucina Viva line of fine Italian products for Professional and Home Chefs to include a group of beautiful pastas. Pasta is the go-to staple for countless quick meals. It also happens to be one of the world's most versatile, satisfying and delicious foods. Which made it a perfect fit for the line.

Cucina Viva's pasta comes from the Puglia region of southern Italy. It is produced by a family owned company that was established in 1870. They make the pasta with the finest Italian durum semolina flour and a combination of traditional methods, updated equipment and a highly experienced staff. The end result is a line of pasta that will stand up to any sauce.

The preparation of this pasta couldn't be simpler. Bring 4-6 quarts (for one pound of pasta) of water to a boil. Salt the water and add the pasta. Return the water to a boil and cook for 10-12 minutes stirring occasionally to prevent sticking. Taste the pasta to determine if it is done. Perfectly cooked pasta should be "al dente," or firm to the bite, yet cooked through. Drain and serve with your favorite sauce.

### **882918 Orecchiette 12/17.63 oz**

Orecchiette is a type of pasta whose shape resembles a small ear (in Italian, "ear" is orecchio). Cucina Viva's Orecchiette is about ¾ inch in size and looks like a small white dome with a thinner center than edge with a rough surface. Orecchiette is commonly served with thick, chunky sauces or in pasta salads.



### **882963 Rigatoni**

**12/17.63 oz**

Cucina Viva's Rigatoni is a tube shaped pasta with large grooves. Rigatoni's ridges and holes are perfect with any sauce, from cream or cheese to the chunkiest meat sauces.



### **882930 Strozzapretti**

**12/17.63 oz**



The shape of this pasta resembles a rolled towel and the name means "priest strangler" in Italian. Strozzapretti pairs nicely with meat, cream, seafood or vegetable sauces.

### **882985 Tri-Color Farfalle**

**12/17.63 oz**

Farfalle has a distinctive bowtie shape. Cucina Viva's farfalle will brighten any meal with their interesting shape and colors. This pasta is thick enough for a variety of sauces, but farfalle is best suited to cream and tomato dishes. It can also be used to add color and texture to many salad or soup dishes.



These four great new pastas are now in stock, and we offer ad and demo support for the entire Cucina Viva line. Contact your sales rep for details.