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

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**European Imports Ltd.
Acquires Village Imports
May 5, 2008**

We are pleased to announce the purchase of the distribution business of Village Imports, a California Corporation founded in 1988. Village Imports, imports and distributes specialty foods offering over 2,500 products to high end foodservice accounts. Operating from a 46,000 sq. ft. warehouse in Brisbane (San Francisco Bay Area), EIL will add their product mix to the Village Imports range and expand distribution to the retail sector. EIL will inherit an experienced sales force of nine that will be headed by Philippe Lefour who has been with Village Imports since its inception. The area of distribution covers the San Francisco area from Napa Valley to Carmel Valley and from San Francisco to Sacramento. EIL will distribute out of the San Francisco warehouse, expanding our current warehousing base of Chicago, Phoenix, Atlanta and Dallas.

According to Jeff Binstein, Vice President of EIL, "The acquisition opens up the opportunity for EIL to warehouse and distribute in Northern California, an area not currently in the EIL portfolio. EIL and Village Imports offer many similar product lines and mirror each other's business strategy making this a natural fit." EIL will take over the marketing of lines exclusively imported by Village Imports including Bambolino Italian products, Provence de France and Le Village Lemonades.



Under the Dome

Green's Farmhouse Cheddar

by Niki Koumoutsos

The Glastonbury Tor, the magical mountain, is home to many myths and magic. Glastonbury was once a place of worship for both druids and the people of Avalon; from these histories its name Holy Hill was given. But perhaps Glastonbury is most famed for the legends of King Arthur and the Holy Grail, its annual music festival where hundreds of performers and thousands of fans gather for several days, and finally Cheddar.



At the foot of Glastonbury Tor in Somerset live many farms and dairies, including the Green family farm. The Greens are quite famous due to their award-winning cheddar cheese. The Greens of Glastonbury produce a traditional bandage wrap, organic raw cow's milk cheddar, known simply as Green's Farmhouse Cheddar. Although a bandage wrap, the cloth is removed to reveal its golden, sunny hues. This PDO cheddar has a traditional farmhouse flavor profile; it is sweet and grassy with a touch of buttery delight. The taste is layered and intriguing, which easily transports the senses back to more mystical times.

EN534 Green's Farmhouse Cheddar 1/12 lb quarter cut raw milk, artisan, farmstead cheese, organic



Quicke's Farmhouse Double Gloucester and Red Leicester

by Marcia Suchy

Mary Quicke is just one of the very talented cheese makers to come into my life in the past thirty-six of my cheese-selling years. She is by far one of the most colorful and passionate cheese ladies I have met. Whether talking about the animals, the land, the milk or cheese, you want to listen to what she has to say. You can read for yourself her lovely diary pages found on her web site: <http://www.quickes.co.uk>. A quote from Mary, "we look for the ideal ratio of fat and protein to make the most balanced, longest lasting and complex flavor, and we have hit the



right ratio for most of the year. Too much fat, and the fat holds too much moisture in the cheese, and you get a bleached, pale

cheese with flavor that has an acid spike and then nothing. I want flavors that unfold, worth listening to and waiting for, like a fine wine only you don't have to take out a mortgage."

Both Quicke's Double Gloucester and Red Leicester are alive with earthly aromas, faint scents of herbs, and hints of dampness from the cellars in which they cure. And both are alive with multiple layers of flavor that begin in one dimension, multiply in the middle and linger with greatness at the end.

The Quicke family has been farming near the village of Newton St. Cyres in the South West of England, for over 450 years. This is where Mary now continues the cheesemaking that her father began just 25 years ago.

The Double Gloucester and the Red Leicester are traditional cloth-bound wheels totally coated in various molds.

120220 Quicke's Double Gloucester 1/4 lb cloth bound wheel

120219 Quicke's Red Leicester 1/4 lb cloth bound wheel



Wild & Unique Foods by Tim Doyle

All Natural Consumer Presliced Products



European Imports Ltd. is introducing two new (all-natural) salamis and a prosciutto from Fiorucci. They are processed using only all natural meat at Fiorucci's state of the art USDA plant. Many stores are looking for these added benefits, and consumers are requesting all-natural meat products across the U.S.

Fiorucci established a state of the art production facility in the USA in 1987, using the heritage and expertise of Fiorucci S.p.A. Italy to ensure the traditional process. They have a weekly product assessment program to guarantee attention to detail. These are high quality products at all levels. They use a low fermentation process which uses very little heat, leading to more enhanced flavors and coloring with no sodium nitrate in the Natural lineup.

The meat is from Coleman Natural Foods. The pork is fed a primarily vegetarian diet and the animals have never been administered antibiotics or hormones.

Herbs from Italy are used whenever possible, adding to the authentic Italian flavor. These products come in convenient exact weight, presliced, zip lock packages for easy marketing in any type of store with attractive retail price points. The **All Natural** label is in green at the top of the product for all health conscious consumers to see and purchase.

Menu Application

In addition to cooking or sandwich uses, these convenient packages are perfect for a picnic or impromptu snack because of their extended freshness.



600919 Fiorucci Sliced, Prosciutto 12/4 oz

**600561 Fiorucci Sliced, Genoa Salami
12/4 oz**

**600572 Fiorucci Sliced, Hard Salami
12/4 oz**

For the Pastry Chef by Karl Helfrich



Patis'macron

Item #573997, 11 lb bag

Macaroons have always been one of the most sought after items in the pastry world, and up until now one of the most difficult to master. Now PatisFrance has developed a mix that lets you create consistently perfect macaroons with just two steps!

The modern macaroons were a creation of Pierre Desfontaines at the pastry shop Laudréé in Paris in the 1930's. He sandwiched a ganache filling between two dome-shaped macaroons to begin a sensation that has lasted until modern times. The best macaroons are characterized by having a perfectly domed top that is crispy, and a chewy center.

With Patis'macron it is now possible, a variety of multi-colored and flavored macaroons with just one mix!



Basic recipe:

1000 gr. Patis'macron mix
200 gr. Hot Water (above 115° F)
+ color

Chocolate macaroon recipe:

1000 gr Patis'macron mix
210 gr Hot Water (above 115° F)
50 gr Cocoa Powder

1. Beat ingredients with a paddle on medium speed for 4 minutes.
2. Immediately pipe onto Silpat on a double sheetpan.
3. Bake at 300° F in a conventional oven for 20-25 minutes (vent open) or 270° F in a convection oven for 20-25 minutes.
4. Allow the macaroons to cool, and then fill with ganache or whatever suits your fancy.



Water-based coloring agents are recommended to color the macaroons. We are delighted to be able to present some of the world's finest water soluble powdered colors from **Sevarome**. These highly concentrated colors are perfect to make macaroons that are either pastel toned or vibrant with color! They are also the preferred colors for sugarwork because of their concentration and lack of the preservatives that are in liquid colors.

Sevarome Blue Food Color

Item # 419715 100 gr. tin

Sevarome Pistachio Green Food Color

Item # 419726 100 gr. tin

Sevarome Purple Food Color

Item # 419748 100 gr. tin

Sevarome Red Food Color

Item # 419693 100 gr. tin

Sevarome Yellow Food Color

Item # 419704 100 gr. tin



New Grocery

Sneaky Pasta

Looking for a way to sneak vegetables and nutrients into the diet of a loved one? Look no further. Throughout the last few decades, pasta has become one of the favorite meals of American families. Traditional pasta is a fairly simple and healthy product containing one single ingredient: durum wheat. PAGAL, a Spanish company, has been manufacturing pasta for more than 100 years and is now launching a unique range of pasta aimed to help consumers get extra nutritional benefits while eating their plate of spaghetti.

When producing PAGAL's Green Beans, Spinach & Carrots pasta, an important amount of fine, selected vegetables are added to the wheat making the pasta a good source of iron and fiber. The second product in the range is PAGAL's Fiber White pasta. The owners of PAGAL knew about the complaints of consumers who were trying healthier pasta versions, but missed the taste of regular white pasta. They came up with the idea of adding oat fiber to wheat and that is the secret behind PAGAL's Fiber White pasta and why it contains three times more fiber than traditional pasta, but maintains the same great white pasta taste.

All PAGAL's pasta is made with the best quality wheat selected and milled at the company's premises and mixed with other finely selected ingredients. PAGAL pasta is now from European Imports Ltd.

883831	Fiber White Spaghetti	12/16 oz
883775	Fiber White Rigatoni	10/16 oz
883742	Green Beans, Spinach & Carrot Ziti	10/16 oz
883764	Green Beans, Spinach & Carrot Spaghettini	10/16 oz



Bubbly Without the Buzz

Introducing Vignette Wine Country Sodas. Vignette Wine Country Soda is a gourmet soft drink naturally sweetened with the juice of California varietal wine grapes. This unique sparkling, no sugar-added, 100% natural beverage is the first of its kind to be made with California wine country grapes. It is these grapes that supply the subtle wine flavors and natural sweetness.



Vignette soda is now available from European Imports Ltd. in three light and bubbly flavors:
693131 Chardonnay Soda 6/4/12 oz
This flavor is light and fresh with hints of pear and apple.

693475 Rose Soda 6/4/12 oz
This flavor is refreshing and crisp with the subtle flavor of pink fruit.

693142 Pinot Noir 6/4/12 oz
This flavor is bolder than the others with the bright flavor of berries.

You will find these fizzy beverages to be refreshing and not too sweet. And there's lots of other good stuff about Vignette Wine Country Soda:



- All Natural
- Non-Alcoholic
- 50% Varietal Juice
- Caffeine Free
- Lightly Carbonated
- No Added Sugar
- No High Fructose Corn Sugar
- No Added Colors
- Gently Pasteurized
- No Preservatives

New Grocery Line Extensions



There's a hot new product at European Imports Ltd. Introducing Hot Squeeze Sweet Heat Chipotle Sauce. What is in a name? In this case a lot, but not the whole story. Hot Squeeze is a very versatile chipotle sauce in an easy to use squeeze bottle. Hot Squeeze Sauce is a combination of chipotle peppers, all natural soy sauce, orange juice, vinegar and sugar. The sauce is a deep dark red with flecks of chipotle and seeds.

Hot Squeeze began as a chipotle glaze prepared for a pork tenderloin dish by Atlanta caterers, Sue Sullivan and Carol Bosworth. The sauce was an instant hit. The caterers soon found themselves using it in all sorts of recipes and their clients loved it so much they started to beg them to bottle it. "And so here it is. **Hot Squeeze**, the one sauce that does it all."

Each squeeze bottle is packed with eleven ounces of sweet heat chipotle to use as a:

- Sauce
- Condiment
- Marinade
- Glaze
- Dressing
- Garnish

Hot Squeeze Sauce is all natural, kosher and fat free and now in stock at European Imports Ltd. order it today.



101297 Hot Squeeze Sweet Heat Chipotle Sauce 12/11 oz



Now available from DeBeukelaer the cookies you love in convenient 100 calorie packs:

- 994397 Crème de Pirouline Dulce de Leche 6/6.5 oz**
- 994408 Creme de Pirouline Strawberry 6/6.5 oz**
- 994419 Crème de Pirouline Chocolate Hazelnut 6/6.5 oz**

Each 6.5 oz gable top box has ten packs of two cookies. Each package of cookies has 100 calories.



- 472486 Milk Chocolate with Peanut Butter Filled Squares 12/4.69 oz**
- 472508 Milk Chocolate with Peanut Butter Filled Bars 12/3.17 oz**



163531 Dijon Mustard Minis 72/1.4 oz
(pack size change replaces 16338-0)

Line Extensions



Walkers, you immediately recognize their decorative plaid cardboard packaging and the high quality treats you are about to indulge in. Walkers Pure Butter Shortbread is baked in the secluded village of Aberlour, Speyside, in the heart of the Scottish Highlands. Their shortbread is produced using traditional recipes which have been handed down through generations of the Walker family. Walkers now offers you more options to choose from:

- 429697 **Butter Digestive Biscuits** 12/5.3 oz
- 429719 **Mini Shortbread Lemon Hearts**
12/3.5 oz
- 429731 **Mini Shortbread Rounds** 12/3.5 oz
- 429742 **Shortbread Highlands** 12/4.7 oz
- 429753 **Shortbread Raspberry Thins**
12/4.2 oz
- 429764 **Shortbread Thins** 12/4.2 oz
- 429775 **Shortbread Lemon Thins** 12/4.2 oz



- 141275 **Spanish Saffron Threads, Display** 20/.5 grams
(pack size change replaces 141275)
- 141286 **Saffron Powder, Display** 18/4/.125 grams
(pack size change replaces SH7003)



- 481607 **Excellence Origins Peru 80% Bar** 12/3.5 oz

This bar is created with extremely fine cacao, exclusively grown in the Amazonian Tropical Forests at the foot of Peruvian Andes. This cacao gives the chocolate its superb aromatic richness.

Introducing the first Green Tea Bar on the market from Sencha Naturals. Each 2 ounce bar provides 3 cups of green tea and they are vegan, all natural, gluten and wheat free.



- 478553 **Lively Lemongrass** 9/2 oz
- 478564 **Delicate Pear** 9/2 oz
- 478575 **Original Flavor** 9/2 oz



New from Alessi:

- 141197 **Smooth Marinara** 6/24 oz
Light flavorful smooth sauce with distinct tomato flavor.
- 141164 **Puttanesca Pasta Sauce** 6/24 oz
Flavorful chunky sauce with distinct olive, caper, garlic and tomato flavor.
- 141086 **Fra Diavolo Pasta Sauce** 6/24 oz
Spicy, flavorful chunky sauce with distinct tomato flavor.
- 141075 **Chunky Marinara** 6/24 oz
Light flavorful chunky sauce with distinct tomato flavor.
- 141031 **Alla Norma Pasta Sauce** 6/24 oz
Flavorful chunky sauce with distinct eggplant and tomato flavor.

- 431353 **Desiree Cookies** 10/14 oz
(pack size change replaces 00400-X)



Specialty Grocery

Another Crostini, Please

How about two! New flavors that is. Cucina Viva has added two new flavors to their line of crostini. Cucina Viva Crostini are flavorful Italian crackers (or little toasts as the exact translation suggests) imported from Italy and offered to you exclusively by European Imports Ltd.

Originating over one hundred years ago in the Puglia region of Italy, this little cracker (crostini) was originally served with cheese. They can also be served with an assortment of toppings and used as appetizers or garnishes on foods like soups or stews.



Each of Cucina Viva's Crostini come packed in cases of twelve 7 oz cellophane bags. All six flavors are in stock and on promotion this month. Please see page 22 of the June Promotion book for details.

New Flavors:



490242 Parmesan & Pecorino Crostini

The combination of Parmesan and Pecorino cheeses makes this crostini a great base for bruschetta. You could also use them as a substitute for croutons in your favorite salad or soup or as a carrier for dips or hummus.

490264 Black Olive Crostini

The rich and delicious black olive flavor of these crackers is a perfect match with vegetable dips and they are also a tasty snack all by themselves.



Old Favorites:



49020-2 Traditional Crostini

A rich tasting cracker made with extra virgin olive oil. Serve as a snack cracker with fresh cheese, tapenades and spreads.

49021-3

Fennel Crostini

These crostini are made with extra virgin olive oil and they are infused with fennel seeds for a crispy texture and a sweet delicate anise flavor.

Serve as a snack cracker or with savory spreads.



49022-4

Rosemary Crostini

Made with extra virgin olive oil the rosemary in this cracker gives it a delicious herbal finish.

490239

Black Pepper Crostini

Black pepper gives these crostini a heat that pepper lovers will enjoy. Pair these crisp crackers with your favorite cool creamy spread or munch on them on their own for a zesty snack.



Demo and ad support is available for the full line of products from Cucina Viva. Please contact your sales rep for more information.