

WHAT'S INSIDE

Pg. 2
Under the Dome

Pg. 3
Wild & Unique Foods

Pg. 4
For the Pastry Chef

Pg. 5-6
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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A Q4 Jump Start

Are you looking for suggestions to jump start your fourth-quarter sales? Look no further than our October promotion book. Our October promotion book was put together to help you get started with your holiday planning. If you haven't already checked it out, here is what's in store for you:

We have put together a select group of shippers to cover a wide range of categories. Place a **CharCrust** shipper near the meat counter, **Stash Tea** in the coffee and tea aisle, **Cäpeachio's** and **Mariner** crackers near the cheese case, **Lazzaroni** in the cookie aisle and **Ghirardelli** in the baking aisle.

Deep discounts are available on everyday items appropriate for the holiday season. A terrific assortment of cheese from around the world including some cheeses rarely on promotion. A generous selection of crackers including a great deal on **Life in Provence** mini toast and **Guittard** chocolate for holiday baking.

A wide variety of staples for holiday entertaining such as **Les Trois Petits** Cochons Jambon de Paris, **Sable & Rosenfeld's** Topsy line, **Frontera's** salsas and **Festillant's** sparkling non-alcoholic wine.

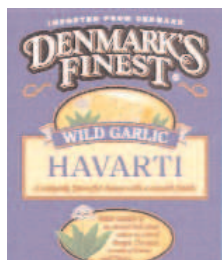
Lastly our annual **Walkers Shortbread** Promotion. This year we have made it easier to take advantage of the savings by eliminating the minimum order requirement. Just order what you need and you still save.

These are just a few examples of the products featured in the October promotion book. If you haven't received your copy yet, please contact your sales rep for one today. Good luck on your fourth quarter sales!

Under the Dome

by Jeff Babcock

A New Flavor from Ancient Times!



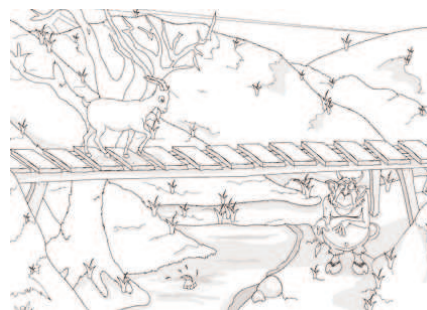
Ramsons (*Allium ursinum*), or Wild Garlic as it is often known, are a relative of the chive and have been used in foods in Europe since ancient times. They impart a mild taste of garlic with a pleasant herbal flavor as well, giving it a deliciously balanced profile. The first known use of this plant was in Denmark, so it is highly appropriate that it comes to us in a Danish cheese, Havarti! Cream Havarti, very buttery and enriched, is a perfect base for the addition of Wild Garlic, as the cheese itself is mildly tangy and well suited to sustain additional flavors; the pleasantly mild herbal qualities are not lost. The cheese works well for a grilled cheese sandwich or paired up with roast beef on a crusty baguette. Pair it with an ale or light beer for a party or just cube it up for a colorful display on a buffet. At the deli counter or cheese case, Denmark's Finest offers you great quality which we have brought to you direct from Denmark.



104031 Cream Havarti Wild Garlic 1/9.5 lb

Which is the Sweetest Goat?

Like the old Billy Goat Gruff fairy tale, where a troll under a bridge has to choose which goat to eat, we too thought you should have to choose!



Although in this instance it isn't about a fatter goat, but which is sweeter. We have brought in two goat cheeses

flavored with honey, Montchevre Fresh Goat with Honey from Wisconsin and the Capra with Honey from Belgium. The Montchevre, a well established line with many flavors, gives you another option for your assortment. The Capra allows those who want a small retail package as an alternative to the larger size we started with. Taste and decide for yourself, but maybe you want both!



430219 Montchevre Honey 12/4 oz



061097 Capra Honey 12/4 oz

Wild & Unique Foods by Alex Yilmaz

Swiss Style Air Dried Beef from Bernina



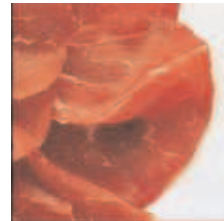
Bündnerfleisch is a dry-cured beef product native to the Swiss canton of Grisons, similar to the Italian Bresaola. Lean cuts of beef selected from the top round are salted and rubbed with spices, juniper berries and aromatic mountain herbs. The product is then air-dried and aged for two to three months until it becomes hard and dark red (almost purple) in color. Bernina Beef Prosciutto from Uruguay is made in the same Swiss tradition as Bündnerfleisch. No artificial coloring or flavoring, and no added water.



Bernina's beef comes from grass-fed cattle, raised in the open with vast fields to roam – the old fashioned way of raising cattle. Grass-fed beef is up to six times leaner than grain-fed beef, and is a natural source of omega 3 fatty acids, proteins, vitamins and minerals. Healthy beef, free of growth hormones and antibiotics, and fed no animal by-products, provides healthy food for people.



Bernina selects the finest cuts of beef and thoroughly hand-trims the fat to produce a 98% lean product that is extremely tender, with a sweet and rich flavor reminiscent of home-style cooking. Sliced paper thin and served at room temperature or slightly chilled, ready-to-eat Bernina Beef Prosciutto makes a perfect addition to antipasto. It is also good on its own, with bread or paired with melon. Try it drizzled with olive oil and lemon juice, and served with arugula, cracked black pepper and freshly shaved parmesan cheese. The vacuum packed, approximately 2.8 pound half pieces can be refrigerated for up to six months.



MP1207 Bernina Beef Prosciutto 9/2.8#

Nutrition Facts		Amount/serving	%DV*	Amount/serving	%DV*
Serving Size: 1 oz. (28g) serving about 40		Total Fat 1.5g	2%	Fiber 0g	0%
Calories 50 Fat Cal. 15		Sat.Fat 0.6g	3%	Sugars 0g	0%
		Cholest. 20 mg	7%	Protein 10g	20%
		Sodium 420mg	18%	Total Carb 0g	0%
		Vitamin A 0% - Vitamin C 0% - Calcium 0% - Iron 8%			

For the Pastry Chef by Karl Helfrich

Gourmet Vanilla Beans from Mexico



Vanilla beans are actually the pod of a very special orchid plant, *vanilla planifolia* that originates from the gulf coast of Mexico in the present state of Veracruz. It was cultivated by the Totonac people of that region and later by the Aztecs. Vanilla was unknown to the western world until Hernan Cortez returned to Europe with it (and chocolate!) in the 1520's. Until the mid-19th century Mexico was the major producer of vanilla in the world; at that time the French introduced it to Reunion, the Comoros Islands, and Madagascar where it thrived and became a major cash crop, eclipsing Mexico's production.



Vanilla production is a unique and very labor-intensive enterprise. Each vanilla flower blooms only one day, and must be hand-pollinated that day in order to produce the pod that becomes the vanilla bean. Once the pod matures it is picked and the fermentation and curing process begins. They are placed on blankets and straw mats and either placed in ovens or laid out in the sun to cure. At night they are rolled up and allowed to "sweat".

All of this is done by hand. This process, along with conditioning in holding rooms takes three to six months to produce a bean that has the perfect flavor characteristics.

Today, Mexico's vanilla production is a fraction of what Madagascar produces. The tourist industry along the gulf coast along with the discovery of oil in the region has shrunk the growing area. This, along with the high cost of hand curing and packing has made Mexican vanilla beans, the original vanilla, a rare and difficult to find delicacy.



Mexican Vanilla Beans (8 oz sealed bag, item # 140373)

Mexican Vanilla beans are recognized as not only the original vanilla, but also the vanilla having the most "terroir" or characteristics of the place they are grown in. The soil and climate that originally brought forth this species along with centuries old curing techniques impart a unique and wonderful spiciness and creaminess to these beans that is unmatched. Chefs that know prefer it to its cousins from other regions because it has more depth of character. Mexican vanilla beans are versatile enough to compliment everything from a delicate crême anglaise to an award-winning batch of chili.

New Grocery

Wild Thymes Ahead



Introducing a truly exceptional line of gourmet condiments from Wild Thymes Farm. Wild Thymes Farm is a family owned and operated business located in New York's Hudson Valley. Their gourmet condiments are creative, distinctive and sophisticated in their combinations of flavors. They are also healthy and easy to use.

All of Wild Thymes Farm products are 100% natural, kosher, without artificial preservatives or additives, fat and cholesterol free and extremely low in calories, carbohydrates and sodium. Furthermore most products are gluten free.

Wild Thymes Farm condiments are all made by a family in New York's Hudson Valley using only the finest ingredients and are now available from European Imports Ltd.

Dipping Sauces

Extremely versatile and full of flavor. Use for stir-fry sauces, glazes and sandwich spreads. All the dipping sauces are packed in cases of twelve 10.5 ounce jars.

123564 Thai Chili Roasted Garlic Dipping Sauce
This sauce has a perfectly intense combination of garlic, hot peppers and a sweet base.

123575 Indian Vindaloo Curry Dipping Sauce
This rich red sauce has the intense flavor of tomatoes, garlic, lime and a myriad of spices to create the best curry dipping sauce you ever tasted.

123631 Indonesian Peanut Sesame Dipping Sauce
Bring a taste of Asia to your kitchen. The perfect dipping sauce for meats, shrimp, chicken, tofu or vegetables; wonderful with rice or noodles.

123641 Moroccan Spicy Dipping Sauce
A wonderful cooking sauce for meats, seafood, tofu or vegetables; delicious mixed with mayonnaise as a sandwich spread and fabulous with couscous.

Marinades

Flavorful marinades perfect for grilling, barbecuing, roasting or broiling. All of the marinades are packed in cases of twelve 11 ounce bottles.

123653 Tropical Mango Lime Marinade
This marinade is fruity with the intense taste of pureed mangoes, fresh lime, spices and fresh grated coconut.

123664 Chili Ginger Honey Marinade
The perfect sauce for stir-frying or marinating meat, poultry, seafood, fish, tofu or vegetables; try it as a dipping sauce for shrimp or potstickers.

123675 Hawaiian Teriyaki Marinade
A delectable marinade or dipping sauce for fish, seafood, meats, poultry, tofu or vegetables and a wonderful sauce for stir-frying.

123686 Korean Ginger Scallion Marinade
A wonderful marinade for meat, seafood, poultry, tofu or vegetables and the most delicious dipping sauce for potstickers or shrimp you have ever tasted.

Chutneys

Delicious combinations of fresh fruits, herbs and spices. All of the chutneys are packed in cases of twelve 12 ounce jars.

123697 Plum Currant Ginger Chutney
A phenomenal accompaniment or glaze for meat, poultry, seafood, fish, tofu, vegetables, rice or couscous or over cheese as a simple hors d'oeuvres.

123708 Apricot Cranberry Walnut Chutney
Delectable over cheese as a simple hors d'oeuvre or as an accompaniment to roast meats and poultry.

123719 Caribbean Peach Lime Chutney
A fabulous glaze or accompaniment for meat, poultry, seafood, or fish; mix with mayonnaise as a sandwich spread or in chicken salad.

123720 Mango Papaya Chutney
Delicious mixed with mayonnaise as a sandwich spread, mixed into chicken salad or as an accompaniment or glaze for meat, poultry, seafood, fish, tofu, vegetables, rice or couscous.

Vinaigrettes

Intensely flavored homemade style vinaigrettes with delectable flavor combinations. All of the vinaigrettes are packed in cases of twelve 12 ounce bottles.

123731 Toasted Sesame Wasabi Vinaigrette
A delectable dressing for green salads, chicken salad, grilled, steamed and roasted vegetables or as a delicious marinade for fish, seafood, chicken, pork and tofu or over noodle dishes.

123742 Mediterranean Balsamic Vinaigrette
Delicious over all types of salads and vegetables and also makes a spectacular marinade for meats, poultry, fish, tofu and vegetables.

123753 Parmesan Walnut Caesar Vinaigrette
Wonderful over green salads, grilled or steamed vegetables and even pasta and chicken salads.

132764 Raspberry Pear Vinaigrette
The perfect accompaniment to green salads or grilled, roasted or steamed vegetables, as a dressing for chicken or turkey salad or as a marinade for poultry, game or meats.

123775 Tuscan Tomato Basil Vinaigrette
Phenomenal on all types of salads and vegetables; it makes a wonderful dressing for pasta or chicken salad and is a fabulous marinade for poultry, meats, game, seafood, tofu and vegetables.



New Grocery



34° is not just a temperature anymore. It is the name of a new line of delicious crackers. Introducing 34° Crispbread. 34° Crispbread are ultra thin wafer crackers made in Colorado. These flavorful, all-natural crackers are baked to thin, crisp perfection. They are made without oil and with just a few of the finest ingredients available. The end result is an exceptionally crunchy cracker distinguished by a delicious pure flavor and lightness on the palate.

These incredibly thin, crisp crackers are ideal for serving with wine and cheese. They hold up to spreading and dipping despite how thin and delicate they appear. You can't go wrong with 34° Crispbread and all four flavors are delicious and now available from European Imports Ltd.

- 432920 Rosemary Crispbread** 18/4.5 oz
- 432842 Natural Crispbread** 18/4.5 oz
- 432853 Sesame Crispbread** 18/4.5 oz
- 432886 Cracked Pepper Crispbread** 18/4.5 oz



SushiNow!

Wasabi lovers take note. There is a new wasabi powder on the market and wow is it hot! Introducing SushiNow! wasabi powder.

What's different about SushiNow! wasabi powder? Well, to start with it has a natural green color. SushiNow! wasabi powder is sushi grade wasabi with nothing artificial. It is a natural blend of horseradish, mustard powder and dried wasabi.

This wasabi powder is very versatile and easy to use. To prepare: mix equal amounts of the powder with water to make a paste and let it stand for 10-15 minutes (to let the flavor bloom) before adding it to any recipe. Make an easy sauce just by adding the paste to ketchup or mayonnaise. Most Savory foods can be great with a kick of wasabi, Wasabi Mashed potatoes, Wasabi BBQ Chicken, or simply mix the wasabi with any salad dressing.

Now available from European Imports Ltd.:

- 112286 All Natural Wasabi Powder** 12/3 oz



Line Extensions



New high fiber, all natural, gluten free, nutritious snack bars from Wallaby:

- 464320 Macadamia and Fruit Bar 18/1.4 oz
- 464319 Cashew and Sesame Bar 18/1.4 oz
- 464331 Pure Fruit Bar 18/1.4 oz
- 464308 Low Card Yogurt Bar 18/1.4 oz



- 141208 Sea Salt & Pepper Dippers 12/4.4 oz
- 141097 Sea Salt Dippers 12/4.4 oz

Alessi dippers are crunchy, oven-baked snacks imported from Italy. Made from the finest wheat, extra virgin olive oil and Mediterranean sea salt, these somewhat flat and wavy ribbon-like breadsticks are not only for snacking, but are ideal for dipping.



- 458886 Candied Sweets Crinkles 12/7 oz

Premium rich and flavorful Carolina Sweet Potatoes are cooked to perfection and then dusted with Indonesian Cinnamon and brown sugar for a sweet taste not usually associated with potato chips.

- 458864 Exotic Harvest Sea Salt Chips 12/6 oz

A tasteful medley of carrots, blue potatoes and kabocha cooked in expeller pressed oil and enhanced with sea salt.

- 458842 Exotic Harvest Sweet Onion Chips 12/6 oz

A colorful medley of carrots, blue potatoes and kabocha cooked in expeller pressed oil and enhanced with onion seasoning.

- 458897 Blue Jalapeno Chili Crinkles 12/6 oz
- Blue potato chips with the zing of jalapeno and chili peppers.



New pack size:

- 432942 Cracker Thins 12/5.3 oz
- Replaces item 43281-5 24/5.3 oz



New pack sizes:

- 448264 Vegetable Baby Mum Mums 6/1.76 oz

Replaces 448252 12/1.76 oz

- 448275 Original Baby Mum Mums 6/1.76 oz

Replaces 448249 12/1.76 oz



New flavor:

- 825964 Smokey Barbeque Dip 6/8 oz



New flavors:

- 47015-8 Mon Cherri 72% Cacao Bar 12/2 oz

Organic dark chocolate bar with berries and vanilla.

- 47017-0 Lime 59% Cacao Bar 12/2 oz

Organic dark chocolate bar with lime and macadamia nuts.

Cucina Viva Balsamic Creams

Cucina Viva has done it again. Cucina Viva, the line for home and professional chefs, has created a bright, innovative new product that is suitable for home and professional chefs alike. Introducing Cucina Viva's line of Balsamic Creams. Balsamic cream is a product based on Balsamic Vinegar of Modena. Balsamic cream is a syrupy reduction of Balsamic vinegar and concentrated grape juice that can be used in sweet and savory applications.

Balsamic cream has the perfect balance of flavor between sweetness and tartness and just the right density to prevent it from sliding off food. This rich creamy reduction lends itself to numerous culinary uses from decorating dishes to basting or marinating meat, poultry or fish. It is also spectacular on desserts – especially ice cream and fresh fruit. With its versatility Cucina Viva's Balsamic Creams will quickly become your go to gourmet ingredient.

Cucina Viva Balsamic Cream:

- A syrupy reduction of Balsamic vinegar and concentrated grape juice.
- Has a wonderful sweet and sour, fruity character.
- Packaged in easy to use squeeze bottles for drizzling.
- A wonderful new product from Tuscany, Italy.

130008
Classic Balsamic Cream
6/17.5 oz

130019
Classic Balsamic Cream
12/8.4 oz

Drizzle on grilled meats and poultry, steamed fish and vegetables. Adds flavor to rice, salads and pasta.



130020
Forest Fruits Balsamic Cream

12/8.4 oz

Drizzle over ice cream and fresh fruits salads to add.

130031
Lemon Balsamic Cream
12/8.4 oz

Drizzle on grilled fish, shrimp, tuna or vegetables. Splash on beef or tuna carpaccio.



130042
Truffle Balsamic Cream
12/8.4 oz

Sprinkle on omelets. Drizzle over meat, pasta and cheese. Use with sautéed chicken or add to sauces or gravies.

130053
Vanilla Balsamic Cream
12/8.4 oz

Spectacular on desserts, drizzled over ice cream, fruit salad, crepes or strawberries and cream. It can also be enjoyed with parmesan and other aged cheeses.



European Imports Ltd. offers ad and demo support for the full line of Cucina Viva products. Contact your sales rep for details.