

# WHAT'S INSIDE

**Pg. 2**  
**Under the Dome**

**Pg. 3**  
**Wild & Unique Foods**

**Pg. 4**  
**For the Pastry Chef**

**Pgs. 5-6**  
**New Grocery**

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

**Back Cover**

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

## **February 2009**

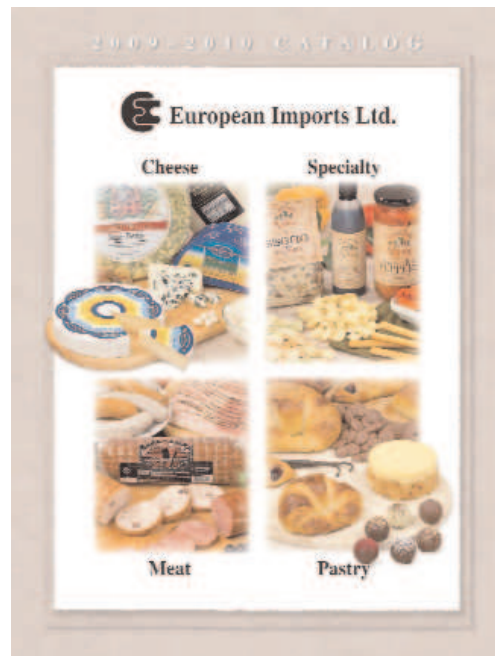
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## **New Year, New Catalog**

It's finally here. Introducing our 2009-2010 color catalog.



The 2009-2010 is our largest catalog ever. It is full of color pictures of all our products. Open the catalog to find our beautiful Cheese section which is then followed by our enticing Meat selections. Next up is the Specialty Grocery section which is the largest section of the book. Here you will find everything you need for your grocery shelves from soup to nuts. Lastly is our Pastry section which is a great place to check out the latest innovations in pastry ingredients.

The catalog is now available. Contact your sales rep for your copy today. Or contact our customer service department at 1-800-323-3464 to request your copy.

# Under the Dome by Marcia Suchy

## Four Milks, Four New Treasures

### Life in Provence Roquefort Wedge



The secrets to Roquefort lie in tradition, terroir and technique.

The raw milk of Lacaune sheep and a special recipe of penicillium roqueforti come together to form the precious wheels of impeccable beauty, flavor and aroma. Aging for over 120 days on oak shelves in one of the Caves of Cambalou in the south of France, the cheese reaches perfection.

Within each wedge lies the 'jewel' of the cheese; the tiny caverns of glorious green mold. The tangy, complex flavor of the cheese is well-balanced, with the rich aroma and smooth creamy mouth-feel. The finesse and delicacy come together nicely in the new see through packaging, perfect for self-serve cases.

**010575 LIFE IN PROVENCE ROQUEFORT WEDGE 12/3.5 oz**

### Caciotta di Bufala



This cheese is made in one of the most famous areas in Italy for water buffalo milk - in the Caserta area of Campania in south-central Italy near Naples. The producers successfully combine

ancient cheese making traditions with a careful selection of milk coming from water buffalo grazing on inland mountain pastures. Caciotta di Bufala is an innovative cheese - not the usual fresh style, but rather, a semi-soft wheel that is aged 60 days. The careful cheese making process yields a soft, rich, creamy cheese that is notable for its delicate, pleasant taste with a slightly sour finish typical of water buffalo milk.

**244053 CACIOTTA di BUFALA 11/1.75 lb**

### Caprinelle Pyrenees by Capitoul

Our newest cheese from the Pyrenees region carries a profile with reflections of the AOC versions.

This however is a 'tome' style goat cheese of the Pyrenees. A textured and grainy natural rind dotted with molds is typical of the sheep milk Pyrenees cheeses and so it also enrobes this beautiful firm, pasteurized goat milk cheese. The affinage is approximately two months. A natural acidic flavor, typical of goat milk cheese, begins to dissipate as the cheese ages longer, eventually rounding out to a grassy floral taste with bold Pyrenees tones and a subtle nuttiness. Caprinelle has exquisite depth of character and will enhance any cheese board selection. Match with Sauvignon Blanc, crusty French bread and a few good friends.

**014042 PYRENEES CAPRINELLE (CAPITOU) 1/10 lb**



### Centenol Pyrenees by Capitoul

Our final new cheese is yet another version of classic Pyrenees.

Centenol carries the same familiar profile with its shape, natural rind and nutty-musty aroma, totally reminiscent of the Ossau-Iraty and AOC cheeses. However, Centenol is made with pasteurized cow milk, and is a pressed, uncooked cheese with a rich fruity flavor profile. The semi-firm paste and tiny lacy holes is an immediate clue to the type of cheese and its origin.

Possibly one of the most beneficial attributes to Centenol is the fact that it is the least costly of all of the Pyrenees cheeses. Perfect for foodservice carts and full service cheese counters.

**014064 PYRENEES CENTENOL (CAPITOU) 1/10 lb**



# Wild & Unique Foods by Tim Doyle

## Raisin River Premium Bacon



Raisin River Apple Wood smoked center cut bacon comes from ONLY DuBreton pork which is one of the finest natural pork companies.

The pork is vegetable grain fed and raised without antibiotics ever. The feed consists of corn, soybean meal, wheat, bread flour, peas, vitamins and minerals. From taste tests, I believe that an animal raised in a comfortable environment is less stressful and results in a better quality product, no matter what animal. Single family growing of the hogs gives us traceability right back to the farm and gives us consistent product all the time. We pick only these pork bellies.

We never shop the market for price for commodity bellies. What this means to you is a perfect center cut square belly (all bellies are



square cut for uniform slicing and for their leanness) that is then traditionally cured utilizing real maple syrup. They are then vacuum tumbled in a bin for days to develop the bacon's unique flavor. The bellies are then smoked for up to 12 hours with chunks of charred apple wood at high

temperatures for a great apple wood smoke flavor. Next, they are placed in a European press which utilizes minimum pressure to shape the belly for slicing. The bacon is sliced thick at 16-18 slices per pound. The machine does not shatter the belly meat which means much less shrinkage after cooking. This bacon will shrink 20% or less over all injected bacon. Test it yourself.

You will be in for a real treat to start the bacon up and have that wonderful smoke smell fill the

room. Every where I go and cook the bacon, people follow their noses right to where I am cooking. As you cook this center cut bacon, you will notice it does not curl up, and it will never curl up like most bacon does.



So get that bacon started and watch the customers start making their ways to the demo person for a taste test or asking the waitress what the awesome smell is!

**WG7587 Raisin River Bacon Retail**

**12/12 oz**

**WG7588 Raisin River Center Cut Bacon**

**2/5 lb**



# For the Pastry Chef by Karl Helfrich

## Labor Saving Pastry Solutions

In these economic times, it is essential to use your labor dollars wisely while still maintaining the quality of your products. European Imports Ltd. has many items designed to offer your guests a wonderful pastry experience while keeping your labor costs within reason.

**Flan** (or **Crème Caramel**) is a classic dish in many different cuisines and we offer a unique, high quality flan mix from Carma that will have your guests asking for seconds!

The recipe is simple: Simply add 1 package of Carma Flan Mix (400g) to 4kg (approx 4.5 qts.) of boiling milk. Boil for one minute, and then pour into cups that have been lined with

caramel. Each package yields 36 (4.5 oz.) servings. To save another step, use Carma caramel topping in the bottom of the cup! Chill the custard for one to two hours, then unmold and serve with fresh berries, whip cream, etc. You can use it for individual custards, or in larger molds for the traditional Latin flan presentation.



### Carma Flan Mix

Item # 46876-2, 6/400g package/cs

### Carma Caramel Topping

Item # 46042-2, 1 / 2.2 lb squeeze bottle

**Quiche** is another high profit center-of-the-plate item that can be made attractively and economically with **Pidy quiche shells**. They are available in 3.75" and 4.5" diameters.

The 3.75" shell is the perfect size for a plated lunch or brunch quiche, and the 4.5" can be cut into quarters for an elegant buffet presentation.



These shells are shelf-stable, and fully (light) baked. Just line them up on sheetpans, add quiche batter and fillings, then bake. No molds necessary.

### Pidy 3.75" Neutral Quiche Shell

Item # 42752-4, 64 pc/cs

### Pidy 4.5" Neutral Quiche Shell

Item # 42884-8, 42 pc/cs

**Tiramisu** is another crowd pleaser that is very labor-intensive to make from scratch. Luckily we have two different brands of tiramisu to fit your plate presentation style and budget.

### Taste-it

**Tiramisu** is made in the traditional method with layers of mascarpone cheese

between espresso and liqueur-soaked ladyfingers. It comes packed in a 4.25 lb. plastic tray that will yield at least 30 portions. It is both a delicious and economical way to increase dessert sales without increasing labor cost.

### Taste-it Tiramisu

Item # BK9500, 2/4.25 lb trays per case



We also carry a tiramisu strip from **Symphony Pastries**. While still made with real imported mascarpone cheese, the Symphony tiramisu is

layered with thin sheets of ladyfinger dough that are soaked in espresso and liqueur. The effect is very elegant.



These tiramisu strips are 5" x 16" and can be cut into dessert or petit four sized portions.

### Symphony Tiramisu Strip

Item # 873651, 2 strips per case

# Modern Historic Vinegars

Alan Coxon, an English television chef and food historian, has spent the last eight years creating and developing ingredients with “a unique taste of the past for kitchens of the future”. – Alan Coxon

Introducing Alan Coxon’s line of historic vinegars. By delving back in time, Alan has taken a page from cookbooks of old to reproduce the flavors and ingredients that once adorned the tables of Medieval Knights, mighty Roman Emperors and Ancient Greek temples and thus created the three historic vinaigres; Ale-Gar, Ancient Greek Vinaigre and Roman Vinaigre. Each holds a unique combination of flavor that will enhance all aspects of modern cooking.

Alan is also responsible for the design of the bottles. The vessels holding these wonderful vinaigres are stylish glass bottles, combining ancient and modern aesthetics to create a stunning look for any modern kitchen.

All three of the historic vinaigres reduce down to sweet and sour syrups that work incredibly well with desserts, ice creams, roasted pork or fresh baked breads.



**Now available:**

**148831**  
**Ale-Gar Vinaigre**  
**12/10.15 oz**



The Ale-Gar is a wonderful alternative to balsamic vinegar. It is produced from an original recipe once brewed in Medieval England. Its base is hops and has a natural hint of chocolate and cinnamon giving a warm and comforting flavor. This is a very diverse vinaigre. It can be added to beef dishes, drizzled over oysters, reduced and drizzled over strawberries, ice cream or with parmesan cheese.



**148820**  
**Roman Vinaigre**  
**12/10.15 oz**

This vinaigre is made using Cape wine infused with some of Ancient Rome’s favorite spices. Cinnamon is the predominant spice, but it is the hints of chamomile that gives it its good balance of flavor. It is sweetened by one of the oldest sugars known to man, honey – a favorite and much used ingredient in the Roman period. Roman Vinaigre is recommended for use in salad dressings, as a dip for crusty bread with a dash of olive oil or as a marinade for pork or chicken.

**148842**  
**Ancient Greek Vinaigre**  
**12/10.15 oz**

The Ancient Greek Vinaigre has taken a route of balance and simplicity, while bringing out the individual flavors. The sweetness comes from the vine fruits, a slight bitterness from the coriander and a clean, fresh acidity from the wine. The aroma is light, fruity and fragrant befitting of a Greek goddess. This vinaigre lends itself well to replace rice wine vinegar in oriental stir-fries, oriental soups, marinades, sweet and sour dishes, salad dressings and hot and cold sauces.



# New Grocery

## Goodness from the Sea

Imagine adding a little piece of the sea to everything you cook. It's easy when you use Mediterranean Sea Salt from Natural Nectar. This vivid white sea salt is sustainably harvested on the coast of Spain. Kosher Certified and made from pure Mediterranean Sea water naturally evaporated by the wind and sun. It is unrefined, unbleached and unprocessed. This salt will enhance foods with its subtle flavor and delicate crunch. Packed in sleek canisters with dispenser tops that are suitable for countertop or tabletop use.



**138132 Coarse Sea Salt 12/24.7 oz**  
**138154 Fine Sea Salt 12/26.5 oz**

## Limited Time Offer



Introducing a truly unique product with limited availability. Il Boschetto Novello, Italian Extra Virgin Olive Oil is that product. This Extra Virgin Olive Oil is made of Frantoiano, Leccino and Moraiolo variety olives cultivated in Tuscany (Castiglione della Pescaia). The olives are hand picked from October 10 to the 30th and then pressed in their mill "Guglielmo di Malavalle". The oil is bottled within two weeks of the harvest and it is hand numbered and packed in a precious bottle and elegant, dark box. This young freshly milled olive oil is unfiltered so you will find some natural sediment at the bottom of the bottle. Its flavor is fresh, harmonious with a pleasantly bitter sensation, reminiscent of artichoke with hints of spice. It is ideal for bruschetta, salads, meats, crudite and soups.

**138853 Il Boschetto Novello,  
 Extra Virgin Olive Oil 6/500 ml**

Limited quantities are available place your order today!

## Fentiman's New Look, New Pack, New Low Price

In 1900 Thomas Fentiman was approached by a fellow tradesman for a loan - a deal was struck, as in those times an Englishman's word was his bond. All that was required was a hand-shake and some security - in this case a recipe for botanically brewed ginger beer.

The loan was never repaid, and so Thomas Fentiman became the owner of a unique and rather original recipe for success.

Fentimans is reintroducing their unique sodas in a convenient 4 pack. Each case comes packed with six of these new four packs. And, here's the best part, Fentimans' sodas now have a new lower price. It is the same great tasting soda with a new look, pack and low price:



- 632319 Ginger Beer 6/4/9.3 oz**  
Replaces 63225-9 12/9.3 oz
- 632320 Curiosity Cola 6/4/9.3 oz**  
Replaces 63223-7 12/9.3 oz
- 632331 Shandy 6/4/9.3 oz**  
Replaces 63224-8 12/9.3 oz
- 632342 Dandelion & Burdock 6/4/9.3 oz**  
Replaces 632262 12/9.3 oz
- 632353 Mandarin & Seville  
 Orange Jigger 6/4/9.3 oz**  
Replaces 63222-6 12/9.3 oz
- 632364 Victorian Lemonade 6/4/9.3 oz**  
Replaces 63221-5 12/9.3 oz



# Line Extensions

A New Look for:



Colavita's Extra Virgin Olive Oil is now available in these beautiful "Timeless" bottles:



- |         |                        |         |
|---------|------------------------|---------|
| 13882-5 | Extra Virgin Olive Oil | 6/.25 L |
| 13881-3 | Extra Virgin Olive Oil | 6/5 L   |
| 13812-3 | Extra Virgin Olive Oil | 6/1 L   |

Line Extensions:

- |        |                         |         |
|--------|-------------------------|---------|
| 083986 | San Benedetto Peach Tea | 6/1.5 L |
|--------|-------------------------|---------|



Baking Chips:

- |        |                                   |         |
|--------|-----------------------------------|---------|
| 472419 | 58% Cacao Semi Sweet Chips        | 6/10 oz |
| 472431 | 72% Cacao Extra Bittersweet Chips | 6/10 oz |

- |        |                   |         |
|--------|-------------------|---------|
| 472519 | Unsweetened Chips | 6/10 oz |
|--------|-------------------|---------|

Intense Dark Chocolate Gourmet Bars:

- |        |                                    |           |
|--------|------------------------------------|-----------|
| 472520 | Evening Dream 60% Bar              | 12/3.5 oz |
| 472531 | Midnight Reverie 86% Bar           | 12/3.1 oz |
| 472542 | Intense Dark – Stand Up Bags- Asst | 8/4.5 oz  |

Bars:

- |        |  |            |
|--------|--|------------|
| 472564 | LUXE Milk Chocolate Bar with Hazelnuts     | 12/3 oz    |
| 472597 | LUXE Milk Chocolate Bar                    | 12/3 oz    |
| 472608 | LUXE Milk Chocolate Bar with Almonds       | 12/3 oz    |
| 472619 | LUXE Milk Chocolate Bar with Crisps        | 12/2.81 oz |
| 472620 | LUXE Milk & Dark Chocolate Bar             | 12/3 oz    |
| 472575 | Prestige Dark Chocolate with Caramel Bar   | 12/3.5 oz  |
| 472586 | Prestige Dark Chocolate with Raspberry Bar | 12/3.5 oz  |

New pack sizes:



- |        |                                |            |
|--------|--------------------------------|------------|
| 082865 | Dark Chocolate Covered Fig Bar | 15/1.41 oz |
|--------|--------------------------------|------------|

Now packed: 15/1.41 oz  
Replaces 082839 25/1.41 oz

- |        |   |            |
|--------|---|------------|
| 082943 | Dark Chocolate Covered Fig Candy Coated Bites | 15/1.41 oz |
|--------|---|------------|

Now packed: 15/1.41 oz  
Replaces 082838 25/1.41 oz



**Naturally Fresh Dressings**

- |                         |                                     |         |
|-------------------------|-------------------------------------|---------|
| 081153                  | Thousand Island Dressing            | 6/12 oz |
| Replaces 08707 6/16 oz  |                                     |         |
| 081164                  | Classic Ranch Dressing              | 6/12 oz |
| Replaces 081140 6/16 oz |                                     |         |
| 081175                  | Classic Caesar                      | 6/12 oz |
| Replaces 081256 6/16 oz |                                     |         |
| 081186                  | Slaw Dressing                       | 6/12 oz |
| Replaces 084062 6/16 oz |                                     |         |
| 081197                  | Roasted Garlic Bleu Cheese Dressing | 6/12 oz |
| Replaces 08892 6/16 oz  |                                     |         |
| 081208                  | Poppyseed Dressing                  | 6/12 oz |
| Replaces 08709 6/16 oz  |                                     |         |
| 081219                  | Lite Peppercorn Ranch Dressing      | 6/12 oz |
| Replaces 08717 6/16 oz  |                                     |         |
| 081220                  | Lite Ranch Dressing                 | 6/12 oz |
| Replaces 08718 12/16 oz |                                     |         |
| 081242                  | Lite Bleu Cheese Dressing           | 6/12 oz |
| Replaces 08719 6/16 oz  |                                     |         |
| 081253                  | Honey French Dressing               | 6/12 oz |
| Replaces 08704 6/16 oz  |                                     |         |
| 081264                  | Creamy Cilantro Dressing            | 6/12 oz |
| Replaces 08996 6/16 oz  |                                     |         |
| 081275                  | Classic Bleu Cheese Dressing        | 6/12 oz |
| Replaces 08452 6/16 oz  |                                     |         |
| 081286                  | Caesar Dressing                     | 6/12 oz |
| Replaces 08708 6/16 oz  |                                     |         |
| 081297                  | Bleu Cheese Dressing                | 6/12 oz |
| Replaces 08711 12/16 oz |                                     |         |

# Outstanding Employees of 2008

Each month the management of European Imports Ltd. recognizes an employee for going above and beyond the standards of their position. In 2008 the following employees were honored for their contributions:

February

**Isaac deLeeuwe**  
IT Department

April

**Dinorah Berberena**  
Accounting

May

**Marilyn Perez**  
Reception

June

**Phil Runions**  
Cheese Department

July

**Marcia Suchy**  
Cheese Category Manager

October

**Terence Johnson**  
Receiving  
and  
**Alberto Beltran**  
Inventory Control

November

**Curly Richardson**  
Warehouse

**Amy Martin**, Customs Broker, was named European Imports Ltd. 2008 Employee of the Year. This award is presented to an individual who exhibits exemplary performance, willingness to go above and beyond job expectations and for his or her contribution to the company.



September will mark Amy's fifth year at European Imports Ltd. 2008 was a banner year for Amy, as she has taken complete control of our entire import operation for all inbound product.

Amy has been instrumental in developing the programs and systems for our buying department to follow in the importation process. These programs have made the importation operation much more efficient, and have additionally saved the company money. Amy is involved with all local trucking for import containers and has streamlined the process for efficiency.

Amy's job also requires that she follow and implement all federal regulations pertaining to importing of products. Anyone involved in monitoring government regulations knows that this can be a daunting task. Yet because of Amy's work ethic and demeanor no one working with Amy would ever know.

We are proud to honor Amy for her commitment and service in the Customs Department. Please join us in congratulating her.