

**October
2011**

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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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Visit our website monthly to view a short video showcasing our newest products and our Buyers' Deals of the Month. Click on the NEWS tab and then click on the video link.

*October is
Breast
Cancer
Awareness
Month*

In support of Breast Cancer Awareness Month, European Imports Ltd., the Binstein family, and LeVillage are donating a portion of the proceeds from all the October sales of LeVillage Pink Lemonade to a Breast Cancer Awareness Foundation. To make this opportunity even sweeter, we put LeVillage Pink Lemonade (items 693731 and 693628) on promotion this month too. Now it is your turn to support the cause! Contact your sales rep to place your order today.



Closeout List

We are excited to announce the Overstock / Closeout list that we will distribute monthly via e-mail. This list contains perishable and dry products for both retail and foodservice applications. Products are selected for overages, short dates or closeout specials. So that you may organize your needs easier, we will indicate which items fall into the aforementioned categories.

For access to these great deals, contact your sales rep and ask to be added to our Overstock/Closeout e-mail distribution list today.



Under the Dome by Marcía Suchy, Cheese Category Manager Tomme Noir Pyrenees

In Time for Crisp Signature Autumn Recipes

The Black Coat Pyrenees Cheese comes from the south-west of France in the district of Ariège, Hautes-Pyrenees.



Half pressed and made with uncooked pasteurized cow milk, it falls into the semi-firm cheese category. The black skin coating gives the lacy white paste interior a fine finished appearance.

The milk comes from the specific areas defined by the "Certification de conformite" (conformity certification). Tomme des Pyrenees is made and aged entirely within the same place as the milk is, produced by local business' workshops.

Rennet is added to the cheese, and after curdling, the curd is cut for extra lactose removal. It is put into a mold and shaped. Once removed from the mold, it is then salted and aged in cool, humid cellars where it is turned by hand every day and cured for 21 to 45 days.

The firm but supple texture of the Tomme is matched with a buttery, hint of salt, creamy flavor that reflects the sweet milkiness of a young Pyrenees.

Tomme Noir Pyrenees is a fine cheese board companion, lending to the none aggressive side of a selection. The 50% maître grasse (butterfat content) is perfect for melting in sandwiches, on soups, or shreds for casseroles and signature pizzas. It slices and cubes wonderfully for buffet style servings and is delicious with the Autumn apple bounty.

Note: Tomme des Pyrenees pur vache, also known as **Tomme Noire**, was made in the twelfth century in the region of Saint-Girons. Until the nineteenth century, this cheese was particularly famous in its region but now can be found throughout France.



016241 Pyrenees Plain, Tomme Noire
2/9.26 lb
(can be purchased by the wheel)



Wild & Unique Foods by Alex Yilmaz, Meat & Game Buyer



In Italian, “fresco” means “fresh”. Citterio’s revolutionary packaging system for their pre-sliced fresco line ensures these products have a “just-sliced” taste.

In each of these unique packages, they capture and lock in the unparalleled quality, flavor and color of their specialty meats. It’s just like each one is being sliced and gently layered right before your eyes.

Your customers will especially appreciate the convenience of being able to keep their selections refrigerated for several days before serving them – fully confident that they will thoroughly enjoy the deli-like freshness and flavor of Italian specialty meats recognized as the finest anywhere. Appetite-stimulating serving ideas are featured on the label on the back of each package.

Your customers will also welcome the ready-serve-and-enjoy convenience of Citterio’s innovative “combo” packs featuring a pairing of select meats and cheeses.

On a daily basis, Citterio prepares and saves the freshly sliced quality of their specialties in these distinctive Citterio fresco packages. To ensure the just-sliced freshness, they’ve set the shelf-life (sell-by dating) on a much shorter basis than competitors’ products in the pre-sliced, pre-packaged deli meat category.

The unique technology behind this packaging system enables Citterio to select and slice each of their specialties right at the peak of their aging or roasting. The portion-controlled slices are layered into each package... oxygen is immediately removed. At the same time, a layer of film locks in the container’s “controlled atmosphere” that preserves the quality, flavor and just-sliced freshness of the slices.



Citterio’s world-renown specialties are very much in demand among lovers of fine food throughout this country. Their name represents a commitment to quality in the making ever since 1878 with the founding of their parent firm in Italy. Today, high in the clean, dry air of Pennsylvania’s mountains, Citterio also creates its classic specialties for the U.S. market – all of them authentic and traditionally Italian.

600689	Genoa Salami & Provolone Cheese	12/6 oz
600690	Soppressata & Asiago Cheese	12/6 oz
600712	Milano Salami & Fontina Cheese	12/6 oz
600834	Prosciutto	12/4 oz
600845	Sopressata	12/4 oz
600856	Genoa Salami	12/4 oz
600867	Rosmarino Ham	12/4 oz
600889	Bresaola	12/4 oz

For The Pastry Chef by Karl Helfrich, Pastry Category Manager



Along with falling leaves, October brings the first crisp evenings to be spent indoors with friends. It is a great opportunity to begin serving earthier sweet and savory fare, and roasted nuts are a

perfect starting point for this. Hazelnuts (or filberts) have been a pastry ingredient for hundreds of years; when roasted, they have a wonderful aroma and a depth of flavor that pairs well with everything from fish to chocolate (especially chocolate!).

In addition to manufacturing some of the finest couvertures in the world, **Cacao Barry** also makes excellent nut products with ingredients sourced from the best growing regions in the world.



Their 100% pure hazelnut paste is made from dry-roasted nuts, with no added sugar, preservatives or emulsifiers. It has a wonderful dark color and rich flavor that lends itself to both sweet and savory applications: sauces, ice creams, mousses, praline fillings, etc. Like any high quality, non-emulsified nut paste the oil rises



to the top. The easiest way to blend it is to pour the contents into a 20 qt. Hobart and mix slowly with a paddle. Return the paste back into the bucket and store in the cooler to keep it from separating.

46843-5 Pure Hazelnut Paste 1/8.8 lb

Cacao Barry also makes wonderful praline pastes, and perhaps the most famous is the **Hazelnut Piedmont Lenotre**. Praline pastes are a blend of nuts and caramelized sugar and are a staple in every pastry shop. Everything from Paris Brest to Royaltine is enhanced with a fine praline paste. The Lenotre Piedmont praline paste is produced



entirely from hazelnuts grown in the Piedmont region of Italy; the quality of these nuts is said to be the finest in the world. They are roasted and blended with caramelized sugar in a 50-50 proportion to

make an extremely flavorful and balanced praline paste.

46898-3 Piedmont Praline Paste 1/11 lb



Gianduja (pronounced jandoo-ya) is a blend of chocolate and hazelnut paste that is great for making bon-bon fillings, mousses, and as a component in plated desserts. The **Cacao Barry Gianduja Plaisir Lenotre** is a delicious milk chocolate gianduja with 20% hazelnuts and 24% cocoa components. It is quite stiff for a milk gianduja and the flavor is excellent.

46882-7 Gianduja Plaisir 1/5.5 lb

Valrhona makes a wonderful praline paste that is



actually produced by caramelizing the sugar together with the hazelnuts to produce an intense flavor and color that is very unique. Their praline paste has 60% hazelnuts and 40%

sugar for a slightly less sweet taste with very strong hints of caramel. It is very smooth and works well in ice creams, fillings, buttercreams, and mousses.



BK6171 60% Praline Paste 1/5 kg

New Grocery Go Wild!

Wild rice is America's only native grain grown in Northern California and the Great Lakes region. Technically a cereal grain, it's one of the most nutritious whole grains available. Wild rice is the edible grain of the plant *Zizania Aquatica* and is harvested annually.

Founded in 1986, family-owned **Goose Valley Ranch™** is nestled high in the Cascade Mountains south of Mt. Shasta, CA. Longtime practitioner of sustainable agriculture with 6,700 acres, **Goose Valley** is the leading producer of certified organic and natural wild rice in America. They share ownership of SunWest Wild Rice, a state of the art, organic certified, wild rice mill in Biggs, CA.

No other wild rice brand is grown by a family in one location, milled by them, and packaged in an organic certified facility. This gives **Goose Valley** a consistent product every year. The climate, red volcanic soil, and clear mountain water are the secret ingredients which give their wild rice its special taste. **Goose Valley** wild rice, brown and basmati rice blends are kosher, gluten free, whole grain foods. **Goose Valley** rice is naturally high in fiber and protein. It is 100% Grade A, giving a distinctive taste and outstanding presentation. Now available in retail and foodservice sizes:

870089 Organic Wild Rice 6/10 oz

870090 Organic Wild Rice 4/5 lb

Goose Valley is the largest certified organic wild rice producer. Their certified organic seeds sprout in ponds created by spring snow melt, high in the Cascade Mountains. Only organic fertilizer is used - and not much is needed due to the fertile, red volcanic soils. They do not use any pesticides or herbicides on their certified organic wild rice - just the gentlest, old fashioned farming techniques.



870078 Natural Wild Rice 6/10 oz

870101 Natural Wild Rice 4/5 lb

Goose Valley is the largest natural wild rice producer. Their natural wild rice is also the best-selling wild rice in North America. Each year, their Family Reserve is hand selected to be the plumpest wild rice of their crop.



870012 Brown & Wild Rice Fusion 6/10 oz

870045 Brown & Wild Rice Fusion 4/5 lb

Most people eat wild rice combined with other rice.

Goose Valley Fusion is their family's favorite whole grain blend. When combined, these four California-grown whole grains (CalMati Brown Rice, Wild Rice, Heirloom Red Rice, and Calmochi Sweet Brown Rice) have a rich hearty flavor and a hint of spice and nectar.



870001 Basmati & Wild Rice Fusion 6/10 oz

870034 Basmati & Wild Rice Fusion 4/5 lb

Goose Valley Basmati and Wild Rice Fusion is a combination of Basmati rice, wild rice and a mixture of their favorite vegetables and herbs. It has a robust flavor with a hint of lemon.



870023 Rice & Bean Fusion 6/8 oz

870067 Rice & Bean Fusion 4/4 lb

Goose Valley Rice and Bean Fusion Family Blend is 50% whole grain and provides a nutritionally balanced meal. It combines the slightly sweet flavor of beans with the nutty taste and chewy texture of the rice blend.



870056 Arborio & Wild Rice Fusion 6/11 oz

870112 Arborio & Wild Rice Fusion 4/5 lb

Goose Valley Arborio and Wild Rice Risotto Fusion Family Blend is a unique American blend which gives traditional risotto an earthy, nutty flavor. The wild rice adds texture and color to the creamy rice. Add parmesan cheese, onions, mushrooms, or tomatoes to give your risotto the extra flavors you like.



New Grocery Hand-Made Artisan Crackers

Whitney Lamy is fascinated by the origins of many of the foods we eat today which led her to look "outside the box." In the early 1800's, Josiah Bent, from Massachusetts, decided to make a lighter and thinner version of Hardtack, a long lasting seafarers' and soldiers' staple. He rolled out sheets of dough, baked them and hand "cracked" them. Whitney has been rolling out crackers this original way in her Castleton, Vermont kitchen for family and friends for years. As Vermont has become one of the largest producers of artisan cheese in the country, it seemed natural to Whitney to market her artisan crackers to complement these outstanding cheeses.



Castleton Crackers are named after the beautiful and quaint villages and counties throughout Vermont. Castleton Crackers contain all natural ingredients of the highest quality, no trans-fats, artificial flavors, or preservatives.

These crackers are made using simple ingredients and are hand-cracked for a rustic look. They are strong enough to hold up to dipping into hummus but thin enough to work beautifully with a slice of cheese. Whitney's crackers are a great complement to a variety of cheeses, as well as chutneys, dips, spreads, soups, and salads. Available in five delicious flavors, each case is packed with twelve 6 ounce bags.

433423

Middlebury Maple Crackers

This slightly sweet cracker hints at maple and pairs well with sharp cheddar, brie or a tangy goat's cheese. Some even enjoy Middlebury Maple crackers with yogurt at breakfast or with a bowl of Butternut Squash soup.



433445

Rutland Rye Crackers

A hearty, crunchy cracker topped with caraway, sesame and poppy seeds creates a unique whole grain treat. Rutland Rye complements most cheeses and gets rave reviews dipped into creamy hummus or when served alongside a Lentil soup.



433412

Windham Wheat Crackers

A buttery more neutral cracker that is slightly salty, rounds out cheese plates wonderfully. Try Windham Wheat crackers served with farmstead cheeses and apple chutney or any hearty chowder.



433434

Putney Pumpkin Crackers

Dried cranberries and thyme enhance the wonderful rich pumpkin in these crackers. They are delicious served with a fresh chèvre or tangy blue cheese alongside Corn Chowder, a salad, or a nice cup of afternoon tea.



433401

Richmond Rosemary Crackers

These luscious, buttery crackers hint at the fresh taste of rosemary and are crunchy with cornmeal. Try them with an aged sheep's milk, goat or cheddar cheeses, alongside any soup, in a bread basket, or on their own as a tasty snack.



Line Extensions

691856 Q Ginger

6/4/8 oz

New to the Salpica line:



Q Ginger is something different. Not too sweet, but clean and crisp with a gingery bite and real depth. Unlike other ginger ales, Q Ginger is made with:

- Real Ginger.
- A dash of Organic Agave, not loads of high fructose corn syrup or sugar.
- A touch of coriander, cardamom, cayenne, rose oil, and orange peel.
- Only 60 calories.
- A beautiful glass package, which preserves taste and carbonation.

New to the Frontera line:



464512
White Bean Chili Starter
6/25 oz



464523
Texas Chili Starter
6/25 oz



464433 Red Chile Enchilada Sauce 6/8 oz
464444 Green Chile Enchilada Sauce 6/8 oz
464466 New Mexico Taco Skillet Sauce 6/8 oz

464489
Black Bean Nacho Sauce
6/8 oz



464490
Ballpark Nacho Sauce
6/8 oz



Create a Sonoma inspired cheeseboard with **Sonoma Syrup's** new artisanal couture fruit preserves with CheeseDrizzler™ to bring specific cheeses to new flavor heights.

100112
Meyer Lemon CheeseDrizzler
12/6 oz

A sweet, artisanal accompaniment to drizzle over washed rind, goat, and aged cheeses.



100123
Blackberry Currant CheeseDrizzler
12/6 oz

A sweet, artisanal accompaniment to drizzle over strong, soft and piquant blue cheese to elevate to new flavor heights.



100134
Candied Fig and Vanilla CheeseDrizzler
12/6 oz

A sweet condiment to drizzle over mild, delicate, aged, or goat cheeses to elevate to new flavor heights.



Roaring Brook Dairy Refill kit:

100145
Mozzarella Cheesemaking Refill Kit
8/1 ct



Two New Gems from Cucina Viva

Introducing **Cucina Viva's** classic Italian Basil Pesto Sauce, Pesto Alla Genovese. This coarsely ground, versatile spread is made with fresh basil leaves chopped together with Parmesan Reggiano, Pecorino Romano, pine nuts, garlic, and a touch of sunflower oil and extra virgin olive oil. It has an intense basil flavor that is enriched with the addition of Parmesan and Pecorino cheeses with a light touch of garlic.



Cucina Viva's Pesto Alla Genovese is an ideal sauce for hot pasta, and it also makes a tasty addition to steamed veggies. Use this pesto to replace the red sauce on pizza or top grilled steak or shrimp. Turn ordinary mashed potatoes into an Italian masterpiece with the addition of this pesto.

Now Available:

111390 Pesto Alla Genovese 12/6.7 oz

Also available from Cucina Viva:

- 143312 Artichoke and Truffle Cream Sauce 12/4.59 oz
- 143334 Truffled Red Sauce 12/6.35 oz
- 143323 Basil Pesto Sauce with Truffle 12/4.59 oz
- 143345 Truffle and Barolo Delicacy 12/3.38 oz
- 143356 Truffle and Chardonnay Delicacy 12/3.38 oz

Cucina Viva has put a new and tasty spin on Gnocchi. Introducing **Cucina Viva's** Sweet Potato Gnocchi. **Cucina Viva** combines mashed potatoes with sweet potatoes, creating a delicious gnocchi with a light orange tint. Simply boil and serve with brown butter or a light marinara for a quick and easy side dish. The perfect side dish for fall!



803401 Sweet Potato Gnocchi

12/17.5 oz

Other Gnocchi flavors available from Cucina Viva, each is packed 12/17.5 oz:

- 80301-2 Potato Gnocchi with Spinach
- 80300-1 Traditional Potato Gnocchi
- 80302-3 Potato Gnocchi with Tomato
- 80303-6 Tricolor Potato Gnocchi Traditional, Spinach & Tomato
- 80306-9 Potato Gnocchi with Mushroom
- 80307-0 Potato Gnocchi with Cheese
- 80308-1 Potato Gnocchi with Basil
- 803106 Whole Wheat Gnocchi
- 803049 Gnocchetti

