

DECEMBER 2020 NEWSLETTER

THIS MONTH'S INDUSTRY EVENTS

NO INDUSTRY EVENTS
HAPPY HOLIDAYS

NEXT MONTH'S HOLIDAYS & EVENTS

time to start planning!

DEC 10 HANUKKAH BEGINS
DEC 21 WINTER BEGINS
DEC 24 CHRISTMAS EVE
DEC 25 CHRISTMAS DAY
DEC 31 NEW YEARS EVE

all month long...

NATIONAL EGG NOG & FRUIT
CAKE MONTH

ICON KEY:

Look for these icons throughout the newsletter for easy identification of attributes that may be important to you.

-  **ALL-NATURAL**
-  **ANIMAL WELFARE APR.**
-  **CERTIFIED HUMANE**
-  **DAIRY FREE**
-  **EGG-FREE**
-  **FAIR TRADE CERTIFIED**
-  **GLUTEN FREE**
-  **GRASS FED**
-  **KOSHER**
-  **LACTOSE FREE**
-  **LOCAL**
-  **LOW SODIUM**
-  **NON-GMO / NON-GMO VER.**
-  **NUTS FREE**
-  **ORGANIC / USDA ORGANIC**
-  **SOY FREE**
-  **SUGAR FREE**
-  **TRANS FAT FREE**
-  **VEGAN**



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JANUARY IS . . . NATIONAL SOUP MONTH

In the chill of January, National Soup Month warms us up with hot bowls of comfort food! We all have our favorites including Mom's chicken noodle soup and Grandma's borscht. A savory broth filled with vegetables and seasonings envelopes your home with a delicious aroma. National Soup Month is a great way for families to gather and enjoy a hearty meal together!

Soups not only warm us up on cold winter days, but they fulfill our need for nutrients lost working during the winter season. Whether you've been out shoveling snow or caring for animals, a soup full of vegetables, minerals and oils replenish the energy lost. Chicken noodle soup is known for its healing properties.

Gather up your recipes and fixings. Where to start? There are so many choices! Whether you make French onion, chicken noodle, or beef and vegetable soup, these filling soups are a staple of winter meals. No matter which one you make, European Imports has just the right pasta for your great soup recipes. Cucina Viva, has a couple of product lines that will warm you from the inside out.

From the Puglia region of sunny southern Italy, Cucina Viva pasta is produced using traditional methods by a family owned company established in 1870. This pasta holds up beautifully to cooking, remaining toothsome and delicious. Cucina Viva products are an authentic way to add a little Italian charm to your winter meals.

HOW TO OBSERVE?

Make your favorite soups all month long and try some new ones with Cucina Viva Italian Pastas.



8816225 POTATO GNOCCHI 12/17.5 oz.

Stocked in IL, TX, VA and CA



UNDER THE DOME

Jeff Babcock, Cheese Specialist

THE GOLDILOCK'S MANCHEGO

If we were to imagine the Goldilocks story for cheese and instead of her trying porridge, checking for cheese, it could be imagined this way:

The first cheese was too soft and mild, good for melting and stuffing into chicken breast for roasting, a mild sweet flavor;

The second cheese was too aged, becoming a bit too brittle and dry, wonderful for a wine pairing and slivers shaved over her salad;


But the third cheese was just right, a golden paste with a balanced flavor and a texture, smooth and delightful, perfect for her palate!

So it is with Manchego, Spain's most celebrated cheese. Everyone loves the cheese, but the age profile you most desire might be based on your own choosing.

over from the days when it was made in woven baskets made from local grasses. Once made the curing process begins, released at three months for a partial curing or as old as twelve months for a much more robust flavor.

Today we present the six month cured Manchego, the one right in the middle of the aging spectrum. The flavor has matured enough to be full, nutty and sweet, ever slightly piquant with nuances of grass and a rich minerality. The cheese has a texture still moist enough but with a toothsome that is quite pleasant. It is ideal as a table cheese, paired with quince paste or honey, but it can be quite versatile for savory pairings, try cured olives and Marcona almonds.

7013262

Manchego 6 months – Gran Valle 

2/6.6 lb. wheels

Stocked in IL, TX, VA and CA

7022329

Manchego – Gran Valle 

1/10 lb. RW pieces

Stocked in IL and VA; Non-stock n TX and CA



Our Manchego comes from a very special dairy, concentrating only on sheep's milk cheese, but most especially this Protected Designation of Origin (PDO) work of art. Gran Valle de Montecelo has been made by three generations, holding a strong commitment to excellent quality, modernization and safety standards of the highest level. The PDO demands Manchego cheese be made from the milk from the Manchega sheep breed and only in the center of Spain, the region of La Mancha. The outer rind is embossed with the zigzag woven pattern, a tradition held



WILD AND UNIQUE FOODS

Tim Doyle, Meat & Game Specialist

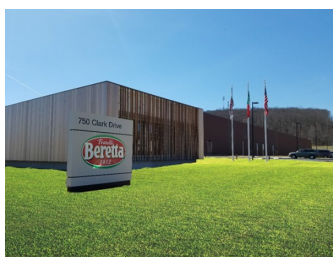
MASTERS OF SALUME SINCE 1812



The Beretta family started the business on May 5th, 1812, during the reign of Napoleon Bonaparte, and have since remained in the meat processing branch, handing down the passion for the industry from father to son. Today, the group is headed by the family's sixth generation.

The company's development can be attributed to brothers Mario and Felice Beretta who, after having fought in World War I, began their adventure in 1920 by opening a butcher shop with a delicatessen in their native Barzanò. In the 40 years that followed, production increased and distribution of Beretta cold cuts began in new regions of Italy. In 1965, the commercial side of the business was developed, as Beretta was among the first companies to develop retail products, advertise their packaged meats and spread awareness of their products by participating in international fairs.

Fratelli Beretta has always been attentive to consumers' needs and modern research. They pride themselves on bringing over 200 years of family tradition to the modern world in their innovative products. Newest to their offerings is the Mount Olive line.



Nestled in a bucolic area known for its swift streams, fresh air and idyllic climate, Mount Olive, NJ is reminiscent of the pastoral regions of Italy known for curing timeless meats. What better place to balance and blend the time-honored traditions of Fratelli Beretta, masters of salume since 1812, with a state of the art facility? Because these meats are truly exceptional, Fratelli Beretta pays homage to this special place by simply naming this premium, all-natural line **Mount Olive**.

A combination of nature and research has produced the natural-occurring nitrites and nitrates found in the Mount Olive line. The use of Chilean Sea Salt has reduced the sodium by 45% compared to other salami. This line offers an all-natural product with full flavor!

All of the below items are stocked in IL, TX, VA and CA and feature the following attributes:

7135349	Reduced Sodium Coppa	12/4 oz.
7135352	Reduced Sodium Soppressata	15/8 oz.
7135356	Reduced Sodium Milano	15/8 oz.
7135662	Soppressata & Mozzarella Roll & Go	12/5 oz.
7135660	Prosciutto & Mozzarella Roll & Go	12/5 oz.
7135376	Snack Mix #1 <i>(Milano Salami, Chocolate, Cranberries)</i>	8/2 oz.
7135380	Snack Mix #3 <i>(Milano Salami, Nature's Mix Nuts, Cashews)</i>	8/2 oz.

In addition to the new Mount Olive line, Fratelli Beretta has introduced several other innovative products:

The **ORGANIC** line is made from pork that is raised humanely on family farms, without the use of crates or antibiotics and fed a vegetarian diet.

7135337	Organic Soppressata	12/4 oz.
7135339	Organic Milano Salami	12/4 oz.

SALAMINI is a great tasting treat with multiple uses--a quick snack solution, lunch box addition, or a protein-enriched appetizer for entertaining. Also works well as a Bloody Mary Garnish!

7135329	Sweet Salamini	10/4 oz.
7135334	Hot Salamini	10/4 oz.

The **ROLL 'N' GO** product is a perfect blend of sliced prosciutto and sliced provolone rolled together to provide a culinary taste treat that is sure to impress the appetizer enthusiast!

7135659

Beretta Italian Topping Balance is the perfect blend of prosciutto, cashews and cranberries. For an easy way to elevate your next meal, top your favorite salad, pasta, or healthy grain with this combination!

7125323

SPECIALTY GROCERY

Salima Ghariani, Grocery Specialist

HIGH QUALITY FRENCH CRAFTED LEMONADE



How We Started:

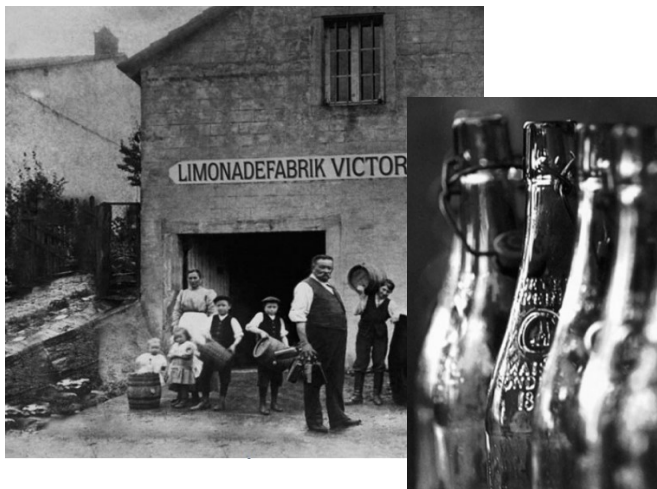
In 1895, Victor Geyer installed a laboratory in his house in Munster, France. It is from this set up that

Victor Geyer developed his exquisite lemonades by using heritage formulas kept secret by a small group of families in the Lorraine region.

Victor Geyer made it a point to only craft his beverage using the best local ingredients. Around 1900s, Mr. Geyer introduced his engraved bottles topped by a mechanical top closing. This elegant closing was an innovation in preserving the carbonation level of beverages and for months Victor Geyer was the only one to adopt it for his beverages.

The Lemonade brand was renamed "Lorina" in honor of the boat that helped saved thousands of British soldiers' lives in 1940 Battle of Dunkirk's.

Today, Lorina's Artisan Limonadiers still thrive to create new flavors & beverages while staying close to the original values.



This high-quality craft lemonade is made using pure springs water from the Vosges Springs, organic cane sugar and the best harvested lemons from Grasse, France.



#1 Selling Artisanal French Lemonade in France and in the US
Sales Growth up 147% from prior year in the soda category
#1 French Soda Brand -52 Weeks thru Oct 4th 2020



USDA Organic Certified, Gluten Free, Dairy Free, Non GMO
 No artificial colorings, all natural flavors, zero preservatives



World wide presence in more than 40 countries
 Sold in the US for over 30 years



Recipe passed down for 3 generations



125yrs of legacy and history since 1895

True authentic French Lemonade

All of the below items are available at European Imports:



25.4oz: 0487296

11.2oz: 6260937

Sparkling Lemonade

Case Size: 12 Glass Bottles

SRP: \$3.99/ \$1.99



25.4oz: 7093007

11.2oz: 6462620

Sparkling Pink Lemonade

Case Size: 12 Glass Bottles

SRP: \$3.99/ \$1.99



25.4oz: 1493735

11.2oz: 6260937

Sparkling Blood Orange

Case Size: 12 Glass Bottles

SRP: \$3.99/ \$1.99



25.4oz: 7029881

11.2oz: 7092880

Sparkling Grapefruit

Case Size: 12 Glass Bottles

SRP: \$3.99/ \$1.99



25.4oz: 7092884

Sparkling Lavender

Case Size: 12 Glass Bottles

SRP \$3.99

Food Pairing Recommendations: Pizza, Pasta, Charcuterie Boards
Liquor Pairing Recommendations: Vodka, Gin, Champagne

SPECIALTY GROCERY, CONTINUED

Salima Ghariani, Grocery Specialist



THE NO. 1 ITALIAN SPARKLING LEMONADE

How We Started:

It all started in a little town named Crodo situated in the north-west of Piedmont, Italy. In the lush Italian Alps, amongst vineyards, famous rock gorges and historic castles run the natural springs of Crodo. Legend has it that the springs were first discovered in the 12th century by crusaders on their way home from a daunting journey. They stumbled upon this beautiful spring system in the Italian alps. Tired and in poor health, they took some time to recover in the peaceful Crodo surroundings. Upon regaining their energy and health, the crusaders travelled home. They brought the news of Crodo's "miracle water" to the royal courts of Europe and all others to enjoy!

The Terme di Crodo company was founded in 1931 based on heritage and the strong Italian history of providing all of Italy refreshing natural spring water.

This spring water is Italy's best kept secret to the world for 185 years.

The main brand "Lemon Soda" was developed in 1940 and from the start has been the Italian favorite and iconic beverage for generations. Today it remains the number one Italian sparkling lemonade with 91% distribution and with 93% market share in Italy.



This high-quality product is made using the natural spring water of Crodo, real fruit pulp and only Italian fruits, which makes it a natural and truly all-Italian product.

- #1 Selling Sparkling Lemonade in Italy
- Only natural ingredients: No added colors, preservatives or artificial sweeteners
- Fruits exclusively sourced from Sicily
- Contains Vitamin C

What's New:

Newest to the Crodo lineup is the addition of The Sparkling Water Portfolio in three natural flavors. Made with Crodo Spring water, enriched with more than 47 minerals, these flavors have naturally low sodium content, zero calories and zero Sweeteners.

All of the below items are available at European Imports:



7110263
Crodo Limonata
Pack Size: 6 (4packs) 11.2 fl. oz.
SRP: \$3.99
20% Orange Fruit Pulp and Juice



7110246
Crodo Aranciata
Pack Size: 6 (4packs) 11.2 fl. oz.
SRP: \$3.99
12% Lemon Fruit Pulp and Juice



7132208
Crodo Natural Sparkling Water
Pack Size: 4 (6packs) 11.2 fl. oz.
SRP: \$4.99-5.99
All Natural Sparkling Water



7132052
Crodo Peach Sparkling Water
Pack Size: 4 (6packs) 11.2 fl. oz.
SRP \$4.99-5.99
Sparkling water with a hint of Peach



7132211
Crodo Lemon Sparkling Water
Pack Size: 4 (6packs) 11.2 fl. oz.
SRP \$4.99-5.99
Sparkling water with a hint of Lemon

*Food Pairing Recommendations: Pizza, Pasta, Charcuterie Boards
Liquor Pairing Recommendations: Vodka, Tequila, Aperol*

FOR THE PASTRY CHEF

Cat Carp Wall, Pastry Specialist

BETTER BEANS TO MAKE BETTER CHOCOLATE

TCHO We started TCHO to make the best chocolate in the world, and do it in a way that actually makes the world a better place. Through pioneering innovative partnerships, we co-develop improved farming practices, TCHO Flavor labs, and communication tools with farmers, cooperative leaders, and cacao researchers around the globe. Our business model is built on the premise of sourcing the best ingredients in a way that benefits farmers and creates a delicious chocolate. We strive to treat our growers fairly, source ethically, and reduce our environmental impact. We do it because it's the right thing to do. And because it results in better chocolate.

A simple concept but a complex process – when we started out, we discovered quickly that there were many challenges to sourcing great cacao consistently. Most cacao farmers have never tasted chocolate, even fewer have tasted chocolate made from their own cacao beans. Crazy, right?!

- Most cacao farmers aren't paid enough to make a decent living, let alone invest in their cacao crops and processes: new drying beds, fermentation boxes, lab equipment, and more.
- The lack of tools and know-how is the main barrier to increasing the quality of cacao produced.
- Like we said, complex. So how do we overcome these challenges? The answer is TCHO Source.

TCHO Source is our one-of-a-kind program that addresses this exact gap in understanding. We partner with cacao farmers, cooperatives, and cocoa research institutes around the globe, with the goal to produce the best cacao beans possible. TCHO Source helps supply the tools and training needed, so our partners can become experts at both

flavor analysis and cacao production, while earning a better living. TCHO Source is made up of 3 key components:

FLAVOR LABS

A huge part of TCHO Source has been the installation of TCHO Flavor Labs at origin. These Flavor Labs are mini bean-to-bar chocolate-making labs that enable farmers to make and taste chocolate made from their own beans. For many farmers, this is the first chocolate they have tasted and for nearly every farmer, it is the first time tasting chocolate made from their own cacao beans.

IMPROVED INFRASTRUCTURE

We've installed improved infrastructure at farmer-owner cooperatives. Including temperature monitored fermentation centers, raised drying beds, and secure bean storage.

SENSORY ANALYSIS

As part of implementing our Flavor Labs, we conduct sensory analysis trainings for farmers and cooperative leaders to expand their understanding of flavor palates in terms of cacao. The development of flavor in cacao is nuanced and can be affected by many different control points throughout the supply chain – from the soil, to the weather, to how long the cacao beans are dried in direct sunlight and beyond. Once farmers and researchers have the tools to create their own cacao samples, we spend countless hours building a shared language of taste.

7146280	Bittersweet Baking Drops <i>Stocked in IL, TX, VA and CA</i>	6/8 oz.
7146279	Unsweetened Baking Chocolate <i>Stocked in IL, TX, VA and CA</i>	6/8 oz.
7146394	Roasted Cacao Nibs <i>Stocked in IL, TX, VA and CA</i>	6/7.8 oz.
7146274	Unsweetened Cocoa Powder	6/6.7 oz.



INDUSTRY TRENDS

Retail & Foodservice

TREND WATCHERS HIGHLIGHT INDUSTRY OPPORTUNITIES FOR 2021



Some of the foodservice initiatives that gained momentum during the past year will continue to propel the industry going forward, according to a webinar hosted by food and hospitality consulting firm af&co and its research firm, Carbonate.

Among the food trends they predict will have staying power is one they call “Bring Your Favorite Restaurant Home,” which includes offering retail sales of partially prepared meals and ingredients that allow customers to recreate restaurant-style meals at home.

Examples of such concepts established by restaurants include E&O Trading Co., a marketplace offering staples, grab-and-go meals, and specialty beverages from E&O Kitchen & Bar in San Francisco, and Domo, an offshoot of Boca & Soto in Cincinnati offering meals that can be finished at home in 15 minutes.

Closely related is the “Shop Like a Chef” trend. Many restaurant suppliers began selling the specialty ingredients they purchase for their kitchens as retail items, offering easy access to items not found in the average supermarket. Vendors that have adopted this model pivoted on a dime to offer their products direct to consumers, becoming a whole new business model.

Other food trends to impact the foodservice in 2021:

- **Virtual Brands Are the New Food Truck:** Ghost kitchens paired with delivery also received a boost during the pandemic, as chefs and restaurateurs leveraged these platforms to experiment with new menu items and concepts.
- **No You May Not Help Yourself:** The elimination of self-service salad bars will lead to the adoption of more automated solutions such as a dispenser of made-to-order salads and staff-assisted buffet lines.

Ingredients that af&co and Carbonate predict will gain traction on restaurant menus in 2021:

- **Health-driven items**, including monkfruit, a low-calorie, natural sweetener, and sea buckthorn, which is sought after for its flavor and nutritional benefits.
- **Waste-reducing items** that are byproducts of other foods such as okara, a byproduct of making tofu that can be converted into a gluten-free flour.
- **Plant-based ingredients** including jackfruit used as a substitute for shredded/pulled meat; hearts of palm used as a fish substitute; ad banana blossom, another fish substitute.

When it comes to beverages, many states and local municipalities loosened the rules on alcoholic beverage service and delivery, opening the possibility that consumers in some areas may be able to have beer, wine, and cocktails delivered along with their dinner even after the pandemic ends.

Other beverage trends to watch include:

- **Making Wine With a Little THC and a bit of THC:** Some states may allow the sale of beverages with hemp- or marijuana-derived ingredients such as CBD or THC.
- **Just Calm Down:** Another trend impacting the beverage industry is demand for soothing drinks containing relaxing ingredients such as sleep aids.
- **Bar Branded Bottled and Boxed in Kits:** Hand-in-hand with delivery some bars and restaurants have ramped up their branded drink offerings, such as the Rusty Bucket chain’s Bloody Mary Kit.
- **Cocktails for a Crowd:** Restaurants and bars can be expected to offer large-sized craft beverages to serve groups.
- **High-Quality Coffee Quickly:** Coffee brands are finding ways to make their coffee available in single portions for consumers at home who neither want to make a whole pot nor head out to their local cafe.

Source:

COMFORT FOODS FROM CUCINA VIVA

Cold weather has settled in, which makes it the perfect time to turn to your favorite comfort food. Cucina Viva has a couple of product lines that will warm you from the inside out.



Cucina Viva's Gnocchi fits the "comfort food" bill. Gnocchi is a type of pasta made with a combination of potato, water and flour. These thick-yet-soft dumplings can be served as part of a first course, often times replacing soup, but may also be served as a component in an entrée similar to noodles in a pasta dish.

Cucina Viva Gnocchi are packed in convenient, shelf-stable, vacuum-packed containers.

While Cucina Viva Gnocchi are not new to European Imports, we have two newly available Gnocchi items:



7106605
MUSHROOM AND TRUFFLE
GNOCCHI

12/1.1 LB.
Stocked in IL, TX, VA and CA

7106607
POTATO GNOCCHI FOODSERVICE

6/2.2 LB.
Stocked in IL, TX, VA and CA



Existing Cucina Viva Gnocchi Items:



5017723 BASIL GNOCCHI **12/17.5 oz.**

Stocked in IL, TX and VA; Non-stock in CA

1228733 CHEESE GNOCCHI **12/17.5 oz.**

Stocked in IL, TX and VA; Non-stock in CA

1705684 MUSHROOM GNOCCHI **12/17.5 oz.**

Stocked in IL, TX and VA; Non-stock in CA

8816225 POTATO GNOCCHI **12/17.5 oz.**

Stocked in IL, TX, VA and CA

1570324 SPINACH GNOCCHI **12/17.5 oz.**

Stocked in IL, TX and VA; Non-stock in CA

1705662 TRI COLOR GNOCCHI **12/17.5 oz.**

Stocked in IL, TX and VA; Non-stock in CA

1428786 GNOCCHETTI **12/17.5 oz.**

Stocked in IL, TX and VA; Non-stock in CA

Another comfort food that brings a little more versatility to the table is pasta. Pasta consumption significantly increases during the colder winter months, and also spikes during the Lenten season when meatless meals are more common. Whether it is cold all month or the temperature begins to rise, use these pastas however you like — in warm and hearty pasta dishes or in light and refreshing cold pasta salads!

No other food from Europe has dominated our tables as much as Italian pasta. The world looks to Italy as the standard for pasta quality and versatility. Centuries of know-how and tradition have gone into pasta making in Italy. Cucina Viva pastas are a fine example of the expertise involved in the making of gourmet Italian pasta.

From the Puglia region of sunny southern Italy, Cucina Viva pasta is produced using traditional methods by a family owned company established in 1870. This pasta holds up beautifully to cooking, remaining toothsome and delicious.

Cucina Viva pastas all come in cellophane bags and are all natural and trans fat free. The following Cucina Viva pastas are available for your next comfort food craving:



8086340 TRI-COLOR FARFALLE **12/17.63 oz.**

Stocked in IL, TX and VA; Non-stock in CA

8564187 ORECCHIETTE **12/17.63 oz.**

Stocked in IL, TX and CA

7221359 STROZZAPRETI **12/17.63 oz.**

Stocked in IL, TX and CA

2631386 CAVATELLI **12/17.63 oz.**

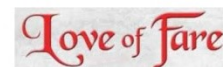
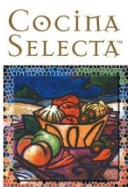
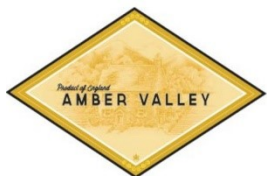
Stocked in IL, TX and VA; Non-stock in CA

8445076 FUSILLONI **12/17.63 oz.**

Stocked in IL and VA; Non-stock in TX and CA

8445068 TRECCE DELL'ORTO **12/17.63 oz.**

Stocked in IL, TX and CA



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