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FOOD FUN FACTS:

- 31% – Percentage of consumers in 2005 who have used the Internet to view a restaurant's menu, up from 12 percent in 2000.
- Restaurant-industry sales are forecast to advance 5.1% in 2006 and equal 4% of the U.S. gross domestic product.
- The average household expenditure for food away from home in 2004 was \$2,434, or \$974 per person.
- The restaurant industry employs an estimated 12.5 million people, making it the nation's largest employer outside of government.

Source: National Restaurant Association.

A NEW YEAR AGAIN...



As the first month of the New Year draws to a close, I marvel out how quickly time passes. 2005 came & went in the blink of an eye and I suspect 2006 will pass by even more rapidly.

It has now been over eight years since I joined this company which my mother, Nicole, started in 1989. A lot has changed since then, including our name and yet much has remained the same. While many restaurants have come & gone, many of Nicole's original customers are still buying from us today, nearly 17 years later. The guiding principles that my Mom built our business upon, are the same ones we follow today. We strive to provide our customers with carefully selected, quality products at competitive prices. More importantly, we believe in personal, reliable and knowledgeable customer service and support.

Though Nicole now dedicates the majority of her time to our specialty food store in South Pasadena, *Nicole's Gourmet Foods* (our original wholesale name), she frequently asks about "her" clients and always has words of advice to offer. She is also actively involved in the sourcing & testing of new products for both divisions of the company. The synergy between our two divisions gives us a unique advantage in our market in a variety of ways. It allows us to test response to new products using our retail clientele as a test market prior to offering the products for resale. We are also able to offer many of our cheeses (125+) in less-than-wheel portions thanks to our retail store. Perhaps most significant, is the fact that there is a constant & critical interaction with our product line. Nicole, though perhaps my most loyal customer; is also my toughest critic. If there is a problem with a product - we generally hear about it very quickly - hopefully before the product ships out to any of our wholesale accounts. Contrarily, if a product, such as a

cheese, is exceptional in a given lot; we'll get that feedback as well affording us the opportunity to offer those products to our wholesale clients at their peak.

We have continued to grow significantly every year thanks in part to an incredibly loyal customer base and for that we are thankful. We realize that without our customers; we are nothing. We are committed to maintaining the personalized service our clients have come to expect. We will continue to source the best & most innovative products from around the globe and offer them at the most competitive prices possible.

We thank all of you for your business and confidence & wish you all continued success in 2006.

If you have any suggestions or comments, please contact us by phone or email at:

sales@gourmetimports.com

HOW CAN WE BEAT THE "BIG GUYS" PRICES?

Though our focus has always been and will continue to be gourmet specialty products, time and time again, while preparing bids for new or existing clients, we find that our prices on "regular" or "food service" items are less expensive than the large Food Service companies - often times significantly so.

How much are you paying for Capers, Artichoke Hearts, Blended or XV Oil, Mustard, even canned Tuna? What about your ingredient cheeses? In addition to the hundreds of specialty cheeses we carry; we are also a great source for Feta, Grana, Brie, Ricotta Salata, Fresh Goat Cheese & much more.

"How can you beat the 'big guys' prices" is a common question our customers' ask. It's quite simple...

1) We want to: We believe in being fair with our pricing. We apply a reasonable margin to our products and that's it.

2) We have to: It may sound strange, but the large companies are so well known that they don't necessarily "need" to be as competitive as us. There is an assumption that they must be cheaper simply because they're giants.

3) Overhead: Union employees & 48' tractor trailers are not cheap. The nature of our business is such that we can afford to take a narrower margin.

4) Purchasing: We are aggressive in our sourcing, and work very closely with our suppliers in order to obtain the best pricing possible. Many companies (such as Roland) don't offer volume discounts, so we actually pay the same price on many items as our larger competitors.

Rest assured that in our pursuit to obtain low prices, we will never compromise our standard of quality. We source our food service items with the same strict guidelines as our specialty food items.

Now might be a good time of year to let us help you reduce your food cost by allowing us to prepare a bid on your food service items, or other items you may currently be purchasing elsewhere. Simply fax or email us an inventory sheet, a list of items or a competitors invoice, and within 24-48 hours we will send you back our pricing on the items. The pricing we'll provide you with remain in effect unless our costs change - and unlike many of our competitors, if our costs drop, we'll lower your price accordingly without you having to ask!

BEURREMONT BUTTER 83%

SPECIAL!

\$2.60 lb.

Sold by Case Only (36x1lb)

Beurremont Butter is made in New England using the traditional French method. This butter is made only hours after the milk is extracted from the cows! It contains 83% butter fat, and it is also extremely low in moisture resulting in a rich, creamy profile. You can use up to 25% less Beurremont in your recipes than regular butter. It contains no added colorings or flavorings and has a rich butter flavor with a higher melting point. As a result, you can achieve flakier, lighter croissants and crusts and richer sautés, clarifications and buttercreams. Although this is the perfect cooking butter it is equally delicious as a table butter because of its smooth texture and full cream flavor. Thomas Keller uses Beurremont exclusively at his famed French Laundry!



TRUFFLE BUTTER "SABATINO"



NEW!

\$17.75 EA.¹ (8 oz)

We've tried many Truffle Butters, and this is by far the best one we've had. Made using salted butter, black truffles (tuber aestivum), white truffle oil, & reinforced with a little truffle aroma. In December, we proudly added the "Sabatino Truffle" brand to our product offering in order to expand our truffle product selection. Other Sabatino products we carry include: Fresh Truffles, Truffle Honey, Truffle Oils, Truffle Juice & Truffle Salt.

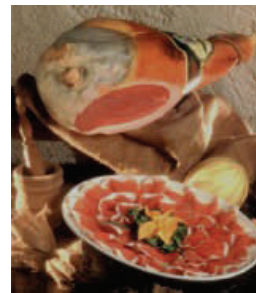
PROSCUITTO DI PARMA "ITALFINE" (BONELESS)

THIS MONTH

7.95 lb.¹ (~15 lb)

"Not all Prosciutto is created equal!"

Aged to perfection for a minimum of 450 days, we are proud to carry Italfine Prosciutto exclusively. We believe that you will not find a superior ham available in the U.S. For over twenty years, ITALFINE SRL, has been preparing the Parma ham with a primary concern: maintaining the artisan features of the ham preparation and natural curing while also implementing the technical, technological and sanitary innovations that during the last years have been integrated in their processing systems to ensure both safety & consistent quality.



"I think, just like with any profession, whether you're considered to be a great chef or a great athlete, it's the love and passion for your work that keeps you coming back."

- Martin Yan

NEW
Spanish Cocktail Nut Mix

This addictive combination of: Largueta Almonds, Pistachios, Fava Beans, Chickpeas, & corn nuts make a great bar or retail item. They are produced by the same folks that brought us the ever-popular Marcona Almonds. The best part, may be the price - likely to be less than you are currently paying for regular domestic nuts.



\$4.50 lb²
22.05 lbs (10 kg)

NEW
Pedro Ximenez Sherry Vinegar



\$7.95 ea²
(6/750ml)

\$2.00 OFF p/case

Produced from 30% Pedro Ximenez and 70% Palomino Fino grapes, this vinegar is a D.O.C. (Domination of Origin) fermented and matured in the traditional Solera system. The mature vinegar is then "topped" with Pedro Ximenez wine, resulting in a unique bittersweet flavor.

SPECIAL
Miticaña® de Cabra / Oveja

Either or both of these soft-ripened cheeses made by Lorenzo in Murcia, Spain will make a wonderful addition to any cheese selection. Similar to the French "Bûcheron"; the Caña (goat) is creamy & mild, and the 3 week aged Oveja (sheep) is buttery & delicious. It's flavor intensifying as it ages. Your customers will love both of the cheeses for their exceptional flavor & texture and you'll also love them for their price.



\$6.95 lb² (2.2 lb)
Regular Price: \$8.80 lb