September 26, 2011

AMERICAN ROLAND FOOD CORP.

NEW ITEM



Dulce De Leche, Chocolate #65820 (10/12.17 oz.)

PARTY HORS D'OEUVRE



Cocktail Blini, 4 cm. #50310 (8/65 ct.)
Dot Foods # 530501

Top these delicious little Blini's with Crème Fraiche, Smoked Salmon and a sprig of Fresh Dill; or some Black and Red Caviar. How about some Fresh Mozzarella and Oven Roasted Tomato? Eggplant Caponata? Shaved Parmesan and Crispy Pancetta or Prosciutto?



Hot Off the Press!

CAPERS

Expect to see substantial increases in the cost of capers for the new crop season (Fall 2011 – late Summer 2012). Worldwide there was no carry-over from last year which left high demand for product while the new crop from all origins was problematic. In Morocco the crop began late and was short. In Uzbekistan, unusually high taxes imposed by the government spiked costs and blocked exports for some time. Syria, with the highest percent of nonpareille capers, has been in political turmoil, leaving producers wondering what percent of the caper crop will be collected and shipped. It is still uncertain just how short the total crop will be, but certainly there will be a greater demand than supply this year.

COCONUT MILK

We are pleased to report that our inventory of Coconut Milk is in much better shape and that our packers are working hard to fulfill all of our requirements. At this time, we do not expect any further disruption in supply.

GREEN OLIVES — SPAIN

Although it is still early, indications are that the Spanish olive crop will be a good one. Quantities will be plentiful, but there will be a lot of small-sized olives unsuitable for the production of table olives. We anticipate a shorter crop of the larger-sized Queen olives from new crop.

MANDARIN ORANGES

While we will have more information come November, early reports of the Mandarin Orange crop in China are discouraging. In half of the growing regions, few if any mandarins have sprouted on the trees. There is also concern that China's domestic fresh market will outbid many canneries/exporters. We will report next month with more information

MUSTARD SEED

Brown Mustard Seed output in Canada was somewhat limited this year. This will only cause a slight inflation in Dijon prices. Two factors offset the shortfall of mustard seeds: 1) increased production from Europe, and 2) carryover supply. Canada grows much of the mustard seed used in France for the production of authentic Dijon Mustard.

PEPPERONCINI

In both Turkey and Greece, the Pepperoncini crop has been extremely short. Although Egypt also has a small production, there are strong indications that the demand will exceed supply and prices will spike with the new year.

WILD RICE

Wild Rice production has been somewhat limited as farmers opt to grow Calrose Rice instead of Wild Rice. Calrose Rice has been a more attractive crop to plant since its cost of production and yield are more certain and more profitable than growing Wild Rice and other specialty rice. New crop prices are roughly 15% above last crop, but there is no issue of availability.

Import Brief

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PARTY DESSERTS



Mini Éclairs, Plain #50060 (150 ct.) Dot Foods # 525135



Mini Éclairs, Chocolate Topped #50080 (150 ct.) Dot Foods # 525137



Mini Cream Puffs, Plain #50020 (4/40 ct.) Dot Foods # 525110



Mini Cream Puffs, Chocolate Topped #50030 (4/40 ct.) Dot Foods # 525133

Did you know...

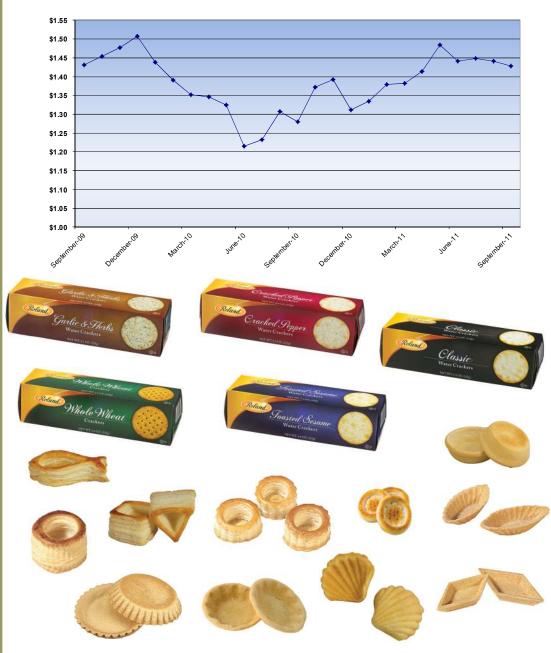
All Roland®
Frozen products
are available to
your distributor
through DOT
Foods.

Currency

On September 23, 2011 the U.S. dollar closed at \$1.343 against the euro. The graph below shows the trend from September 1, 2009 – September 1, 2011.

US Dollars Needed to Purchase 1 Euro (Data Source: X-Rates.com)

PAST 24 MONTHS



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Global Experts in Specialty Foods®

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hocolate! As you prepare for the upcoming holiday season and start planning group or party menu's, don't overlook chocolate as a quick and easy option. After all, who doesn't like chocolate? We are proud to offer a full line of chocolate products including:

- Chocolate Cups (10 different sizes and shapes)
- Chocolate Sticks (Dark or White)
- Chocolate Curls (Dark or White)
- Chocolate Shavings (Dark or White)
- Chocolate Spaghetti (Dark or White)
- ◆ Chocolate Blocks (4 formulas)
- ♦ Chocolate Galets (4 formulas)
- ◆ Pate a Glacer (2 formulas)
- Pate a Glacer Galets (3 formulas)

- Cocoa Powder, 10% 12% (Red or Dark Brown)
- Filled Chocolate Cups (4 assortments to choose from)
- Chocolate Coated Wafer Cups

So you aren't a chocolate expert? Don't worry, we offer downloadable or printed training materials that will walk you through the tempering process. Or to make it even easier, our Pate a Glacer can be melted in the container that it comes in and is ready-to-use right out of the pail. No matter what your skill level, your guests will think that you spent countless hours preparing your desserts.

For a complete full-line Chocolate brochure (detailed) or Tempering Guide, please contact me and I can send you an electronic or hard copy, whichever you prefer.