

**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.

## 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...

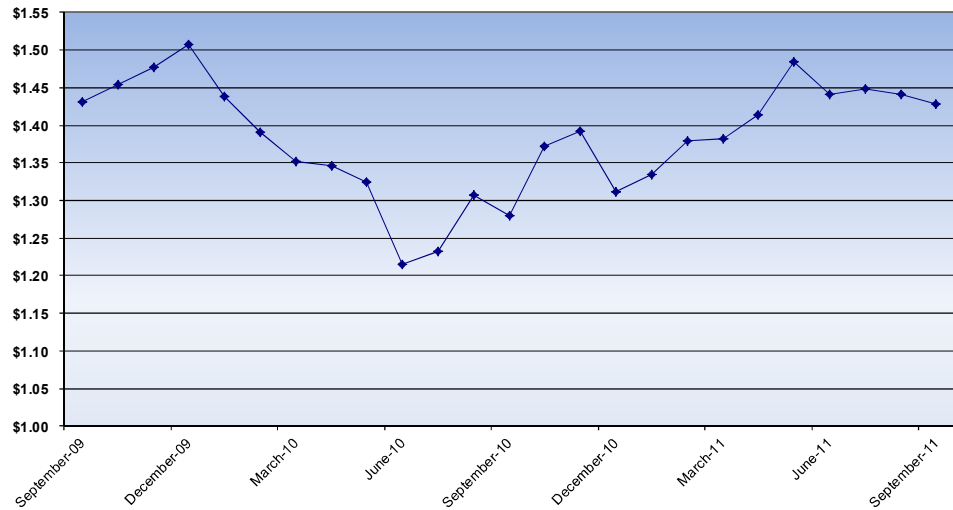
All Roland®  
Frozen products  
are available to  
your distributor  
through DOT  
Foods.

## 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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