

June 2011

AMERICAN ROLAND FOOD CORP.

Events:

Come visit us at the Fancy Food Show at the Walter E. Washington Convention Center in Washington, DC.

July 10 – 11, 2011

- 10:00 a.m. – 5:00 p.m.

July 12, 2011

- 10:00 a.m. – 4:00 p.m.



Tiramisu

Individual



#50416 (12/3.5 oz.)

Rustico



#50410 (1/35.27 oz.)

Tray



#50412 (2/70.4 oz. trays)



Hot Off the Press!

ANCHOVIES

The fishermen's strike at the main Moroccan fishing ports has ended. This is good news, and helps the anchovy catches, but unfortunately the sardine catch still has not begun for the season. Last year good catches did not materialize until August, creating a shortage in the market. Packers are hopeful that this year the fishing will be plentiful as usual in July.

ARTICHOKES

We are starting to receive some quantities of new crop artichokes from Peru, however raw material is still scarce in general from South America and no additional product is available in Spain until next year. We expect more shipments of new crop from Peru starting end of August. As previously advised, this year's artichoke crop in Spain was very poor. The continuous frosts during January and cold weather in the successive two months produced shortages of raw material that drove prices up. Now, with the currency exchange situation (dollar weakening against the euro) the prices in the market are even higher. This general market situation is also being reflected with the upcoming season from South America, where prices are expected to increase, because there is no carry over from last season and supply in general is expected to be tight. Some products will not be available because suppliers will have limited product to offer. We are expecting this situation to become critical in the near future in both terms of availability and cost increases.

CAPERS

There is no carry over in the world market of Nonpareille capers (the smallest size bud and the caper of choice for the American market). Capers grow in Morocco, Turkey, Syria, Iran, and Central Asia. Although the crop is a good one, there are problems in most of the regions: Uzbekistan has imposed an export duty which has forced up prices of raw materials and interfered with the buying. Demonstrations and fighting in Syria is preventing the collection of raw material. In Morocco, demand is so great that raw material prices are rapidly climbing. Turkey and Iran will supply usual quantities which are small while Kyrgyzstan will produce only 50% of its usual quantities. It is certain that prices for capers will increase, but still too early to understand final costs.

COCONUT MILK

We expect improvement with August arrivals and will continue to keep you briefed.

CREAM of COCONUT

With coconut raw material costs rising alongside sugar costs, the market for Cream of Coconut from Dominican Republic is steadily climbing. Packers will begin to pass costs on to customers.

CORNICHONS

India's recent crop of cornichons was cut short and left packers unable to complete all orders. New crop won't arrive in the U.S. until the end of July.



#40506 Artichoke Hearts, Sliced
(6/3 kg.)

*Ask us about
potential
Quartered
Artichoke Heart
alternatives.*

Did you know...

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

- Cocktail Blini's
- Cream Puffs
- Crepes
- Crostatas
- Danishes
- Éclairs
- Italian Cakes
- Tortas
- Tiramisu

Hot Off the Press! continued....

LINGONBERRIES

The Lingonberry crop of last season was a disaster. Prices of raw material to the producers rose by about 70%. We still expect to see additional increases at least until new crop becomes available in the late fall.

MANDARIN ORANGES

Chinese packers report that there is almost no mandarin orange raw material to be found. New purchases in the market run a price premium of 20% higher than what was quoted at the beginning of the season. Broken Mandarin Oranges are extremely short and availability will only shrink once fall rolls around, as schools tend to consume large quantities of Broken Mandarins.

QUINOA

The new crop of quinoa is starting now and we believe the availability should be good since farmers increased their crop areas due to the growing demand. It is still too soon to know and prices are expected to fluctuate over the next few weeks, but we are monitoring this situation very closely. We will be updating this information with any new information that we gather. For the Red and Black Quinoa the situation is not clear as of yet, but availability may increase while prices are expected to stay the same as the previous year.

ROASTED PEPPERS — TURKEY

Unfavorable weather conditions have delayed the new crop and may reduce the final yield of peppers.

SUN-DRIED TOMATOES — TURKEY

We expect the new crop to be delayed 2-3 weeks due to unusually cold temperatures coupled by heavy rains. This late crop will shorten the drying season for sun-dried tomatoes, and may lead to reduced quantities.

Economic & Other News

ASIAN TINPLATE

Tin can packers in Asia face an increase of 15% in cost from vendors. In Thailand, Indonesia, and China, many packers have begun to review their prices to factor in the higher cost.

MALAYSIAN SUGAR and TINPLATE

The Malaysian government reduced their subsidy for imported sugar, resulting in a price increase for sugar of about 10%. The move does not come as a shock, since the government has a long-term policy to reduce the subsidy, but it occurred with short notice, and manufacturers did not have time to cover their mid-term inventory needs. Sugar is a primary ingredient in Asian sauces and canned fruit. In addition, tin plate pricing throughout Asia has been climbing, and packers are facing much higher cost for tins.

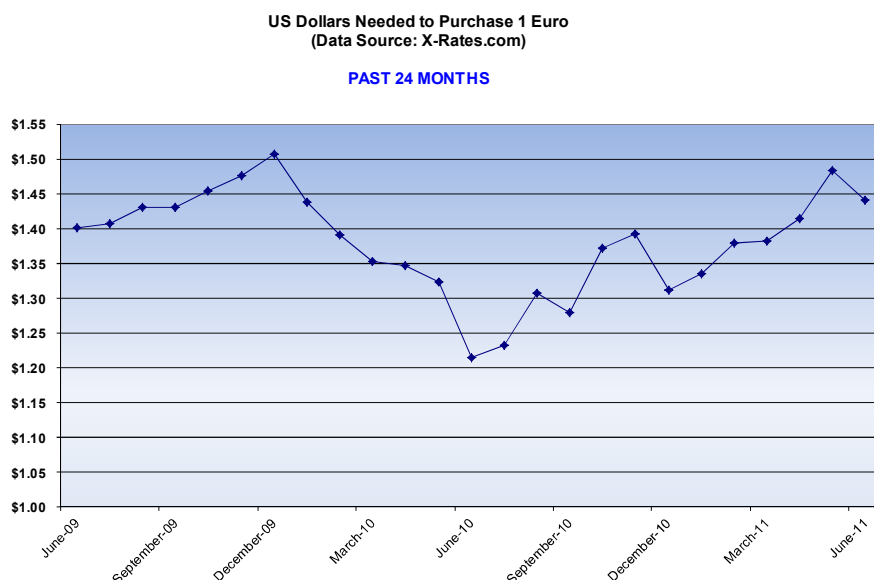
SUGAR

Brazil, the top grower of sugarcane, with about 557 million MT last year, will produce less sugar this year. Dry weather and aging plants are expected to reduce yields, and produce smaller and less developed cane. Also, sugar demand from Arab countries, a region with the world's largest sugar deficit, is building ahead of Ramadan in August. Finally, a bottleneck at ports in Thailand, the world's second largest sugar exporter, helped to push up prices. In Brazil dealers also fear delays due to increased vessel queues. The growing queues in Thailand and Brazil are creating difficulties for the operators in getting the sugar to the ports.

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Currency

On June 24, 2011 the U.S. dollar closed at \$1.422 against the euro. The graph below shows the trend from June 1, 2009 – June 1, 2011.



New Items

Miso Paste, White – The umami rich flavor of the fermented soy in miso lends a savory tang to marinades, dressings, glazes and brines. Sweet taste with a mild saltiness and smooth texture; 100% natural; suitable for vegetarians.

- #87610 Roland Miso Paste, White (10/35.3 oz.)

Sea Salt – Perfect size for table top, these 8.8 oz. plastic canisters contain the same high quality Roland® Sea Salt used in the finest kitchens. Product of Italy; 100% natural; certified OU Kosher.

- #70826 Roland Sea Salt, Fine (12/8.8 oz.)
- #70828 Roland Sea Salt, Coarse (12/8.8 oz.)

Rice Vermicelli – Also known as rice noodles, Rice Vermicelli is widely used throughout the Asian culinary world. Product of Thailand; 100% natural; gluten free.

- #72334 Roland Vermicelli, White (12/8.8 oz.)
- #72338 Roland Vermicelli, Brown (12/8.8 oz.)

Organic Tahini

- #70148 Roland Tahini, Organic (6/16 oz.)

Roland®

**AMERICAN ROLAND FOOD
CORP.**

71 West 23rd Street
New York, NY 10010

Kristin Vaill
Regional Sales Manager
National Accounts

Scottsdale, AZ
Phone: (480) 245-6713
Fax: (623) 321-6323
Cell: (480) 543-0726
E-mail: Kristin.Vaill@rolandfood.com

We are on the web:
www.rolandfood.com



French Crepes - Roland® French Crepes are 11.4" in diameter and require minimal preparation before serving.

- #50320 Sweet (2/2.75 lb.) - Approx. 50 count per case
- #50330 Plain (2/2.75 lb.) - Approx. 50 count per case



Belgian Crepes - Roland® Belgian Crepes are deliciously thick crepes made with 40% milk in accordance with a traditional Belgian recipe and are trans-fat free.

- #50210 Sweet (1/5 kg.) - Approx. 80 count per case
- #50220 Plain (1/5 kg.) - Approx. 80 count per case
- #50250 Apple-Raisin Filled (30 ct.)
- #50290 Blueberry Filled (30 ct.)
- #50230 Chocolate Filled (30 ct.)
- #50240 Dulce De Leche Filled (30 ct.)



Danish - Roland® Danishes are a product of Denmark where pastry is an art form. Our Danishes are light and flaky and made with 30 layers of dough. Our fruit filled Danishes are filled with a rich real fruit center. The word "Crown" connotes the shape of the Danish which is round with puffed edges. The Custard Muscovado Danish is filled with a natural, unprocessed sugar filling.

- #50110 Mini Danish Assortment (120 ct.)
- #50160 Custard Muscovado Danish, Large (48 ct.)
- #50150 Maple Pecan Danish, Large (48 ct.)
- #50140 Apple Crown Danish, Large (48 ct.)
- #50130 Apricot Crown Danish, Large (48 ct.)
- #50120 Raspberry Crown Danish, Large (48 ct.)



50110



50160



50150



50140



50130



50120