

**August 24, 2011**

**AMERICAN ROLAND FOOD CORP.**

## NEW ITEMS



### **Chuka Soba Noodles** #72340 (24/6 oz.)

Chuka Soba Noodles are bright-yellow wheat noodles.

Their al dente texture and mellow flavors are perfect with hearty broths, savory dipping sauces and marinated meats and poultry.

## Aseptic Packaging

### **Coconut Milk** (17% Fat Content)

#71274  
(1/20 kg. Bag in Box)

### **Coconut Milk** (24% Fat Content)

#71276  
(1/20 kg. Bag in Box)



## **Hot Off the Press!**

### **ALMOND PASTE**

California's almond crop last year yielded few quantities, as a result new shipments of Almond Paste will be about 10—15% higher than previous. The upcoming almond crop is reported to be good, and hopefully we can reap the benefits by winter.

### **ARBORIO RICE**

Expectations for the new harvest of Italian Arborio rice have improved, as excellent summer weather and increased plantings have led the market to predict lower pricing when new crop becomes available for shipment about end October. Last year's crop was short and quality was below average. Last year's shortage pushed many farmers to plant more acreage this year. Fields will be allowed to dry out come end August, and farmers will need about 2-3 weeks of dry weather in order to finish the harvest. Shipment of new crop Arborio rice will be available in early December.

### **ARTICHOKES — PERU**

The artichoke harvest has started in Peru. We are now receiving more shipments, especially of smaller-sized artichokes. Artichokes of larger size are available in only small quantities so far.

### **CAPERS**

There is uncertainty in the caper market this year. With no carry-over from old crop, new crop pricing started out 40-50% higher than the outset of last year's season. In spite of unrest in Syria, and political turbulence in Central Asia, product is being delivered and we believe that there is sufficient supply for the world demand. We are hoping that prices will begin to drop in the fall after the crop finishes and availability becomes clear.

### **HEARTS OF PALM**

Hearts of Palm prices have increased steadily for the past year due to a few reasons — increase in labor costs, increase in material (packaging) costs, shortage of raw material mainly from Bolivia and Colombia due to poor weather conditions, currency revaluation in Brazil which causes higher prices on export goods.

### **JASMINE RICE — THAILAND**

As foreshadowed in last update, the new Thai government has increased subsidies to farmers by creating a price floor in the market. In effect, the government intentionally props up market price to provide farmers with larger profit margin. Unfortunately for exports, this raises the cost of sale to the US and other countries. Hence, new Jasmine Rice imports will be more expensive.

**REPEAT:** Thai farmers will begin planting Jasmine Rice in late August, after monsoon season. By October, the harvesting and packing will begin. While it is early, some mills are concerned that there may be a 50% increase in price of raw material. We are skeptical if that will materialize, but remain cautious. Meanwhile, we are concerned that with a new government — elections were last week — politics may interfere with the rice market. The new government may increase subsidies to farmers and create a price floor. How that actually impacts the Jasmine market is still up for debate, but it may increase the cost of exported rice.

## NEW ITEMS



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

Roland® White Miso Paste has sweet overtones with mild saltiness. It can be used as an ingredient for marinades, dressings, soup stocks and spreads. Excellent on it's own for a paste marinade for fish or meat, pre-grilling.

## SPECIAL

### Green Olive Paste #46896 (2/11 lb.)

Roland® Green Olive Paste is made from minced Italian green olives. It has an intense olive flavor and aroma. The olive paste has a dark, olive green color. From San Remo, Italy.

### Did you know...

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

## Hot Off the Press! continued....

### MANDARIN ORANGES

The new crop of mandarin oranges will be very, very limited and it will be difficult to secure product. We expect prices to soar. Every year we get less & less broken mandarins, which is due to manufacturers buying this cheaper item to produce drink products.

### OLIVE OIL

The current olive crop on the trees is said to be large in the key producing countries; Spain, Italy, Turkey, Greece and Tunisia. Barring any weather or political event that would reduce the available supplies, or a sharply weaker dollar, prices of Olive Oil should be stable.

### SUN-DRIED TOMATOES – TURKEY

Although we had anticipated increased pricing from Turkey for the new crop tomatoes, we have been surprised to see early summer offers revised downwards as fears of damages proved to be mostly exaggerated. We hope to see some cost improvement with new crop arrivals.

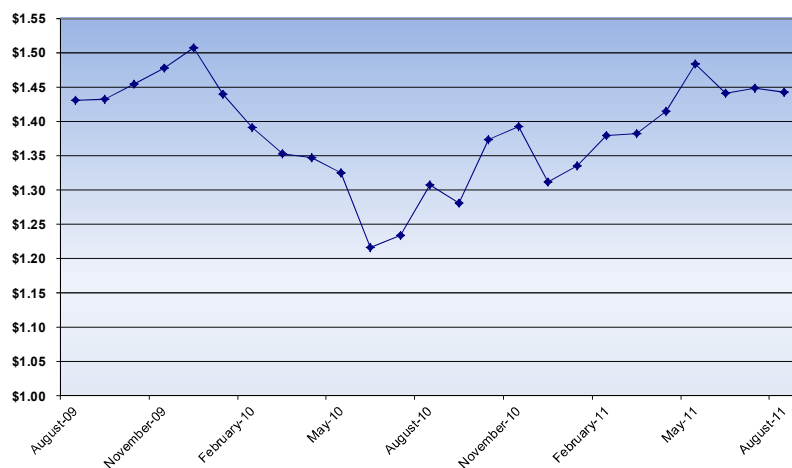
## Currency

The U.S. Dollar ("USD") has traded weakly against the Euro for some time, but due to recent events, the USD now also trades weakly against many Asian currencies – Chinese Yuan, Japanese Yen, Singaporean Dollar, Thai Baht, etc. Investors and government state banks are fearful of the U.S. debt. To protect themselves, they are buying less USD, and dumping many of the USD they already carry. As the currencies of many Asian countries appreciate, it makes their exports to the U.S. more expensive. Since many of our Asian contracts are negotiated in USD, we face rising price pressures from our suppliers there.

On August 23, 2011 the U.S. dollar closed at \$1.4462 against the euro. The graph below shows the trend from August 1, 2009 – August 1, 2011.

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

PAST 24 MONTHS



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## Featured Item - PANKO BREAD CRUMBS

Panko Bread Crumbs create a lighter, crunchier, and more flavorful texture than traditional bread crumbs. Coat vegetables, seafood, meat or poultry and simply fry. The panko turns into a deliciously crisp and golden exterior, while retaining the moisture inside.

**Did you know?** - Panko is a Japanese invention, made from crustless bread. Instead of baking, the bread is electrocuted and spun in a centrifuge. As the bread cooks, large, fluffy flakes fall off the loaf, resulting in a lighter bread crumb with more surface area, perfect for absorbing oils and flavors without becoming heavy and dense. 100% natural.

### Panko Bread Crumbs, Plain

- 87500 (24/7 oz.)
- 87506 (3/6.6 lb.)

### Panko Bread Crumbs, Whole Wheat

- 87510 (24/7 oz.)

### Panko Bread Crumbs, Italian Style

- 87520 (24/7 oz.)

## Panko Bread Crumbs



Plain  
#87500



Whole Wheat  
#87510



Italian Style  
#87520



Plain  
#87506

## Featured Item - TRUFFLE CREAM, WHITE

Roland White Truffle Cream is a product of Italy. Made from a traditional Italian recipe using the highest quality white truffles, it has the addition of cream, butter, and Parmesan cheese. Use directly from the jar as a topping for crostini, or as a filling for canapés, or ravioli. Add to reduced heavy cream for a wonderful pasta sauce.

### White Truffle Risotto

**Servings:** 6

#### Ingredients:

- |       |          |  |
|-------|----------|--|
| 2     | Tbsp.    | Roland® Extra Virgin Olive Oil                   |
| 2 + 2 | Tbsp.    | Unsalted Butter                                  |
| 1     | cup      | Yellow Onion, diced                              |
| 2     | ea.      | Garlic Cloves, minced                            |
| ½     | cup      | Roland® White Cooking Wine                       |
| 2     | cups     | Roland® Carnaroli Rice                           |
| 10    | cups     | Chicken stock, very hot (you may not use it all) |
| ½     | cup      | Parmesan cheese, grated                          |
| 4     | Tbsp.    | Roland® White Truffle Cream                      |
|       | to taste | Roland® Sea Salt (add to personal taste)         |
|       | to taste | Black pepper, ground (add to personal taste)     |



#46562  
(6/9.8 oz.)

#### Procedure:

1. Sauté the onion and garlic in olive oil and 2 Tbsp. butter over medium heat until soft and translucent (do not brown).
2. Add the cooking wine and allow alcohol to burn off (about 1-2 minutes).
3. Add the rice, stirring for 3-4 minutes.
4. Add 1 cup of the hot chicken stock. Reduce the heat to medium (just enough to keep a fast simmer/slow boil going). Keep stirring.
5. As the liquid is absorbed, keep adding the hot chicken stock, **one cup at a time**, continuously stirring, until the rice is just tender and creamy.
6. Fold in parmesan cheese, remaining 2 Tbsp. butter and white truffle cream. Season with sea salt and black pepper.

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**



**C**hocolate Truffle Parfaits - Roland® Belgian Chocolate Truffle Parfaits are slender chocolate cups filled with delicious centers. Each selection is an assortment of five silky centered cups. There are 30 cups of each flavor in the case.

- **#70910 Original Collection (150 ct.)**

- Champagne
- Praline
- Mocha
- Caramel
- Pistachio



- **#70912 Praline Assortment (150 ct.)**

- Crisp Praline
- Almond Praline
- Extra Praline
- White Praline
- Plain Praline



- **#70914 Decadence Selection (150 ct.)**

- Duo Praline
- Coconut
- Vanilla
- Cinnamon
- Soft Caramel



- **#70916 Exotique Selection (150 ct.)**

- Nougatine
- Almond Salt
- Espresso
- Soft Caramel
- Crispy Cup



## Food For Thought — Cost Saving Tips and Ideas...

**17%** Are you chopping Quartered Artichoke Hearts (#40510 or #40512) for a recipe when you could use Coarse Cut Artichoke Hearts (#40500) and save up to 17% per case?

**34%** Are you chopping the more expensive Nonpareille Capers (#70018) when you could use Capote Capers and save up to 34% per case?

**13%** Consider using Barchetta Cut Kalamata Olives in place of Whole Pitted Kalamata Olives. This “boat” cut olive is sliced in half lengthwise and gives excellent coverage while still providing the same great taste. You could save up to 13% per case.

**\$\$** We have multiple qualities of Balsamic Vinegar and many pack sizes; should you consider changing quality or pack size? Are you using a high end Balsamic Vinegar for a dressing or marinade when you could get by with a lesser quality? We have Balsamic Vinegars ranging from the economical 1 Leaf quality up to and including the thick and rich 4 Leaf quality. Pack sizes range from 8.5 oz. bottles to 220 liter drums.

With food costs on the rise it is more important than ever to review your products and allow us to assist you by discussing and presenting alternatives that may help you save money.