



AUGUST FUN FOOD FACT!

August is National Sandwich Month! Perhaps the most versatile dish of all, almost all countries possess their national version, check out the "toothpicks" on the map for a culinary world tour!

OLIVE OIL – The olive oil market is currently very tight. After an increase in demand last week and a report of low availability of stocks of Extra Virgin, market prices have risen even higher. There is a possibility there will not be any carryover to get to the new crop, which is expected to begin in November 2015.

Though the olive trees' blossoms were promising in May, Spain is facing very high temperatures and not much rain, which sparks a lot of speculation about the new crop. Prices in other countries, such as Tunisia, Greece, Morocco and Argentina, are following the price trend of Spain. In Italy there is no more oil to buy, and the stocks of Tunisian Olive Oil are minimal. In Greece, due to the current political and financial situation, packers are refraining from offering any olive oil.

It is still early to project what the new crop will be like in Greece, Tunisia and Morocco. However, they had a good crop last year, which usually means that the following crop will not be as satisfactory.

WHITE BALSAMIC VINEGAR – Following a decision by the Consortium of Balsamic Vinegar of Modena, all white balsamic vinegars will now be labeled as, "Condimento Bianco". This does not modify the Item/UPC number, formulation, sizing, pricing, etc.

GREEK ECONOMY – Greece has been experiencing economic difficulties the past five years which have escalated in the past two weeks & may result in the country exiting the Euro Zone. The recent political crisis has passed, but no true solution has been found. All Greek suppliers are being affected. We do not, for the present, foresee any product shortages.

THAI PRODUCTS – Thailand is currently in the midst of the worst drought in a decade. As a result, Jasmine rice, corn, and tropical fruits, and to a lesser extent, coconut milk, will be impacted by the drought. We expect an increase in price due to limited availability.



FOCUS ON BALSAMIC VINEGAR

Balsamic vinegar is traditionally made from the sugary Trebbiano and Lambrusco grapes grown in the province of Modena, Italy. The must (unfermented juice) of the grape is filtered, reduced over heat, treated with a mother vinegar, and then aged in wooden barrels for at least 12 years. The process is very labor intensive and time consuming results in a limited quantity and a high priced item. Production is overseen by the Consorzio Produttori Aceto Balsamico Tradizionale di Modena, with many regulations and strict manufacturing codes.

For commercial balsamic vinegars, the production is regulated by the Associazione Assaggiatori Italiani Balsamico (AIB), which uses a standard certification system of one to four leaves to designate the quality of the vinegar. The vast majority of balsamic vinegar in the United States, including those imported from Modena, are considered non-traditional and fall under the guidelines of the AIB. Though commercial balsamic vinegars do not have the same quality standards as the tradizionale, there are commercial vinegars that come close to the traditional taste and consistency at only a fraction of the cost.

To fight against the proliferation of counterfeit vinegars, the Associazione Assaggiatori Italiani Balsamico created an independent grading system known as the "leaves system".



FOUR LEAVES: Lush and superbly intense flavor; syrupy, with complex and heady aromas.



THREE LEAVES: Smooth and full-bodied taste; polished finish with tangy accents.



TWO LEAVES: Round yet brisk; spirited and vibrantly balanced.



ONE LEAF: Light in flavor and consistency; sweet, with a sharp aftertaste.

Try these innovative ideas with Roland® Balsamic Vinegar:

- Toss Balsamic Vinegar with halved strawberries and roast for 30 minutes in a 350°F oven;
- Add to braising liquid to add a new depth of flavor to your dish;
- Add a few tablespoons into the filling of a cherry pie;
- Drizzle on crostini topped with fresh mascarpone and peaches;
- After searing a piece of meat, add a little to pan juices for a delicious and easy pan sauce; or;
- Throw a few splashes into a chili right before serving to add a tangy taste.

PRODUCT SPOTLIGHT: GOLD BALSAMIC VINEGAR OF MODENA

Roland® Gold Quality Balsamic Vinegar is an exceptional product made from selected grapes near Modena, Italy creating a unique, balanced flavor. Aged to perfection in casks of chestnut, oak and mulberry, Roland® Gold Quality Balsamic Vinegar is a 3 Leaf quality vinegar, however, it is more concentrated with higher quality parameter limits than the regular 3 Leaf.



Roland®
Gold Balsamic
Vinegar of Modena
Item # 70556
12/8.5 OZ.



Roland®
Gold Balsamic
Vinegar of Modena
Item # 70456
2/5 Liter

AVIAN FLU

This year's outbreak of avian flu has been the worst in decades. In December 2014, the first case of avian influenza was declared in the United States. Six months later, 42 million chickens and 7.5 million turkeys were killed due to the illness. Wholesale egg prices went up nearly 70% in June, heavily impacting all stakeholders of the food industry, from the local diner to multi-unit restaurant chains.

The virus is said to have been spread by wild geese and ducks, and quickly plagued the Midwest states. Iowa lost 40% of its egg-laying chickens. Although no new case has been declared in the last month, the U.S. Agriculture Secretary, Tom Vilsack, warned that the outbreak is not necessarily over. This fall's bird migration could spark another outbreak.

In the past few months, a vaccine had been developed and is currently being tested. Many large scale egg producers could refrain from vaccinating their flocks. Several of the top American egg and poultry importers have stated they would not buy any product coming from vaccinated animals; which could represent a loss of \$3 billion. All top 10 importers of American eggs and poultry (an annual \$5.5 billion business) have imposed more or less drastic restrictions on imports (China, South Korean and Angola have imposed a complete ban).

Overall, the situation remains extremely precarious, with far-reaching consequences at local and international levels. Even if no new avian flu cases present themselves, it could take up to a year or more for the egg supply to return to its former level.

TRENDING

COCONUT MILKS, CREAMS, & OILS

In a decade, coconut products went from the aisles of small ethnic shops to those of mainstream grocery stores. Coconut cream, milk, water, oil are now increasingly popular; here is a little refresher.

Coconut milk and cream are the most commonly found products. Coconut milk is made by grating or shredding fresh coconut meat and pressing out the liquid. The thick creamy liquid that remains is milk. In its most concentrated form, it is labeled "coconut cream". Add sugar, and you have the cream of coconut used in Pina Colodas. Coconut water is the liquid that can be found inside coconuts. Young green coconuts contain more water than the brown coconuts found in the supermarket aisles.

Coconut oil is extracted either from copra, the sun-dried kernel of the coconut, or from fresh coconuts. In the first instance, the coconut oil is said to be "refined": the oil is cleaned of its impurities through a clay filtering process. It is then steamed, which produces a neutral-tasting product. "Virgin" or "Extra-Virgin" coconut oil is made out of quickly-dried fresh coconut, and requires less intervention. It keeps its coconut taste and odor. Both types are solid up to 74/76°F and turn liquid above that.

What about liquid coconut oil? This product hit the market quite recently. Unlike traditional coconut oils, it remains liquid whatever the temperature. This is made possible by removing certain fats from the oil. Its liquid form makes it perfect for marinades, vinaigrettes and frying.

PRODUCT SPOTLIGHT: ORGANIC REFINED COCONUT OIL

Roland® Organic Refined Coconut Oil is trans-fat free and cold pressed from dried coconuts. Coconut oil can be used for all types of cooking; it's great for baking, for stir-fries, and as a dairy-free replacement to butter. It can also be used as a moisturizer for all skin types.

NEW ITEM
Roland®
Organic Refined
Virgin Coconut Oil
Item # 86058
6/16 OZ.



RECIPE: CRACKLING CHOCOLATE SHELL

- 1 cup high quality chopped dark chocolate, such as Roland® Dark 54 Block or Roland® Dark 54 Galets
- 1/3 cup Organic Refined Coconut Oil

Melt the chocolate in a double-boiler or the microwave, stir in the coconut oil until the mixture is smooth. Pour over ice-cream in order to form a "shell". Wait 1 minute for it to harden. Serve and enjoy!

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