



MIMMO'S *Memo*

The latest news from Sandhurst Fine Foods

GREEN WITH ENVY

GET THE SICILIAN OLIVE LOWDOWN

MARCH 2014 - ISSUE 3



THANKS FOR READING

On behalf of my family, we hope you enjoy this edition of Mimmo's Memo. This edition features wrap-ups from last year as well as some important information on the products we sell and price trends moving forward. Those who acted upon the advice we gave last edition would have made some significant profits in buying against price increases and warning their customers of agricultural conditions around the world that affect the food products that we sell.

On a sad note we say farewell to the wonderful Emma Di Leo, who has been with us for over 4 years and has been an inspirational member of staff.



We'd like to thank Emma for the enormous contribution she has made to the business and we will really miss her as she follows her passion to work with the Sydney Children's Hospital. Emma has been the life and soul of the business and we will be looking to find a suitable replacement in the coming weeks. Thanks again Ems! We can't express how much we loved having you on board at Sandhurst!

Mimmo

Vince's Vines

WHAT'S HAPPENING IN THE LUBRANO GARDEN THIS MONTH?

Most of the peppers are nearly finished. We've been enjoying these picked fresh, fried in extra virgin olive oil and served on crusty, Italian bread. Yummo! Coming up in the next few weeks we will have crunchy green beans ready to pick and also the cherry tomatoes should start to show some colour before they're ready.



We also expect to see our corn coming on as well as some beautiful spinach that should be just in time for the cooler weather. As tradition dictates, we'll be using it in our famous Italian soups!

Mexican Trends

SALUDOS SALSA!

Traditionally, salsas come in two types. The Red Salsa (or Salsa Roja) combines tomatoes, onions and Mexican spices and is the original and most famous salsa dip, as well as a great flavour enhancer for Mexican food.

Then there's Salsa Verde. It's the wonderful tomatillo Salsa made famous by the Mexican chains as the ultimate mild condiment for Mexican foods. Have we whet your appetite? Then please ask us for some delicious samples of these great sauces; they are economical and very, *very* tasty!



Market Update

MIMMO'S GLOBAL FOOD WRAP-UP

In the last edition, we made a few predictions. Here's an update on how the markets are progressing. Supply is still tight for roasted red peppers and the market is supplementing with product from South America. We have found the quality of the Turkish product is still better overall, but supply dictates that we will see some Peruvian product coming into the market as early as March 2014.

Our suppliers in Italy have advised us that the rains are still continuing which may be problematic for the 2014 crop in August. The 2013 short crop suffered a natural disaster with cultivation delayed for up to 4 weeks. We know that crushed and diced tomatoes are in particularly short supply for catering packs and price increases that we predicted will take place sooner rather than later.

We also know that beans are in short supply world-wide, particularly red kidney beans. The price has risen strongly on high demand and limited supply of raw material coming from USA and Asia into Europe.



We are aware of shortages in other products in the food service industry and this is causing a great deal of pressure on food costs. Items such as eggs, dairy, honey, prawns and some vegetable oils are also under a lot of pressure. Unfortunately this will squeeze restaurant operators who are already facing increased costs in all aspects of their business.

The Tasmanian Italian Fiesta

TRANS-TASMAN TRICOLORE

Our dedicated sales agent John Robustelli organised the famous “Hobart Italian Festival” this year, which featured great entertainers such as Tony Pantano, Dean Cannon and of course our favourite... John Robustelli on drums!



Named the “Festa D’Italia”, it has been a prominent feature for the Tasmanian community for quite a few years. Sandhurst was proud to sponsor this event and much *divertimento* was had by all. The festa featured stalls with Italian-inspired decorations serving a wide variety of Italian dishes.

Green with Envy

GET THE SICILIAN OLIVE LOWDOWN

Sicilian olives are also known as Nocellara Di Bellice; Nocellara is the variety and Bellice is the Valley in Sicily where they must be grown. They are also known as Castelvetro, named after the famous town that produces them and their oil, and are regarded as some of the finest olives in the world.



The olives must be hand picked to avoid bruising. Note that Tony has the traditional basket worn by the pickers. There are many reasons why Sicily produces great olives.

- The rivers of three continents flow into the Mediterranean Sea - Europe, Africa and Asia Minor. These 'sea influences' are known to produce great tasting, balanced olives.
- Sicily was part of ancient Greece and has long been regarded as the 'food basin' of the Mediterranean.
- Sicily's climate is optimal for good olive growth. The warm summers and temperate winters allow proper growth of the olives when flowering is essential for the Autumn/Winter harvest.

Many imitation Sicilian olives are found on the market. There are some Italian companies who take Greek or Spanish olives and treat them in a 'Sicilian style' and then market them as "Sicilian Green Olives".

Green with Envy

The process of making a Sicilian Green Olive starts with a good raw material. It must be harvested and processed within 12 hours to avoid unwanted fermentation. Grading is critical in this phase, as is colour selection. The darker or spotted olives will become Sicilian Black Olives which are also a prized product. The Black Olives do not undergo lye treatments, but instead must be processed in the traditional Greek way in accordance with the methods used for hundreds of years.

The initial treatment with lye (or soda) removes the bitterness from the olives and then a gradual introduction of salt and water takes place under controlled temperatures. The fact that the olive is no longer exposed to variable temperatures will ensure that it stays uniform in colour, texture and taste.

Like most of the greatest olive processors around the world, the difference is dedicated people with a passion for what they do. Our suppliers are a family; two brothers from Napoli who move to Sicily during the harvest period to oversee the entire production process. Once all the olives are held in drums under strict temperature control, our suppliers can then return to Napoli where they make undertake the final processing for export in jars and chilled pails. The contents of these jars are pasteurised to lock in the exact colour and texture that make a great Sicilian olive.

Sandhurst sells only genuine Sicilian Green Olives packed in jars and chilled tubs. Here are the common differences between the Nocellara and the imitations which would be either a Spanish (Hojiblanca/Manzanilla) or a Greek (Conservolea) Olive:

- Sicilians have a vivid, bright green colour
- Seeds on Sicilians tend to be elliptic or oval. Imitation Sicilians will have a rounded seed
- The seeds must not be pointed, but have a slight taper at the end
- The olive shape must be almost perfectly round
- Some have described the taste as 'buttery'
- Brine can sometimes turn dark due to the natural colour in the olive





Princi Pizza

A MUTTI CASE STUDY

I was contacted by Pino Princi who wanted to ensure that his new Princi Pizza Range (sold in all good independent stores) was being supplied with the best possible tomato ingredients to go along with his top quality smallgoods made by the Princi Family in Perth. It's very encouraging when we get such positive feed back from customers! Here's the email from our man in W.A.:

Hello Mimmo,

Ellestream has just picked up a new customer called 'Princi Pizzas'. I took them a sample of the Mutti Aromatic Pizza Sauce and they found it to be the best and most consistent sauce they have ever used. They have ordered a half container to start with and are looking at the possibility of a larger purchase. I have ordered a full container from Mutti today as Princi supplies all the IGA stores in Western Australia and South Australia. They were using an opposition pizza sauce and even though Mutti is more expensive, they have decided to switch to a sauce with reliable supply and top customer service.

Best regards

Peter Kimber

Ellestream Food Brokers



Food trends

MIMMO'S 2014 PREDICTIONS

Recently we did an extensive tour of Sydney's cafes and restaurants as part of the Cafe Culture experience. We found that many chefs are looking to traditional 'day jobs' in cafe outlets as an alternative to working nights. Casual dining is very much the flavour of the day as people are looking to enjoy weekend brunches, casual lunches and light dinners.

*'It's all about
the flavour'*

Some of our observations are:

- Ruebens are becoming very popular, and are using Sandhurst Sauerkraut as their preferred garnish.
- Preserved Lemons are being used with a range of Moroccan-inspired dishes featuring couscous, chicken and seafoods.
- Chickpeas are making their way into many dishes as the preferred carb and can be used in many cuisines including Italian, Greek, Indian and Lebanese.
- Tomato-based sauces are making a huge comeback on pasta menus as are classic Margherita and Napoletana pizzas. The same rules apply - use good quality tomatoes like Mutti and remember, 'less is more'!



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