



THE IMPOSSIBLE BURGER— Now In Stock

Unless you have been living under a brioche bun, you have heard of the Impossible Burger. There has been so much press and, up until now, only a few restaurants have been lucky enough to have it on their menus. But, now you can too!!

Think of it as meat, made from plants, for meat-lovers. This burger starts off raw and looks, cooks, smells and tastes like ground beef! Aside from burgers and sliders, use it for meatballs, meatloaf, tacos and empanadas.

Product comes frozen with a shelf life of 60 days; thawed 4 days. It has more protein than beef (20 grams per 3 oz), no hormones or antibiotics added, is cholesterol-free AND only 8% product loss during cooking (vs 25% for beef). Did I mention it is made locally too?!

For more information, ask your rep for a spec sheet or go to www.impossiblefoods.com/faq.

#346001	Burger Patty 4 oz (40 pcs)	4/2.5 lb	Frozen
#346035	Burger Bulk	4/5 lb	Frozen

Healthy Eating Department— Think Like a Doctor

The New York Times has a column where readers can send in their medical mysteries and their readers (mostly doctors) solve the cases!

Visit www.nytimes.com/column/think-like-a-doctor.

It is a fascinating column and gives hope to anyone that has been frustrated with not feeling well, yet has been to countless doctors.

Check it out!

Save the Date!
Wednesday, March 21st

BiRITE's
5th Annual
Specialty Faire

More details to follow!!



Ta-Da! The new 2018 Editions are here!

Get the updated Specialty Essentials Catalogs on-line. Just go to our website @ birite.com, click on the resources tab and scroll down to guides, or ask your sales rep for hard copies!

There is lots of *great information*, *more images* and *new products* for you to see! It's easily laid out and all items are stocked (unless ** noted).

Want to set-up a tasting or need samples, just let us know.



IN THE NEWS:

Is there a butter crisis in France, aka #BeurreGate? Yes & No

The New York Times notes that International Dairy Federation statistics show France consumed 18 pounds of butter per capita last year, which is more than 2x the European average and 3x's the rate of consumption in the U.S. But with slowing European dairy production and growing global demand, the French are running low on their own supply.

News outlets have pointed to subsidy reforms, the end of European Union milk quotas in 2015, bad crop yields (i.e. feed for the cows) and unfavorable weather last year to explain falling supply. Meanwhile, China and other markets are increasing consumption of dairy products, putting pressure on the demand side, which cannot be met. The imbalance has caused global butter prices to nearly triple, according to Bloomberg.

Yet while falling supply is a global phenomenon, the shortage is only affecting France. Unlike many other countries, prices are negotiated once a year in France. As a result, the price of butter has barely changed, meaning that French producers are choosing to sell their product overseas, where they can get a better price.

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NEW ITEM—NOW IN STOCK!

Cheese Goat Cheese Crumbles	Laura Chenel	#94427	2/2 lb	case	Local
Impossible® Veggie Burger Bulk	Impossible Foods	#346035	4/5 lb	case	Local
Impossible® Veggie Burger Patty 4 oz	Impossible Foods	#346001	4/2.5 lb	case	Local



Storing Vanilla & Flavors by Nielsen-Massey



Vanilla extracts, flavors, whole beans, pastes and powders should be stored in an **air-tight container at room temperature**, away from direct heat and sunlight.

Avoid keeping them near heat sources like stovetops or ovens.

Refrigeration or freezing speeds up the natural separation of the vanilla essence from the liquid base in extracts. With vanilla beans, refrigeration quickens the growth of mold (so don't refrigerate your vanilla beans!).



Check out our Equipment & Smallwears Catalog (page 70) for a complete list of Cambro containers.

Finally, goat cheese crumbles from Laura Chenel!

Laura Chenel's goat cheese crumbles are made with fresh goat milk from the Western US, delivered daily to their Sonoma creamery. The consistency is firm, yet creamy, with a clean taste!

#94427 Crumbles 2/2 lb bags



The 30th annual World Cheese Awards were held in London this past November. We stock a few cheeses that were honored out of over 3,000 entries from 35 different countries!

Point Reyes Farmstead Cheese Company

Super Gold	Bay Blue	#90614	76 lb avg
Silver	Original Blue	#90615	6 lb avg
Bronze	Toma	#93947	10 lb avg



Super Gold means that it is one of the World's best cheeses of the year!

Cypress Grove Cheese

Gold	Fromage Blanc	#93932	2/4 lb tub
Gold	Chevre Log	#94415	8/11 oz log
Silver	Midnight Moon	#94410	9 lb avg
Silver	Lamb Chopper	#94411	9 lb avg



Packaging Update—Ferrarelle Italian water is converting all their pop tops to **screw tops (we stock 1 liter, 500 ml and 375 ml)!!**

Ferrarelle is the only mineral water with certification of mineral effervescence obtained with the SGS technical specification attesting that all of its bubbles are 100% natural, meaning exclusively created by nature.

Its natural effervescence and unique flavor are the result of the underground path that the water takes, flowing through the volcanic rocks of Roccamonfina and Monte Maggiore in Campania, Italy.





HISTORY LESSON: Is the Croissant Really French?

(Taken in part, "A brief history of the croissant – from Kipfel to Cronut" By Amanda Fiegl/Smithsonian.com)

As recently as the 19th century, the French viewed the croissant as a foreign novelty, sold only in special Viennese bakeries in the pricier parts of Paris. And how it came to France in the first place remains obscured by layer upon layer of legend.

Experts do agree that the croissant was inspired by the Austrian kipfel, a crescent-shaped baked good featuring a generous amount of butter or lard and sometimes sugar and almonds. According to popular lore, the kipfel originated in 1683 as a comestible celebration of Austrian victory over the Ottomans at the siege of Vienna. The story follows that a baker, up early to make bread, saved the city when he heard the Turks tunneling underneath the city and sounded an alarm. The kipfel's curved shape, said to mimic the crescent moon of the Ottoman flag, then would seem to pay poetic tribute to the indomitable spirit of a city that resisted a powerful invading force.



But the kipfel existed long before the Ottoman siege of Vienna. A poem mentions it as one of the Christmas treats that Viennese bakers presented to Duke Leopold in 1227. Moon-shaped breads in general date back centuries earlier.

Does the croissant's Austrian ancestry belie its French fame? Of course not, says Jim Chevallier, an independent scholar and author of a book on croissant history. "The croissant began as the Austrian kipfel but **became French the moment people began to make it with puffed pastry**, which is a French innovation," says Chevallier.



Another legend credits the French queen Marie Antoinette—homesick for a taste of her native Vienna—with introducing the kipfel, and thus the croissant, to France. But Chevallier sees no evidence to support this notion. "I find this surprising," he says, "since she received as much attention in her time as the Kardashians and Taylor Swift do today." No references to the croissant appeared in France before approximately 1850. The historical evidence pointed instead to an Austrian entrepreneur named August Zang, who opened the first Viennese bakery in Paris in 1838, located at 92 Rue Richelieu on the Right Bank. Zang's knack for marketing through newspaper advertising and elaborate window displays had Parisians flocking to his establishment to sample his Vienna bread, kaiser rolls, and kipfel. His patented steam oven used moist hay to give the pastries a lustrous sheen, notes Chevallier.

Zang sold his bakery a few years later, moved back to Austria, and founded the country's first daily newspaper, amassing a fortune in the banking and mining industries. His ornate tomb in Vienna's central cemetery makes no mention of his brief but significant foray into the baking business. But Parisians had not forgotten Zang's scrumptious pastry—and a host of imitators sprang up. Within a few decades, the newcomer was firmly entrenched as a staple of French breakfast foods. On a visit to Paris in 1872–73, Charles Dickens praised "the dainty croissant on the boudoir table" and bemoaned the comparatively "dismal monotony" of English bread and other breakfast foods.

A century later, the croissant took the fast-food industry by storm as manufacturers introduced pre-made frozen dough and takeaway "croissanteries" cropped up throughout France. The baked-goods corporation Sara Lee introduced a frozen croissant to America in 1981, which soon outpaced its famous pound cakes in sales. Burger King, Arby's, and other fast-food chains followed with croissant breakfast sandwiches and savory stuffed croissants. As a 1984 New York Times article declared, "The Americanization of the croissant" had begun.

Perhaps in the most sincere form of flattery—or just poor culinary judgment—the croissant has morphed into almost unrecognizable American creations. At Manhattan's Dominique Ansel Bakery customers queue up by the hundreds for a taste of Cronuts (doughnuts made with croissant dough), while at City Bakery "pretzel croissants" have a cult following. Crumbs bakery chain has launched the croissant's most recent incarnation, the "baissant," or bagel croissant.

But could the croissant become a victim of its own success in France? As many as half the croissants and other pastries sold in France's 30,000 boulangeries—a name reserved for artisan bakeries, but only when it comes to bread

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What is Aquafaba and how do you use it?

Aquafaba is the name for the viscous water in which legume seeds such as chickpeas have been cooked. What makes aquafaba so interesting is that it is a FREE by-product of canned chickpeas! And it works really well as an egg white replacement in vegan recipes.



Due to its ability to mimic functional properties of egg whites in cooking, aquafaba can be used as a direct replacement for them in some cases, including meringues and marshmallows. Its composition makes it especially suitable for use by people with dietary, ethical, or religious reasons to avoid eggs.

There are some great examples of test recipes on the America's Test Kitchen website. Check it out!

Sources: Wikipedia and America's Test Kitchen

Act Local: Support Wine Country

Purveyor SPOT-LIGHT: Alive & Healing Tempeh

This small batch, handcrafted tempeh company is located just 10 minutes north of Santa Rosa, in Sebastopol. Stem Kent, founder of **Alive & Healing** is so passionate about his tempeh, he could make even a meat-eater try it!

What is tempeh? It is a high-protein, fermented, soybean product that is more digestible and nutritious than tofu. It is super versatile too—it can be marinated, grilled and/or fried.

He has been on a mission since 2011 to produce the most sustainable, healthy, versatile and delicious whole-food, plant-based protein possible. His tempeh is 100% Certified Organic, GMO-Free, Gluten-Free and unpasteurized to retain its natural, tender texture.

#74525 Tempeh Brick 100% Organic
12/16 oz frozen

Alive & Healing
Tempeh

#BeurreGate ...continued from page 1

However, that is changing too, as the Euro has increased almost 15% in less than a year making the butter more expensive for countries like the US to import.

Why is French butter so prized, especially for bakers? In regards to the butter sheets, this butter has been fermented (cultured) giving it more flavor. French butter sheets also have less moisture making pastries more flakey. It also has more acid which helps tenderize the dough, and it's more flexible and won't crack during rolling. And, lastly French butter has a richer color which bakes off to a beautiful dark golden color.

What does that mean for US bakeries that like to use French butter? It means that your price will go up for now, though will most likely correct itself in the future. *Source: BBC, Fortune, NY Times & Delifrance*

Note: See your sales rep if you are buying Butter Sheets! We are working on a plan B.

HISTORY LESSON: Is the Croissant Really French? ...continued from page 3

—are industrially produced. Many bakeries and pastry shops are fighting against this trend, specifically advertising their wares as “*fait maison*,” meaning handmade, to distinguish them from their factory-made competition. A new campaign launched by a national coalition of food retailers encourages artisan bakeries and other food producers to display the slogan “*Ici, c'est humain*,” or “Here, it's human.”

Source: Smithsonian.com

January 30th is National Croissant Day!

We have a variety of frozen croissant dough options, and our best is from **Delifrance** (France)! Their “Heritage” line of pre-proofed viennoiserie” (croissants and danish) are made with French butter and flour. They bake off to a beautiful dark-golden color, are soft yet flakey and very buttery.

We stock their large and mini croissants, chocolate croissants and a mixed mini assortment of danish too. Need samples? No problem, just ask your rep.



#12270	Chocolate Large	60/2.64 oz
#12272	Chocolate Mini	180/1.05 oz
#12274	Croissant Large	56/2.82 oz
#12276	Croissant Mini	180/1.05 oz

What is “**Viennoiserie**”? baked goods made from a yeast-leavened dough in a manner similar to bread, or from puff pastry, but with added ingredients giving them a richer, sweeter character, approaching that of pastry. The dough is often laminated.

Suggestions & Comments?

Cecily Costa, Gourmet Brand Specialist at ccosta@birite.com or (415) 656-0187 x428

NOTE: Any prices quoted in this newsletter are for NEW purchases (outside of 90 days) and not available to contract customers, which may or may not have a lower price. Ask your rep for details.

Thanks to my Editors this month—Jennifer Wilder-Smith, Director of Marketing & Julianna Roth, Marketing Coordinator

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