



**Schreiber Foods
International, Inc.**

Bits & Bites

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Ambrosía
IMPORTED FOOD SPECIALTIES

WINTER 2008

Colman's
Norwich

The continued weakness in the value of the US Dollar continues to be a contributing factor to increasing costs on imported foods. Of course, fuel is another factor. Another factor contributing to higher prices is world wide growing conditions. If product is short in one country and demand remains constant then this puts a strain (pushing up prices) on other countries available supply. A final contributing factor is price. If a country such as China sells Pineapple, for instance, significantly cheaper than a more time tested country, such as Thailand, then the Thai farmers will not be able to compete. They will then find better paying crops and abandon their less profitable crops changing the supply side eventually pushing up prices of the abandoned crops. This fairly closely describes what has happened with pineapple in the past two to three years. A few years ago **Chinese pineapple**, Queen Victoria variety, was unacceptable in the USA market because of it's 'pit' marks, but as price has become more important, our overall standards have been lowered and now the Chinese cannot keep up with the demand, and raw material from Thailand and Indonesia cannot compete price wise with Chinese.

If one thing is certain for 2008, it will again be a turbulent year in prices, and availability. We continue to support our loyal distributors during these changing times.

Stuffed Grape Leaves are delicious hors d'ouerves, salad bars, and deli cases. These are also called 'DOLMA' in Greek, which means stuffed. Our Stuffed Grape Leaves are stuffed with rice, spices, and a little mint. They are delicious. There are 65 pieces in a can (which is the same as a 66.5 oz. Tuna can) and each piece will cost the end user about \$.09 each!

Sun Dried Tomatoes from Turkey are included in many recipes now. Our Ambrosia Sun Dried Tomatoes have a bright red color, and are very easy to chew. Our specifications call for the tomatoes to have enough moisture to be tender, but not so much that you are paying for a lot of water! We have both Sun Dried Tomato Halves, and Julienne (or Strips). The Julienne are about 1-1/2" long by 3/8" wide. These are vacuum packed to maintain their freshness until your customer opens the bag. All opened bags should be kept refrigerated! Due to a very short crop this past summer in Turkey, the yield of the tomato crop was reduced by about 40%, and the value of the US Dollar vs. the Turkish Lira was very bad creating sharp price increases. The real test however will be to have enough tomatoes to last until new crop next September!

Fire Roasted Peppers are used in so many dishes today that they have become quite mainstream. Due to the volume, it is necessary to buy peppers from several different sources from around the world, the main sources of supply being, Turkey, Peru, Spain, and Mexico. We have specific standards therefore no matter which country we buy from you can be assured of consistent quality. For volume users, we still import No. 10 cans, vs. 3 kg. Cans. There is at least a 15% difference between these two cans, and the no. 10's are still a better value. We stock the following items in no. 10's, Whole Red, Red Strips, Red Diced, Whole Yellow, and Yellow Strips! We are promoting 6/10 Fire Roasted Yellow Strips and will give any end user \$2.00/case rebate if they can use a minimum of 24 cases per month. Just call us to register for this rebate for your customer! We also have 28 oz. Cans, in many styles too!

Sesame Oil and Tahini Paste are both made with sesame seeds, which are very short in supply. Sesame Seeds are grown in Africa and India and prices have been increasing steadily. If you have not yet tried our Ambrosia Sesame Oil you should! This is pure, not blended, toasted Sesame Oil which has a rich, nutty, flavor.

Sesame Oil is used as a flavoring in salad dressings, soup, Oriental dishes, and some Indian dishes. Some people sell blended Sesame Oil which defeats the purpose as the flavor becomes diluted. Ambrosia Pure Toasted Sesame Oil comes in easy to use 56 oz. Tins!

If you need samples of any of our products, please call Joann at 800-631-7070 x 201 24/7.

If you call on off hours, please leave a clear, detailed message where you want the samples sent, and the name of your company.

www.ambrosia-foods.com