

## 01 WELCOME

Welcome to the latest of our Senselle Foods newsletters. As 2005 comes to a close and we look back on the past few months there's been an extraordinary amount happening at Senselle. Top of the list, as far as activity, has been the opening of our new office in Queensland to service, predominantly, the Brisbane and Noosa foodservice market. The response so far has been excellent and Nicola Nakon, our General Manager for Queensland, is laying the foundations of a good business up there.

On the product front we've had a number of new items that we've been releasing over the last few months. One group of products now available through Senselle is the Imaginative Cuisine range of 'Balsamico' products, a range of rich balsamic reductions, featured in this addition.

Best wishes to all for a safe and harmonious festive season and an exciting 2006 to come.

## 02 FEATURE

Our feature product this month is the range of Imaginative Cuisine 'Balsamico', rich balsamic reductions. These are an innovative and award winning new range made in Italy and packed in the UK, using Lambrusco and Trebbiano grapes grown in the Modena region.

The grape juice is reduced and then fermented in oak, juniper and cherry barrels, then carefully blended with traditional well aged balsamic vinegar resulting in a thick texture. This range has just been crowned Category Leader in Oils and Vinegar in a major London food hall within 3 months of being listed.

Apart from the 'Original' balsamic reduction, which is packaged in either 500ml or 150ml squeeze bottles, there is also a range of flavoured alternatives that have proved very popular. These are Garlic, Cherry, Chilli, Vanilla and Fig and are currently available in 150ml squeeze bottles only.



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## 03 GRAPEVINE

(news & events)

With such a strong presence in Melbourne built over the last 20 years of Senselle's existence, it seems only natural to look at some interstate and overseas opportunities for growth. This fact as well as the desire for (ex-Simon Johnson Vic Sales Manager) Nicola Nakon's and partner David to head north for warmer waters, has opened a fantastic opportunity to develop a strong wholesaling presence in the Brisbane and Noosa markets.

Nicola's been pounding the pavement in Queensland for nearly a month now with some great success. There appears to be a growing market, especially in the Noosa & coastal regions, as the local population continues to grow, tourism strengthens and the appetite for quality products increases.

Nicola has set-up small facilities in Noosa and Brisbane to service the local markets. We're enthused by the opportunity and look forward to great things to come.

## 04 FRESH

(what's new)

One of the most interesting components in the importation of high quality food products is coming across really exciting alternatives to products currently in the marketplace today. We've had such as experience with the Molino Peila range of buckwheat, bramata, white and instant polenta's.

Molino Peila is located in Valperga, near Turin, in Italy's NW and has been producing corn and wheat based grinded products for over 100 years. We've been so impressed by the quality of these products and the feedback we received on testing the product with customers we've replaced our entire Moretti range, as well as the Dominio white polenta product which was double the price!!

The buckwheat and instant polenta's are in 500gm bags at \$3.00 and \$3.10 respectively. Our white polenta is in a 1kg bag at \$4.80, as is the bramata polenta priced at \$4.30.

## 05 SEASONAL

(product updates)

### WHATS IN

**TartuLanghe** Hand wrapped Italian Truffle chocolates with IGP piemonte hazelnuts

**TartuLanghe black truffle salsa** – 380 gm jars  
**Setaro artisanal pasta** – linguine, fettuccine, spaghetti, rigatoni

**8g portion control butter** – finally the production issues at Bonland have been resolved and we have 8gm (plastic pullback portion controlled) butter in stock

**Polenta** – white, bramata, instant & buckwheat

*This will be a quick reference for items that are in and out of stock, including seasonal updates.*

### WHATS OUT

**Horseradish** – minced (due to supplier shortages)

**Fettuccine pasta** – importers of de cecco and la molisana are both out of stock until late January

**Podco crushed tomato pouches** 9kg – importer waiting for container

**Sumac** – expecting this in mid-Jan

**Grapeseed oil** – early January due to customer surge in demand!

**White anchovies** – out until early January due to the importer waiting on a consignment



## 06 SUGGESTIONS

As the festive season quickly passes, we'd like to take this opportunity to pass on the very best of Christmas cheer (& cheers) to all of our customers, suppliers, staff and friends. 2005 has been a great year, but here comes 2006!

In case you've missed them previously, our details;

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We are always keen to hear your feedback. Please feel free to drop us line and let us know how we can assist further.

