

Letter From The President



One of the great aspects of living in Michigan is the four seasons. Spring and Fall are my favorites and we are experiencing a beautiful Spring! It never ceases to amaze me what happens in Spring. Trillium and dogwoods bloom in the woods, tulips stand in their colorful splendor, and there are dozens of shades of green as the trees burst their buds. Temperatures are cool with a decent amount of sunshine.

Spring also brings a lot of work like cleaning projects and painting to name a few. I spend time cleaning up the yard, removing the leaves from my bushes, cutting, clearing and transplanting perennials, and spreading wood chips to prevent weeds. This amounts to 3-4 days work and after the first 4-5 hours I can really tell how long it's been since I used some of those muscles. But the results of hard work are always worth it. Hopefully your Spring is as enjoyable as ours.

To those of you who have already placed your Pre-Sell Holiday orders, we thank you! Included in this newsletter are date reminders for all our Early Buy order deadlines. Please, if you have any questions on any of these programs, give customer service a call. There are many May and June specials, and Purchasing is focused on summer products after an incredible run of chocolates the past weeks.

We are working hard to meet your expectations. Thank you again for your continued patience and support.

Ed Peters

Peters Imports News

May 2010



Late Breaking News...



2010 Pre-Sell Holiday Is Out! Don't confuse this with our annual Holiday catalog. The Pre-Sell Holiday is your **ONLY** chance to order many of our imported and high-demand domestic holiday products. With a **20% discount** and some prices even lower than last year, place your order before **6/25/10** to take full advantage of this amazing offer. The Pre-Sell Holiday catalog orders help us place our inbound orders early to ensure availability. Ask Customer Service how your annual holiday order can be coordinated to ship with your Pre-Sell order.



Customer Service Update...

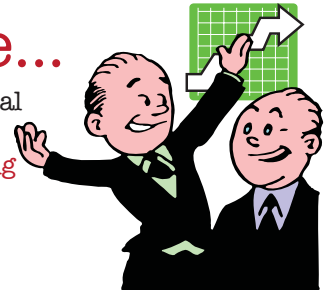
May/June Promos Save up to 50% on over 150 items on this 8-page flyer. It was mailed with Holiday Pre-Sell and Fall catalogs. Contact customer service or visit <http://www.petersimports.com/promodocs/mayjune10.pdf> for a complete list.

Catalog Changes Keeping up with the thousands of products can be a challenge. Contact customer service or visit http://www.petersimports.com/info/cat_chgs.pdf for a complete list.

New & Improved Products Contact customer service or check http://www.petersimports.com/info/new_items.pdf for a complete list and many informative sell sheets.

Sales & Marketing Update...

Annual 2010 Holiday Catalog Coming Soon! The annual 2010 Holiday catalog with over 1,500 items is in production! **Early buy discounts of 5% on bulk goods and 10% on everything else** (including many everyday gourmet items) will apply to orders received between 6/25/10 and 8/21/10. Watch our website for updates.



Lower Prices In 2010 Fall Catalog! Take a minute to compare and you'll see that prices are between **3% -15% less** than last year on many Fall and Halloween items. Our buyers have been busy negotiating for the best prices and passing along those savings to you. We are working hard to give you the best prices on the best products.



Mark Your Calendar...

Don't Forget Stock your shelves with product to sell for these important upcoming holidays:

Mother's Day.....5/9/10

Memorial Day.....5/31/10

Father's Day.....6/20/10

Early Buy Discounts Additional savings on seasonal products when purchased before the deadlines listed below. Order early to ensure availability!

2010 Pre-Sell Holiday Deadline.....6/25/10

2010 Fall Early Buy Discount Deadline.....8/6/10

2010 Annual Holiday Early Buy Discount Deadline.....8/21/10



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Meet The Staff...



Gayle Tromp

Inside Sales

Gayle began with Peters Imports over 22 years ago re-packing Dutch bulk licorice. Throughout the years, her dedicated job responsibilities have included pulling orders, driving the forklift and delivery truck, packing orders, and working in Marketing and Customer Service. These experiences have led her to inside sales where her expertise and advice offer an invaluable service to customers and brokers alike.

Gayle spends her free time with her husband and best friend, Steve. This year they celebrate 28 years of marriage! Together they enjoy baking healthy muffins, grilling, working Safety at their church, and riding bikes. Although her hobbies used to include gardening, their new best friend, Earl, (an energetic German Short-hair) has obliterated the yard! Her 4 grown children have blessed them with 8 grandchildren (2 more on the way!). Grandma Gayle delights each of them with a specially decorated cake for their birthday.



What's New, What's Hot...

Many Fun New Summer Products! Some exciting items were added in March and April that are perfect for summer! Visit <http://www.petersimports.com/infostore.htm> for more information and details.

- **Fun Pack Foods Drink Mix Barrels** – Just add water and ice to these 3 gallon reusable dispensers with spigot and you are ready for the beach, a picnic, or backyard BBQ! <http://www.petersimports.com/repcenter/funpack.pdf>
- **DL Jardines Salsa & Tortilla Chips** – 6 new Texas Ranch Recipe salsas and a 10 oz bag of tortilla chips. <http://www.petersimports.com/repcenter/jardines.pdf>
- **Godiva Ice Cream Parlor Truffle Bars** – 1.4 oz bars of nostalgic summer flavors such as mint chocolate chip, vanilla sundae, oranges & cream or hazelnut gelato (limited time). http://www.petersimports.com/repcenter/godiva_icecreambars.pdf
- **Brianna's Dressings** – Buttermilk Ranch and Champagne Caper Vinaigrette flavors were added. <http://www.petersimports.com/repcenter/briannas.pdf>
- **Zoye Pure 100% Soybean Oil** – Made in Michigan from soybeans low in saturated fat with no trans fat or cholesterol. <http://www.petersimports.com/info/zoye.pdf>
- **Guittard Ice Cream Sundae Dessert Toppings** – Same rich smooth topping flavors in a new contour shape flip top bottle. <http://www.petersimports.com/promodocs/guittard.pdf>
- **Sweet's Taffy in Stand-Up Bags** – 3 new flavors of this favorite summertime treat in re-sealable cello bags. <http://www.petersimports.com/repcenter/sweetscandy.pdf>
- **Sour Patch Chillerz** – 4 flavors of people shaped soft & chewy sanded sour candy with a cooling surge in a 4.5 oz peg bag.
- **Sour Blockheads** – 5 flavors of blockhead shaped chewy sanded sour candy in a 5 lb. bulk bag.
- **Dorval Trading Sour Power** – 3 new strips and straws.
- **Theater Box Candy** – Tropical Chewy Lemonheads and Smarties candy rolls.
- **Toblerone "Tiny" Chocolates** – Bite sized assortment of individually wrapped milk, dark, and white chocolates in a 4.65 oz tote bag.
- **Newtree Belgium Chocolate Bars** – New packaging updates the look of the 2.8 oz bars.
- **Stash Blueberry Superfruit** – New packaging on this caffeine free tea.
- **Sable & Rosenfeld Cocktail Stirrers** – Pre-assembled skewers of cocktail onion, pimento, olive, and gherkin pickle ideal for Bloody Mary drinks.

Food for Thought...



Soybean Oil has long been used in cooking for its high-smoke point and low saturated fat content. Its use has recently been on the rise with the discovery of soybeans with low linolenic acid percentages, which reduces the need for hydrogenation.

Hydrogenation is the process of reacting oil with hydrogen at high temperatures, thus allowing the oil to become solid at room temperature. Many manufacturers partially hydrogenate their oils to alter texture, taste, and shelf life. Unfortunately, hydrogenation results in the creation of trans-fats, that can increase the risk for heart disease.

Low linolenic acid is an essential fatty acid, meaning it cannot be produced naturally within the body and must be obtained through diet.

Its low oxidative stability helps prevent oil from oxidization and becoming rancid, thus naturally extending shelf life. With low linolenic acid, hydrogenation is not necessary and preserves the oil in a more natural state. According to William E. Connor's article "[Importance of n-3 Fatty Acids in Health and Disease](#)", studies have found evidence that low linolenic acid is related to a lower risk of cardiovascular disease.

Peters Imports' new 32 oz. Zoye 100% pure soybean oil (899001) incorporates all of these great features about soybeans and makes this "soil to oil" product perfect for your customers. Just some.... food for thought.



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