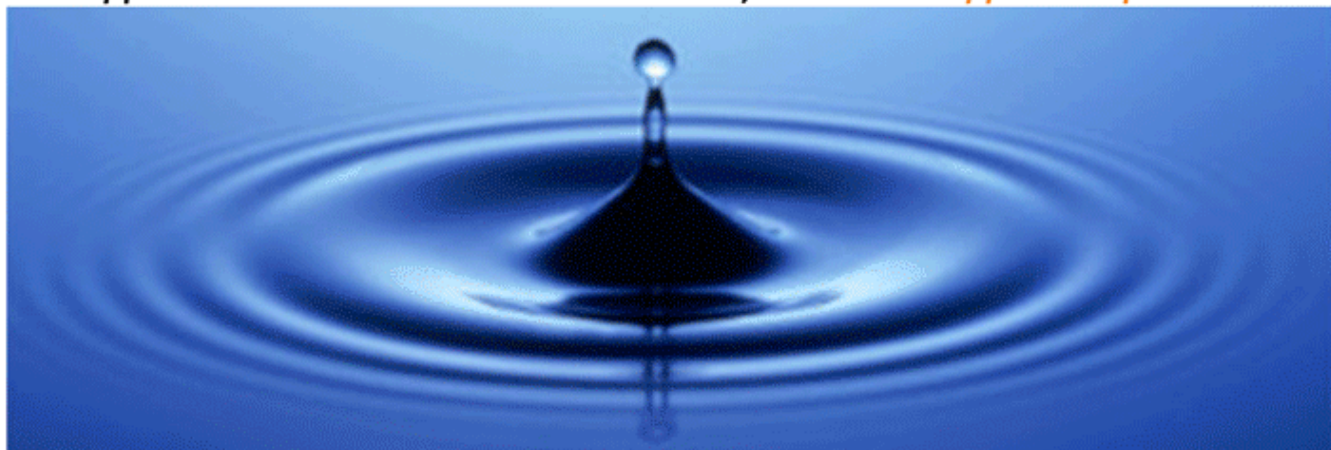




...Prices Drop!!! | ...降价公告!!!

In support of *the current economic situation*, we have *dropped our prices* ...



... with the intention of creating a *savings ripple* to you, our *valuable customers*.

你的杯子只有**半杯水**吗?
那就让**西诺迪斯**为您加满吧...



... 快来查询我们的**新报价单**吧!
预知详情, 请联系西诺迪斯**销售代表**





March No. 40

Le Gourmet | 精美食品店



Shanghai is one of the fastest growing cities, where you can find expat cooks from every corner of the globe. Le gourmet dazzles all five senses and entices you to taste new delicacies. We capture this unique experience with friendly service, great products and familiar atmosphere. Our shop is located in Gubei Carrefour, one of the hypermarkets with the largest selection of imported food.

Le Gourmet was established in Oct 2008, and is backed by a group of food experts who search for the best and newest food products from around the globe, including China. Our Shelves are filled with hundreds of cheeses including local, "raw" French, Italian, Swiss and other specialties from around the world. Our team can recommend the best food and wine pairings for any event and for special occasions with your special guests. We aim at offering the best gourmet items, so come in for a special treat, and savor the many flavors we offer!

上海是一个快速发展的城市，在这里您能找到许多来自世界各地的美食。美食的魅力无时无刻得诱惑着您的感官，吸引您来品尝新的美味。正是在这种独特，友善，熟悉的氛围中，Le gourmet 商店就坐落在拥有众多进口食品的大型超市中：家乐福古北店。

Le Gourmet商店是在2008年10月正式开业的，店内的精美食品是由一些经验丰富的食品专家特别为中国客户准备的来自世界各地的最新鲜最优质的产品。货架上摆满了数以百计的奶酪，其中包括国产的，还有来自法国、意大利、瑞士和世界上其它地区的奶酪。Le Gourmet的团队以最热诚的态度为客户推荐最好的美食和美酒，来搭配您的宴会或款待您的宾客。Le Gourmet希望能在中国得到全面的发展，将最好的美味介绍给每一个人。欢迎大家前来感受Le Gourmet的优质服务以及品尝Le Gourmet的精美食品！





March No. 40

La Rose Noire: New Tart Shells | La Rose Noire: 塔壳新系列



Available NOW: La Rose Noire new range of Premium Tart Shells!

Riding on the increased demand of tart-shell products, La Rose Noire has created a brand new line of premium Handmade Sweet and Savoury Tart Shells designed to suit the needs of the high-end market

All the tart shells are handmade, hand picked, and selected to seal in the quality that has built La Rose Noire's reputation over the years. They are all coated to keep them crunchy, and

provide the best convenience straight away:

- Vanilla tart shells – coated with white chocolate
- Chocolate tart shells – coated with dark chocolate
- Savoury tart shells – coated with pasteurized egg

Please contact us for a free on-site demonstration from our La Rose Noire baker, or for free samples to experience this new range on your own.

Please click here to find details.

La Rose Noire 新塔壳系列

我们很高兴的向大家介绍 La Rose Noire 的顶级塔壳系列。

由于去年客户对塔壳产品的需求增加，La Rose Noire 已经为高端市场设计了一款全新的甜味和咸味手工塔壳来满足客户的需求。

La Rose Noire 的所有塔壳都是手工制作，精挑细琢，品质上乘，名声已久。塔壳表面都有涂层，即开即用，为您提供方便：

- 香草塔壳 – 白色巧克力涂层
- 巧克力塔壳 – 黑巧克力涂层
- 咸味塔壳 - 巴氏杀菌蛋液涂层

请联系我们获得免费样品及 La Rose Noire 烘焙师的现场产品演示。

详情请[点击这里](#)



March No. 40

Fromi: French Cheese | 法国奶酪



Fromi exports more than 2000 types of cheese to countries such as Europe, Japan and USA, and is now available in China too!

Based in the biggest food market in Europe, Rungis, they source from over 150 selected dairies from all over France, striving to provide the freshest products. Coming from small dairies, the cheeses are handmade, following the oldest tradition of cheese-making, and then strictly controlled at each step of the production and ripening. Fromi will also support our customers

with tailor-made advices and service regarding cheese specialties.

Sinodis' range of Fromi cheeses comes at affordable prices, targeted to satisfy both retail consumers and food service customers.

Please click [here](#) to find details.

Fromi 已经将奶酪出口到包括欧洲，日本，美国等 2000 多个国家和地区，最终来到了中国。

Fromi 的总部位于法国最大的 Rungis 食品市场，为了提供最新鲜的产品，Fromi 每周两次供应来自法国的 150 种不同的奶制品。所有产品都来自于奶制品作坊，纯手工制作，并对生产和成熟期进行严格的控制，并且 Fromi 还能参与支持我们的客户提供专业的奶酪方面的咨询和服务。

西诺迪斯将继续携手 Fromi 推出不同的法国优质奶酪，以最优惠的价格来满足零售消费者及餐饮客户。

详情请点击[这里](#)



March No. 40

2009 Second Chapter Dinner | 2009第二次晚宴

13 March 2009 (Friday)

To reach the stars, 4 French Master Chefs will create a French Flair Dinner, with a perfect blend of classical French cuisine and Asian inspiration. Please click here to find details.

2009年3月13日, 星期五

4位来自法国的顶级厨师将完美融合传统法式厨艺及亚洲元素, 创造出法式盛宴美餐。详情请[点击这里](#)。

13 March 2009 (Friday)



Dominique Corby
(Tokyo)



Christophe Megel
(Singapore)



Robert Fontana
(Hong Kong)



Didier Corlou
(Hanoi)

To reach the stars, **4 French Master Chefs** will create a **French Flair Dinner**, with a perfect blend of classical French cuisine and Asian inspiration.

New members of Disciples d'Escoffier, Delegation Greater China will be enthronised.

7pm Cocktail, 8pm Dinner
The Dining Room, Park Hyatt, 93rd Floor
Shanghai World Financial Center, 100 Century Avenue Pudong New Area
1458 rmb for non-members (900 rmb for chef members)
Dress Code: Black tie
RSVP before the 1st March, as seats are limited *

Auguste Escoffier was tagged as the "King of the chefs, chef of the kings"



Raffles Beijing Hotel presents its first Wine and Food Dialogue:

“Maison Paul Jaboulet Aîné, steeped in tradition, is inextricably linked with the one of the worlds’ most famous vineyards ‘La Chapelle’ and synonymous with the finest in wine making in the Rhône area”

“Nicolas Le Bec represents the new generation in France’s culinary scene. Restaurant Nicolas Le Bec is one of the proud recipients of 2 Michelin stars in the city of Lyon”

“具有悠久历史的Paul Jaboulet Aîné酒庄一直以来与世界顶级的葡萄园“La Chapelle”紧紧联系在一起，同时它也是罗纳河谷地区盛产好酒的代名词”

“Nicolas Le Bec是法国餐饮界新潮流的领军人物，以他名字命名的Nicolas Le Bec餐厅是法国里昂城内最值得推荐的米其林两星餐厅之一”

Discover a pairing of Tradition & Innovation in one harmonious dialogue over three events

6:00pm onwards 6th & 7th March, 2009

Join Christophe Brunet from Maison P. Jaboulet Aîné pairing an exquisite selection of wines with the stellar cuisine of Nicolas Le Bec

5-course set menu incl. wine pairing at RMB 1100 net

3月6日-7日 名酒晚宴

高级侍酒师Christophe Brunet 和名厨Nicolas Le Bec 联手为大家呈献5道式法餐配Paul Jaboulet Aîné 酒庄的精选上等葡萄酒

每位人民币净价1100元

6:00pm onwards 7th March, 2009 (limited seats only)

An exclusive Wine Maker Dinner featuring a tasting of famed Hermitage vineyard “La Chapelle” paired with a seven course menu

7 course set menu incl. wines at RMB 1800 net

3月7日 Hermitage “La Chapelle”名酒晚宴 (座位有限, 请预定从速)

名厨Nicolas Le Bec 精心烹饪7道式法餐搭配Paul Jaboulet Aîné 酒庄不同年份的“La Chapelle”葡萄酒

每位人民币净价1800元

11:30am-3:00pm 8th March, 2009

Indulge in an exclusive a la carte Brunch with Nicolas Le Bec, free flowing wines from Paul Jaboulet Aîné and exclusive Champagne Billecart-Salmon

Brunch incl. free flowing wines and champagne at RMB 680 net

3月8日 周日早午餐

名厨Nicolas Le Bec 将呈现丰盛的自助餐、零点菜单配来自Paul Jaboulet Aîné 酒庄的上等葡萄酒及Billecart-Salmon 香槟, 无限畅饮

每位人民币净价680元

For reservations please call 8500 4331

预定垂询请致电 8500 4331



Raffles Beijing Hotel
CHINA

Raffles Beijing Hotel 33 East Chang An Avenue, Beijing P.R. China 北京饭店莱佛士 中国北京市东长安街三十三号

Tel 电话:8610 6526 3388 Fax 传真:8610 6527 3636 www.beijing.raffles.com



LINKS CONCEPT COMPANY LIMITED
灵犀酒家管理有限公司
Member of the Raffles Hotel Group



le bec



SINODIS
RUBIN



IREKS Gives Strong Field Support in China | 爱焙士客户服务



IREKS, the leading German brand of bread premixes and improvers, supplies first-class products combined with first-class support. In the China, IREKS team is represented by Ingo Wenseritt –an highly-qualified Master Baker and Baking Engineer who has a great deal of experience– and Sandy Xu, Shanghai based Technical Adviser. Together they actively provide moral and practical support to customers.

Sandy is permanently ready to answer the needs of chefs and bakers. Under request, he gives on-site demonstrations and trainings in pastry/bakery shops, restaurants, hotels and retail outlets, providing customers with the technical information they need in order to make the best use of IREKS products.

Book now your free demo through our sales representatives or contact Sandy directly for technical questions and specific advises at sandyxu@sinodis.com.cn.

爱焙士--- 德国烘焙原料和改良剂的供应商，在提供优质烘焙原料的同时也给客户一流的服务。驻中国的两位代表：来自德国的 Ingo Wenseritt 先生 – 具有丰富经验的面包师和食品工程师；以及技术顾问 Sandy --- 徐剑 先生，Sandy 常驻上海以及华东地区。他们两位经常给各地的客户提供多方面的支持。

Sandy 先生 一直以来都在帮助各位 chef 和面包师傅，根据客户的要求，他经常演示各式烘焙或者西点产品，包括星级酒店，高级餐厅，各地面包房，或者各式零售店..... 长期和广泛的技术信息，让每个面包师傅都会用“爱焙士”做出最佳的面包和西点。

希望和 Sandy 徐剑 先生交流一下或者参观他的现场演示吗？

现在你可以和我们的业务代表咨询有关事宜，或者直接和他交流一下各种技术问题。

Email: sandyxu@sinodis.com.cn





March No. 40

The Strawberry | 草莓



Sixteenth-century author William Butler wrote this tribute to the strawberry: "Doubtless God could have made a better berry, but doubtless God never did." Red, juicy and conically shaped, the strawberry is a member of the rose family and has grown wild for centuries in both the Americas and Europe. The Romans valued the fruit for its reputed therapeutic powers for everything from loose teeth to gastritis. However, it wasn't until the late 13th century that the plant was first cultivated. Strawberries are an excellent source of vitamin C and also provide some potassium and iron. There are more than 600 varieties of strawberries, which vary in size, shape and color (some are off-white or yellowish). A variety destined to be eaten as it comes, or another more suitable for use in culinary preparations, will obviously not have the same taste. The Gariguet (small, very fruity and sweet) has a volatile aroma that is lost once the fruit is transformed, whereas the Camarossa (delicate, melt-in-the-mouth flesh) and the Darselect (sweet and tangy) only develop their full flavor once they have been transformed. The most common American variety is the result of several centuries of crossbreeding of the wild Virginia strawberry (North America's main native strawberry) and a Chilean variety. It's probably today's toughest berry and is able to withstand both shipping and storage. More flavorful, however, are European Alpine strawberries - the tiny, exquisitely sweet wild strawberries of France known as fraises des bois ("strawberries of the woods"). They're considered by many to be the "queen of strawberries." In general, the smaller berries have a better flavor than the larger varieties since the latter are often watery.

Fresh strawberries are available year-round in many countries, with the peak season from April to June. Choose brightly colored, plump berries that still have their green caps attached and which are uniform in size. Avoid soft, shriveled or moldy berries. Do not wash until ready to use, and store (preferably in a single layer on a paper towel) in a moisture-proof container in the refrigerator for 2 to 3 days. Fresh strawberries are wonderful eaten with cream, macerated in wine or liqueur or used in various desserts. Canned and frozen strawberries are also available. Commercial strawberry products include preserves, jams, jellies, syrups and various desserts.



The Strawberry | 草莓



16世纪的著名作家William Butler曾这样描写草莓：“毫无疑问，上帝本来可以创造出更好的浆果，但是他没有。”红色、多汁、圆锥形的草莓是草莓家族中比较优良的品种，几百年来它一直生长在美洲和欧洲地区。罗马人非常注重它的疗效，因为它对治疗牙齿松动和胃炎非常有帮助。然而，直到13世纪之后，这种水果才第一次被种植。草莓能够提供丰富的维生素C、钾和铁元素。现在草莓已有600多个品种，有些品种的大小、形状和颜色各有相同。（注：甚至有些品种的草莓的表面呈白色或微黄色）。草莓大多是作为水果直接品尝的，但有一种草莓非常适合烹饪，

很显然它们的口味也是非常不同的。有一种草莓叫“Gariguette”，它的形状较小而圆润，口感教甜，它是一种改良过的草莓，具有挥发性的香味；而另一种被称作“Camarossa”的草莓，其口感较脆，果肉入口即化；还有一种叫“Darselect”的草莓，其口感也较甜且香气扑鼻，它也是经过改良的草莓，所以也具有浓郁风味。在美国最常见品种就是经过数百年杂交的野生弗吉尼亚草莓和智力草莓（这是北美地区主要盛产的草莓）。这可能算是当今最耐寒的果子了，同时也是最经得起空运和储存的果子。然而来自欧洲阿尔卑斯地区的小草莓更加美味，它是法国人众所周知的口感细腻而甜美的野生草莓。为此这种草莓被称为“草莓皇后”。一般来说个小的草莓要比比个大的草莓更甜美，原因是较大的草莓含有较多的水分，从而冲淡了草莓原有的甜味。

世界上有许多国家，全年都有新鲜草莓出产，尤其在每年的4月至6月是草莓出产的旺季。那么我们怎样挑选草莓呢？我们要选择颜色鲜艳，肉质饱满，带有绿色梗的草莓，形状大小一致的草莓。避免选择肉质松软、干枯、外表带有霉点的草莓。在储藏前无需清洗草莓，储存时最好是选用防潮的容器，并在容器中垫一层纸巾，以防草莓受潮变质。然后再放入冰箱，一般能保存2至3天。新鲜草莓可以搭配奶油一起食用，口感非常好；并且还可以浸泡在葡萄酒中作为制作甜点的辅料。罐头装的腌制草莓和冷冻草莓同样可以搭配奶油和制作甜点。现在市场上的草莓产品非常的丰富：包括有草莓蜜饯、草莓果酱、草莓果冻，草莓糖浆及各种餐后甜点。

Discover our strawberry products / 西诺迪斯旗下的草莓产品也非常丰富：

Pastry: 饼房用品:

LA ROSE NOIRE : Strawberry Rhubarb Danish 90g (Product code: LRN – 083) 草莓芋荚

CAPFRUIT: Strawberry Puree 1kg (CAP- 018) 冷冻草莓泥

Strawberry IQF 1kg (CAP- 031) 冷冻草莓果子

SEVAROME: Strawberry flavor 1L (SEV-001) 食用草莓味香精

Red Strawberry coloring hydro 160g (SEV-038) 红草莓色素粉

DGF: Red Glaze-Strawberry flavor 1kg (DGF-123) 红色淋酱（草莓口味）

Dairy: 奶制品:

EMMI: Emmi premium yoghurt strawberry 100g (EMM-014) 草莓酸奶

PAULS: Pauls yoghurt strawberry 175 g (PAU-007) 草莓酸奶

Pauls yoghurt strawberry lite 175 g (PAU-002) 草莓低脂酸奶

Grocery: 干货

WATT'S: Strawberry jam 250g (WAT-008) 草莓果酱

Gold strawberry premium jam 368g (WAT-005) 特级草莓果酱



March No. 40

Strawberry - Yoghurt Cream Slice | 草莓酸奶切片

Using GOLDEN MUFFIN L.S.

(Basic recipe for 1 tray 60 x 20 cm)

Basic Batter:

GOLDEN MUFFIN L.S.	1.000 kg
Eggs	0.350 kg
Oil	0.300 kg
<u>Water, approx</u>	<u>0.275 l</u>
Total weight	1.925 kg

Beat for 2 - 3 minutes on medium speed to a smooth batte

Baking temperature: 190 °C,

Baking time: approx. 20 minutes

Yoghurt Cream:

Yoghurt	0.250 kg
Fresh cream	0.250 kg
Sugar	0.050 kg
<u>Custard powder (Dosage 400g/1Liter)</u>	<u>0.125 kg</u>
Total	0.675 kg

Mix all ingredients together for approx. 2 minutes on medium speed

Instructions for use:

1. After cooling spread the Yoghurt cream on the sponge, place sliced Strawberries on (press slightly in) and glaze with jelly.
2. Allow to cool for approx. 2 hours and portion as you prefer.





Strawberry - Yoghurt Cream Slice | 草莓酸奶切片

(做 1 盘 60 X 20 cm 的料)

基本面粉:

马芬西点蛋糕低糖型预拌粉	1.000 kg
全蛋	0.350 kg
食用油	0.300 kg
水	0.275 l
总重	1.925 kg

中档搅拌 2-3 分钟至光滑.

烘焙温度: 190 度.

烘焙时间: 大约 20 分钟.

酸奶奶油:

酸奶	0.250 kg
新鲜奶油	0.250 kg
糖	0.050 kg
吉士粉(添加量:400 克粉:1 千克水)	0.125 kg
总重	0.675 kg

将所有原材料用中速搅拌 2 分钟.

操作说明:

1. 等基本面粉凉透,表面涂抹酸奶奶油,放草莓(轻轻摆放)。
2. 用果胶上光,冷却 2 小时后切片。





March No. 40

Tarte aux fraises Plougastel | 普卢加斯泰勒草莓馅饼

7 circular frames – Height: 4 cm - Diameter: 16 cm.

Plougastel tart-shell

Ingredients:

900 g Fine butter



60 g Baking powder

1200 g Pastry flour T55



5 g Fine salt

800 g Caster sugar

360 g Egg Yolks



Process:

1. In the electric dough-mixer, combine all ingredients.
2. Let cool down in the fridge for 3 hours.
3. Make pie-shells with a 9 cm border and bake inside the buttered frames.

Light custard

Ingredients:

1 l Whole milk



10 g Vanilla Flavoring



225 g Caster sugar

180 g Egg Yolks



90 g Mix in powder for confectioner's custard



150 g Butter

700 g UHT sterilized cream 35 % Fats



Process:

1. Follow the usual procedure for a light custard cream.
2. Garnish with strawberries according to the picture.





Tarte aux fraises Plougastel | 普卢加斯泰勒草莓馅饼

7 圆形底托, 高 4cm 直径 16cm

普卢加斯泰勒馅饼壳

配料:

900g 黄油



60g 发酵粉

1200g 饼房用面粉 T55



5g 细盐

800g 调味糖

360g 蛋黄



制作过程:

1. 将所有材料放入搅拌机搅拌。
2. 待混合物冷却后放置于冰箱 3 小时。
3. 然后制作馅饼壳的 9cm 边, 再在壳内涂上黄油进行烘烤。

软奶油蛋糕

配料:

1l 全脂牛奶



10g 香草调味料



225g 调味糖



180g 蛋黄

90g DGF混合蛋糕粉



150g 黄油

700g 超高温灭菌35%脂肪奶油



制作过程:

1. 根据传统做法制做低脂奶油冻。
2. 根据图片用草莓作为装饰。

