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Chin's Import - Report

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LONG GRAIN RICE MARKET SKYROCKETS AMIDST SHORTAGES

Surprisingly and without much advance notice, domestic long grain rice prices took a sudden \$7 per 50# bag price increase (60%) late last month. As many major rice mills were not shipping orders, we were forced to place orders without any confirmation of price. Speculation and rumors were indicating that a strong export market had been driving supply shortages, however coupled with the recent poor new crop harvest, mills have been selective as to who'll get their orders filled.

It has been reported that this year's crop is yielding a much higher percentage of broken rice kernels, making the 4% broken rice market very tough to fill. While there seems to be an abundance of the 15% broken content & higher, many Asians prefer not to purchase this type of rice, due to the fact that it absorbs more water, making it too sticky. Two other major producers have announced an additional \$2 per 50# bag increase for December, and it is expected that prices will remain strong into February, at which time most export business will be fulfilled.

CORN PRICES DRIVING MSG INCREASE

Ending US corn stock for 2010-2011 is now projected to be down 47% for the prior year, forcing corn futures to hit two year highs on October 8th. Shortages of corn have forced Ajinomoto to announce its second price increase since



September, adding an additional \$2/bag increase effective 12/16/10. The severity of the shortage has been further hampered by production problems in Ajinomoto's domestic Iowa plant. At the moment, fulfillment of orders have been pushed back 4-6 weeks, resulting in many distributors running out of product. Imported product from China is experiencing similar shortages, as the Chinese government has opted to limit industrial production of corn, in lieu of feeding its people during the current food shortages in China. It is predicted that this shortage should continue through the Spring of 2011.

PURCHASE \$500, GET A FREE GIFT!



As an added bonus for our food service customers this Christmas (distributors are excluded from this promotion), we are offering (1) free holiday gift for each incremental \$500 purchase (invoice



purchase must be a minimum of \$500 to qualify), while supplies last. Choose either: **Kariout 20 oz Black Bowls 150 sets/cs (\$30 value); Mikami Paneko Bread Crumbs 20# (\$20 value), or #205 Foam Hinged Trays 200/cs (\$20.90 value).** 2011 calendars are currently available for all current customers, simply by contacting your sales representative.



During the month of December, we are offering special promotional pricing on selected Sabert food service products. Save \$1 per case on Sabert's line of FastPac microwave safe line, which includes the ever popular 24 oz rice bowl/lid. Contemplating offering a compostable alternative to your customers? Why not consider Sabert's molded fiber line of trays at \$1/cs off, available with PLA or PETE clear dome lids.



C & M FINE PACK DEBUTES!

Within the next few weeks, we will begin stocking of the ever popular C & M Fine Pack line of sushi trays & rice bowls. With the recent merger of C & M with Wilkinson Industries, our expanded product offering will allow customers a broader range of new & exciting packaging options. See your sales rep for sample kits & POS brochures.

AMOY HOLIDAY DISCOUNT: MOCHU GAI TONG SOUP BASE

Enjoy special one time promotion pricing on Amoy's line of Mochu Gai Tong soup base, specially priced at \$45/case for a 4/6# case (\$25/cs off)



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**PRESORT STANDARD
 U. S. POSTAGE
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 PERMIT NO 4968**

Prices effective December 1-31, 2010 &
 while quantities last. Subject to change &
 withdrawal without notice.

Current Occupant or Current Resident:



Item No.	Description	Brand Name	Pack Size	1-4 cs	5 cs +	Change +/-
025-01310	BOWL 24OZ 76124 SQRE	SABERT	6/50	\$ 55.40	\$ 51.30	\$ (1.00)
025-00590	CONTAINER 32OZ SQURE	SABERT	300 CT	\$ 70.80	\$ 38.00	\$ (1.00)
025-00450	CONTAINER 8X4 400408	SABERT	300 CT	\$ 28.35	\$ 27.25	\$ (1.00)
025-01445	CONTAINER 8X5.75PULP	SABERT/300	400608D300	\$ 31.70	\$ 30.45	\$ (1.00)
025-01330	LID SQUARE 52671B300	SABERT	6/50	\$ 27.40	\$ 26.30	\$ (1.00)
190-00250	*MSG POWDER FINE	AJINOMOTO	50 LB	\$ 55.80	\$ 53.55	\$ 2.00
190-00550	*MSG POWDER REGULAR	AJINOMOTO	50 LB	\$ 57.35	\$ 55.10	\$ 2.00
150-00030	RICE LONG GRAIN 4%	LUCKY BRND	50 LBS	\$ 23.95	\$ 23.00	\$ 7.00
190-00705	SOUP MORCHU GAOTANG	AMOY	4/6 LBS	\$ 45.00	\$ 45.00	\$ (25.00)
180-00070	SOY SAUCE	KIKKOMAN	5 GALLON	\$ 32.15	\$ 30.90	\$ (1.80)
180-00700	SOY SAUCE WHEAT FREE	KIKKOMAN	12/8.5 OZ	\$ 29.50	\$ 28.30	New!
180-00690	SOY SAUCE WHEAT FREE	KIKKOMAN	6/1.6LITER	\$ 69.05	\$ 66.30	New!
	*Price Increase 12/16/10					
	1 Case Free w/\$500 purchase:					
025-01950	BOWL 20 OZ MK0700B	KARIOUT	150 SETS	*Free	(\$30 value)	
260-00260	BREAD CRUMB PROMO	MIKAMI	KARIOT 20#	*Free	(\$20 value)	
260-00010	TRAY FOAM #205 PROMO	KARIOUT	2/100	*Free	(\$21 value)	
	*Food Service Restaurants Only					
	C & M Fine Pack:					
025-01595	BOWL 22OZ BLK 10/50	C&M FINE	CF765-220	\$ 73.65	\$ 70.75	New!
025-01020	BOWL 22OZ RED/BLK	C&M 10/50	NGV65-220	\$ 83.70	\$ 80.35	New!
025-01605	BOWL 22OZ WHT 10/50	C&M FINE	CF565-220	\$ 73.65	\$ 70.75	New!
025-01395	BOWL 32OZ BLK 10/50	C&M FINE	CF765-320	\$ 92.10	\$ 88.45	New!
025-01010	BOWL 32OZ RED/BLK	C&M 10/50	NGV65-320	\$ 100.30	\$ 96.35	New!
025-01405	LID 22OZ VENT 10/50	C&M FINE	CL265221VL	\$ 56.80	\$ 54.55	New!
025-01485	LID 32 OZ CLR 10/50	C&M FINE	CL265320OP	\$ 67.75	\$ 65.05	New!
025-00835	LID SUSHI 0.6 16/50	C&M FINE	CL267-1852	\$ 67.30	\$ 64.60	New!
025-00765	LID SUSHI 0.8 12/50	C&M FINE	CL267-0602	\$ 41.15	\$ 39.50	New!
025-00785	LID SUSHI 1.0 12/50	C&M FINE	CL267-0702	\$ 52.05	\$ 50.00	New!
025-00790	LID SUSHI 1.5 8/50	C&M FINE	CL267-0802	\$ 59.45	\$ 57.05	New!
025-00815	LID SUSHI 2.0 8/80	C&M FINE	CL267-0902	\$ 62.75	\$ 60.25	New!
025-01015	TRAY SUSHI 0.6 16/50	C&M FINE	CF767-1852	\$ 68.30	\$ 65.60	New!
025-01035	TRAY SUSHI 0.8 12/50	C&M FINE	CF767-0652	\$ 34.45	\$ 33.10	New!
025-01040	TRAY SUSHI 1.0 12/50	C&M FINE	CF767-0752	\$ 39.80	\$ 38.25	New!
025-01045	TRAY SUSHI 1.5 8/50	C&M FINE	CF767-0852	\$ 53.10	\$ 51.00	New!
025-01055	TRAY SUSHI 2.0 8/50	C&M FINE	CF767-0952	\$ 56.45	\$ 54.20	New!
	Lee Kum Kee Increase 1/1/11					
160-00420	BLACK BEAN W/GARLIC	LEEKUM KEE	6/5 LB	\$ 53.00	\$ 50.90	
160-00115	HOISIN SAUCE	LEEKUM KEE	6/5 LB	\$ 31.20	\$ 29.95	5%
160-00460	MONGOLIAN BEEF SAUCE	LEEKUMKEE	4/9.5 LBS	\$ 59.00	\$ 56.65	5%
160-00180	OYSTER SAUCE	LKK/PANDA	6/5 LB	\$ 36.05	\$ 34.60	
160-00200	OYSTER SAUCE NO MSG	GREENPANDA	6/5 LBS	\$ 39.45	\$ 37.90	10%
180-00230	SOY SAUCE PREMIUM	LEEKUMKEE	5 GALLON	\$ 24.05	\$ 23.10	10%
	Primeware Increase 1/1/11:					
120-00835	BOWL 12OZ PAPER BL12	PRIMEWARE	8/125	\$ 41.15	\$ 39.50	8%
120-00331	PLATE 10 PL-11 3CMP"	PRIMEWARE	4/125	\$ 42.60	\$ 40.90	8%
120-00880	PLATE 6 PL-06 "	PRIMEWARE	8/125	\$ 36.25	\$ 34.80	8%
120-00280	PLATE 9' 3 CPMT PL93	PRIMEWARE	4/125	\$ 35.05	\$ 33.70	8%
120-00230	TRAY 1 COMP LRG HL91	PRIMEWARE	2/100	\$ 44.10	\$ 42.35	8%
120-00190	TRAY 1 COMP MED HL81	PRIMEWARE	2/100	\$ 30.85	\$ 29.65	8%
120-00390	TRAY 3 COMP LRG HL93	PRIMEWARE	2/100	\$ 44.10	\$ 42.35	8%
120-00045	TRAY HOAGIE 9X6 HL96	PRIMEWARE	2/125	\$ 38.80	\$ 37.25	8%