



# BUILD BETTER MENUS FROM THE GROUND UP!

Wholesome products from Custom Culinary® uphold the standards of quality you already know and rely on. We're making our bases even better by offering products without undesirable ingredients—including added MSG, trans fats, gluten, artificial colors, modified food starches and Big 8 allergens such as wheat and soy.



## TRUE FOUNDATIONS™

▲ No MSG Added ● 0g Trans Fat Per Serving ✕ No Big 8 Allergens ◆ Gluten Free\* ⬢ Vegan

### CUSTOM CULINARY® GOLD LABEL TRUE FOUNDATIONS™ BASES

5124	Chicken Base	6x1 lb tub / 20 lb pail	▲	●	✕	◆	
5334	Beef Base	6x1 lb tub / 20 lb pail	▲	●	✕	◆	
5505	Clam Base	6x1 lb tub / 20 lb pail	▲	●	✕	◆	
5417	Roasted Vegetable Base	6x1 lb tub / 20 lb pail	▲	●	✕	◆	⬢



Roasted chicken, salt, yeast extract, natural flavor, turmeric



Roasted beef, salt, yeast extract, caramel color, natural flavor



Cooked clams and clam juice with clam extract, salt, yeast extract, potato starch, natural flavor



Vegetables and vegetable juice concentrates (onion, carrots, tomato, celery, red bell pepper, garlic), yeast extract, salt, sugar, natural flavors, contains 2% or less of the following: shallot juice, spice, Burgundy wine solids.

\*Tested at less than 20 ppm gluten.



Custom Culinary® is focused on a single mission: creating the finest-quality, most authentic Culinary Flavor Systems. Our full line of bases, sauces and gravies delivers exceptional flavor, aroma and consistency for all your signature dishes. Crafted by our team of industry-leading culinary experts, our products assure incredible performance in a variety of easy-to-use formats.



Visit [customculinary.com](http://customculinary.com) for recipes, tips and more.

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# DELIVERING AUTHENTIC FLAVOR, RESPONSIBLY.



HEARTY CHICKEN SOUP WITH ANCIENT GRAINS



## TRUE FOUNDATIONS™



LINGUINI  
WITH CLAM SAUCE



ROASTED VEGETABLE  
FLATBREAD



PULLED CHICKEN  
SANDWICH



CHAR-GRILLED GRAIN  
WITH SKIRT STEAK BOWL



# TRUE FOUNDATIONS™

## BASES FOR THE WAY YOUR PATRONS ARE EATING TODAY

New Gold Label True Foundations™ Bases from Custom Culinary® were developed with the needs of both operators and consumers in mind. The clean labeling movement indicates that consumers are more interested in the story behind their food than ever before. In fact, 54% of consumers are calling for more menu transparency.<sup>1</sup>

For operators this is more than a trend, it's a change in mindset—taking pride in everything on the plate, starting with the foundations of every dish. That's why our innovative Gold Label True Foundations™ Bases focus on flavor, not unpronounceable additives or undesirable ingredients.

New Gold Label True Foundations™ Bases help operators build better menus from the ground up! These wholesome bases are available in four varieties for the ultimate culinary versatility.

- Clean, simple ingredient decks deliver incredible made-from-scratch flavor
- Can be used in both hot and cold applications, including sauces, soups and marinades
- Available in two pack sizes: 6x1 pound tubs and 20 pound pails

### GOLD LABEL TRUE FOUNDATIONS™ BASES CONTAIN **NO:**

- Hydrolyzed vegetable protein (HVP)
- Added MSG
- Gluten<sup>3</sup>
- Disodium inosinate and disodium guanylate (I&G)
- Artificial colors
- Artificial flavors



<sup>1,2</sup> Technomic, The Healthy Eating Consumer Trend Report, 2016

<sup>3</sup> Tested at less than 20 ppm gluten.

CLEAN LABEL PRODUCTS ARE GOOD FOR YOUR BOTTOM LINE:

40% of consumers say they're willing to pay more for "clean" foods<sup>2</sup>

