

AUTHENTIC KOREAN FLAVORS



Korean cuisine
has **+46%**
grown
over the last
four years*

Projected to grow **+21%**
over the next four years**

CLASSIC BIBIMBAP

FEATURING PASSPORT GLOBAL FLAVORS™
BY CUSTOM CULINARY® BULGOGI MARINADE,
BIBIMBAP SAUCE AND KIMCHI PREP

* Datassential MenuTrends, U.S. menu penetration, 2014-2018
** Datassential Haiku, projected menu growth 2018-2022

YOUR GLOBAL FLAVOR JOURNEY STARTS HERE

THE GROWTH OF GLOBAL CUISINE



Opportunities for introducing authentic fare on the menu continue to grow. In fact, 40% of consumers try ethnic food in order to discover new flavors.¹ Younger patrons especially are driving this demand, with 52% of 18- to 34-year-olds ordering ethnic foods at restaurants at least once a week (compared to 28% of those ages 35 and up).²

BULGOGI MARINADE

/ˈbül-ˈgō-gē/

An authentic, bold, soy-based marinade with Asian pear juice and sesame oil, strong notes of garlic and a hint of sweetness.

BULGOGI 101

- From the words *bul* ("fire") and *gogi* ("meat"), this dish consists of thinly sliced marinated beef or pork that is barbecue-grilled, griddled or stir-fried
- Originated in Pyongan Province (northwest Korea) but is also very popular in South Korea

ON YOUR MENU

- Use with any protein to create Korean-style grilled meats
- Serve marinated meats or vegetables on sandwiches, noodles or bowls



KOREAN BULGOGI
BBQ SANDWICH

+54% bulgogi four-year growth⁴

+25% projected four-year growth⁵

BIBIMBAP SAUCE

/ˈbē-ˈbēm-ˈbäp/

Rich and thick, with heavy notes of gochujang (fermented red chilies), Asian pear juice, onion, cilantro and lots of spice.

BIBIMBAP 101

- From the terms *bibam* ("mixing ingredients") and *bap* ("rice")—a stone bowl of warm white rice topped with sautéed vegetables, gochujang, soy sauce, a fried egg and sliced meat
- The dish is stirred together to mix all of the ingredients before eating
- Origins of bibimbap are unknown, but today the South Korean cities of Jeonju, Jinju and Tongyeong are famous for their versions of the dish

ON YOUR MENU

- Serve as a condiment or dipping sauce for wings and more
- Use as a pizza topping



CLASSIC BIBIMBAP

+34% bibimbap four-year growth⁶

+15% projected four-year growth⁷

^{1,2,3}Technomic, "The Ethnic Food & Beverage Consumer Trend Report," 2018
^{4,6,8,10,12}Datassential MenuTrends, U.S. menu penetration growth 2014-2018
^{5,7,9,11,13}Datassential Haiku, projected menu growth 2018-2022

And with 32% of consumers saying they'd be willing to pay more for authentic global cuisine,³ signature dishes as well as fusion recipes featuring traditional ingredients have the potential to boost check averages. Not sure where to start? Consider Korean cuisine, known for a mouthwatering mix of sweet, spicy, savory and tangy flavors. Korean-inspired dishes and flavors are rapidly growing across the foodservice industry—especially on non-ethnic menus.

Passport Global Flavors™ by Custom Culinary® Authentic Korean Flavors make the menu development process easy, with versatile, time-saving products that can be used across dayparts. Our line includes marinades, sauces and a concentrated paste that deliver bold flavor to authentic Korean dishes. Or, introduce your patrons to these unique ingredients through “safe experimentation” dishes like burgers, wings and pizza.

KOREAN CUISINE CONSUMER AFFINITY

71%
KNOW
IT

29%
LIKE OR
LOVE IT

Datassential FLAVOR, 2019

KOREAN-STYLE BARBECUE SAUCE

A rich, slightly sweet sauce full of sesame and toasted chili inclusions, with notes of star anise, smoke and umami.

KOREAN BARBECUE 101

- Prepared on gas or charcoal grills, often built into the dining table
- Many variations start with marinated meat, including *bulgogi* and *galbi* (short ribs)
- Often served with *banchan* (small-plate side dishes) and lettuce wraps

ON YOUR MENU

- Glaze burgers, fish, chicken, beef or pork
- Use as a condiment for sandwiches, wraps or pizzas

KOREAN-STYLE SWEET HEAT SAUCE

A sweet and sticky sauce typically used on Korean fried chicken—with notes of gochujang, soy, ginger, garlic and scallions, finished with a refreshing kick of heat.

KOREAN FRIED CHICKEN 101

- Known as *chikin* and served as a meal, appetizer, snack or *anju* (served with alcoholic beverages)
- Twice-fried with thin yet extra-crunchy skin
- Brushed with a thin layer of sauce after frying

ON YOUR MENU

- Toss with fried chicken, fish and vegetables
- Glaze on grilled meats and seafood

KIMCHI PREP

/ˈkim-čē/

A traditional fermented-style paste concentrate featuring garlic, sesame oil and chili pepper that can be massaged into cabbage or other vegetables for quick fermentation.

KIMCHI 101

- A staple, traditional side dish in Korean cuisine with hundreds of variations
- Often made with fermented napa cabbage and radish, seasoned with *gochugaru* (chili powder), scallions, garlic and ginger
- History dates back over 2,000 years, traditionally made during the winter and stored underground in jars to keep cool

ON YOUR MENU

- Ideal for preparing quick slaws
- Add to dipping sauces or kick up spreads

KOREAN BBQ BURGER



SWEET 'N' SPICY
KOREAN
FRIED CHICKEN



KIMCHI FRIES

+66% Korean BBQ
four-year growth⁸

+25% projected four-year
growth⁹

+493% gochujang four-
year growth¹⁰

+98% projected four-year
growth¹¹

+59% kimchi four-year
growth¹²

+28% projected four-year
growth¹³



KOREAN BBQ
BURGER



CREATIVE MENUING WITH TRULY AUTHENTIC FLAVORS

Passport Global Flavors™ by Custom Culinary® Authentic Korean Flavors help you marinate, glaze, simmer and serve bold Korean-inspired dishes with ease. Create your own signature menu items and meet consumer demand for on-trend global fare.



BULGOGI
MARINADE



BIBIMBAP
SAUCE



KOREAN-STYLE
BARBECUE SAUCE



KOREAN-STYLE
SWEET HEAT SAUCE



KIMCHI
PREP

▲ No MSG Added ● Clean Label ■ No Gluten Ingredients¹ ◆ Gluten Free² ♦ Vegan

ITEM CODE	PRODUCT DESCRIPTION	CASE PACK	YIELD PER CONTAINER	WHOLESOME ATTRIBUTES				
PASSPORT GLOBAL FLAVORS™ BY CUSTOM CULINARY® AUTHENTIC KOREAN FLAVORS								
6568	Bulgogi Marinade	6/2 lb bag	32 oz	▲	●			◆
6569	Bibimbap Sauce	6/2 lb bag	32 oz	▲	●			◆
9903	Korean-Style Barbecue Sauce	8/2 lb bag	32 oz	▲	●		◆	◆
9904	Korean-Style Sweet Heat Sauce	8/2 lb bag	32 oz	▲				◆
5226	Kimchi Prep	6/14 oz jar	14 oz	▲			◆	◆

¹ Although manufactured in a facility that uses gluten-containing ingredients, based on information available from ingredient manufacturers this product has been formulated to not contain gluten ingredients.

² Tested at less than 20 ppm gluten.

The Passport Global Flavors™ by Custom Culinary® portfolio includes:

Authentic Korean Flavors | Authentic Latin Flavors | Asian Broths



BE TRUE TO THE FOOD.™



At Custom Culinary® we're dedicated to providing exceptional bases, sauces and gravies to enhance any menu and every daypart. Our flavor-forward solutions are rooted in culinary expertise and a thoughtful, innovative approach to product development, centered on clean, simple and wholesome ingredients. We bring profitable trends to life with items that meet your needs, delight your customers and exceed your expectations.

Learn how we can help you Be True To The Food® by visiting CUSTOMCULINARY.COM.

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