

GRAVIES

EASY ADD-IN MENUING GUIDE

 **CUSTOM
CULINARY**
BE TRUE TO THE FOOD.



189%

growth of poutine since 2013
Datassential MenuTrends, U.S. menu
penetration growth 2013-2017.

**BBQ
PULLED PORK
POUTINE**
FEATURING PANROAST™
BROWN GRAVY MIX

ELEVATING GRAVIES,
THE CUSTOM CULINARY® WAY

THE BUILDING BLOCKS FOR SIGNATURE MENU ITEMS

From Southern-style breakfast to Thanksgiving dinner, gravy is the comfort-food classic that can make a meal memorable. Custom Culinary® gravies reflect the authentic, homestyle flavors and texture that both consumers and operators expect.

32%

of full service restaurant menus feature gravy

Datassential MenuTrends, U.S. menu penetration, 2017.

REINVENT THE CLASSICS, WITH EASE

While traditional gravies will always be menu staples, they can also serve as a foundation for authentic regional or globally inspired varieties. Supported by industry insights and the latest culinary trends, our chefs have developed this guide to creating signature gravies that can be featured in many dishes across dayparts. Choose from the following flavor categories and put an exciting spin on your menu with these delicious suggestions!

40%

of consumers love gravy

Datassential, "Gravy: The SNAP™ Food Profile," 2017.

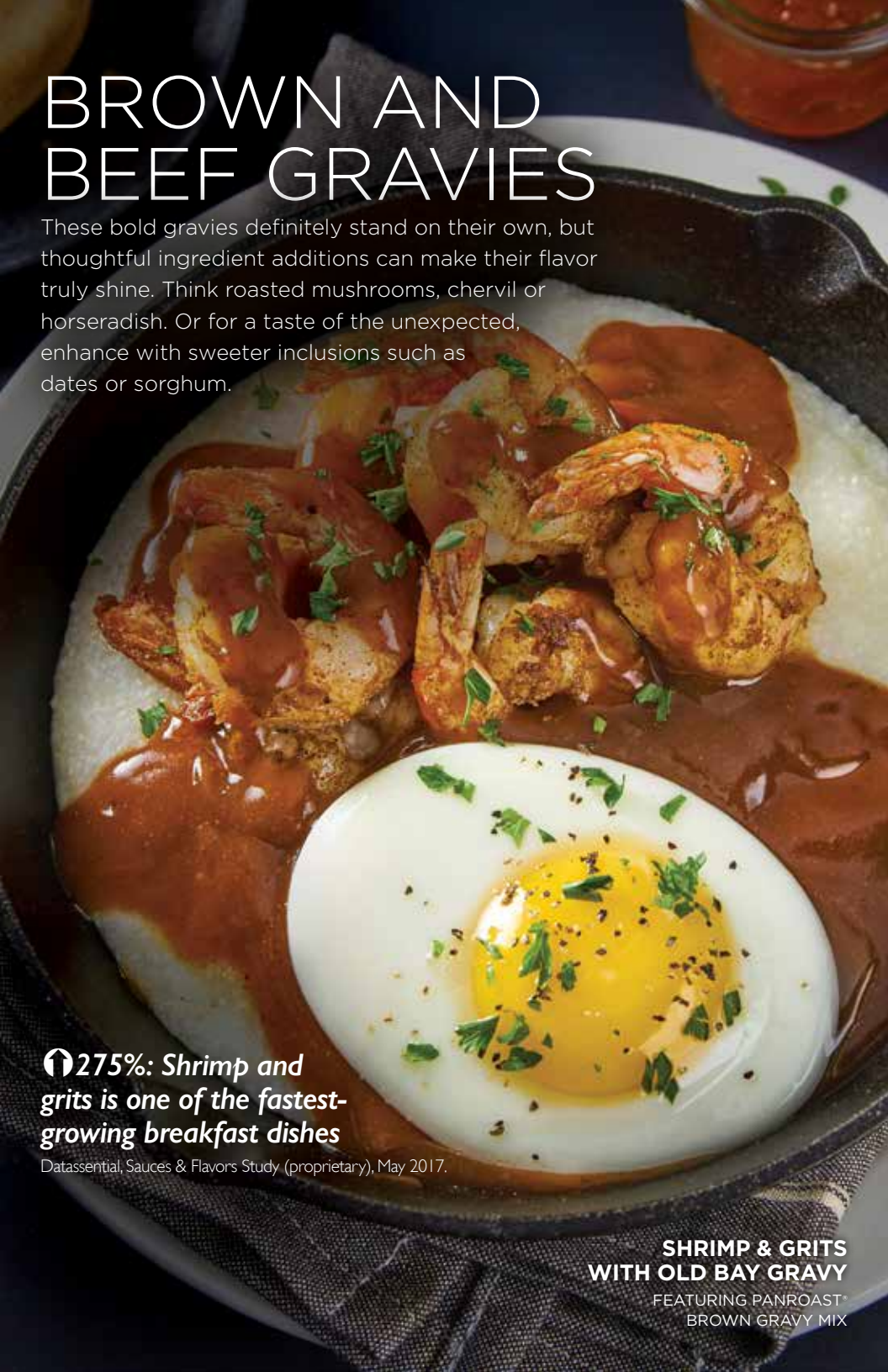


EASY ADD-INS

Add just 1 or 2 ingredients and transform a classic gravy into something **unique** and **unexpected!**

BROWN AND BEEF GRAVIES

These bold gravies definitely stand on their own, but thoughtful ingredient additions can make their flavor truly shine. Think roasted mushrooms, chervil or horseradish. Or for a taste of the unexpected, enhance with sweeter inclusions such as dates or sorghum.



↑275%: Shrimp and grits is one of the fastest-growing breakfast dishes

Datassential. Sauces & Flavors Study (proprietary), May 2017.

**SHRIMP & GRITS
WITH OLD BAY GRAVY**
FEATURING PANROAST®
BROWN GRAVY MIX

START WITH:

CUSTOM CULINARY® PANROAST®
BROWN GRAVY MIX (1764)

ADD...	TO CREATE...
• Old Bay Seasoning	➔ Old Bay Gravy
• Custom Culinary® Gold Label Jalapeño Relish (6327)	➔ Tequila Jalapeño Gravy
• Tequila	
• Custom Culinary® Gold Label Kentucky-Style Bourbon Sauce (9651)	➔ Kentucky Bourbon Gravy
• Pineapple juice	➔ Al Pastor Gravy
• Pork drippings	
• Bacon fat	➔ Breakfast Poutine Gravy
• Maple syrup	
• Shaved country ham	➔ Toasted Sawmill Gravy
• Heavy cream	

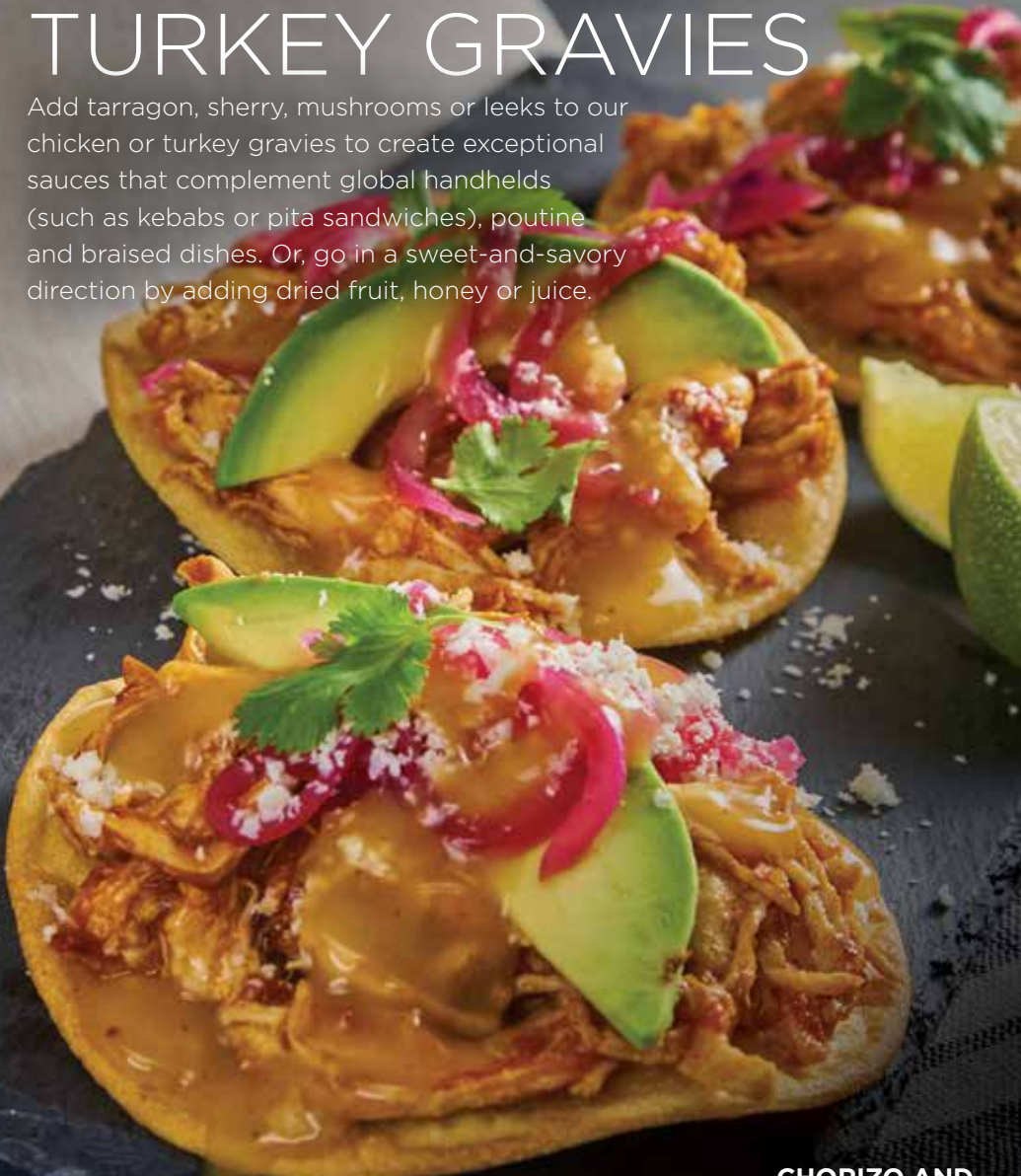
START WITH:

CUSTOM CULINARY® PANROAST®
BEEF FLAVORED GRAVY MIX (1762)
CUSTOM CULINARY® MASTER'S TOUCH®
BEEF GRAVY CONCENTRATE (1731)

ADD...	TO CREATE...
• Custom Culinary® Gold Label Harissa (9678)	➔ Marrakesh Gravy
• Roasted garlic	
• Fermented chili paste (gochujang)	➔ Korean Red Chili Gravy
• Ginger	
• Garlic	
• Soy sauce	
• Butter	➔ Steak Gravy
• Tarragon	
• Balsamic vinegar	
• Malbec	➔ Gaucho Gravy
• Tarragon	
• Brown sugar	➔ Breakfast Bourbon Gravy
• Bourbon	
• Horseradish	➔ Cheddar Horseradish Gravy
• Shredded cheddar	

CHICKEN AND TURKEY GRAVIES

Add tarragon, sherry, mushrooms or leeks to our chicken or turkey gravies to create exceptional sauces that complement global handhelds (such as kebabs or pita sandwiches), poutine and braised dishes. Or, go in a sweet-and-savory direction by adding dried fruit, honey or juice.



Chicken tinga is up 31% on menus over the past four years

Datassential MenuTrends, U.S. menu penetration growth, 2013-2017.

CHORIZO AND CHICKEN TINGA TOSTADAS

FEATURING PANROAST® CHICKEN FLAVORED GRAVY MIX AND MASTER'S TOUCH® ANCHO FLAVOR CONCENTRATE

START WITH:

CUSTOM CULINARY® PANROAST® CHICKEN FLAVORED GRAVY MIX (1783)

CUSTOM CULINARY® PANROAST® TURKEY FLAVORED GRAVY MIX (1790)

CUSTOM CULINARY® MASTER'S TOUCH® TURKEY GRAVY CONCENTRATE (1745)

ADD...	TO CREATE...
<ul style="list-style-type: none"> • Custom Culinary® Master's Touch® Ancho Flavor Concentrate (5205) 	➔ Ancho Chili Gravy
<ul style="list-style-type: none"> • Lemon juice • Fresh oregano 	➔ Mykonos Gravy
<ul style="list-style-type: none"> • Bacon fat • Diced cooked bacon • Sorghum 	➔ Smoky Sorghum Gravy
<ul style="list-style-type: none"> • Fresh orange juice • Curry powder • Coconut milk 	➔ Citrus Curry Gravy
<ul style="list-style-type: none"> • Rye whiskey • Chervil 	➔ Savory Whiskey Gravy
<ul style="list-style-type: none"> • Country ham • Espresso • Mustard powder 	➔ Red Eye Gravy
<ul style="list-style-type: none"> • Cranberry juice • Dried cranberries 	➔ Cranberry Turkey Gravy
<ul style="list-style-type: none"> • Heavy cream • Custom Culinary® Gold Label Wild Mushroom Tapenade (9677) 	➔ Cream of Mushroom Gravy
<ul style="list-style-type: none"> • Beer • Roasted chicken drippings 	➔ Beer Can Chicken Gravy
<ul style="list-style-type: none"> • Sour cream • Dill 	➔ Schnitzel Gravy
<ul style="list-style-type: none"> • Lemon juice • Capers • Chopped parsley 	➔ Chicken Piccata Gravy
<ul style="list-style-type: none"> • Cream 	➔ Classic Supreme Sauce
<ul style="list-style-type: none"> • White wine • Sage • Shallots 	➔ White Wine and Sage Gravy
<ul style="list-style-type: none"> • Dijon mustard • Thyme 	➔ Dijon Herb Gravy

PORK GRAVY

This unique gravy can be enhanced in a number of ways. For a show-stopping indulgent entrée like a thick-cut pork chop, add cranberries and sage. On the flip side, put a lighter spin on pork tenderloin or poultry with the addition of ginger and reduced white wine.



Hot Brown sandwiches are up 31% on menus over the past four years

Datassential MenuTrends, U.S. menu penetration, 2013-2017.

LOW COUNTRY HOT BROWN SANDWICH

FEATURING PANROAST®
PORK FLAVORED GRAVY MIX

START WITH:

CUSTOM CULINARY® PANROAST®
PORK FLAVORED GRAVY MIX (1766)

ADD...	TO CREATE...
<ul style="list-style-type: none">Green tomato chow chow	➔ Chow Chow Gravy
<ul style="list-style-type: none">Roasted applesCider vinegar	➔ Orchard Gravy
<ul style="list-style-type: none">Mustard seedToasted caraway seedWhite wine vinegar	➔ Sauerkraut Gravy
<ul style="list-style-type: none">White wineWhole grain or Dijon mustard	➔ Gravy Robert
<ul style="list-style-type: none">Caramelized leekGuinness stout	➔ Stout Gravy
<ul style="list-style-type: none">Szechuan peppercornsSoy sauceGingerGarlicScallion	➔ Szechuan Gravy
<ul style="list-style-type: none">Applejack brandySliced pears	➔ Brandied Pear Gravy
<ul style="list-style-type: none">Master's Touch® Chipotle Flavor Concentrate (5204)Fajita peppers and onions	➔ Santa Fe Style Gravy
<ul style="list-style-type: none">Gold Label Latin-Style Citrus Chili Sauce (9667)	➔ Latin Citrus Gravy
<ul style="list-style-type: none">Gold Label Bacon Onion Marmalade (6548)	➔ Bacon Onion Gravy
<ul style="list-style-type: none">Master's Touch® Sriracha Lime Flavor Concentrate (5209)	➔ Sriracha Lime Gravy
<ul style="list-style-type: none">Pre-made molePoblano peppers	➔ Mole Poblano Gravy

WHITE GRAVIES

Essential at breakfast and versatile enough to be used across dayparts, our classic white gravies are the perfect flavor carriers. Add unique proteins such as chorizo or smoked brisket, or enhance with bold herbs or additional sauces.



Elotes have shown 133% growth on menus over the past four years

Datassential MenuTrends, U.S. menu penetration, 2013-2017.

ELOTE GRAVY CHILAQUILES

FEATURING PANROAST® COUNTRY GRAVY MIX

START WITH:

CUSTOM CULINARY® PANROAST® COUNTRY GRAVY MIX (1776)

ADD...	TO CREATE...
<ul style="list-style-type: none"> • Charred corn • Tajin seasoning 	➔ Fire-Roasted Corn Elotes Gravy
<ul style="list-style-type: none"> • Chopped brisket • Char ends • Custom Culinary® Beef Base 	➔ Burnt End Gravy
<ul style="list-style-type: none"> • Seasonal vegetables • Custom Culinary® Chicken Base 	➔ Pot Pie Gravy
<ul style="list-style-type: none"> • Cheddar cheese • Cream cheese • Roasted red peppers 	➔ Pimento Gravy
<ul style="list-style-type: none"> • Custom Culinary® Gold Label Wild Mushroom Tapenade (9677) • Mustard powder 	➔ Gravy Au Normandy
<ul style="list-style-type: none"> • Custom Culinary® Gold Label Latin-Style Citrus Chili Sauce (9667) • Roasted jalapeño 	➔ Creamy Baja Gravy

START WITH:

CUSTOM CULINARY® PANROAST® PEPPERED BISCUIT GRAVY MIX (1774)

ADD...	TO CREATE...
<ul style="list-style-type: none"> • White miso • Scallion 	➔ Shiro Miso Gravy
<ul style="list-style-type: none"> • Custom Culinary® Master's Touch® Ancho Flavor Concentrate (5205) • Custom Culinary® Gold Label Jalapeño Relish (6327) 	➔ Sweet Heat Gravy
<ul style="list-style-type: none"> • Roasted mirepoix • Chopped parsley • Country ham 	➔ Farmhouse Gravy
<ul style="list-style-type: none"> • Pancetta • Parmesan 	➔ Cacio e Pepe Gravy
<ul style="list-style-type: none"> • Custom Culinary® Gold Label Harissa (9678) • Mint • Parsley 	➔ Moroccan Gravy

A CLOSER LOOK AT CUSTOM CULINARY® GRAVIES

The Custom Culinary® portfolio includes meat gravies, white gravies and au jus in tiered formats, all made with premium ingredients and select seasonings. And a state-of-the-art starch system means that our gravies maintain their taste and consistency for up to eight hours on a steam table. Custom Culinary® also helps operators meet consumer demand for cleaner label products.

- No MSG added
- 0 grams trans fat per serving
- Low sodium and gluten free (tested at less than 20 ppm gluten) varieties available



Custom Culinary® PanRoast® Gravy Mixes

- High-quality dry gravy mix format
- Simple one-step preparation—just add to water, boil and serve, or use your favorite preparation method
- Consistently smooth, natural mouthfeel for authentic flavor every time



Custom Culinary® Master's Touch® Gravy Concentrates

- Premium gravy offering
- Convenient add-water-only paste concentrate format
- Paste format delivers cooked-from-scratch flavor and texture
- Consistent performance and outstanding hold time



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.**