

TRUE
FOUNDATIONS®

CUSTOM
CULINARY®

NEW LATIN BROTHS

ADD AUTHENTIC LATIN FLAVORS TO YOUR MENU

NEW Latin Broths – Infuse your menu with vibrant, bold Latin flavors

Whether you're crafting traditional recipes or adding a Latin twist to your culinary creations, these versatile, ready-to-use broths satisfy the growing demand for Latin-inspired dishes.

Latin cuisine is more popular than ever

These broths provide the ideal base to create dishes that captivate consumers seeking the bold flavors of Latin cuisine, making it a key driver of menu innovation.

Elevate your menu, simplify your process

Our broths deliver complex, authentic Latin flavors – without the labor-intensive process. Enjoy the freedom to focus on creativity, versatility and consistency in your kitchen.

BIRRIA TACOS

FEATURING TRUE FOUNDATIONS® BIRRIA BROTH



SIGNIFICANT INCREASE

in Latin American flavors on U.S. menus, driven by a growing consumer interest in bold & authentic dishes

National Restaurant Association, 2024
State of the Restaurant Industry



78%

OF MILLENNIALS are interested in trying new ethnic flavors, with Latin cuisine ranking at the top

NPD Group,
Foodservice Market Research



+412%

MENU GROWTH

of BIRRIA over the past 4 years

Datassential, Menu Trends,
August 2024

CLEAN. SIMPLE. AUTHENTIC. TRENDING.

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SCAN FOR
MORE INFO



TRUE FOUNDATIONS® BRAND

The True Foundations® brand delivers authentic flavor responsibly, with a wholesome portfolio of clean label products that uphold the standards of quality operators know and trust.

FLAVOR AND CONVENIENCE

Rich, Latin-inspired flavors with no long cooking times - saving you hours of prep while delivering authentic taste.

EFFORTLESS USE

Ready-to-use - just thaw, heat, and serve. Save time, labor, and deliver great results every time.



96835VAVN | 4 x 6 lb.   

Flavorful broth that captures the essence of traditional Beef Birria to create a variety of Latin-inspired dishes.

INGREDIENTS

Water, Fire Roasted Tomatoes, Beef Fat, Garlic, Contains 2% or Less of Beef Broth, Tomato Paste, Salt, Food Starch-Modified, Guajillo Chile Powder, Orange Juice Concentrate, Smoked Paprika, Yeast Extract, Onion Powder, Spices, Onion Juice Concentrate



96855VAVN | 4 x 6 lb.    

This rich broth delivers the complex flavors found in traditional Birria but in a vegetable format.

INGREDIENTS

Water, Fire Roasted Tomatoes, Soybean oil, Contains 2% or Less of Garlic, Tomato Paste, Salt, Orange Juice Concentrate, Yeast Extract, A Blend Of Vegetables [Purees (Carrot, Celery, Onion, Red Bell Pepper), Powders (Onion, Tomato, Garlic), Juices (Onion, Garlic, Shallot, Carrot)], Guajillo Chile Powder, Smoked Paprika, Porcini Mushrooms, Sugar, Spices, Guar Gum, Natural Flavors



96845VAVN | 4 x 6 lb.    

Spicy, flavorful vegetable broth designed to enhance a wide range of Latin-inspired dishes.

INGREDIENTS

Water, Tomato Paste, Contains 2% or Less of Food Starch - Modified, Garlic Yeast Extract, A Blend Of Vegetables [Purees (Carrot, Celery, Onion, Red Bell Pepper), Juices (Carrot, Onion, Garlic, Shallot), Powders (Tomato, Onion, Garlic)], Salt, Chipotle Adobo Puree (Water, Onion, Dried Chipotle Pepper, Tomato Paste, Canola Oil, Sugar, Vinegar Salt, Garlic Puree, Natural Smoke Flavoring, White Pepper, Oregano, Bay Leaves), Guajillo Chile Powder, Lime Juice Concentrate, Sugar, Dehydrated Onion, Spices, Natural Flavors



Clean Label



Gluten Free (tested at less than 20 ppm gluten)



Vegan



No "Big 9" Allergens

CUSTOM
CULINARY
BE TRUE TO THE FOOD®

flavorIQ
BY CUSTOM CULINARY®
WHERE INSIGHTS BECOME INSPIRATION™

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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