COLLEGE & UNIVERSITY

OUTDOOR EATS MADE EASY

CUSTOM CULINARY®

Be true to the food.®



Keeping students on campus is one of the biggest challenges facing C&U foodservice directors, and Custom Culinary® is here to help. We're translating hot restaurant trends into labor-saving programs that work with the operational realities of college campuses. Offering outdoor seating during warm weather, for example, is a great way to elevate the menu, boost camaraderie and encourage students to spend their dining dollars on-site.

Whether it's through special occasions like family weekend, one-off events like a grilling party, or the expansion of weekend dayparts to include unique brunch dishes, foodservice innovation tied to "patio season" is sure to create buzz on campus and draw more diners in.

With this quick guide, we'll showcase some easy-to-prepare recipes using Custom Culinary® products that are ideal for patio season, along with tips and tricks for promoting your new offerings on campus. Discover al fresco eats, the Custom Culinary® way!

CONVENIENCE, SOCIALIZING AND CRAVINGS ARE THE TOP 3 REASONS C&U CONSUMERS VISIT ON-CAMPUS FOODSERVICE OUTLETS[1]

94% OF GEN Z CONSUMERS EAT BRUNCH, HIGHER THAN ANY OTHER GENERATION[2]

FROM BRUNCH TO GRILLING, EASY MENU ITEMS FOR OUTDOOR DINING

Delicious ideas for OUTDOOR DINING

The Custom Culinary® portfolio is suited to the back-of-house demands of C&U foodservice operators and to the flavor preferences and dietary demands of your consumers—including students, staff and visitors. Try these product lines when crafting your signature patio season dishes!

- **Custom Culinary® True Foundations®** includes our clean label, wholesome products such as globally inspired sauces, plant-based innovations and liquid stock concentrates.
- **Custom Culinary® Gold Label** houses our speed-scratch inspired sauces and bases, sure to create a memorable dining experience faster than ever.

CREATE BUZZ

- In the days before patio season officially starts, give away sunglasses or paddle fans in the student center to get folks excited
- Post photos of the new menu items on social media as a teaser of what's to come
- Add your patio or dining location on social media for easy, searchable photo tagging
- Offer beverage pairings to round out the experience—think flavored iced coffees or bubble teas at brunch, with sparkling waters or aguas frescas for grilled items
- Tie patio dining to the campus calendar for special events and catering opportunities, such as Mother's Day brunch, graduation or parents' weekend

Sources:
[1]Datassential, College & University Segment Guide, 2023.
[2]Datassential, Breakfast Keynote, 2023.

BAJA "FOOD-TRUCK STYLE" FISH TACOS

FEATURING MASTER'S TOUCH® ANCHO AND ROASTED GARLIC FLAVOR CONCENTRATES AND CHEF'S OWN® LOW SODIUM COUNTRY GRAVY MIX

Crispy pan-fried mahi-mahi, chimichurri cabbage slaw and ancho-lime crema served in grilled corn tortillas.

PLANT-BASED MAC & CHEESE

FEATURING TRUE FOUNDATIONS® PLANT-BASED ALFREDO SAUCE

Cavatappi pasta dressed in a rich plant-based Alfredo sauce with non-dairy cheese, topped with seasoned panko crumbs and baked to perfection.



BREAKFAST TORTA AHOGADA

FEATURING TRUE FOUNDATIONS® LATIN-STYLE CITRUS CHILI SAUCE

Fresh avocado, pickled red onion, cabbage, queso fresco and an over-easy egg on a toasted torta roll, smothered in warm citrus-chili sauce.



THE CHAMPION BURGER

FEATURING GOLD LABEL KENTUCKY-STYLE BOURBON SAUCE

An Angus beef patty, Black Forest ham, Swiss cheese, hickory-smoked bacon, grilled onion and a sunny-side-up egg piled high on a toasted Kaiser roll, topped with savory bourbon sauce.



BREAKFAST BENNY BURGER

FEATURING GOLD LABEL HOLLANDAISE SAUCE

A smash burger topped with American cheese, hashbrowns, Canadian bacon and a poached egg on a toasted brioche bun, with everything bagel "secret sauce."



MEXICAN MIGAS SKILLET

FEATURING TRUE FOUNDATIONS® TOMATILLO SERRANO SAUCE

A bed of blue corn chips topped with roasted red pepper, scrambled eggs, quesadilla cheese, charred avocado, Fresno peppers, cilantro, lime and tomatillo serrano sauce.

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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