



FOOD SERVICE REWARDS OPERATOR'S GUIDE

EARN VALUABLE REWARDS ON ALL
CUSTOM CULINARY® PRODUCTS



FOODSERVICE

The industry revolves around operators. Without them there would be no foodservice industry, patrons would have no place to dine out, and our institutions would have no way to feed their guests.

Food Service Rewards exists to help operators succeed. Members join to earn free rewards they use to recognize, reward and retain their staff and reduce their operating expenses.



EASY TO USE

Operators can earn rewards automatically when Food Service Rewards receives proof-of-purchase, which is now collected in a variety of convenient ways:

 DIRECTLY FROM DISTRIBUTORS	 FROM SALES REPRESENTATIVES	 FOOD COSTING & INVENTORY SOFTWARE	 DIRECTLY FROM MEMBERS
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Food Service Rewards will contact operators if they need assistance or additional information to obtain proof-of-purchase. Manufacturers require this in order to pay out rewards and rebates.

HOW IT WORKS

It's free and easy. To enroll in Food Service Rewards, visit foodservicerewards.com, or scan the code that will be on our cartons in the near future.

MORE REWARDING

OPERATORS CAN NOW:



Earn points as well as cash rebates (for qualified operators).



Enjoy rewards from 350 manufacturers on 165,000 products.



Receive discounts on services and non-food items from 250 providers, further reducing costs.



Access product information and reviews on 1.5 million products.



Earn points for encouraging your sales reps to join Food Service Rewards.

 ENROLL ON FoodServiceRewards.com IT ONLY TAKES 2 MINUTES!	 ENTER YOUR BUSINESS DETAILS AND SELECT THE DISTRIBUTORS YOU BUY FROM	 ALLOW PERMISSION FOR DISTRIBUTOR TO SHARE PURCHASE HISTORY	 That's it! OPERATORS CONTINUE TO PURCHASE AND NOTHING CHANGES	 PURCHASES ARE TRACKED AND PER-CASE REWARDS ARE AUTOMATICALLY DELIVERED
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WANT TO EARN EVEN MORE REWARDS?

Complete these action items and visit the website monthly to claim additional point rewards.



TAKE PART IN PROMOTIONS



COMPLETE SURVEYS



REDEEM GIFT CARDS



VISIT SELECT TRADE SHOW BOOTHS



RATE PRODUCTS YOU PURCHASE



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



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PARTICIPATING PRODUCTS

Want to know which products offer rewards? With over 165,000 participating products, simply use the search bar at the top of the Food Service Rewards website to search by category, manufacturer name, brand name, or product name.



Custom Culinary® Gravy Mixes: Creating Homestyle Flavors With Ease

Custom Culinary® gravy mixes deliver the roasted flavor and consistency of real pan gravies. Our lineup includes versatile products that can be served across dayparts, on their own or utilized as an ingredient in signature recipes.

[Read more](#)

Reward Points Eligible

Cash Rebate Eligible



Once you've found the product you're interested in, look for the panel on the right indicating if the product pays points, cash rebates, or both (like the example on the left).

USE FOOD SERVICE REWARDS TO:



LINK YOUR DISTRIBUTOR
ACCOUNTS



REVIEW PARTICIPATING
PRODUCTS



DISCOVER PROMOTION
OPPORTUNITIES



SHOP FOR
EXCITING REWARDS



When redeeming points, you'll shop in the industry's largest rewards marketplace, which contains over one million reward items including merchandise, travel (airfare, hotel, rental car), events and experiences. It's like shopping on Amazon, booking travel on Expedia, finding tickets on Ticketmaster; downloading music from iTunes, or obtaining movie tickets on Fandango - all in one place, and all for free!

**OVER 100,000 OPERATORS HAVE JOINED.
GET STARTED TODAY AT FOODSERVICEREWARDS.COM.**



FOOD SERVICE REWARDS



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



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CUSTOM CULINARY® FOOD SERVICE REWARDS QUALIFYING PRODUCTS GUIDE

PRODUCT CODE	BRAND	PRODUCT DESCRIPTION	PACK SIZE	POINTS PER CASE
GOLD LABEL BASES				
01441EGLD	Gold Label	Low Sodium Chicken Base, No MSG Added	6 x 1 lb.	10
01443BGLD	Gold Label	Low Sodium Chicken Base, No MSG Added	4 x 5 lb.	20
01446EGLD	Gold Label	Low Sodium Chicken Base, No MSG Added	20 lb. Pail	20
03441EGLD	Gold Label	Low Sodium Beef Base, No MSG Added	6 x 1 lb.	10
03443BGLD	Gold Label	Low Sodium Beef Base, No MSG Added	4 x 5 lb.	20
03446EGLD	Gold Label	Low Sodium Beef Base, No MSG Added	20 lb. Pail	20
08441EGLD	Gold Label	Low Sodium Vegetable Base, No MSG Added, Vegan	6 x 1 lb.	10
08446EGLD	Gold Label	Low Sodium Vegetable Base, No MSG Added, Vegan	20 lb. Pail	20
55056ECPF	Gold Label	True Foundations™ Clam Base, No MSG Added	20 lb. Pail	30
91051EGLD	Gold Label	Savory Roasted® Chicken Base, No MSG Added	6 x 1 lb.	10
91056EGLD	Gold Label	Savory Roasted® Chicken Base, No MSG Added	20 lb. Pail	20
91171EGLD	Gold Label	Chicken Base, No MSG Added	6 x 1 lb.	10
91176EGLD	Gold Label	Chicken Base, No MSG Added	20 lb. Pail	20
91176KGLD	Gold Label Bases	Chicken Base, No MSG Added	50 lb. Pail	60
93051EGLD	Gold Label Bases	Savory Roasted® Beef Base, No MSG Added	6 x 1 lb.	10
93056EGLD	Gold Label Bases	Savory Roasted® Beef Base, No MSG Added	20 lb. Pail	20
93171EGLD	Gold Label Bases	Beef Base, No MSG Added	6 x 1 lb.	10
93176EGLD	Gold Label Bases	Beef Base, No MSG Added	20 lb. Pail	20
93176KGLD	Gold Label Bases	Beef Base, No MSG Added	50 lb. Pail	60
95011EGLD	Gold Label Bases	Turkey Base, No MSG Added	6 x 1 lb.	10
95016EGLD	Gold Label Bases	Turkey Base, No MSG Added	20 lb. Pail	20
95101EGLD	Gold Label Bases	Lobster Base, No MSG Added	6 x 1 lb.	20
95106EGLD	Gold Label Bases	Lobster Base, No MSG Added	20 lb. Pail	40
95111EGLD	Gold Label Bases	Crab Base, No MSG Added	6 x 1 lb.	20
95116KGLD	Gold Label Bases	Crab Base, No MSG Added	50 lb. Pail	60
95121EGLD	Gold Label Bases	Seafood Base, No MSG Added	6 x 1 lb.	20
95126EGLD	Gold Label Bases	Seafood Base, No MSG Added	20 lb. Pail	40
95171EGLD	Gold Label Bases	Clam Base, No MSG Added	6 x 1 lb.	15
95176KGLD	Gold Label Bases	Clam Base, No MSG Added	50 lb. Pail	60
95201EGLD	Gold Label Bases	Fish Base, No MSG Added	6 x 1 lb.	10
95291EGLD	Gold Label Bases	Shrimp Base, No MSG Added	6 x 1 lb.	20
95296EGLD	Gold Label Bases	Shrimp Base, No MSG Added	20 lb. Pail	40
95301EGLD	Gold Label Bases	Mushroom Base, No MSG Added, Vegan	6 x 1 lb.	10
95701EGLD	Gold Label Bases	Pork Base, No MSG Added	6 x 1 lb.	10
97951EGLD	Gold Label Bases	Bacon Base, No MSG Added	6 x 1 lb.	10
97956EGLD	Gold Label Bases	Bacon Base, No MSG Added	20 lb. Pail	40
97991EGLD	Gold Label Bases	Ham Base, No MSG Added	6 x 1 lb.	10
98001EGLD	Gold Label Bases	Savory Roasted® Vegetable Base, No MSG Added, Vegan	6 x 1 lb.	10
98006EGLD	Gold Label Bases	Savory Roasted® Vegetable Base, No MSG Added, Vegan	20 lb. Pail	20
98011EGLD	Gold Label Bases	Mirepoix Base, No MSG/HVP Added, Vegan	6 x 1 lb.	10
98016EGLD	Gold Label Bases	Mirepoix Base, No MSG/HVP Added, Vegan	20 lb. Pail	20
TRUE FOUNDATION® BASES & LIQUID STOCK CONCENTRATES				
51241ECPF	True Foundations® Bases	True Foundations™ Chicken Base, No MSG Added	6 x 1 lb.	20
51246ECPF	True Foundations® Bases	True Foundations™ Chicken Base, No MSG Added	20 lb. Pail	30

PRODUCT CODE	BRAND	PRODUCT DESCRIPTION	PACK SIZE	POINTS PER CASE
TRUE FOUNDATION® BASES & LIQUID STOCK CONCENTRATES				
51246KCFP	True Foundations® Bases	True Foundations™ Chicken Base, No MSG Added	50 lb. Pail	60
53341ECFP	True Foundations® Bases	True Foundations™ Beef Base, No MSG Added	6 x 1 lb.	20
53346ECFP	True Foundations® Bases	True Foundations™ Beef Base, No MSG Added	20 lb. Pail	30
54171ECFP	True Foundations® Bases	True Foundations™ Vegetable Base, No MSG Added	6 x 1 lb.	20
68091AGLD	True Foundations® Bases	Chicken Liquid Stock Concentrate	6 x 2 lb. Bottles	20
68101AGLD	True Foundations® Bases	Vegetable Liquid Stock Concentrate	6 x 2 lb. Bottles	20
68111AGLD	True Foundations® Bases	Beef Liquid Stock Concentrate	6 x 2 lb. Bottles	20
MASTER'S TOUCH® BASES				
01171ECFP	Master's Touch® Bases	Chicken Base, No MSG Added	6 x 1 lb.	10
01173BCFP	Master's Touch® Bases	Chicken Base, No MSG Added	4 x 5 lb.	20
01176ECFP	Master's Touch® Bases	Chicken Base, No MSG Added	20 lb. Pail	20
01176ICFP	Master's Touch® Bases	Chicken Base, No MSG Added	35 lb. Pail	30
01176KCFP	Master's Touch® Bases	Chicken Base, No MSG Added	50 lb. Pail	50
03171ECFP	Master's Touch® Bases	Beef Base, No MSG Added	6 x 1 lb.	10
03173BCFP	Master's Touch® Bases	Beef Base, No MSG Added	4 x 5 lb.	20
03176ECFP	Master's Touch® Bases	Beef Base, No MSG Added	20 lb. Pail	20
52001ECFP	Master's Touch®	Reduced Sodium Vegetable Base, No MSG Added	6 x 1 lb.	20
17232ICFP	Master's Touch®	Au Jus Base	12 x 1 lb.	10
12881SCFP	Master's Touch®	Cream Soup Base	6 x 28 oz.	20
CHEF'S OWN® BASES				
01072ICFP	Chef's Own®	Chicken Flavored Soup Base	12 x 1 lb.	10
01076FCFP	Chef's Own®	Chicken Flavored Soup Base	25 lb. Pail	20
01572ICFP	Chef's Own®	Select Chicken Base, No MSG Added	12 x 1 lb.	10
01573BCFP	Chef's Own®	Select Chicken Base, No MSG Added	4 x 5 lb.	20
01576ECFP	Chef's Own®	Select Chicken Base, No MSG Added	20 lb. Pail	20
01576KCFP	Chef's Own®	Select Chicken Base, No MSG Added	50 lb. Pail	50
03072ICFP	Chef's Own®	Beef Flavored Soup Base, No MSG Added	12 x 1 lb.	10
03076FCFP	Chef's Own®	Beef Flavored Soup Base, No MSG Added	25 lb. Pail	20
03572ICFP	Chef's Own®	Select Beef Base, No MSG Added	12 x 1 lb.	10
03573BCFP	Chef's Own®	Select Beef Base, No MSG Added	4 x 5 lb.	20
03576ECFP	Chef's Own®	Select Beef Base, No MSG Added	20 lb. Pail	20
03576KCFP	Chef's Own®	Select Beef Base, No MSG Added	50 lb. Pail	50
07402ICFP	Chef's Own®	Chicken-Style Vegetable Base Consomme Prep	12 x 1 lb.	10
07406FCFP	Chef's Own®	Chicken-Style Vegetable Base Consomme Prep	25 lb. Pail	20
07462ICFP	Chef's Own®	Old Smoky Ham Flavored Base	12 x 1 lb.	10
MASTER'S TOUCH® SAUCE, GRAVY AND FLAVOR CONCENTRATES				
12101HCFP	Master's Touch®	Instant Cheddar Cheese Sauce Mix	6 x 24 oz.	10
12631WCFCP	Master's Touch® Concentrates	Demi-Glace Sauce Concentrate	6 x 13.6 oz.	10
17451WCFCP	Master's Touch® Concentrates	Turkey Gravy Concentrate	6 x 13.6 oz.	10
83051PCFP	Master's Touch® Concentrates	Herb Roasted Au Jus Concentrate	6 x 12 oz.	10
98151EGLD	Master's Touch® Concentrates	Roasted Garlic Flavor Concentrate, Vegan	6 x 1 lb.	10
98156EGLD	Master's Touch® Concentrates	Roasted Garlic Flavor Concentrate, Vegan	20 lb. Pail	20
52052GCFP	Master's Touch® Concentrates	Ancho Flavor Concentrate, Vegan	6 x 14 oz.	10
PANROAST® GRAVY MIXES				
17119PPAN	PanRoast®	Americana Style Au Jus Mix	24 x 4 oz.	10
17181GPAN	PanRoast®	Low Sodium Country Gravy Mix	6 x 20 oz.	10
17409CPAN	PanRoast®	Low Sodium Chicken Flavored Gravy Mix	8 x 12 oz.	10
17439CPAN	PanRoast®	Low Sodium Brown Gravy Mix	8 x 12 oz.	10
17629CPAN	PanRoast®	Beef Flavored Gravy Mix	8 x 12 oz.	10

PRODUCT CODE	BRAND	PRODUCT DESCRIPTION	PACK SIZE	POINTS PER CASE
PANROAST® GRAVY MIXES				
17649CPAN	PanRoast®	Brown Gravy Mix	8 x 12 oz.	10
17669CPAN	PanRoast®	Pork Flavored Gravy Mix	8 x 12 oz.	10
17721GPAN	PanRoast®	Old Fashioned Biscuit Gravy Mix	6 x 20 oz.	10
17741GPAN	PanRoast®	Peppered Biscuit Gravy Mix	6 x 20 oz.	10
17761GPAN	PanRoast®	Country Gravy Mix	6 x 20 oz.	10
17839CPAN	PanRoast®	Chicken Flavored Gravy Mix	8 x 12 oz.	10
17909CPAN	PanRoast®	Turkey Flavored Gravy Mix	8 x 12 oz.	10
WHISK & SERVE SAUCE MIXES				
12851GCFP	Whisk & Serve®	Cream Soup & Sauce Soup Starter	6 x 20 oz.	10
12915BCFP	Whisk & Serve®	Demi-Glace Sauce Mix	4 x 38 oz. s	10
12925BCFP	Whisk & Serve®	Hollandaise Sauce Mix	4 x 38 oz. s	10
12935BCFP	Whisk & Serve®	Alfredo Sauce Mix	4 x 38 oz. s	10
CUSTOM CULINARY® SEASONINGS				
07632DCFP	Custom Culinary®	Pork Barbecue Spice	12 x 12 oz.	10
07636BCFP	Custom Culinary®	Pork Barbecue Spice	10 lb.	10
CUSTOM CULINARY® READY-TO-USE CLASSIC SAUCES				
96604HAVN	Custom Culinary® RTU Sauces	Alfredo Sauce	4 x 4 lb.	10
96604WAVN	Custom Culinary® RTU Sauces	Alfredo Sauce - Portion Control	45 x 5 oz.	10
96612VAVN	Custom Culinary® RTU Sauces	Hollandaise Sauce - Portion Control	55 x 3 oz.	10
96618KAVN	Custom Culinary® RTU Sauces	Hollandaise Sauce	8 x 2 lb.	10
96624HAVN	Custom Culinary® RTU Sauces	Demi-Glace Sauce	4 x 4 lb.	10
96638KAVN	Custom Culinary® RTU Sauces	Beurre Blanc Sauce	8 x 2 lb.	10
96644HAVN	Custom Culinary® RTU Sauces	Marsala Sauce	4 x 4 lb.	10
96698KAVN	Custom Culinary® RTU Sauces	Crème Anglaise Sauce	8 x 2 lb.	10
CUSTOM CULINARY® READY-TO-USE GLOBAL SAUCES				
63271UAVN	Custom Culinary® RTU Sauces	Jalapeno Relish	16 x 1 lb.	10
65683ZAVN	Custom Culinary® RTU Sauces	Bulgogi Marinade	6 x 2 lb.	10
65693ZAVN	Custom Culinary® RTU Sauces	Bibimbap Sauce	6 x 2 lb.	10
65713ZAVN	Custom Culinary® RTU Sauces	Mole Negro	6 x 2 lb.	10
96678KAVN	Custom Culinary® RTU Sauces	Latin-Style Citrus Chili Sauce	8 x 2 lb.	10
96688KAVN	Custom Culinary® RTU Sauces	Sun-Dried Tomato Pesto Sauce	8 x 2 lb.	10
96718KAVN	Custom Culinary® RTU Sauces	Wasabi Ginger Ponzu Sauce	8 x 2 lb.	10
96768KAVN	Custom Culinary® RTU Sauces	Thai-Style Roasted Peanut Sauce	8 x 2 lb.	10
96781UAVN	Custom Culinary® RTU Sauces	Harissa	16 x 1 lb.	10
99008KAVN	Custom Culinary® RTU Sauces	Al Pastor Sauce	8 x 2 lb.	10
99018KAVN	Custom Culinary® RTU Sauces	Habanero Orange Sauce	8 x 2 lb.	10
99028KAVN	Custom Culinary® RTU Sauces	Tomatillo Serrano Sauce	8 x 2 lb.	10
99038KAVN	Custom Culinary® RTU Sauces	Korean-Style Barbecue Sauce	8 x 2 lb.	10
99048KAVN	Custom Culinary® RTU Sauces	Korean-Style Sweet Heat Sauce	8 x 2 lb.	10
CUSTOM CULINARY® READY-TO-USE CRAFT TOPPINGS™				
65488KAVN	Custom Culinary® RTU Sauces	Bacon Onion Marmalade	8 x 2 lb.	10
96514HAVN	Custom Culinary® RTU Sauces	Kentucky-Style Bourbon Sauce	4 x 4 lb.	10
CHEF'S OWN® BASES				
01072ICFP	Chef's Own®	Chicken Flavored Soup Base	12 x 1 lb.	10
01076FCFP	Chef's Own®	Chicken Flavored Soup Base	25 lb. Pail	20
01572ICFP	Chef's Own®	Select Chicken Base, No MSG Added	12 x 1 lb.	10