

LATIN INSPIRATION MENUING GUIDE



DELIVERING BOLD, ON-TREND FLAVORS
WITH BROAD APPEAL



FLAVOR IS A UNIVERSAL LANGUAGE

Latin cuisine continues to captivate the hearts and stomachs of America's patrons, thanks to a mouthwatering balance of spicy, tangy and tart flavors. The culinary specialties of Latin America serve as a playbook for experimentation on all types of menus, too. By incorporating bold, regionally inspired ingredients into familiar dishes, operators can differentiate their offerings and transform the concept of "fusion" cuisine into something fresh and contemporary.

And that's where Custom Culinary® comes in.

With Custom Culinary® True Foundations® Latin broths, bringing bold Latin flavors to your menu has never been easier. Our ready-to-use broths enable you to infuse traditional Latin taste into any dish without the time-intensive prep.

In this guide, you'll find recipe ideas that cover all the bases—shareables that encourage trial and boost check averages, new twists on burgers and sandwiches that align with desire for handheld menu items and mouthwatering entrées that showcase Latin flavors in steakhouse classics, pastas and other popular dishes.

SHAREABLES, from fusion-inspired dishes to crave-worthy appetizers

HANDHELDS, ranging from burgers to sandwiches and more

FORK & SPOON REQUIRED, meeting the needs of any menu type—not just Latin fare

When you start with Custom Culinary® products, creative menu innovation and practical solutions go hand in hand.

57%
**OF CONSUMERS SAY
MEXICAN IS THEIR
PREFERRED CUISINE
FOR AWAY-FROM-HOME
DINING OCCASIONS¹**





INTRODUCING OUR NEW LATIN BROTHS

From pozole to moqueca, the authentic soups of Mexico, Central America and South America are heating up menus with bold inspiration. But at Custom Culinary®, we're taking these exciting flavors **beyond** the bowl. Our ready-to-use Latin-style broths take the time and guesswork out of prep, making it easy for any operator to create shareable appetizers, breakfast entrées, sandwiches, tacos, pasta dishes and marinated proteins featuring the robust flavors today's patrons crave!

- Slow-cooked flavor, without the prep time
- Made with high-quality, traditional ingredients
- Consistent, bold flavor in every batch

True Foundations® Birria Broth is a ready-to-use broth that captures the deep, slow-braised essence of birria. This broth delivers a rich and complex flavor profile, featuring savory beef fat and fire-roasted tomatoes for subtle sweetness and depth. Garlic, guajillo chile and smoked paprika provide robust, smoky heat, while a hint of orange adds a classic touch of citrus brightness.

True Foundations® Vegetable Birria Broth offers a vegetable twist on the classic birria, capturing the slow-cooked flavors without compromising on taste. This broth features a hearty and savory base, enriched with the umami richness of fire-roasted tomatoes, porcini mushrooms and a blend of vegetable purées and juices. Garlic, guajillo chile and smoked paprika provide robust, smoky heat, while a touch of orange adds subtle citrus brightness. This is an ideal broth for both vegetarian and classic protein applications.

True Foundations® Latin-Style Vegetable Broth is a ready-to-use broth designed to bring bright, zesty flavors to a variety of Latin-inspired dishes. This versatile broth combines savory vegetable notes from carrot, celery, onion and red bell pepper with Latin-inspired seasonings like cilantro, lime and cumin. Enhanced with chipotle adobo purée for smoky depth and guajillo chile powder for a mild heat, it delivers a clean, slightly tangy taste.

These broths join our current lineup of ready-to-use Latin sauces:

True Foundations® Latin-Style Citrus Chili Sauce

Serve authentic Latin flavor with this chili-spiced lime-tomato sauce that is great as a marinade or finishing sauce for all of your grilled meats.

True Foundations® Al Pastor Sauce

Sweet and tangy, with notes of charred pineapple and a blend of guajillo, pasilla, cayenne and chipotle peppers; sautéed with garlic, onion and tomato, with Mexican oregano and cumin.

True Foundations® Tomatillo Serrano Sauce

Spicy and zesty, with tomatillos, serrano chilies, garlic, lime, parsley, cilantro, olive oil and sea salt.



**ROASTED MUSHROOM
BIRRIA TACOS**



88%
**OF CONSUMERS
LIKE OR LOVE
TACOS²**

**ROASTED MUSHROOM
BIRRIA TACOS**
FEATURING CUSTOM
CULINARY® TRUE
FOUNDATIONS® VEGETABLE
BIRRIA BROTH

Warm flour tortillas filled with savory roasted mushrooms and melted Chihuahua cheese, topped with cilantro and onions. Served with a cup of rich vegetable birria broth for dipping.

SHAREABLES

With shareable dishes, operators can experiment with flavors in already popular formats like tacos and flatbreads. These dishes satisfy patron curiosity for a taste of something new when dining out, but with built-in instant appeal for a large consumer audience. Custom Culinary® True Foundations® Latin broths and sauces take these flavors to the next level, without stress on your kitchen.

**GREEN CHILE AND
CHEESE TAMALES**
FEATURING CUSTOM
CULINARY® TRUE
FOUNDATIONS®
AL PASTOR SAUCE

Masa stuffed with roasted poblano, Anaheim and jalapeño peppers, steamed and smothered with al pastor and tomatillo sauce to create a flavorful plant-based option.



**LATIN ROASTED
PORK FLATBREAD**
FEATURING CUSTOM
CULINARY® TRUE
FOUNDATIONS® LATIN-
STYLE CITRUS CHILI SAUCE

Citrus and black garlic butter brushed over a crispy flatbread, topped with tender bites of chili and citrus-infused roast pork and diced caramelized pineapple. Finished with olive oil, sea salt and cilantro.



**CHARRED CAULIFLOWER
QUESABIRRIA FLATBREAD**
FEATURING CUSTOM
CULINARY® TRUE
FOUNDATIONS®
VEGETABLE BIRRIA BROTH

Crisp flatbread topped with roasted cauliflower, Monterey Jack cheese, cilantro and onion. Served with a side of vegetable birria broth for dipping.



**CITRUS CHILI SHORT
RIB TOSTADAS**
FEATURING CUSTOM
CULINARY® TRUE
FOUNDATIONS® LATIN-
STYLE CITRUS CHILI SAUCE

Citrus-chili braised short ribs, seared to perfection and layered on crisp tortillas with avocado, caramelized onion, cilantro, lime and a drizzle of citrus chili sauce.

**626% GROWTH OF CAULIFLOWER
AS A PIZZA TOPPING SINCE 2020³**

Compared to two years ago, consumers are ordering appetizers from full-service restaurants 20% more often and small plates from fast food restaurants 31% more often.⁴ Shareable menu items with memorable flavors feed the demand for engaging, interactive dining experiences.

**QUESABIRRIA
GRILLED CHEESE**



HANDHELDS

Despite being ubiquitous on almost every menu, there's still plenty of opportunity for creative additions to the sandwich and burger category. Customers looking for quick, portable and affordable meals often turn to handheld items—and innovation can breathe new life into their old favorites. Latin-inspired condiments, elevated ingredients and plant-forward options all come easy with Custom Culinary®.



**OYSTER MUSHROOM
FRENCH DIP**
FEATURING CUSTOM
CULINARY® TRUE
FOUNDATIONS® VEGETABLE
BIRRIA BROTH

Roasted oyster mushrooms and charred onions stuffed in a toasted hoagie roll, garnished with cilantro and onion. Served with a side of vegetable birria broth for dipping.

**LATIN CITRUS CHILI
OAXACAN BURGER**
FEATURING CUSTOM
CULINARY® TRUE
FOUNDATIONS® LATIN-
STYLE CITRUS CHILI SAUCE

A beef patty infused with citrus chili sauce, seared on the griddle and served on a toasted brioche bun spread with citrus chili mayonnaise. Topped with sliced red onion and fresh avocado.



AL PASTOR GYROS
FEATURING CUSTOM
CULINARY® TRUE
FOUNDATIONS®
AL PASTOR SAUCE

Latin flavors meet Greek street food in a pita stuffed with thinly sliced lamb, jalapeño tzatziki, charred pineapple, onion, mint, cilantro and zesty al pastor sauce.



QUESABIRRIA BURGER
FEATURING CUSTOM
CULINARY® TRUE
FOUNDATIONS® BIRRIA
BROTH

A juicy brisket patty topped with American cheese, charred onions and pickled jalapeños on a brioche bun, served with a savory cup of beef birria broth for dipping.

88%
OF CONSUMERS
LIKE OR LOVE
GRILLED CHEESE
SANDWICHES⁵

**QUESABIRRIA
GRILLED CHEESE**
FEATURING CUSTOM
CULINARY® TRUE
FOUNDATIONS®
BIRRIA BROTH

Goey, savory grilled cheese sandwich with Monterey Jack cheese and shredded beef stuffed between two crisp slices of brioche, served with a cup of beef birria broth for dipping. Finished with cilantro and lime.

**25% PREDICTED GROWTH OF AL PASTOR
OVER THE NEXT FOUR YEARS⁶**

Birria is the fastest-growing entrée on Mexican-focused menus, up 295% over 4 years in that category.⁷ Demand for this flavor profile is hot! Capitalize by offering Custom Culinary® True Foundations® Birria or Vegetable Birria Broth as a premium add-on for dippable sandwiches.



SHRIMP CALDO

FORK & SPOON REQUIRED

The entrée category is where the versatility of Custom Culinary® True Foundations® Latin broths and sauces really takes center stage. Whether you're looking for a complete broth, a cooking liquid for pasta, a simmer sauce or simply a finishing drizzle of flavor, there's a solution for every culinary need. These products can truly transform anything from vegetable soup to a breakfast skillet, bringing flavor inspiration from Mexico, South America and Central America directly to the bowl or plate.

40%
OF US CONSUMERS
ARE INTERESTED
IN GLOBAL SOUPS
AND STEWS⁸

SHRIMP CALDO FEATURING CUSTOM CULINARY® TRUE FOUNDATIONS® LATIN- STYLE VEGETABLE BROTH

A richly seasoned Latin-style vegetable broth filled with shrimp, squash, corn and carrots, then garnished with fresh cilantro to create a hearty soup.



DARK ALE AND BIRRIA BRAISED PORK FEATURING CUSTOM CULINARY® TRUE FOUNDATIONS® BIRRIA BROTH

Boneless pork shoulder braised until fork-tender in a rich beef birria broth, along with dark ale and ancho chilies. Served with creamy Yukon Gold mashed potatoes.

**412% GROWTH OF
BIRRIA ON US MENUS
SINCE 2020⁹**

GRILLED SKIRT STEAK WITH MORINGA SALSA VERDE FEATURING CUSTOM CULINARY® TRUE FOUNDATIONS® TOMATILLO SERRANO SAUCE

Thinly sliced skirt steak, perfectly charred and topped with a salsa verde made with tomatillo, serrano and moringa powder. Garnished with edible flowers and served with fennel-seasoned yucca chips.



AL PASTOR KABOBS FEATURING CUSTOM CULINARY® TRUE FOUNDATIONS® AL PASTOR SAUCE

Skewers of cubed pork tenderloin, white onion, bell pepper and pineapple grilled and brushed with delicious al pastor sauce.



BEEF BIRRIA RAMEN FEATURING CUSTOM CULINARY® TRUE FOUNDATIONS® BIRRIA BROTH

A fusion of Mexican and Japanese flavors combining tender beef, ramen noodles and crisp vegetables in a savory beef birria broth, topped with cilantro and melted Chihuahua cheese.

SPICY POZOLE VERDE FEATURING CUSTOM CULINARY® TRUE FOUNDATIONS® TOMATILLO SERRANO SAUCE

A savory tomatillo serrano soup filled with jackfruit, chayote squash, cabbage, radish, onion and cilantro—hearty and plant-based. Finished with lime and crispy fried tortilla strips.

**LATIN CITRUS CHILI
GLAZED SALMON**
FEATURING CUSTOM
CULINARY® TRUE
FOUNDATIONS® LATIN-
STYLE CITRUS CHILI SAUCE

A flaky salmon fillet brushed with citrus chili sauce, baked to perfection. Finished with chili-lime compound butter and served over rice with a fresh avocado and bell pepper salsa.

**186% GROWTH
OF AL PASTOR
IN BOWLS
SINCE 2020¹¹**

**LATIN-STYLE GRAIN
AND VEGETABLE BOWL**
FEATURING CUSTOM
CULINARY® TRUE
FOUNDATIONS®
AL PASTOR SAUCE

An upcycled bowl of rice and grains topped with riced cauliflower, black beans, onions, bell pepper, corn and sautéed beet leaves, Swiss chard stems and carrot tops, finished with al pastor sauce.

**64% OF CONSUMERS
ENJOY TRYING NEW
FLAVORS¹⁰**



PERUVIAN CHICKEN
FEATURING CUSTOM
CULINARY® TRUE
FOUNDATIONS® LATIN-
STYLE VEGETABLE BROTH

Slow-roasted chicken cooked in a fragrant Latin-style vegetable broth with aji amarillo chiles, garnished with orange slices, Dijon mustard and a drizzle of olive oil.

**WILD RICE SPICY
POWER BOWL**
FEATURING CUSTOM
CULINARY® TRUE
FOUNDATIONS® TOMATILLO
SERRANO SAUCE

Crispy chickpeas, roasted root vegetables, avocado and queso fresco over a bed of flavorful ancient grains. Drizzled with a tomatillo serrano sauce and finished with fresh cilantro.

ROPA VIEJA
FEATURING CUSTOM
CULINARY® TRUE
FOUNDATIONS® LATIN-
STYLE VEGETABLE BROTH

Beef chuck and pearl onions slowly braised in a Latin-style vegetable broth until tender, served over risotto and garnished with Italian flat-leaf parsley.



**BUTTERNUT SQUASH
RAVIOLI WITH BIRRIA
BROTH**
FEATURING CUSTOM
CULINARY® TRUE
FOUNDATIONS® VEGETABLE
BIRRIA BROTH

A fragrant vegetable birria broth brimming with tender butternut squash ravioli, poached squash, basil and Parmesan.



**CHICKEN ALBÓNDIGAS
WITH VEGETABLE BROTH**
FEATURING CUSTOM
CULINARY® TRUE
FOUNDATIONS® LATIN-
STYLE VEGETABLE BROTH

Rich Latin-style vegetable broth ladled over tender chicken meatballs and al dente linguini, topped with fresh cilantro and a sprinkle of Cotija cheese.

MEXICAN MIGAS SKILLET
FEATURING CUSTOM
CULINARY® TRUE
FOUNDATIONS® TOMATILLO
SERRANO SAUCE

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

**MEXICAN-INSPIRED ENTRÉES ARE SOME
OF THE FASTEST-GROWING BREAKFAST
DISHS ON TODAY'S RESTAURANT MENUS¹²**



**MEXICAN
MIGAS SKILLET**

Try Custom Culinary® True Foundations® Birria Broth, Vegetable Birria Broth and Latin-Style Vegetable Broth not just as soup bases, but as braising liquids or marinades.

LATIN-INSPIRED FLAVOR SOLUTIONS

New Custom Culinary® True Foundations® Latin-inspired broths and our popular ready-to-use sauces eliminate time-intensive prep, so you can spice up your sandwich menu, bring birria to the masses or ladle on a finishing touch of flavor, faster than ever before.

● Clean Label
 ■ No "Big 9" Allergens
 ● Gluten Free (Tested at less than 20 ppm gluten)
 ◆ Vegan

ITEM CODE	PRODUCT DESCRIPTION	PACK SIZE				
CUSTOM CULINARY® TRUE FOUNDATIONS® LATIN BROTHS						
9683	True Foundations® Birria Broth	4 / 6 lb	●	■	●	
9684	True Foundations® Latin-Style Vegetable Broth	4 / 6 lb	●	■	●	◆
9685	True Foundations® Vegetable Birria Broth	4 / 6 lb	●	■	●	◆
CUSTOM CULINARY® TRUE FOUNDATIONS® SAUCES						
9667	True Foundations® Latin-Style Citrus Chili Sauce	8 / 2 lb	●		●	◆
9900	True Foundations® Al Pastor Sauce	8 / 2 lb	●		●	◆
9902	True Foundations® Tomatillo Serrano Sauce	8 / 2 lb	●	■	●	◆



Sources:

¹Technomic Global Consumer Trends, "Biannual Update of Shifting Consumer Usage and Attitudes," Q2 2024.
²Datassential Consumer Preferences, 2024.
³Datassential, "The World of Pizza," March 2024.
⁴Technomic, "Starters, Small Plates & Sides Consumer Trend Report," 2023.
⁵Datassential Menucast, predicted US menu penetration growth 2024–2028.

⁶Datassential, Mexican: Traditional Entrées, 2024.
⁷Datassential World Bites, "Global Soups," September 2023.
⁸Datassential Menu Trends, US menu penetration growth 2020–2024.
⁹Technomic Global Consumer Trends, "Flavor Trends By Generation," Q1 2024.
¹⁰Datassential, "The World of Bowls," April 2024.



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.**

