

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® Birria Broth, bringing bold Latin flavor to your menu has never been easier. This ready-to-use broth lets you capture the rich, slow-cooked taste of traditional birria 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 BIRRIA BROTH

From pozole to moqueca, the authentic soups of Mexico, Central America, and South America are heating up menus with bold inspiration. At Custom Culinary®, we're bringing those vibrant flavors beyond the bowl with our True Foundations® Birria Broth. This ready-to-use broth takes the time and guesswork out of prep, making it easy to create shareable appetizers, breakfast entrées, sandwiches, tacos, pasta dishes, and marinated proteins that deliver the rich, slow-cooked taste 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. This broth complements our lineup of ready-to-use Latin sauces — bringing even more authentic, bold flavor to your menu.

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® 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 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.

JACKFRUIT SWEET POTATO TOSTADOS FEATURING CUSTOM CULINARY® TRUE FOUNDATIONS® TOMATILLO SERRANO SAUCE

Crispy jackfruit and diced sweet potatoes atop of smashed black beans on a crispy tostado shell, drizzled with Tomatillo Serrano Sauce.



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.



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® BIRRIA BROTH

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

Goopy, 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 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

BAJA-STYLE RANCHERO CIOPPINO SEAFOOD STEW FEATURING CUSTOM CULINARY® TRUE FOUNDATIONS® LATIN- STYLE CITRUS CHILI SAUCE

Cioppino Seafood Stew features shrimp, clams, mussels, and grilled salmon in a rich lobster base – an inviting blend of hearty flavors that brings warmth and comfort any time of year.



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



BIRRIA MACARONI & CHEESE

FEATURING CUSTOM CULINARY®
TRUE FOUNDATIONS®
BIRRIA BROTH

Creamy macaroni tossed with the smoky, rich flavors of Birria Broth. Served as a comforting main or a crave-worthy side, with endless options for tossing and add-ins.

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.

VEAL OSSO AL PASTOR WITH TAMALE

FEATURING CUSTOM CULINARY®
TRUE FOUNDATIONS®
AL PASTOR SAUCE

Veal Osso Bucco Al Pastor with Tamale combines the rich flavors of veal shank steaks, smoked pork belly, scallions, poblano peppers, red bell peppers, red beans, pineapple, scallions, and tamale.



BUTTERNUT SQUASH RAVIOLI WITH BIRRIA BROTH

FEATURING CUSTOM CULINARY®
TRUE FOUNDATIONS®
BIRRIA BROTH

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

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, not just as a soup base, but as a braising liquid or marinade.

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

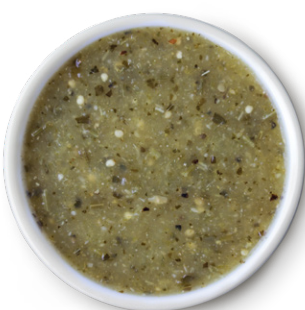
ITEM CODE	PRODUCT DESCRIPTION	PACK SIZE				
CUSTOM CULINARY® TRUE FOUNDATIONS® LATIN BROTHS						
9683	True Foundations® Birria Broth	4 / 6 lb				
CUSTOM CULINARY® TRUE FOUNDATIONS® SAUCES						
9667	True Foundations® Latin-Style Citrus Chili Sauce	8 / 2 lb				
9900	True Foundations® Al Pastor Sauce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



True Foundations® Latin-Style Citrus Chili Sauce



True Foundations® Al Pastor Sauce



True Foundations® Tomatillo Serrano Sauce



True Foundations® Birria Broth

Sources:

¹Technomic Global Consumer Trends, "Biannual Update of Shifting Consumer Usage and Attitudes," Q2 2024.
^{2,5}Datassential Consumer Preferences, 2024.
³Datassential, "The World of Pizza," March 2024.
⁴Technomic, "Starters, Small Plates & Sides Consumer Trend Report," 2023.
⁶Datassential Menucast, predicted US menu penetration growth 2024–2028.
⁷Datassential, Mexican: Traditional Entrées, 2024.
⁸Datassential World Bites, "Global Soups," September 2023.
^{9,12}Datassential MenuTrends, US menu penetration growth 2020–2024.
¹⁰Technomic Global Consumer Trends, "Flavor Trends By Generation," Q1 2024.
¹¹Datassential, "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.**