

# FOOD WASTE MONETIZATION

HELPING OPERATORS BE MORE SUSTAINABLE AND IMPROVE PROFITABILITY



## BROCCOLI HUMMUS (appetizer)

Boil, mash and blend into hummus. Lace with Custom Culinary® Harissa.  
\$13 suggested menu price

## BROCCOLI FRIES (appetizer)

Peel and cut into julienne strips. Toss with olive oil, dust with grated Parm and bake, Custom Culinary® Sun-Dried Tomato Pesto aioli dipping sauce.  
\$13 suggested menu price

## BROCCOLI "MARROW BONES" (appetizer)

Roast the stems, cut lengthwise and serve with Custom Culinary® True Foundations™ Thai Vegetable Broth or a Vinaigrette accented with Custom Culinary® True Foundations™ Tomatillo Serrano Sauce.  
\$13 suggested menu price

## BROCCOLI SLAW (side item)

Grate or shred the stems, add red cabbage, carrots and other veggies. Toss with Custom Culinary® Gold Label Thai Roasted Peanut Vinaigrette.  
\$6 suggested menu price

## BROCCOLI "RICE" (side item)

Grind/Chop/Process the stems as you would for cauliflower rice (Custom Culinary® Gold Label Mirepoix Base, Custom Culinary® True Foundations™ Vegetable Liquid Stock Concentrate).  
\$6 suggested menu price

## BROCCOLI NOODLES (side item)

Julienne the stems lengthwise, blanch and serve with garlic butter or Custom Culinary® True Foundations™ Alfredo Sauce.  
\$3 suggested menu price

## BROCCOLI KIMCHI (side item)

Slice the stems very thin, lengthwise. Proceed as cabbage kimchi (made with Custom Culinary® Gold Label Bibimbap Sauce).  
\$3 suggested menu price

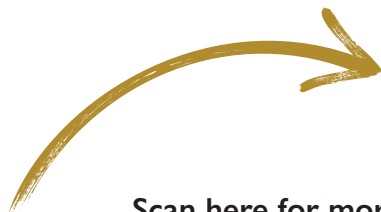
## THE OPPORTUNITY\*

1 Head =	9 oz	\$1.12
Florets =	70%	78¢
Stem =	30%	33¢

The avg. person eats 5 lb broccoli per year  
\$10 food cost/per person  
Restaurant serves 1000 lb broccoli per year  
\$2,000 food cost  
Waste (stems): \$600/year loss  
**That's \$600 per year IN THE TRASH!**

Average revenue: \$8 per item  
x 250 portions per year  
**= +\$2,000 vs. -\$600 (annually)**

\* Assumption: broccoli at \$2.00/lb. and 33% food cost



Scan here for more food waste monetization insights and culinary inspiration



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](https://www.customculinary.com).