

NEW INDIAN-STYLE SAUCES



43% of consumers are interested in seeing more international cuisine, like **INDIAN** on restaurant menus.

Mintel, Flavor Innovation on the Menu - US, 2023

LOADED BUTTER CHICKEN FRIES
FEATURING CUSTOM CULINARY INDIAN-STYLE BUTTER SAUCE

36% menu growth of **BUTTER CHICKEN** over the past 4 years.

24% growth of **TIKKA MASALA** on QSR menus since 2019.

Datassential, Menu Trends, August 2023

Discover the vibrancy of global cuisine with Custom Culinary's new line of Indian-inspired sauces. These unique, ready-to-use sauces tap into the growing consumer trend for bold, authentic flavors and culinary adventure. Whether you're looking to add a twist to traditional Indian dishes or add an exotic flavor to your favorite comfort foods, our Indian-Style Butter Sauce, Tikka Masala, and Coconut Curry Sauce are crafted for versatility.

Embracing the spice-infused complexity of Indian cuisine, these sauces cater to the contemporary food lover's desire for diverse dining experiences and novel flavor combinations. As social media broadens culinary horizons, our sauces invite patrons to a thrilling 'food travel' experience from your menu.

With clean label, vegetarian, and gluten-free profiles, these sauces align with today's health-conscious preferences. By choosing Custom Culinary's Indian-Inspired Sauces, you're embracing a trend and the future of global dining – one that celebrates authenticity and culinary creativity.

CLEAN. SIMPLE. AUTHENTIC. TRENDING.

INDIAN CUISINE IS ALL ABOUT THE AROMATICS.



Fragrant seasonings—including chilies, coriander, cumin, cloves and mustard seeds—deliver an incredible depth of flavor to curries, cooking sauces and marinades, often with a coconut milk or yogurt base. And with the current popularity of comfort food, it's no surprise that Indian sauces on this creamy end of the spectrum are found on mashup menu items like pizza, tacos and burgers. For operators taking a more authentic approach, these sauces beautifully complement lentils, paneer, eggplant and cauliflower, just a few of the plant-based ingredients that play starring roles in Indian dishes.



96808KAVN | 8 x 2 lb. | ●◆▲

Rich and smooth with a velvety texture and a luscious buttery flavor. The perfect balance between tangy and sweet with a blend of mildly warming spice and savory aromatics.



96818KAVN | 8 x 2 lb. | ●◆▲

Robust and versatile flavors, creamy with a vibrant orange-red color are brought together with earthy, warm and slightly spicy flavor notes.



96828KAVN | 8 x 2 lb. | ●◆◆

A melody of spices and rich coconut delivers a bright combination of sweet, spicy and slightly nutty flavors.

● Clean Label ◆ Gluten Free (Tested at less than 20 ppm gluten) ◆ Vegan ▲ Vegetarian

INGREDIENTS

Heavy Cream, Tomato Puree, Whole Milk, Water, Tomato Paste, Spices, Butter (Sweet Cream, Lactic Acid), Salt, Food Starch - Modified, Garlic, Ginger, Paprika and Turmeric (Color), Carrot Juice Concentrate.
Contains: Milk.

INGREDIENTS

Water, Heavy Cream, Yellow Onions, Crushed Tomatoes and Citric Acid, Minced Tomatoes (Tomatoes, Tomato Juice, Salt, Citric Acid and Calcium Chloride), Sugar, Tomato Paste, Canola Oil, Butter (Sweet Cream, Lactic Acid), Ginger, Salt, Garlic, Spices, Food Starch - Modified, Tamarinds, Lemon Juice Concentrate, Chili Pepper, Extractive of Paprika and Turmeric (Color).
Contains: Milk.

INGREDIENTS

Coconut Extract, Water, Yellow Onions, Salt, Spices, Tamarind Concentrate, Food Starch - Modified, Soybean Oil, Sugar, Paprika (Color), Ground Mustard Seed, Spice Extractive.
Contains: Tree Nuts (Coconut).



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



BRING THE HEAT

TAILORING TASTE WITH
CUSTOM CULINARY® INDIAN-STYLE SAUCES



We understand that everyone has their personal preferences when it comes to heat. That's why we take great care in crafting our new lineup of Indian-inspired sauces to cater to a variety of palates. Whether your guests are spicy fans or prefer milder flavors, our versatile sauces are perfect for traditional meals and fusion creations, like tikka masala tacos.

We've created a heat matrix that includes everyday staples like cayenne, red pepper flakes, and sriracha to simplify things. No need for specialty ingredients - use what you already have in your kitchen to control the flavors and costs. Developed and tested by our culinary team, this guide helps ensure effortless exploration.

1 PICK A SAUCE



2 CUSTOMIZE YOUR HEAT LEVEL

	1 CUP SAUCE +			2 LB POUCH SAUCE +		
	MILD	MEDIUM	HOT	MILD	MEDIUM	HOT
CAYENNE PEPPER	¼ tsp	½ tsp	¾ tsp	1 tsp	2 tsp	1 Tbsp
RED PEPPER FLAKES	½ tsp	¾ tsp	1 tsp	2 tsp	1 Tbsp	1 Tbsp +1 tsp
SRIRACHA	½ tsp	1 tsp	2 tsp	2 tsp	1 Tbsp +1 tsp	2 Tbsp +2 tsp



CHEFS' TIP

Spice it your way. Fresh or dried chilies, including jalapeño, poblano, Szechuan, and ghost pepper all work. Or try adding your favorite hot sauce. Trust your palate.

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).

