

BE BOLD. BE CREATIVE. BE AUTHENTIC.
BE TRUE TO THE FOOD.™





BE TRUE TO THE FOOD.™

Custom Culinary®, is a fully owned subsidiary of **Griffith Foods**. **Griffith Foods** brings in its global reach, innovation expertise and core capabilities which enables greater agility and faster response times, due to its proximity to the supply chain in the region.

At **Custom Culinary**®, we believe that true, real and authentic are the only options for delivering unsurpassed results and unmatched solutions to foodservice and food processing professionals. We are committed to creating products and solutions with incredible taste and texture through our seasonings, marinades, glazes, beverage mixes, bases, sauces, gravies, soups and flavoring systems.

We aspire for helping you elevate your menu offerings to remarkably new heights.

Based on Customers' need, **Custom Culinary**® brings you 3 Sub-Brands,

Chef's Own, Gold Label & Master's Touch.

BE TRUE TO THE FOOD.™ is more than just our mantra. It's who we are!



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Chef's Own™

READY TO COOK

Custom Culinary® **Chef's Own™** products are perfect for foodservice segments where food is required for larger numbers and the pressure to create and assemble consistently good meals, efficiently and expertly, is constant. The **Chef's Own™** sub-brand encompasses products that are ready to cook, with only one-step preparation required. These products make the process functional and foolproof—think of it as culinary paint-by-number. A team of cooks and food preparers can rely on the **Chef's Own™** portfolio to be reliable, streamlined and produce guaranteed results. The sub-brand is known for delivering high-quality, chef-inspired solutions in the most flexible of product formats. Not only does the **Chef's Own™** sub-brand demonstrate exceptional flavor, the products are ideal for a business looking to elevate the quality of high-volume meal preparation.



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MARINADES:

ADVANTAGES & BENEFITS:

- Authentic Taste
- Brings in Standardization
- Multiple Usage
- Convenience & Less Wastage

SUGGESTED APPLICATIONS

PRODUCTS	FLAVOR TRENDS	SUBSTRATE	MARINADES	FOR INDIAN GRAVIES	FLAVOURED MAYONNAISE	SPRINKLE ON SEASONING	RICE PREPARATIONS	SOUPS	WESTERN SAUCES
Tandoori Tikka Marinade	Regionally Indian	★ ★ ★ ★	████████	████████		████████			
African Peri Peri Marinade	Authentically International	★ ★ ★ ★	████████				████████		████████
Habanero Marinade	Typically International	★ ★ ★ ★	████████			████████	████████	████████	████████
Hot Chilli Marinade	Fired Up Flavour	★ ★	████████						
Spicy Lemon Pepper Marinade	Typically International	★ ★ ★	████████		████████	████████	████████		████████
Fiery Marinade	Fired Up Flavour	★ ★	████████						
Peri Peri Marinade	Typically International	★ ★ ★ ★	████████		████████	████████	████████		████████
Seekh Kebab Marinade	Regionally Indian		████████				████████		
Ghost Jolokia Marinade	Fired Up Flavour		████████				████████		
Sriracha Marinade	Truely Asian		████████				████████		████████
Mexican Chipotle Marinade	Fired Up Flavour								
Arabic Zaatar Marinade	Middle Eastern Eats								
Chettinad Spice Marinade	Regionally Indian		████████	████████			████████		

★ Vegetarian Substrate ★ Chicken ★ Fish ★ Mutton/ Lamb ★ Shrimp

* The highlighted products have no added MSG.

The direction of use might change for some of the suggested applications. Kindly contact Griffith Foods/ Custom Culinary® representatives for details.



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SEASONINGS:

ADVANTAGES & BENEFITS:

- Authentic Taste
- Brings in Standardization
- Multiple Usage
- Convenience & Less Wastage

SUGGESTED APPLICATIONS

PRODUCTS	FLAVOR TRENDS	SUBSTRATE	MARINADES	FOR INDIAN GRAVIES	FLAVOURED MAYONNAISE	SPRINKLE ON SEASONING	RICE PREPARATIONS	SOUPS	WESTERN SAUCES
♥* Mexican Seasoning	Typically International	★ ★	=====		=====	=====	=====		=====
Lemon Garlic Herb Seasoning	Typically International	★ ★ ★	=====		=====		=====	=====	=====
♥* Sweet & Smoky BBQ Seasoning	Typically International	★ ★	=====		=====	=====	=====	=====	
♥* Mediterranean Seasoning	Mediterranean Twist	★ ★ ★ ★	=====		=====		=====	=====	=====
♥* Carolina Mustard Seasoning	Typically International	★ ★ ★ ★	=====		=====				=====
Shawarma Seasoning	Middle Eastern Eats	★ ★	=====		=====				
♥* Caribbean Jerk BBQ Seasoning	Typically International	★ ★	=====		=====		=====		
♥* Arabic Kebab Seasoning	Middle Eastern Eats	★	=====		=====		=====		

★ Vegetarian Substrate ★ Chicken ★ Fish ★ Mutton/ Lamb ★ Shrimp

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MULTIPURPOSE SNACK SEASONINGS:

ADVANTAGES & BENEFITS:

- Authentic Taste
- Brings in Standardization
- Value for Money
- Less Wastage
- Immunity Boosting Ingredients

SUGGESTED APPLICATIONS

PRODUCTS	FLAVOR TRENDS	MARINADES	FLAVOURED MAYONNAISE	SPRINKLE ON SEASONING	RICE PREPARATIONS	SOUPS	WESTERN SAUCES
* Cajun Spice Seasoning	Typically International	■		■	■		■
* Cheddar Cheese Seasoning	Typically International		■	■			
* Green Chilli Oregano Seasoning	Typically International		■	■	■		
* Habanero Tabasco Seasoning	Typically International	■	■	■	■	■	■
* Mexicana Cheese Seasoning	Typically International		■	■	■		
* Piri Piri Seasoning	Typically International	■	■	■	■		■
* Sour Cream Onion Seasoning	Typically International		■	■			
* Sweet Chilli BBQ Seasoning	Typically International		■	■			■
* Oriental Magic Seasoning	Truely Asian		■	■	■	■	
* Hot Ketchup Seasoning	Typically International		■	■	■	■	■
* Kolhapuri Seasoning	Regionally Indian	■	■	■	■	■	
* Chatpati Kairi Seasoning	Regionally Indian		■	■			
* Dilli Papdi Chaat Seasoning	Regionally Indian		■	■			
* Nimbu Mirchi Pudina Seasoning	Regionally Indian		■	■			

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COATING SOLUTIONS:

ADVANTAGES & BENEFITS:

- Enhances Texture & Colour
- Better Stability
- Less Wastage
- Brings in Standardization

SUGGESTED APPLICATIONS

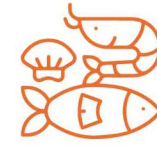
PRODUCTS	FLAVOR TRENDS
 * Adhesion Coating Batter	Typically International
 * Japanese Tempura Batter	Typically International
 * Ocean Crumbs	Typically International
 * Panko Crumbs	Typically International
 * Seasoned Predust	Typically International
Spicy Breader Concentrates	Typically International
 * Street Style Batter Premix	Regionally Indian
 * Crispy Breader	Typically International
 * Amritsari Crunchy Batter Premix	Regionally Indian

* The highlighted products have no added MSG.

Our coating solutions can be used on a wide range of food substrates:



VEGETABLES



SEAFOOD



CHEESE



POULTRY

TRY A GREAT FRIED CHICKEN SOLUTION:

Hot Chilli Marinade
+
Spicy Breader Concentrate
=
A GREAT FRIED CHICKEN SOLUTION



* To Know More About the Recipe Contact Our Culinary Experts.



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STAY CRISP™

CRISPY CRUST, IS A MUST

3 PASS COATING SOLUTIONS

Benefits:

3x

Holding Performance- Longer Crispiness.

Superior Texture.

Taste & Appearance.

Peace of Mind- Offers Value for Money.

Great Recipe Cost in Use & Less Wastage.

Brings in Versatility.



TRY A GREAT FRIED CHICKEN SOLUTION:

Ghost Jolokia or Fiery Marinade



3 Pass Coating Solution



A GREAT FRIED CHICKEN SOLUTION

Combine All 3 for Unmatched Crispiness



PACKAGING CONFIGURATION FOR 3 PASS COATING SYSTEM:

	KGS PER POUCH	NO OF POUCHES IN CARTON	KG IN CARTON
♥* Creative 3P Pre Dust	0.695	3.00	2.085
♥* Creative 3P Batter	1.040	3.00	3.120
♥* Creative Breading	1.250	3.00	3.750
		TOTAL IN CARTON	8.955 KGS

♥* The highlighted products have no added MSG.

**INTERESTED TO EXPLORE AND KNOW MORE ABOUT THIS TECHNOLOGY?
ASK US TODAY!**





RICE SEASONING:

ADVANTAGES & BENEFITS:

- Best in Taste & Aroma
- Brings in Standardization Without Compromising on Authenticity
- Hassle-Free to Prepare- 50% Less Time than Preparing from Scratch
- Best Cost in Use

BEVERAGE MIXES:

ADVANTAGES & BENEFITS:

- A Perfect Combination of Health & Indulgence
- Ready in Minutes
- Multiple Applications other than Health Benefits

No Added MSG

PRODUCTS	FLAVOR TRENDS	DIRECTION OF USE
RICE SEASONING		
♥* Lucknowi Biryani Seasoning	Regionally Indian	Use at 6-8% or as desired
♥* Hyderabadi Biryani Seasoning	Regionally Indian	Use at 6-8% or as desired
♥* Classic Fried Rice Seasoning	Truely Asian	Use at 3-5% or as desired
BEVERAGE MIXES		
♥* Turmeric Latte Premix	Healthily International	Use at 2-3% in both hot or cold preparations or as desired
♥* Minty Jaljeera Seasoning	Regionally Indian	Dissolve 3-5 grams in 50ml water & then top with 50ml soda or use as desired

♥* The highlighted products have no added MSG.





TASTE ENHANCERS:

ADVANTAGES & BENEFITS:

- Enhances Taste & Flavour
- Multiple Usage
- Consistency & Uniformity

GLAZE MIXES:

ADVANTAGES & BENEFITS:

- Perfect Visual Appeal
- Ultimate Taste Experience
- Globally Inspired Sauces
- Freeze Thaw Stability

SUGGESTED APPLICATIONS

PRODUCTS	FLAVOR TRENDS	MARINADES	FOR INDIAN GRAVIES	FLAVOURED MAYONNAISE	SPRINKLE ON	RICE PREPARATIONS	SOUPS	WESTERN SAUCES
TASTE ENHANCERS								
* Aromat Seasoning	Umami Bomb	—	—		—	—	—	—
GLAZE MIXES								
* BBQ Wing Glaze Mix	Typically International			—		—		—
* Hot Wings Glaze Mix	Typically International			—		—		—

* The highlighted products have no added MSG.

The direction of use might change for some of the suggested applications. Kindly contact Griffith Foods/ Custom Culinary® representatives for details.



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GOLD LABEL

READY TO CREATE

The Custom Culinary® **Gold Label** sub-brand serves as the foundation for culinary-inspired menu execution. **Gold Label** is perfect for foodservice operations where chefs are creators and have a reputation to protect. They're unwilling to compromise on quality, even if they lack resources and time-and products must fit specific styles, environments and patterns of cooking. **Gold Label** products come in a variety of formats to give chefs the freedom to create signature dishes on their own terms. And that's why our **Gold Label** sub-brand is the trusted source for authentic speed-scratch flavor solutions that perform up to the most rigorous of standards, helping a chef realize his or her culinary vision. By relieving them of prep time and arming them with a strong core product lineup, the **Gold Label** portfolio enables chefs to put the needs of their customers first.



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GOLD LABEL

FOOD BASE:

ADVANTAGES & BENEFITS:

- Rich In Taste
- High Quality Standards
- Convenient, Quick, Hassle-Free Preparation
- Great Value For Money

SAUCES:

ADVANTAGES & BENEFITS:

- Popular, Traditional Chef-Crafted Varieties
- Brings In Visually Appealing Dishes
- Made With Premium Ingredients
- Standardization With Ease
- Freeze Thaw Stability

SUGGESTED APPLICATIONS

PRODUCTS	FLAVOR TRENDS	MARINADES	FOR INDIAN GRAVIES	FLAVOURED MAYONNAISE	RICE PREPARATIONS	SOUPS	WESTERN SAUCES
FOOD BASE Sauce Mix For Mutton Preparations (Mutton Base)	Indian & International	—	—		—	—	—
SAUCES Whisk & Serve Demi- Glace Mix	Typically International					—	—

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ANNEXURE

Chef's Own™

Marinades & Seasonings

NET WEIGHT: 500 gms | SHELF LIFE: 6-12 months

PRODUCTS	CODE
MARINADES	
Tandoori Tikka Marinade	D201226
African Peri Peri Marinade	D080100 A
Habanero Marinade	D151638A
Hot Chilli Marinade	D201356
Spicy Lemon Pepper Marinade	D150725
Fiery Marinade	D151823
Peri Peri Marinade	D201309
Seekh Kebab Marinade	D200266
Ghost Jolokia Marinade	D200265
Sriracha Marinade	D200267
Mexican Chipotle Marinade	D190203
Arabic Zaatar Marinade	D190022
Chettinad Spice Marinade	D190024

PRODUCTS	CODE
SEASONINGS	
Mexican Seasoning	D130763
Lemon Garlic Herb Seasoning	D130096
Sweet & Smoky BBQ Seasoning	D130097
Mediterranean Seasoning	D130004
Carolina Mustard Seasoning	D080034
Shawarma Seasoning	D130094
Caribbean Jerk BBQ Seasoning	D080035
Arabic Kebab Seasoning	D080037

Chef's Own™

Multipurpose Snack Seasonings

NET WEIGHT: 500 gms | SHELF LIFE: 6-12 months

PRODUCTS	CODE
Cajun Spice Seasoning	D120266
Cheddar Cheese Seasoning	D130708 A1
Green Chilli Oregano Seasoning	D130709
Habanero Tabasco Seasoning	D151345 A
Mexicana Cheese Seasoning	D080058
Piri Piri Seasoning	D140956
Sour Cream Onion Seasoning	D120265 A
Sweet Chilli BBQ Seasoning	D130507 B
Oriental Magic Seasoning	D200569
Hot Ketchup Seasoning	D200269
Kolhapuri Seasoning	D200101
Chatpati Kairi Seasoning	D180909
Dilli Papdi Chaat Seasoning	D190267
Nimbu Mirchi Pudina Seasoning	D180906



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Chef's Own™

Coating Soutions

SHELF LIFE: 6-12 months

PRODUCTS	CODE	NET WEIGHT
Adhesion Coating Batter	D100209	1kg
Japanese Tempura Batter	D130110A	1kg
Ocean Crumbs	T0A2518	500g
Panko Crumbs	TPA105	500g
Seasoned Predust	BDV1337A	1kg
Spicy Breader Concentrates	D090168	5kg
Street Style Batter Premix	D200264	1kg
Crispy Breader	D200241	1kg
Amritsari Crunchy Batter Premix	D200263	1kg

Stay Crisp™

PRODUCTS	CODE
Creative 3P Pre Dust	D200947
Creative 3P Batter	D200948
Creative Breadding	D200784



Scan to Watch a Video on Stay Crisp

ANNEXURE

Chef's Own™

Rice Seasoning & Beverage Mixes

NET WEIGHT: 1000 gms

PRODUCTS	CODE	SHELF LIFE
RICE SEASONING		
Lucknowi Biryani Seasoning	D200557	12 months
Hyderabadi Biryani Seasoning	D200558	12 months
Classic Fried Rice Seasoning	D200540	9 months
BEVERAGE MIXES		
Turmeric Latte Premix	200431	9 months
Minty Jaljeera Seasoning	D170816	12 months



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Chef's Own™

Taste Enhancers & Glaze Mixes

NET WEIGHT: 500 gms | SHELF LIFE: 12 months

PRODUCTS	CODE
TASTE ENHANCERS	
Aromat Seasoning	D140586
GLAZE MIXES	
BBQ Wing Glaze Mix	D151639
Hot Wings Glaze Mix	D151332

GOLD LABEL

Food Base & Sauces

SHELF LIFE: 12 months

PRODUCTS	CODE	NET WEIGHT
FOOD BASE		
Sauce Mix For Mutton Preparations (Mutton Base)	D130089	500 gms
SAUCES		
Whisk & Serve Demi-Glaze Mix	D100232	600 gms



BE TRUE TO THE FOOD™

Custom Culinary® is a fully owned subsidiary of Griffith Foods.

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