



CUSTOM[®]
CULINARY

Alfa

By: **griffco**
your partner for good

BE TRUE TO THE FOOD[®]

BE BOLD. BE CREATIVE. BE AUTHENTIC. *BE TRUE TO THE FOOD®*

Throughout our 75-plus year history, Custom Culinary® has never wavered from the commitment to helping our foodservice professionals stay ahead of evolving consumer tastes and needs: turning insights into inspiration. We celebrate and cultivate our passion for food on a daily basis, as the culinary landscape evolves at an unprecedented pace. How food is experienced, enjoyed and created has fundamentally changed forever.

Consumers are more educated and open-minded about what they eat—and more demanding. As we expand the reach of the Custom Culinary® brand internationally, it remains our job to explore and discover the trends that drive consumer behavior so we can support our customers' needs to keep their menus fresh, appealing, exciting and—most importantly—relevant.

Custom Culinary® Alfa, the foodservice brand of GRIFFCO, has a singular focus to deliver the most authentic culinary flavor systems and solutions to discerning culinary professionals, enabling them to craft their signature dishes.

At Custom Culinary® Alfa, we combine marketing insights with culinary artistry and the strength of our brands to elevate our customers' offerings and nourish the world.

HOW WE DO IT

All our products are developed through a process of research, creativity, and care, taking into account both the science and art of food and flavor.

CONSUMER INSIGHTS

Delight customers with transforming consumer insights to relevant customer engagement with the help of dedicated in-house insight team



SENSORY SCIENCE

- Understanding the impact of key ingredients in product formulas and consumers preference
- Fully integrated Sensory Science and Consumer Testing Team
- Customized Sensory research to meet project objectives.

Testing capabilities include:

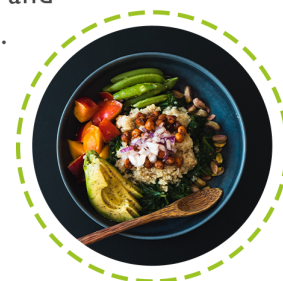
- Descriptive Analysis
- Discrimination Testing
- Hedonic Testing

FOOD SCIENCE

Our teams understand ingredients at a fundamental level to bring Science and Technology to the Food Industry...

Areas of Product Expertise:

- COATING SYSTEMS
- SNACK SEASONINGS
- SAUCES AND DRESSINGS
- PROTEIN SCIENCE AND TECHNOLOGY
- CEREAL CHEMISTRY



GLOBAL CULINARY COUNCIL



- MORE THAN 40 MEMBERS WORLDWIDE
- LOCAL AUTHENTICITY
- IDEATION
- CONCEPT DEVELOPMENT
- PROTOTYPE DEVELOPMENT
- GOLD-STANDARD CREATION
- PRESENTATIONS AND TRAINING
- OPERATIONS SUPPORT

CUSTOM CULINARY® ALFA SUB-BRANDS:

Think of the Custom Culinary® sub-brands as one family with a shared set of values. Each sub-brand has a unique “personality,” reflecting the needs of certain types of operations. Together, our sub-brands tell them story of how we can Be True To The Food® and deliver on our mission to fuel our customers’ innovation through authentic culinary flavor systems and solutions.



BRAND ESSENCE

Versatility, inspiration, authenticity

VALUE PROPOSITION

Custom Culinary® Alfa Gold Label is the subbrand to satisfy the discerning tastes of chefs who require speed-scratch cooking options that enhance creativity without compromising reputation.



BRAND PERSONALITY

- Passionate
- Collaborative
- Confident
- Contemporary

OPERATOR OVERVIEW

OPERATIONAL REALITY

- Skilled, costly staff
- Preparation to order
- Modular flexible kitchen; scratch cooking

MENU AND CUISINE TYPE

- Extensive menu with multiple dayparts
- Seasonal and promotional items

PRODUCT IMPERATIVES

- Authentic culinary performance
- Customizable to own signature
- Practical and multiple applications

BRAND ESSENCE

Efficiency, ease, reliability

VALUE PROPOSITION

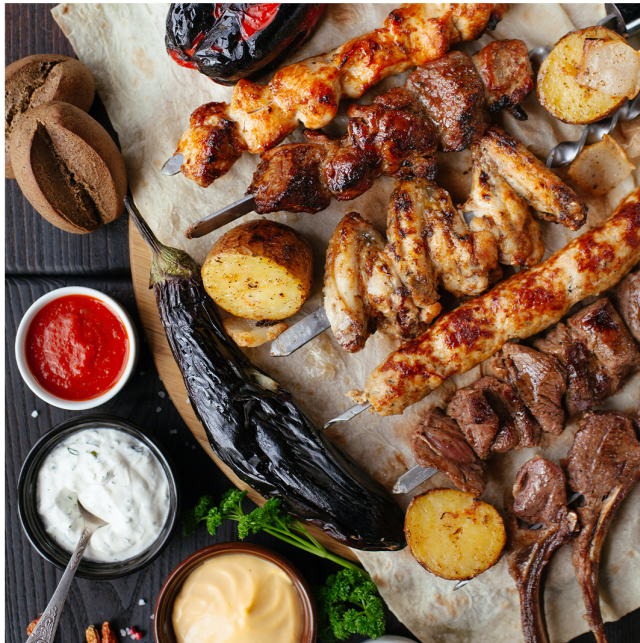
Custom Culinary® Alfa Chef's Own

is the sub-brand that empowers cooks

who prepare to standards and need

convenience and guaranteed results

to run their kitchens effectively



BRAND PERSONALITY

- Foolproof
- Credible
- Dependable
- Accessible

OPERATOR OVERVIEW

OPERATIONAL REALITY

- Basic cooking; assembly
- Streamlined standard kitchen to suit set menu

MENU AND CUISINE TYPE

- Core menu with local adaptation
- Promotional and local items
- Classic; traditional

PRODUCT IMPERATIVES

- One-step prep
- Convenience
- Reliable and easy to use
- Consistent results

BRAND ESSENCE

Convenience, consistency,
guaranteed application

VALUE PROPOSITION

Custom Culinary® Alfa Master's Touch is the sub-brand to help operators who are assembling large quantities of food, requiring easy ready-to-use application to ensure quick, accurate service.



BRAND PERSONALITY

- Trustworthy
- Committed
- Dependable
- Straightforward

OPERATOR OVERVIEW

OPERATIONAL REALITY

- Modular assembly
- High-volume custom kitchen

MENU AND CUISINE TYPE

- Set menu with limited flexibility
- Seasonal limited-time offers (LTOs) and promotions
- Branded concept menus

PRODUCT IMPERATIVES

- Foolproof products customized to a concept's needs
- Systems integrated
- Easy-to-dispense packaging
- Ready-to-serve

SAUCES

SCRATCH-MADE FLAVOR AND QUALITY IN EVERY LADLE

Custom Culinary® Alfa sauces save valuable time and labor back-of-house, so you can focus on creating signature dishes. From Ranch to Smokey BBQ, Thousand islands to French dressing -our offerings will open you up to a world of menu possibilities.

Choose the format that's right for you!

ELEVATING THE BASICS

Whether it's a classic mother sauce modernized with easy "add-in" ingredients or a globally inspired recipe that simplifies back-of-house prep, Custom Culinary® Alfa sauces offer unparalleled flavor and versatility.



SMOKEY BARBEQUE
CHICKEN TACOS
FEATURING PASSPORT
GLOBAL FLAVORS™ BY
CUSTOM CULINARY® ALFA
SMOKEY BARBEQUE SAUCE

CUSTOM CULINARY® ALFA WHISK & SERVE SAUCE MIXES

- Easy add-water-only preparation
- Best-in-class performance
- Reduces prep time and costs less than other mixes—incredible value
- Traditional, versatile flavor profiles

CUSTOM CULINARY® ALFA MASTER'S TOUCH READY-TO-USE SAUCES

- Convenient format
- Reduce wastage
- Made with high quality ingredients



FLAVORS AND FORMATS TO RULE THE MENU

Custom Culinary® Alfa ready-to-use sauces, concentrates and mixes lend the ultimate finishing touch to any menu item. And, their versatility extends to usage as marinades, condiments and glazes. Our full product lineup offers a signature sauce for every operational need.



ITEM CODE

PRODUCT DESCRIPTION

CASE PACK

CUSTOM CULINARY® ALFA - CHEF'S OWN

D100232

Demi Glace Sauce

500GMS X20



ITEM CODE

PRODUCT DESCRIPTION

CASE PACK

CUSTOM CULINARY® ALFA MASTER'S TOUCH - READY TO USE SAUCE

371320006056

Smokey BBQ Sauce

1000GMS X8

371320006058

American Ranch Dressing

1000GMS X8

371320006057

Creamy Caesar Dressing

1000GMS X8

371320005566

Cheese Sauce

1000GMS X12



FOOD BASES

EXCEPTIONAL FLAVORS AND FORMATS —A BASE FOR EVERY TASTE

Custom Culinary® Alfa bases are truly best-in-class. We offer an impressive selection of flavor-forward bases suited to every back-of-house need. Custom Culinary® Alfa bases are made with the finest ingredients, for quality and performance you can rely on.

CUSTOM CULINARY® ALFA GOLD LABEL BASES

Well-balanced flavor profiles developed to taste, look and perform like scratch-made stock simmered for hours. Lineup includes meat-first bases, seafood vegetable and low sodium options.

1st

CUSTOM CULINARY® ALFA BRAND
ELIMINATES ADDED MSG FROM ITS
BRANDED BASES PORTFOLIO

POZOLE VERDE
FEATURING CUSTOM CULINARY® ALFA
GOLD LABEL TRUE FOUNDATIONS™
CHICKEN LIQUID STOCK CONCENTRATE



ITEM CODE

PRODUCT DESCRIPTION

CASE PACK

CUSTOM CULINARY® ALFA GOLD LABEL - BASES

D100171	Chicken Base	500GMS X6
D141051	Beef Base	400GMS X6
D151780	Mirepoix Base	500GMS X 6

ITEM CODE

PRODUCT DESCRIPTION

CASE PACK

CUSTOM CULINARY® ALFA GOLD LABEL - BASES

D120853	Demi Glace Base	400GMS X6
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SEASONINGS

GLOBALLY INSPIRED FLAVOURS

Menu items inspired by authentic global cuisine can easily find a home on your menu with Custom Culinary® Alfa seasonings.

Our on-trend seasoning blends can be leveraged in a variety of dishes across dayparts, perfect for creating unique signature offerings. Not only are Custom Culinary® Alfa seasonings ideal for topical applications, they demonstrate exceptional product versatility. Simply add to mayonnaise, oil, yogurt and more to create flavourful marinades, dressings and dips. Or, use as a rub or glaze for red meat, poultry and seafood.



ITEM CODE	PRODUCT DESCRIPTION	CASE PACK
CUSTOM CULINARY® ALFA CHEF'S OWN - SEASONING		
D100068	Peri Peri Seasoning	500GMS X20
D200342	Cajun BBQ Seasoning	500GMS X20
D140077	Smokey BBQ Seasoning	500GMS X20
D130762A	Spicy BBQ Seasoning	500GMS X20
D130096	Lemon Garlic & Herb Seasoning	500GMS X20
D100053	Lemon & Herb Seasoning	500GMS X20
D151235	Mexican Fajita Seasoning	500GMS X20
D130307	Chipotle BBQ Marinade	500GMS X20
D190808	Spicy Malabar Seasoning	500GMS X20
D130307	Chettinad Spice Seasoning	500GMS X20
D130093	Tandoori Tikka Seasoning	500GMS X20
D150711A	Habanero Tabasco Seasoning	500GMS X20
CUSTOM CULINARY® ALFA CHEF'S OWN - FRENCH FRIES SEASONINGS		
D151322	Batata Harra Seasoning	500GMS X20
D200503	Five Chili Sprinkle	500GMS X20
CUSTOM CULINARY® ALFA CHEF'S OWN - SAUCE SEASONINGS		
D1610648	Zesty Peppercorn Seasoning	500GMS X20
D210039	Dynamite Seasoning	500GMS X20
CUSTOM CULINARY® ALFA CHEF'S OWN - GLAZE SEASONINGS		
D151234	Chili Lime Cilantro Seasoning	500GMS X20
D151244	Sweet Chipotle Glaze Mix	500GMS X20



COATING SOLUTIONS

Your customers love treating themselves to a bit of indulgence when dining out, and nothing beats the satisfying crunch of perfectly fried chicken, mozzarella sticks or breaded mushrooms. Custom Culinary® Alfa coating solutions help you achieve signature flavour and the ideal crispy texture for fried and oven-baked dishes across the menu.

Our breadcrumbs, flour and batter start with high-quality ingredients— including bread baked in-house and select seasonings. We offer a range of versatile flavour profiles to help you create globally inspired dishes.

A COATING SYSTEM FOR EVERY MENU ITEM

Whether you're serving up mouthwatering chicken wings, shareable bar snacks or delectable fried fish, Custom Culinary® Alfa offers the right coating system for every menu application. From pre-seasoned breadcrumb blends to a rice flour-based no gluten added option, we have a product to meet your back-of-house needs.

Multipurpose solutions, using our batter instead of egg wash, as a dry dust for wings and more

Eliminate the need for messy flour at your breading station



HOME STYLE BREADCRUMBS

Traditional breadcrumbs; an all-purpose coater with golden highlights and a delicate, crispy texture.

PANKO BREADCRUMBS

Premium splintered Japanese-style crumbs ideal for an outside coating to provide a light, crispy texture.

SEASONED FLOUR

Seasoned all-purpose flour that adds texture and flavour to any of your favourite products.

ALL PURPOSE ADHESION BATTER

An all-purpose batter to adhere breading to any meat, including chicken, fish, shrimp and vegetables. Use as a final coating to deliver a clean, persistent crunchy bite followed by a soft, quick meltaway.



ITEM CODE	PRODUCT DESCRIPTION	CASE PACK
CUSTOM CULINARY® ALFA CHEF'S OWN - COATING SOLUTIONS		
BVD1337	Seasoned Pre-dust	500GMS X20
BTV1400	Tempura Batter	1KG X10
TPA105	Panko Crumb	500GMS X20
CUSTOM CULINARY® ALFA CHEF'S OWN - FRIED CHICKEN SOLUTIONS		
D100118	Spicy Breader Concentrate	500GMS X20
D100036	Hot Chili Marinade	500GMS X20



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