

URBAN FOOD CO.



BROCHURE 2023/24



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# THE CHEF PROJECT

## THE CHEF

Our Owner & Director Antony Bearman has been cheffing for over three decades, from Fine Dining to Large Scale Hotels and Consulting.

The Search for new flavours and food experiences brought him to a realisation that proprietary seasonings lacked "real flavour" and were largely salt and fillers without a lot of real spice!

Armed with his extensive knowledge & culinary experience, he set to work developing The Chef Project range of flavours, resulting in a collection of incredible rubs & seasonings "bringing a world of flavour to your kitchen".

## THE PROJECT

The Project was to develop a range of flavours utilising only the finest ingredients we can source, with minimal sodium where possible and no fillers! The range had to be suitable for Chef's in a commercial kitchen as well as adaptable to the home cook's kitchen.

We achieved this through many hours of product development and also providing a range of sizes allowing everyone from home cooks to cafes and caterers to use our range.

Finally we developed a range of colourful and expressive labels encapsulating the essence of each flavour through beautiful pictures and patterns meaning your drystore or pantry never looked so good!



## ANCHO ESPRESSO

### MEXICAN BLEND

As Ancho chillies pair well with such a wide range of different spices, we fused it with dark roasted espresso coffee, a specially curated blend of herb's, spices, and some sweet notes. Adding a rich depth and powerful flavour to whatever dish it touches and although you may think it is going to be hot! it really isn't.

Use Ancho Espresso as a seasoning rub for Beef, Pork, Chicken and Vegetables. Also great as an seasoning for stews and braises.

# BERBERE

## ETHIOPIAN BLEND

Both full of flavour and heat, this spice is not for the faint of heart - or taste buds. Our version of Berbere has been crafted to bring the heat but not so much its unbearable!

Berberere is fantastic as a rub for meat, poultry and fish, a seasoning for stews, soups, grains, and vegetables. Berbere is a wonderful all-purpose seasoning and a must have for your pantry with a flavour profile of hot, peppery, earthy & richly aromatic, this flavourful spice is used in Ethiopia cuisine on & in just about everything.



# CAJUN BLACK MAGIC

## AMERICAN BLEND

Our Cajun blend is a more traditional blend of herbs & spices with a serious punch of heat.

Exceptional for Blackening and the perfect flavour boost for stews, soups and sauces, Cajun Black Magic also makes a great rub for fish & poultry as well as red meats.

Cajun Black Magic will have you casting culinary spells in the kitchen & on the BBQ with classic flavours and bold chili notes.





## CARNE ASADA

### MEXICAN BLEND

The term "Carne Asada" translates to "grilled meat" and essentially is what we call BBQ, cooking meat over hot coals, the best cuts of meat to use are flank or skirt steak.

This flavourful blend packs a punch and has a sweet smoky balance perfect for slow cooks and grilling.

Traditionally Carne Asada is used as a marinade or Dry rub for meats but can be used for seafoods or as a spicy additional to your salsa.

## CHERMOULA

### TUNISIAN BLEND

Spicy, herby, rich and pungent, chermoula is a fabulous North African Blend, this marvelous mix of herbs, spices and chilli is a Moroccan mainstay and traditionally served with fish it also great with lamb.

Chermoula or charmoula is the symbolic marinade of Maghreb cuisine. The Maghreb region being the northwestern most part of Africa along the Mediterranean Sea consisting of the countries of Algeria, Libya, Mauritania, Tunisia and most famously Morocco. The direct translation is of the Arabic verb Chermel which is in reference to rubbing or marinating something, however in a more specific sense, mchermel is also a style of Moroccan cooking in which a dish calls for the use of a marinade before and during cooking. So, the chermel or Chermoula marinade is itself a main ingredient used to season the braising broth or sauce of the dish or Tajine.



# GYROS SOUVLAKI

## GREEK BLEND

This flavourful spice is rich, colourful, aromatic and warm with a hint of citrus, perfect for lamb or anything grilled used to season several savoury dishes like meats, vegetables, and dips.

As the Seasoning for these classic Greek street foods can contain a mixture of different spices it typically gives a warm, fresh and robust flavour to the meats, while the citrus and sugar add sweet and sour notes. Adding a rich depth and powerful base flavour to whatever dish it touches.



# HARISSA

## TUNISIAN BLEND

Harissa is traditionally a chilli paste originating from the Barbary coast of North Africa, the name comes from the word "harassa: which means "to mash or crush" in Arabic.

This flavourful spice is rich, colourful, aromatic and is not for the faint of heart it comes with a serious kick of heat! Harissa is used in marinades, a useful seasoning for stews a spicy rub for meats and vegetables and to add a richness and depth to a tomato sauce.

Harissa originally comes from North Africa and is most commonly associated with Maghreb and Tunisian Cuisine.



## JERK CHICKEN

### JAMAICAN BLEND

Jerk Chicken abounding with the flavours of the Caribbean. Warm, strong, smoky & welcoming this seasoning will give a spicy kick.

Jerk cooking (also called jerking) is native to Jamaica. It is believed to be a combination of cooking techniques from three separate and very different cultures.

Like many seasonings the ingredients vary slight from family to family. Our Homage to Jerk Chicken Spice is a representation of the traditional and gives a flavour reminiscent to the traditional as well as has a high salt content making it conducive for curing.

## KOREAN RED DRAGON POWDER

### KOREAN BLEND

Korean Red Dragon Powder really does live up to its name bringing the boom when it comes to heat without substituting flavour, if you're a serious chilli lover then this will be your new go to seasoning!

An homage to Korean street foods this spicy seasoning is a perfect companion for wings, fried chicken, rice & noodle dishes or anything you can think of.





## MALAYSIAN CURRY

### MALAYSIAN BLEND

Malaysian Curry is a Rendang dry curry mix packed with complex flavours and it has a sweet, spicy and richly aromatic essence.

The exact origins of the Rendang are still up for debate. The Malays lay claim to this iconic dish however, it is said to have originally come from Indonesia. Each region has their own recipe and spins on this classic curry with authentic Malaysian beef rendang being mild in heat and dryer in texture, creating an ultra-rich flavour from the rendang spice mix.



## MUMBAI NIGHTS

### INDIAN BLEND

Mumbai Nights is a yellow masala powder blending 16 different herbs and spices to form a flavour profile so delicate and flavourful you'll think you've been transported to the sub-continent.

This flavourful spice is colourful, delicate, fragrant, warm, and brings a very light heat that helps add complexity and round out the flavours of the dish it is added to.

As Mumbai Nights contains a mixture of 16 different herbs spices it typically gives a fragrant, earthy, and warm flavour to recipes, while the cinnamon, cloves also add sweet notes, and the fenugreek gives it its distinct curry like aroma. Adding a rich depth and beautiful flavour to whatever dish it touches.



## RAS EL HANOUT

### MOROCCAN BLEND

Literally translated as “head of shop” the Arabic phrase Ras El Hanout really means “top shelf”.

This flavourful spice is rich, colourful, aromatic and is used to season several savoury dishes like Tagines, meats, vegetables, and stews.

Ras el hanout originally comes from North Africa but is most commonly associated with Moroccan cuisine. You can also find versions in Algeria & Tunisia.

## SHICHIMI TOGARASHI

### JAPANESE BLEND

The name Shichimi Togarashi translates to seven-flavoured pepper, hence the Japanese seven-spice nickname that you will sometimes see.

As Japanese cooking revolves around the flavour of fresh, quality ingredients; shichimi togarashi is meant to complement those ingredients without overwhelming them.

Think of shichimi togarashi as the Japanese equivalent of salt and pepper. Japanese restaurants commonly offer it at the table. You use it to add heat to soba or udon noodles, soups such as miso soup, or to fatty and fried foods like grilled eels (unagi) and tempura.



# SMOKY CHIPOTLE

## MEXICAN BLEND

This Mexican fusion mix blends smoky chipotle chillies with smoked Spanish paprika, dried capsicum and lime powder along with some classic flavours.

This rich and flavourful spice is colourful, aromatic and a little bit sweet, perfect for slow cooked meats, meats and vegetables cooked over fire, pan fry or just about anything!

Our specially curated Smoky Chipotle seasoning is like no other.



# SRI LANKAN DARK CURRY

## SRI LANKAN BLEND

Are you ready for an unforgettable experience? Sri Lankan Dark Curry is bursting with aromatic spices, rich and deeply flavourful, a staple of Sri Lankan Cuisine.

The sweet and captivating flavours pair well with numerous meats and vegetables, subtly enhances sauces, marinades, soups and broths and can also be used as an rub.



## SUNDAY ROAST

### BRITISH BLEND

Indulge in the essence of a true British tradition with our meticulously crafted all-purpose seasoning. Perfectly suited for the tantalizing flavors of roast meats and vegetables, it embodies the heart and soul of a Sunday roast.

Combining an exceptional selection of handpicked herbs, our classic seasoning adds a touch of culinary magic to your beloved roast. The result? A symphony of flavors that will transport you to the quaint streets of Britain.

## TACO FIESTA

### MEXICAN BLEND

Although the Taco is quintessential to Mexican cuisine the "taco seasoning" as we know it today was more of an American invention which took place some time in the 1950's however our Taco Fiesta Seasoning walks a fine line between Tex-mex and actual Mexican seasonings providing an extremely flavourful blend of spices and herbs perfect for marinating, pan fry, grill and slow cooks.

In fact its so tasty it will become a family favourite over night!



# THAI FISHERMANS BLEND

## THAILAND BLEND

Our Thai Fisherman's Blend is an homage to the Urak Lawoi peoples of Thailand, often referred to as Sea Gypsies. We've blended classical flavours such as lemongrass & kaffir lime with a hint of chilli and our own signature curation of herbs & spices, bringing you a memorable and aromatic seasoning.

Create your own delicious thai seafood curry with our delicious prawn curry recipe!



# WOODSMOKED WILD GARLIC

## URBAN BLEND

An incredible blend of herb's spices and 3 types of garlic This flavourful blend is rich, aromatic and has a distinct red/brown colour, use to season a wide range of dishes, also great as a rub for BBQ.

As Woodsmoked Wild Garlic as its name suggests contains garlic, we've blended garlic, roasted garlic and garlic smoked over hardwoods giving it a rich depth of flavour and a pungent, woody and earthy undertone combined with our special selection of herbs & secondary spices giving Woodsmoked Wild Garlic a punch of umami.



## Z A ' A T A R

### MIDDLE EASTERN BLEND

Intensely aromatic with a rich nutty flavour Za'atar has been part of Middle Eastern culture for thousands of years.

Za'atar is actually both a plant and a dried spice blend. The za'atar plant is a wild variety of thyme. It looks similar to the thymethe plant grows throughout the Middle East, North Africa, Greece and Turkey.

Our blend is simple yet is combinations allow complex flavour profiles and a warm rich under tone on the pallet.

WE ARE CONSTANTLY  
DEVELOPING NEW  
FLAVOURS AND  
RE-INVENTING CLASSICS.

AN EVOLUTION OF  
FLAVOUR.



# COATINGS

Our Food Service Premium Coatings Range



## FRIED CHICKEN COATING ORIGINAL

Our Original Fried Chicken Coating is a premium chicken coating, blended from the finest herbs and spices and flours.

Our coating is low sodium and allows chefs and cooks to season to taste after cooking providing a far superior finished product.

Perfect for all situations.

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15kg ctn  
300g pouch



## FRIED CHICKEN COATING GLUTEN FREE

Our Gluten Free Fried Chicken Coating is a premium chicken coating, blended from the finest herbs and spices and gluten free flours.

Our coating is low sodium and allows chefs and cooks to season to taste after cooking providing a far superior finished product.

Perfect for dietary solutions.

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15kg ctn  
300g pouch



## SALT & PEPPER SQUID COATING

Our Salt & Pepper Squid Coating is premium Seafood Coating designed specifically for coating shellfish and fish.

Blended with premium ingredients and flours this blend can also double as a batter by simply adding water or soda water.

Perfect for all Situations.

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15kg ctn  
300g pouch

We highly recommend the use of butter milk or a milk substitute when using the chicken coatings, this allows the coating to bind to the chicken more cohesively.





# CHIP SALTS

flavour boosts packed full of umami

## CHICKEN SALT



An Aussie inspired seasoning salt packed with mouthwatering umami and rich flavours, chicken salt is the seasoning you need in your life and on your snacks.

It is said that the original recipe for this Iconic Australian Seasoning was invented by Peter Brinkworth in Gawler South Australia in the 1970's to season rotisserie chickens and has since become a worldwide phenomenon.

Our version is an homage to peter's original concept and packs some serious Umami and a depth of flavour that will have you coming back for more!

## VEGGIE CHIP SALT



An Aussie inspired seasoning salt packed with mouthwatering umami and rich flavours, veggie chip salt is the vegan/vegetarian version of our awesome chicken salt seasoning you need in your life and on your snacks.

It is said that the original Chicken Salt recipe for this Iconic Australian Seasoning was invented by Peter Brinkworth in Gawler South Australia in the 1970's to season rotisserie chickens and has since become a worldwide phenomenon.

Our vegetarian version is an homage to peter's original concept and packs some serious Umami and a depth of flavour that will have you coming back for more!





# BEAST MODE LOW 'N SLOW BBQ RANGE COMING SOON

GO FULL BEAST ON  
YOUR BBQ



## ATOMIC CHICKEN

Atomic Chicken crafted for the adventurous, this seasoning blend takes your taste buds on a thrill ride igniting an explosion of flavors.

Infused with a unique blend of aromatic spices, our Atomic Chicken Rub adds an electrifying punch to your grilled, roasted or BBQ chicken

Unleash The Beast!

BBQ it!, Grill it!, Smoke it! Braise it!



## BEAST BASE

Beast Base Rub designed to elevate your grilling game to legendary status, Beast Base is a formidable blend of salt, pepper, and garlic - the holy trinity of flavor.

Beast Base is the secret weapon you need to transform any cut of meat into a mouthwatering masterpiece

Beast Mode is your ticket to becoming the king of the grill!

Unleash The Beast!

BBQ it!, Grill it!, Smoke it! Braise it!

## BLISTERING BEEF

Blistering Beef BBQ Rub is specially crafted for those who crave bold flavors and have an insatiable appetite for perfectly grilled meats.

Designed to ignite a fire of excitement in your mouth, our Blistering Beef Rub is a must have for the true BBQ Beast!

Go Full Beast!

BBQ it!, Grill it!, Smoke it! Braise it!



## LUDICROUS LAMB

Ludicrous Lamb Rub is a bold & audacious blend of spices infused with a hint of cocoa creates an epic explosion of flavors so ludicrous your lamb wont be the same ever again.

Conquer the wold of bbq with our culinary masterpiece and take your lamb to daring new heights.

Unleash The Beast!

BBQ it!, Grill it!, Smoke it! Braise it!



## PRIMEVAL PORK

Primeval Pork Rub is meticulously crafted to enhance the primal flavours of your pork, Prepare to enter a world of flavor like never before.

Designed to enhance your porcine creations to epic proportions! Primeval Pork Rub will elevate your grilling game.

Unleash The Beast!

BBQ it!, Grill it!, Smoke it! Braise it!





## SAVAGE SEAS

Prepare to set sail on Savage Seas!  
An action packed adventure of taste!  
Packed with Seafood enhancing flavours  
Savage Seas Rub will have you  
swashbuckling your bbq.

Unleash your inner explorer and tame  
the seven seas of seafood with our  
perfect seafood blend!

Unleash The Beast!



## WICKED WINGS

Wicked Wings Rub the ultimate companion  
for the thrill seeker! Ignite your senses with  
our tantalising blend of smoky, sweet, spicy  
& oh so flavourful heat.

Dare to immerse yourself in a thrill ride  
of flavour packed fiery explosions with  
every bite!

Unleash The Beast!

BBQ it!, Grill it!, Smoke it! Braise it!





BEAST MODE

THE EVOLUTION OF BBQ  
IS HERE.

UNLEASH THE BEAST!



## BRINGING A WORLD OF FLAVOUR TO YOUR KITCHEN

WITH A RANGE OF FLAVOURS FROM AROUND THE GLOBE, UTILISING ONLY THE FINEST INGREDIENTS WE CAN SOURCE, WITH COLOURFUL AND EXPRESSIVE PACKAGING, ENCAPSULATING THE ESSENCE OF EACH FLAVOUR THROUGH STORY TELLING.

URBAN FOOD CO.  
PREMIUM SEASONING MANUFACTURERS  
SPICEOLOGISTS & CHEFS.

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[HELLO@URBANFOODCO.CO.NZ](mailto:HELLO@URBANFOODCO.CO.NZ)