



Seals in the Juices

CREATE JUICY, FLAVORFUL — beef • chicken • pork • lamb • fish — EVERY TIME!



**Since 1957
Family-Made**

We created our first Char Crust® rub at our family's fine Chicago steakhouse. Every steak was seared to juicy perfection with our signature Char Crust®.



Scan for Recipes

1. Coat 2. Cook



Foolproof & Consistent

Just 2 easy steps for juicy, flavorful meat

Versatile

Use on all proteins with multiple cooking methods!

Low Food Cost

Only 4-12¢ per serving!

Clean Label & Kosher

Clean Label, Non-GMO, Certified Kosher (cRc)

Award Winning

National BBQ Association Gold & Bronze Medal Winners

GORDON ITEM NUMBERS



Original Hickory Grilled

Pack: 1/7 lb, Item# 537459

Rich, hickory-grilled flavor. Enhances the natural flavor of steaks without overwhelming. This is our original. Pair with steak, chicken, meaty fish.



Roasted Garlic Peppercorn

Pack: 1/7 lb, Item# 715081

Savory roasted garlic, fresh cracked peppercorns, plus a pinch of lavender and spices. Pair with steak, fish, pork, chicken, and lamb.



All American Barbecue

Pack: 1/7 lb, Item# 851495

Rich molasses, brown sugar, tomato, mustard, apple cider vinegar, a pinch of chipotle, and a wisp of hickory smoke.



Ginger Teriyaki

Pack: 1/7 lb, Item# 715061

Sweet teriyaki, onion, garlic, spices and fragrant ginger bring exotic umami taste to this modern teriyaki interpretation. Pair with chicken, mild fish, salmon, pork and steak.



Southwest Chipotle

Pack: 1/6.5 lb, Item# 422407

National Gold Medal Winner - Smoky, rich, a bit sweet, then BANG, the spicy kick of ancho and smoky chipotle chile. Pair with chicken, pork, beef (fajitas!), bison (burgers!).



Sun-Dried Tomato & Garlic

Pack: 1/7 lb, Item# 769162

Luscious, vibrant, sun-dried tomatoes, roasted garlic, rosemary, and just a hint of real lemon peel. Mild on red meat; brightly tasty on seafood.



Original Hickory Grilled

Pack: 2/22 oz, Item# 530144

Rich, hickory-grilled flavor. Enhances the natural flavor of steaks without overwhelming. This is our original. Pair with steak, chicken, meaty fish.



Original Hickory Grilled

Pack: 1/25 lb, Item# 710362

Rich, hickory-grilled flavor. Enhances the natural flavor of steaks without overwhelming. This is our original. Pair with steak, chicken, meaty fish.

EASY TO USE! • HERE'S HOW

Dredge & Cook:

- Dredge or rub Char Crust® on all surfaces of a protein, until coated. Be generous with it!
- Then cook: grill, roast, broil, pan-sear, fry, sous vide, smoke. No other seasonings or salt needed.

Creates a "Char Crust®" that Seals In The Juices®.

Contact Your Rep
Gordon
FOOD SERVICE

