



**CHAR
CRUST**
DRY-RUB SEASONINGS

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

US FOODS ITEM NUMBERS

FOODSERVICE JUGS (gallon jugs)



Item #	Pkg	Item Description • All Items are Kosher
5794879	1/7 lb	Original Hickory Grilled Char Crust® Dry-Rub Seasoning
7615121	1/7 lb	Roasted Garlic Peppercorn Char Crust® Dry-Rub Seasoning
6125168	1/7 lb	All American Barbecue Char Crust® Dry-Rub Seasoning
8956241	1/6.5 lb	Amazin' Cajun Char Crust® Dry-Rub Seasoning
8924777	1/7 lb	Ginger Teriyaki Char Crust® Dry-Rub Seasoning
1221040	1/7 lb	Hickory & Molasses Char Crust® Dry-Rub Seasoning
3084835	1/6.5 lb	Southwest Chipotle Char Crust® Dry-Rub Seasoning
6923271	1/7 lb	Sun-Dried Tomato & Garlic Char Crust® Dry-Rub Seasoning
6869808	1/7 lb	Java Buzz Char Crust® Dry-Rub Seasoning
2703459	1/7 lb	Jamaican Jerk Char Crust® Dry-Rub Seasoning
1357898	1/7 lb	Roto Roast Char Crust® Dry-Rub Seasoning

FOODSERVICE JARS (quart jars)



Item #	Pkg	Item Description • All Items are Kosher
6768484	2/22 oz	Original Hickory Grilled Char Crust® Dry-Rub Seasoning
6848517	2/20 oz	Roasted Garlic Peppercorn Char Crust® Dry-Rub Seasoning
6201684	2/22 oz	All American Barbecue Char Crust® Dry-Rub Seasoning
4331662	2/20 oz	Amazin' Cajun Char Crust® Dry-Rub Seasoning
4806419	2/20 oz	Ginger Teriyaki Char Crust® Dry-Rub Seasoning
2872245	2/20 oz	Hickory & Molasses Char Crust® Dry-Rub Seasoning
7254481	2/22 oz	Roto Roast Char Crust® Dry-Rub Seasoning
1154188	2/20 oz	Southwest Chipotle Char Crust® Dry-Rub Seasoning
1675650	2/22 oz	Sun-Dried Tomato & Garlic Char Crust® Dry-Rub Seasoning
8329407	2/20 oz	Java Buzz Char Crust® Dry-Rub Seasoning
9304518	2/20 oz	Jamaican Jerk Char Crust® Dry-Rub Seasoning

FOODSERVICE SUPER VALUE BOXES

Item #	Pkg	Item Description • All Items are Kosher
1357463	1/25 lb	Original Hickory Grilled Char Crust® Dry-Rub Seasoning
5614611	1/25 lb	Roasted Garlic Peppercorn Char Crust® Dry-Rub Seasoning



CHAR CRUST® RUBS DELIVER IN 3-5 DAYS

Contact your US Foods™ Sales Representative to place your order.

If you have any questions, please call a Food Innovations Culinary Advisor at

888-352-FOOD (3663)

For a complete list of all our offerings please visit us at

www.foodinno.com



CLASSIC RUBS

Original Hickory Grilled

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

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

All American Barbecue

Rich molasses, brown sugar, tomato, mustard, apple cider vinegar, a pinch of chipotle, and a wisp of hickory smoke. Pair with ribs, burgers, chicken, pork, seafood and steak.

Amazin' Cajun

Spicy... sweet... seductive. A jazzy blend of piquant cayenne pepper, onion, garlic, oregano, and layers of New Orleans flavors. Brings sublime heat to catfish, redfish, chicken, shrimp, beans.

Ginger Teriyaki

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.

Hickory & Molasses

Deep, rich molasses. Not too sweet, with a hint of smoke. Pair with pork (chops, roasts, or tenderloin), chicken, turkey.

Southwest Chipotle

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

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

Roto (Rotisserie) Roast

Versatile roasting rub with a complex blend of Spanish paprika, French rosemary, Italian basil, and 12 other herbs and spices. Perfect on roasts, poultry, steaks and potatoes.

Java Buzz (Coffee Rub)

Complex, bold, roasty and sweet, with a buzz. Molasses, cocoa, chiles, cinnamon, and other spices, with a pinch of coffee. Pair with beef, pork, and lamb.

Jamaican Jerk

Deep rich distinctive jerk flavor with spicy heat... spices, blended with premium garlic, onion, molasses, mesquite smoke, chiles, and hibiscus. Pair with chicken, steak, and seafood.

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®.