

**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



**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

**ITEM NUMBERS**

**FOODSERVICE JUGS (gallon jugs)**

| Item #          | Pkg      | Item Description • All Items are Kosher                 |
|-----------------|----------|---|
| 0-76915-00061-9 | 1/7 lb   | Original Hickory Grilled Char Crust® Dry-Rub Seasoning  |
| 0-76915-04061-5 | 1/7 lb   | Roasted Garlic Peppercorn Char Crust® Dry-Rub Seasoning |
| 0-76915-09061-0 | 1/7 lb   | All American Barbecue Char Crust® Dry-Rub Seasoning     |
| 0-76915-07061-2 | 1/6.5 lb | Amazin' Cajun Char Crust® Dry-Rub Seasoning             |
| 0-76915-06061-3 | 1/7 lb   | Ginger Teriyaki Char Crust® Dry-Rub Seasoning           |
| 0-76915-02061-7 | 1/7 lb   | Hickory & Molasses Char Crust® Dry-Rub Seasoning        |
| 0-76915-05061-4 | 1/6.5 lb | Southwest Chipotle Char Crust® Dry-Rub Seasoning        |
| 0-76915-08061-1 | 1/7 lb   | Sun-Dried Tomato & Garlic Char Crust® Dry-Rub Seasoning |
| 0-76915-11061-5 | 1/7 lb   | Jamaican Jerk Char Crust® Dry-Rub Seasoning             |
| 0-76915-10061-6 | 1/7 lb   | Java Buzz Char Crust® Dry-Rub Seasoning                 |
| 0-76915-03061-6 | 1/7 lb   | Roto Roast Char Crust® Dry-Rub Seasoning                |
| 0-76915-12061-4 | 1/6.5 lb | Classic Turkey Rub                                      |

**FOODSERVICE JARS (quart jars)**

| Item #          | Pkg     | Item Description • All Items are Kosher                 |
|-----------------|---------|---|
| 0-76915-00181-4 | 2/22 oz | Original Hickory Grilled Char Crust® Dry-Rub Seasoning  |
| 0-76915-04181-0 | 2/20 oz | Roasted Garlic Peppercorn Char Crust® Dry-Rub Seasoning |
| 0-76915-09181-5 | 2/22 oz | All American Barbecue Char Crust® Dry-Rub Seasoning     |
| 0-76915-07181-7 | 2/20 oz | Amazin' Cajun Char Crust® Dry-Rub Seasoning             |
| 0-76915-06181-8 | 2/20 oz | Ginger Teriyaki Char Crust® Dry-Rub Seasoning           |
| 0-76915-02181-2 | 2/20 oz | Hickory & Molasses Char Crust® Dry-Rub Seasoning        |
| 0-76915-03181-1 | 2/22 oz | Roto Roast Char Crust® Dry-Rub Seasoning                |
| 0-76915-05181-9 | 2/20 oz | Southwest Chipotle Char Crust® Dry-Rub Seasoning        |
| 0-76915-08181-6 | 2/22 oz | Sun-Dried Tomato & Garlic Char Crust® Dry-Rub Seasoning |
| 0-76915-10081-4 | 2/20 oz | Java Buzz Char Crust® Dry-Rub Seasoning                 |
| 0-76915-11381-4 | 2/20 oz | Jamaican Jerk Char Crust® Dry-Rub Seasoning             |
| 0-76915-12181-9 | 2/20 oz | Classic Turkey Rub                                      |

**SAMPLE KIT**

| Item #          | Pkg       | Item Description • All Items are Kosher |
|-----------------|-----------|---|
| 0-76915-00010-7 | 11/0.25oz | Char Crust Classic Rubs Sample Kit      |

**SALTS**

| Item #          | Pkg     | Item Description • All Items are Kosher        |
|-----------------|---------|--|
| 0-76915-00010-7 | 1/10 lb | Plain Sea Salt - fine-grained sea salt         |
| 0-76915-01510-1 | 1/10 lb | Smoky Sea Salt - fine-grained savory sea salt  |
| 0-76915-01810-2 | 1/10 lb | Pink Curing Salt - for curing meat, not edible |

**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.

**Classic Turkey Rub**

No brine, no prep turkey seasoning that delivers crispy on the outside, juicy and flavorful on the inside turkey every time.



Order through  
**CheneyStockroom.com**  
 **Stockroom**

**EASY TO USE! • HERE'S HOW**

**Dredge & Cook:** Dredge or rub Char Crust® on all surfaces of a protein. 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®.