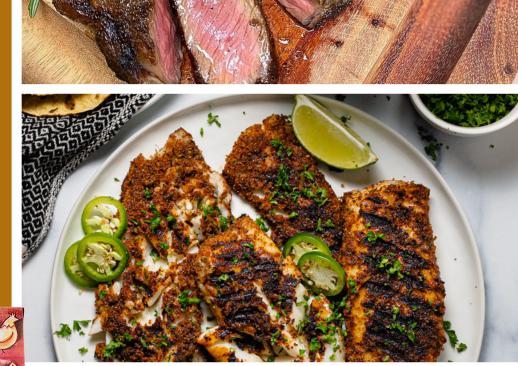


# **Steakhouse Legacy Since 1957**

It all started at the popular Chicago **steakhouse** - Al Farber's. The specialty was tender thick prime steaks and roasts with seared crusts bursting with juicy flavor.

The secret? House-made rubs that added delicious flavor while creating our signature seasoned crust that Seals in the Juices®.

Only Char Crust® Seals in the Juices®





### **RESTAURANT QUALITY MADE EASY**

"This is the best! Makes whatever meat you are cooking taste fantastic."



#### **UNIQUE PERFORMANCE BENEFIT**

Only Char Crust® creates a crust that Seals in the Juices® for juicy, flavorful meat.



#### **COAT & COOK**

Just 2 easy steps for perfect results every time.



## **ALL YEAR, ALL PROTEINS**

Use on all meat & fish with almost any cooking method, indoors or out.



## PREMIUM INGREDIENTS

Clean Label, Non-GMO. Certified Kosher



# **New in 2024**

# **Packaging Update**

Spring 2024

# **Classic Turkey Rub (seasonal)**

Featured in Food & Beverage Magazine 2023 "Products of the Year"

## **Rotisserie Roast**

New Name | Formerly Roto Roast







**SHELF STABLE** 

Shelf Life of 2.5 Years

#### **PLACEMENT:**

Place in meat department, near meat or with rubs

#### **SERVINGS:**

Each package serves 2-3 family meals



#### **Original Hickory Grilled**

Pack 6/4 oz, Item # 50830 Rich, hickory grilled flavor. This is the original created at legendary Chicago steakhouse in 1957.

UPC: 0-76915-00045-9



#### **Roasted Garlic Peppercorn**

Pack 6/4 oz, Item #50832 Savory roasted garlic and fresh cracked peppercorns with a sprinkle of herbal lavender.

UPC: 0-76915-04045-5



#### All American Barbecue

Pack 6/4 oz, Item # 50838 Rich molasses, brown sugar, tomato,

mustard, apple cider vinegar, a pinch of chipotle, and a wisp of hickory smoke.

UPC: 0-76915-09045-0



#### Ginger Teriyaki

Pack 6/4 oz, Item # 50834

Sweet teriyaki, onion, garlic, spices and fragrant ginger create our modern teriyaki interpretation.

UPC: 0-76915-06045-3



#### **Rotisserie Roast**

Pack 6/4 oz, Item # coming Make rotisserie chicken & flavorful roasts with our roasting rub - a complex blend of paprika, rosemary, basil and 12 other herbs and spices.

UPC: 0-76915-03045-6



## **Summer Shipper**

48/4oz, Item # 50843

Includes: 12/Roasted Garlic Peppercorn 18/Original Hickory Grilled 18/All American Barbecue

UPC: 0-76915-20348-5



# **Holiday Shipper**

48/4oz, Item # 50842

Includes: 24/Roasted Garlic Peppercorn 12/Original Hickory Grilled 12/Rotisserie Roast

UPC: 0-76915-00348-1

**Perfect for Holiday Roasting** Prime Rib, Turkeys, Steaks



# **Classic Turkey Rub**

Pack: 6/4 oz, Item# coming

#### No brine, easy prep!

Bring the aroma and taste of the holidays to your home. Your turkey will come out beautifully browned with crispy skin and juicy, tender meat.

UPC: 0-76915-12045-4



#### **Classic Turkey Rub Shipper**

48/4oz, Item # coming

Includes: 48/Classic Turkey Rub

UPC: 0-76915-04048-6