

# CHAR CRUST®

DRY-RUB SEASONINGS



## 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



Order through:



Consumers Say, "The crust can't be duplicated! Adds so much flavor to the meat and keeps it juicy!"

**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



**Seasonal Classic Turkey Rub**



**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