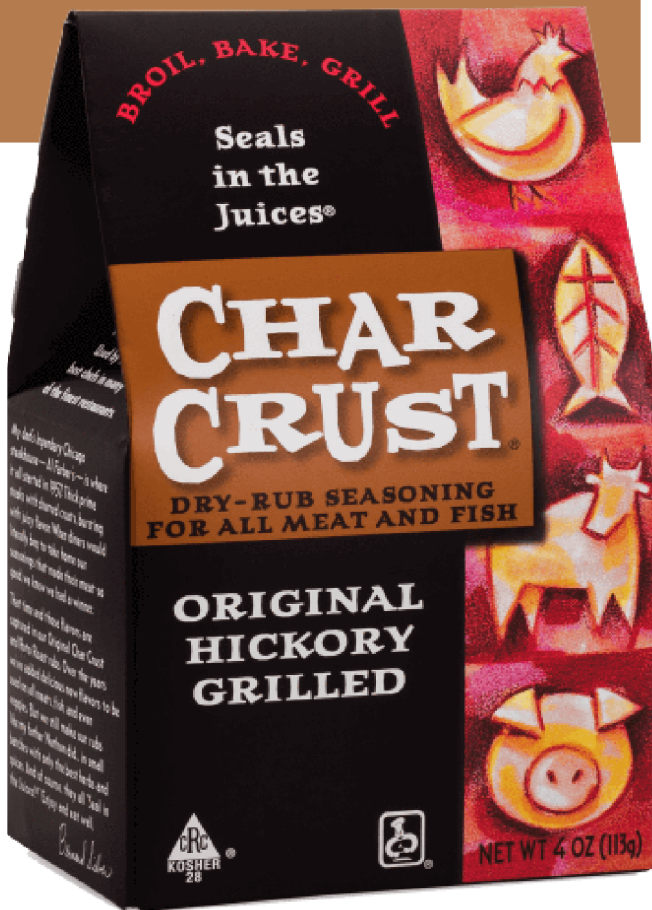


CHAR CRUST®

DRY-RUB SEASONINGS

Since 1957, Family-Made

We created our first Char Crust® rub at our family's fine Chicago steakhouse. Every steak was USDA prime, dry-aged in our coolers, and seared to juicy perfection with our signature Char Crust®. Today, cooks of all kinds count on Char Crust to supply the foolproof dry-rub seasoning that turns everyday meals into meals that get rave reviews.



UNIQUE PERFORMANCE BENEFIT

Unlike other rubs, only Char Crust® creates a crust that Seals in the Juices® for juicy, flavorful proteins



COAT & COOK

Just 2 easy steps for perfect results every time.



ALL YEAR, ALL PROTEINS



Use on all meat & fish and with almost any cooking method.



PREMIUM INGREDIENTS

Clean Label, Non-GMO, Certified Kosher

Order through: 

Visit CharCrust.com and follow on  

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 3-4
family meals



Original Hickory Grilled • Item # 00142812 • 0-76915-00045-9

Description: Rich, hickory grilled flavor. This is the original created at our family's legendary Chicago steakhouse in 1957. A bit smoky-salty-sweet, it enhances the natural flavor without overwhelming.

Delicious on steak, boneless/skinless chicken breasts, tuna steaks, and your favorite vegetables.



Roasted Garlic Peppercorn • 00142810 • 0-76915-04045-5

Description: Now our best seller! Savory roasted garlic from California and fresh cracked peppercorns make music in your mouth. With added lilt of other spices and a whisper of herbal lavender.

This rub creates a crescendo of flavor with steak, lamb, fish (especially salmon), chicken and roasted potatoes.



All American Barbecue • Item # 01492305 • 0-76915-09045-0

Description: Everything you love about barbecue is here: molasses from Memphis, tangy tomato from Kansas, mustard, pepper, and vinegar from the Carolinas; and a wisp of smoke and chipotle from Texas.

Lip-smacking good on ribs, chicken, corn-on-the-cob, and if you like ketchup on your eggs, try a sprinkle of All American Barbecue instead.



2-Flavor Shipper

48/4oz, Item # 01492255

UPC: 0-76915-00248-2

Includes:

24/Roasted Garlic Peppercorn

24/Original Hickory Grilled



3-Flavor Shipper

48/4oz, Item # 00258106

UPC: 0-76915-20348-5

Includes:

12/Roasted Garlic Peppercorn

18/Original Hickory Grilled

18/All American Barbecue

Order through: 