

TRUE
FOUNDATIONS®

CUSTOM
CULINARY®

NEW LATIN BROTHS

ADD AUTHENTIC LATIN FLAVORS TO YOUR MENU

NEW Latin Broths – Infuse your menu with vibrant, bold Latin flavors

Whether you're crafting traditional recipes or adding a Latin twist to your culinary creations, our versatile, ready-to-use Birria Broth satisfies the growing demand for Latin-inspired dishes..

Latin cuisine is more popular than ever

This broth provides the ideal base to create dishes that captivate consumers seeking the bold flavors of Latin cuisine, making it a key driver of menu innovation.

Elevate your menu, simplify your process

Our broth delivers complex, authentic Latin flavors – without the labor-intensive process. Enjoy the freedom to focus on creativity, versatility and consistency in your kitchen.

BIRRIA TACOS

FEATURING TRUE FOUNDATIONS® BIRRIA BROTH



SIGNIFICANT INCREASE

in Latin American flavors on U.S. menus, driven by a growing consumer interest in bold & authentic dishes

National Restaurant Association, 2024 State of the Restaurant Industry



78%

OF MILLENNIALS are interested in trying new ethnic flavors, with Latin cuisine ranking at the top

NPD Group, Foodservice Market Research



+412%

MENU GROWTH of BIRRIA over the past 4 years

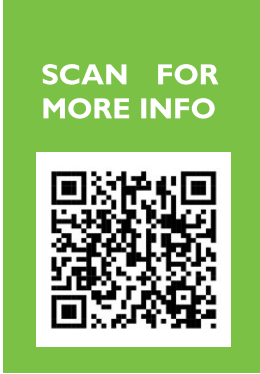
Datassential, Menu Trends, August 2024

CLEAN. SIMPLE. AUTHENTIC. TRENDING.



CUSTOM CULINARY

NEW LATIN BROTHS



TRUE FOUNDATIONS® BRAND

The True Foundations® brand delivers authentic flavor responsibly, with a wholesome portfolio of clean label products that uphold the standards of quality operators know and trust.

FLAVOR AND CONVENIENCE

Rich, Latin-inspired flavors with no long cooking times - saving you hours of prep while delivering authentic taste.

EFFORTLESS USE

Ready-to-use - just thaw, heat, and serve. Save time, labor, and deliver great results every time.



96835VAVN | 4 x 6 lb.   

Flavorful broth that captures the essence of traditional Beef Birria to create a variety of Latin-inspired dishes.

DIST CODE

INGREDIENTS

Water, Fire Roasted Tomatoes, Beef Fat, Garlic, Contains 2% or Less of Beef Broth, Tomato Paste, Salt, Food Starch-Modified, Guajillo Chile Powder, Orange Juice Concentrate, Smoked Paprika, Yeast Extract, Onion Powder, Spices, Onion Juice Concentrate

 Clean Label  Gluten Free (tested at less than 20 ppm gluten)  Vegan  No "Big 9" Allergens



At Custom Culinary® we're dedicated to providing exceptional bases, sauces and gravies to enhance any menu and every daypart. Our flavor-forward solutions are rooted in culinary expertise and a thoughtful, innovative approach to product development, centered on clean, simple and wholesome ingredients. We bring profitable trends to life with items that meet your needs, delight your customers and exceed your expectations.

Learn how we can help you Be True To The Food® by visiting CUSTOMCULINARY.COM.