

GOURMET-INSPIRED FLAVORS LEND A SIGNATURE TOUCH

Operators are always looking for new ways to bring signature appeal to the menu—so what better way than innovation within a time-tested category? We're talking homemade condiments! Whether you serve burgers, sandwiches, wraps, fries or wings, you're probably offering a variety of toppers and dips to dress up these dishes. But today's patrons are hungry for bold twists on their favorites. The rise of savory jams, for example, indicates a consumer desire for complex flavors with an umami-like quality. But homemade condiments don't need to be time or labor intensive to create. Start with traditional bases such as mustard, mayonnaise, ketchup or barbecue sauce, and add in globally inspired ingredients, spices or seasonings that deliver a memorable flavor experience. The best signature condiments are versatile enough to be used in multiple dishes—beyond the classics, try them as finishing sauces, glazes or marinades, too. And be sure to call out these homemade creations on the menu by giving unique names to your condiments. You can even offer them on the side for an upcharge. The National Restaurant Association named homemade condiments the #2 trend of the year*, so get creative and put your own spin on signature flavors.



*National Restaurant Association, "What's Hot 2018 Culinary Forecast," 2017.

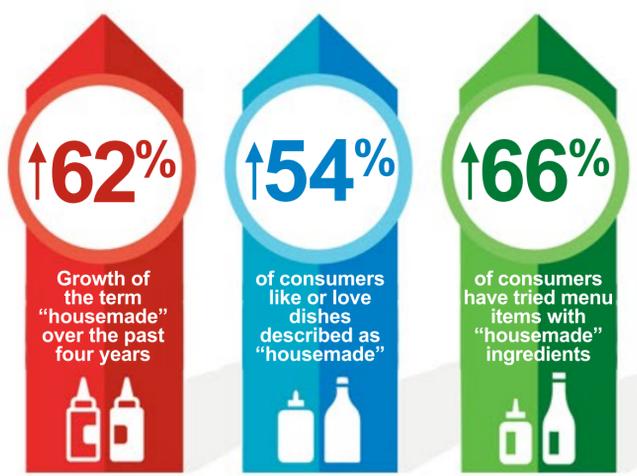
6 HOUSEMADE CONDIMENTS IN 60 SECONDS



Signature condiments are easy to prepare—simply add a few ingredients to Conagra Foodservice products and open up a world of menu possibilities. For 6 housemade condiments in 60 seconds, [WATCH OUR VIDEO](#)

THE QUICK DISH

Though most commonly found in independent fine dining establishments, the term "housemade" is becoming more popular in chain restaurants across segments.



Datassential, "Housemade: The SNAP Food Profile," May 2018.



PRODUCT FOCUS

- Gulden's® Spicy Brown Mustard**
Dress up any custom condiment with this blend of premium imported seeds and spices.
- J. Hungerford Smith® Peanut Butter Topping**
Transform everyday sauces and spreads into unique condiments with this flavorful topping.
- Angela Mia® Spaghetti Sauce**
Think beyond pasta—try our thick, rich sauce as the base for a signature condiment!
- RO*TEL® Diced Tomatoes & Green Chilies**
A zesty addition to any recipe, made with red and ripe California tomatoes and chopped green chilies.

CHEF TIPS

When it comes to housemade condiments, bolder is better! Punch up the classics with easy add-ins and timesaving tips from our culinary team.

- Add hot sauce or chile peppers to **ketchup** for an extra spicy zip
- Combine mustard and mayonnaise to create a tangy all-in-one **sandwich spread**
- Bring depth of flavor to **cheese sauce** with peppers, tomatoes, mustard or beer
- Create unexpected **compound butters** with tomato sauce, herbs or citrus zest
- Use **vinegar** to brighten up the flavor of any condiment
- Add **horseradish** to mustard, pasta sauce or ranch dressing for a surprising zing
- Fold in sautéed chile peppers or hot sauce to sour cream for a tangy **taco topper**
- Avoid extra knife work by starting salsa with **canned diced tomatoes**, then add your favorite flavors

SPICE UP THE MENU WITH SIGNATURE CREATIONS

Many products in the Conagra Foodservice portfolio serve double-duty—delicious on their own and ideal as the bases for housemade condiments. Try our recipes below!



CREAMY MUSTARD DILL SAUCE

Use **Gulden's® Spicy Brown Mustard**, a well-known consumer favorite, as the base of a rich and tangy condiment that pairs nicely with seafood.

[VIEW THE RECIPE](#)



THAI PEANUT SAUCE

Perfect for global fusion dishes, this sweet-and-savory sauce combines **J. Hungerford Smith® Peanut Butter Topping** with soy, red curry, brown sugar and lime.

[VIEW THE RECIPE](#)



ROMESCO SAUCE

Try this condiment with Spanish flair—**Angela Mia® Spaghetti Sauce**, almonds, garlic, paprika and chilies all add to the complex flavor.

[VIEW THE RECIPE](#)



TOMATO CHILE AIOLI

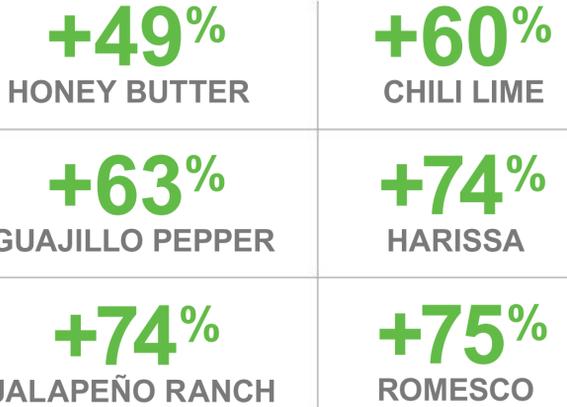
A simple recipe with complex flavors, featuring **RO*TEL® Diced Tomatoes & Green Chilies** in a base of mayonnaise, with lemon juice and cayenne pepper.

[VIEW THE RECIPE](#)



BY THE NUMBERS

A look at some of the fastest-growing sauce types and ingredients reveals bold flavors and exciting opportunities for condiments that lend a premium touch to the menu.



Datassential MenuTrends, U.S. menu penetration growth 2013-2017.



SEGMENT FOCUS: CASUAL DINING

Contemporary casual dining operators are differentiating their menus with unique sauces and condiments—and often playing up their premium status by noting them as "housemade" in menu descriptions.

Chili's: The "Boss Burger," loaded with smoked brisket, rib meat, jalapeño-cheddar smoked sausage and bacon, features both house BBQ sauce and housemade ranch.

Longhorn Steakhouse: Housemade crema is drizzled over the "Texas Tonion," a sharable fried onion appetizer.

Gordon Biersch Brewery Restaurant: "Creole Cajun Wings" are tossed in a housemade Cajun Worcestershire butter and house spices.

Macaroni Grill: The "Traditional Italian Fish Fry" features an array of seafood served with housemade balsamic ketchup, citrus black pepper aioli and housemade pickled dipping sauce.

Sources:
Datassential, "Housemade: The SNAP Food Profile," May 2018.
Datassential, "The Keynote Report: Sandwiches," May 2017.
National Restaurant Association, "What's Hot 2018 Culinary Forecast," 2017.

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