



¡SABOR!
MEANS BUSINESS

“SABOR” MEANS “FLAVOR” AND FLAVOR MEANS BUSINESS

Flavor is essential. Flavor with distinction is in demand. New MINOR'S® Latin Flavor Concentrates help you deliver on both. Add the vibrant spice and passion guests desire to nearly any dish, and you can create flavor they won't forget.

*Jalapeño
Ceviche*

 **MINOR'S**
TRUSTED BY CHEFS™

FLAVOR THAT TAKES THEM AWAY WILL BRING THEM BACK

Fire roasted peppers. Cilantro. Lime. MINOR'S® Latin Flavor Concentrates speak to the on-trend tastes customers increasingly demand with the authenticity and efficiency you require.

THE EASE OF ADDING COMPLEX FLAVOR

MINOR'S Latin Flavor Concentrates boast rich flavor from real fire roasted chiles, onions, garlic and herbs for fresh-tasting authenticity that's ready to add to any recipe and wow every customer.

SATISFY ADVENTUROUS TASTES

- Only 1 IN 4 consumers say they are satisfied with the availability of ethnic foods at restaurants¹
- Latin flavors still show up on HALF of all restaurant menus even when excluding Latin American concepts²
- 77% of Millennials say they enjoy eating a variety of ethnic foods³



BREAKFAST

Breakfast Quesadilla with Adobo Potato Hash

Savory chorizo, scrambled eggs and melting cheese fill a crisp, grilled tortilla. Drizzled with adobo sour cream and served with spicy potato hash featuring caramelized bell peppers and onions, redskin potatoes and a spicy kick of adobo. Fresh chopped cilantro offers the finishing touch.

MINOR'S Red Chile Adobo Concentrate

+ Chorizo Sausage + Scrambled Eggs + Cheese + Flour Tortilla + Sour Cream
+ Redskin Potatoes + Onions + Green Bell Peppers + Cilantro

LUNCH

Chilled Smoked Tomato-Jalapeño Soup

Fresh, skillet smoked tomatoes and fire roasted jalapeños are simmered in chicken stock with onions, leeks, coriander, garlic, and bay leaves and pureed for a luxuriously smooth texture. Chilled and garnished with a drizzle of Jalapeño Crema and fresh basil.

MINOR'S Fire Roasted Jalapeño Concentrate

+ Apple, Pecan or Hickory Wood Chips + Plum Tomatoes + Leeks
+ Coriander Seeds + Garlic Cloves + Bay Leaves + Broth + Jalapeño Crema

 Serve Gluten Free*



DINNER

Adobo Skirt Steak

Skirt steak is basted with adobo and grilled to medium-rare perfection. Sliced and served atop Spanish rice with a side of mixed roasted vegetables tossed with fire-roasted poblano, olive oil and sea salt.

MINOR'S Red Chile Adobo Concentrate

+ Vegetable Oil + Skirt Steak

MINOR'S Fire Roasted Poblano Concentrate

+ Vegetables + Olive Oil + Sea Salt

 Serve Gluten Free*



¹Technomic Consumer Food Trends, 2012

²Datassential MenuTrends, Latin, December 2012

³"American Millennials: Deciphering the Enigma Generation"
Report published by Barkley, Services Management Group,
and The Boston Consulting Group, 2013

INSPIRED BY THE UNEXPECTED

Turn traditional into "sabor". Infuse unmatched flavor into applications hot or cold.
With MINOR'S® Latin Flavor Concentrates, the possibilities are only limited to your imagination.



MINOR'S Fire Roasted Poblano Flavor Concentrate

Southwest Benedict with Green Chile Hollandaise

HOT APPLICATION

*Fire Roasted Poblano
Flavor Concentrate*

+ MINOR'S Hollandaise



Rustic Flatbread Pizza

HOT APPLICATION

*Fire Roasted Poblano
Flavor Concentrate*

+ Olive Oil



Serve Gluten Free* with gluten free dough



Southwest Corn Chowder

HOT APPLICATION

Fire Roasted Poblano Flavor Concentrate
+ MINOR'S Natural Gluten Free Chicken Base



Serve Gluten Free*

Fish Tacos with Poblano Crema

COLD SAUCE APPLICATION

*Fire Roasted Poblano
Flavor Concentrate*

+ Sour Cream

+ Mayonnaise

+ Fresh Lime Juice



Serve Gluten Free* with corn tortillas



Loaded Poblano French Fries

COLD SAUCE APPLICATION

*Fire Roasted Poblano
Flavor Concentrate*

+ Sour Cream



Serve Gluten Free*



Grilled Chicken Sandwich with Poblano Crema and Southwest Black Bean Relish

COLD SAUCE APPLICATION

Fire Roasted Poblano Flavor Concentrate
+ Sour Cream + Mayonnaise + Fresh Lime Juice

To see recipe ideas for all New Latin Flavor Concentrates varieties, visit flavormeansbusiness.com/latinflavors.

*This recipe is gluten free when using gluten free ingredients, recipes and proper back of house procedures.

ENDLESS POSSIBILITIES BEGIN WITH “SABOR”

Flavor Integrity

Refrigerated to maintain brilliant, unforgettable flavor.

No Added Labor

Exotic Latin flavors within reach — no need for sourcing and prepping multiple ingredients.

Versatility

Ideal for a range of recipes—hot or cold—from soups, marinades and sauces, to dips, spreads and salad dressings.

Ease and Consistency

Simply stir in to add depth of flavor and consistent heat you can count on.

NEW LATIN FLAVOR CONCENTRATES



FLAVOR CONCENTRATES	GTIN/UPC CODE	PACK SIZE	ALLERGENS	
Fire Roasted Jalapeño	0-00-74826-18506-7	6/13.6 OZ	—	Gluten Free Vegetarian

Fire roasted jalapeños meld with onions, garlic and the brightness of cilantro and lime for a spicy kick of the unexpected.



Fire Roasted Poblano	0-00-74826-18306-3	6/13.6 OZ	—	Gluten Free Vegetarian
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Add zesty distinction with a combination of fire roasted poblano peppers, onions, garlic and a unique blend of spices.



Red Chile Adobo	0-00-74826-18906-5	6/13.6 OZ	—	Gluten Free Vegetarian
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The rich flavor of smoky ancho chiles and tomato paste combine with lively spices to offer the perfect balance of heat.

ORIGINAL LATIN FLAVOR CONCENTRATES



FLAVOR CONCENTRATES	GTIN/UPC CODE	PACK SIZE	ALLERGENS	
Ancho	0-00-74826-68006-7	6/14.4 OZ	Wheat	Vegetarian

Bring a sizzling, Southwestern flair to your menu with this smoky blend of ancho peppers and sautéed onions.



Chipotle	0-00-74826-68606-9	6/14.4 OZ	Milk, Soy and Wheat	Vegetarian
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This smoky blend of peppers offers hints of onion, garlic and spice for a flavorful, yet fiery kick.



Cilantro Lime	0-00-74826-14806-2	6/13.6 OZ	—	Gluten Free Vegetarian
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Add a fresh, tangy twist with a bright combination of cilantro and lime.



Roasted Garlic	0-0074826-14206-0	6/1 LB	—	Gluten Free Vegetarian
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Brighten a variety of dishes with the full flavor of roasted garlic.