

# = COATINGS =



YOU'LL FIND THAT OUR BREADERS & BATTERS CHECK **ALL** THE BOXES !

## KEY SELLING BENEFITS

When it comes to Breaders & Batters, you'll want to look for:

- ▶ Improved texture
- ▶ Formulations designed for a greater sophistication of flavor
- ▶ Excellent adherence and hold time

## PROTEINS



Breaders & batters are growing alongside specific proteins like seafood, poultry, tofu and pork.

- +221% Hot Chicken
- +163% Chicken & Waffles
- +28% Spicy Tuna Roll
- +20% Fish Taco
- +11% Beer Battered Fish

*Trending Forward* ➔

Ranked by 4 year penetration growth



## FRIED APPETIZERS



Stuffed bites, cheese curds, and fried vegetables are a growing opportunity for batters.

- +112% Arancini
- +36% Croquette
- +60% Mac & Cheese
- +35% Cauliflower
- +60% Cheese Curd
- +23% Pickle
- +54% Green Tomato
- +16% Fritter

## UNIQUE COATINGS



Using our breaders with "bowl adds" can enhance health, taste or texture; and provides a great way to create signature, on-trend menu items.

- |                |             |            |
|----------------|-------------|------------|
| Quinoa         | Potato Chip | Macadamia  |
| Lotus Flour    | Corn Flake  | Pretzel    |
| Dukkah         | Semolina    | Wheat Germ |
| Chickpea Flour | Plantains   |            |
| Pistachio      | Fennel      |            |
| Wasabi         | Coriander   |            |

**+17%**  
PANKO

**+12%**  
HAND BREADED

**+7%**  
PARMESAN  
CRUSTED

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## BREADERS & BATTERS



PRODUCT CODE	DESCRIPTION	CASE GROSS WT.	PALLET	CUBE	CASE DIMENSIONS	KEY FEATURES	PRODUCT APPLICATION
733-0140	KRUSTEAZ PROFESSIONAL TEMPURA BATTER MIX	6/5 lb	12 x 4	0.80	15.44"x9.56"x11.25"	<ol style="list-style-type: none"> <li>1. Light, airy paper thin coating.</li> <li>2. Use as either a batter or dry breader.</li> <li>3. Produces visually appealing texture.</li> </ol>	Fried vegetables, shrimp, other proteins, and fruit.
733-0150	KRUSTEAZ PROFESSIONAL TEMPURA BATTER MIX	25 lb	12 x 8	0.68	13.19"x11.94"x6.75"		
733-0180	KRUSTEAZ PROFESSIONAL TEMPURA BATTER MIX	50 lb	12 x 4	1.20	13.19"x11.94"x13.13"		
733-0260	KRUSTEAZ PROFESSIONAL FRI-EAZ SEASONED BREADER & BATTER MIX	6/5 lb	12 x 4	0.80	15.44"x9.56"x11.25"	<ol style="list-style-type: none"> <li>1. Tight coating to reduce oil consumption.</li> <li>2. Can be used as a dry breader or batter.</li> <li>3. Seasoned flour has notes of onion, garlic and a hint of nutmeg.</li> </ol>	All products except fruit.
733-0280	KRUSTEAZ PROFESSIONAL FRI-EAZ SEASONED BREADER & BATTER MIX	50 lb	12 x 4	1.20	13.19"x11.94"x13.13"		
733-0200	KRUSTEAZ PROFESSIONAL FISH & CHIP BREADER & BATTER MIX	25 lb	12 x 8	0.68	13.19"x11.94"x6.75"	<ol style="list-style-type: none"> <li>1. Light, crisp coating with minimal oil absorption.</li> <li>2. Use as either a batter or dry breader.</li> </ol>	Fish, shellfish, and vegetables.
733-0660	KRUSTEAZ PROFESSIONAL WESTERN CHICKEN BREADER & BATTER MIX	25 lb	12 x 8	0.68	13.9"x11.94"x6.75"	<ol style="list-style-type: none"> <li>1. Superior adhesion to chicken, providing extra crispy exterior.</li> <li>2. Use as either a batter or dry breader.</li> <li>3. Balanced blend of herbs and spices for robust flavor.</li> </ol>	Signature fried chicken, vegetables and other proteins.



## PANKO, BREADCRUMBS & CRACKERMEAL

PRODUCT CODE	DESCRIPTION	CASE GROSS WT.	PALLET	CUBE	CASE DIMENSIONS	KEY FEATURES	PRODUCT APPLICATION
733-0405	KRUSTEAZ PROFESSIONAL PANKO JAPANESE BREADCRUMBS - FINE	35 lb	4 x 7	2.61	23.50"x8.00"x24.50"	<ol style="list-style-type: none"> <li>1. Traditional Japanese breadcrumb with neutral flavor that lets flavor of protein come through.</li> <li>2. Available in fine and coarse.</li> <li>3. Customizable flavor.</li> </ol>	Great for chicken, fish, shellfish, or vegetables.
733-0410	KRUSTEAZ PROFESSIONAL PANKO JAPANESE BREADCRUMBS - COARSE	25 lb	6 x 5	2.61	20.00"x24.00"x7.00"		
733-0415	KRUSTEAZ PROFESSIONAL ITALIAN BREADCRUMBS - COARSE	20 lb	6 x 12	0.99	14.75"x5.50"x21.00"		
733-0425	KRUSTEAZ PROFESSIONAL FRI-EAZ AMERICAN BREADCRUMBS - FINE	20 lb	6 x 12	0.99	14.75"x5.50"x21.00"	<ol style="list-style-type: none"> <li>1. Mix of romano cheese, onion, garlic, and parsley.</li> <li>2. Rich golden brown and crispy texture.</li> </ol>	Great outside coating or pre-dust for proteins, cheese and vegetables.
733-0430	KRUSTEAZ PROFESSIONAL AMERICAN BREADCRUMBS - COARSE	15 lb	6 x 12	0.99	14.75"x5.50"x21.00"		
733-0440	KRUSTEAZ PROFESSIONAL CRACKERMEAL - FINE	25 lb	6 x 12	0.99	14.75"x5.50"x21.00"	<ol style="list-style-type: none"> <li>1. Fine and coarse varieties.</li> <li>2. Light coating that allows flavors to come through.</li> <li>3. Neutral flavor that is easy to customize.</li> </ol>	Great outside coating or pre-dust for proteins, cheese and vegetables.
733-0445	KRUSTEAZ PROFESSIONAL CRACKERMEAL - COARSE	25 lb	6 x 12	0.99	14.75"x5.50"x21.00"		
						<ol style="list-style-type: none"> <li>1. Distinct crunchy texture.</li> <li>2. Easily customizable.</li> <li>3. Easily customizable.</li> </ol>	Great for chicken, fish, shellfish, or vegetables.



Family owned and operated since 1932.

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