

Maggi

Assisting the amazing
since 1886

THINKING ABOUT GLOBAL FLAVORS?



The growing appetite for global flavors

Diners are changing and so are their tastes.

Social media, increasing globalization and travel have changed the out-of-home industry forever. You've probably already seen it with your diners – Millennials Instagramming their plates before they eat, or diners sharing their opinions of everything you do for them with everyone they know.

Your diners are becoming more adventurous too. Exposure to recipes, food ideas and preparation techniques from around the world has turned them into culinary explorers, actively seeking out new tastes and experiences.

82%
of Americans
are open to trying
new flavors¹

77%
of Millennials
say they enjoy
eating a mix of
ethnic foods²

Most likely, you're as excited about exploring new taste combinations as your diners are. After all, if you get it right, they'll keep coming back for more. How can you achieve the flavors they're craving?

Maggi® has the answer.

1. Mintel Group Ltd. 2014. Innovation on the Menu: Flavor Trends
2. The Boston Consulting Group, 2013

The easy way to give your menu a global accent

Maggi seasonings, pastes and bases provide everything you need to create the dishes with a global twist that your diners are looking for. When you use *Maggi* products it's like having a team of specialist chefs (with all their favorite ingredients) to help you in your kitchen.

Know-how you can rely on

At *Maggi*, we're experts in world cuisines. We don't just understand them; we've spent 129 years developing them. Today, *Maggi* products are sold in over 80 countries, and *Maggi* is the number one most frequently bought food brand in the world.¹ We have over 200 dedicated Nestlé Professional chefs who are all experts in their local cuisines. It's their job to explore new ways to help you satisfy your increasingly adventurous and demanding diners.



1. Kantar Worldpanel 2013

Our products open up a world of flavors

Maggi products are made with the most authentic ingredients, using recipes developed in collaboration with expert local chefs. They're available in easy-to-use and time-saving formats that will spark new ideas and help you to evolve your menu.



Maggi Tabletop Seasoning
Let diners season dishes to their own tastes

- Available in convenient, pourable bottle for tabletop usage
- Enhances the taste of all kinds of food
- Can be used to season soups and salads in place of salt
- Ideal for beverages, condiment stations and smaller foodservice operations



Maggi Spicy Seasoning
Gives a spicy kick to any dish

- New variant of the world-famous *Maggi* Seasoning. It has a unique Sichuan pepper heat with deep umami flavor
- Delivers memorable spicy taste – very on trend for Millennials
- Perfect for a huge range of dishes across nearly every type of cuisine, from European to Asian to Latin American
- No added preservatives and no added MSG



Maggi Seasoning
Add authentic umami flavor

- Intense umami flavor – straight from the bottle
- Made from wheat through a proprietary seven-week fermentation process
- Perfect for a huge range of dishes, from soups to beverages, and across nearly every type of cuisine, from German to Chinese
- Helps reduce salt content by up to 25%
- No added preservatives and no added MSG



Maggi Thai-style Curry Pastes
Add the taste of Thailand

- Red and green curry pastes with Thai style *Maggi* chef recipes
- Full of authentic flavors, including chili peppers, lemongrass and kaffir lime
- Create the perfect curry or add a Thai style twist to any meat or vegetable dish
- Gluten-free and no preservatives or artificial flavors



Maggi Chicken and Beef Bases
Perfect foundations for a world of dishes

- Meat-first chicken and beef bases
- Perfectly balanced natural flavors and aromas
- No artificial flavors, preservatives, 0g trans fats and 0g saturated fats per serving
- Gluten-free and no added MSG*

*Other than that which comes naturally from ingredients such as autolyzed yeast extract and hydrolyzed proteins.

The most creative ingredient

Maggi Seasoning is incredibly versatile. Chefs all over the world bring out the best in their dishes by adding a few drops straight from the bottle at any step in the cooking process. Now you can do the same.



Seasoning

Add before, during or after cooking. Ideal for soups, salads, pizzas or burgers

Sauces

Give sauces depth with a few drops, such as wing sauces and gravies

Dips

Create new flavors for dipping, such as umami hummus



Marinades & glazes

Use as a marinade to enhance ingredients. Perfect for all meats, seafood and vegetables

Stir-frying

Add an umami boost to noodles, rice and vegetable dishes

Beverages

Mix into beverages such as Bloody Mary and michelada

International inspiration

You can use Maggi seasonings, pastes and bases to add authentic global dishes to your menu, or you can add a twist to almost any kind of food for your adventurous diners. Here are a few ideas to get you started, but there a world of possibilities – go explore!

Steamed Red Thai Mussels

Make mussels more exotic by adding a spoonful of Maggi Red Curry Paste to the broth you're steaming them in

Spicy Mexican Meatballs

Maggi Spicy Seasoning makes mundane meatballs more exciting for adventurous diners

Savory Ramen

Maggi Seasoning gives noodles a unique umami boost that lifts a dish without having to use expensive main ingredients



Spicy Rack of Ribs

Use Maggi Spicy Seasoning in a marinade or glaze to give ribs a kick

Green Thai Burger

Mix Maggi Green Curry Paste with mayonnaise to give a burger an international twist

Create authentic global flavors with *Maggi* seasonings, bases & pastes

Product name	GTIN/ UPC code	Nestlé code	Pack size
<i>Maggi</i> Seasoning	0-00-74826-72306-1	09123272	6 x 27 fl oz
<i>Maggi</i> Tabletop Seasoning	0-00-28000-31216-9	12261870	24 x 6.75 fl oz
<i>Maggi</i> Spicy Seasoning	0-00-28000-29872-2	12261861	6 x 13.5 fl oz
<i>Maggi</i> Chicken Base	0-00-74826-11306-0	12287919	6 x 1 lb
	0-00-74826-11303-9	12255322	1 x 25 lb
<i>Maggi</i> Beef Base	0-00-74826-11406-7	12287951	6 x 1 lb
	0-00-74826-11403-6	12255321	1 x 25 lb
<i>Maggi</i> Thai Style Red Curry Paste	0-00-74826-11506-4	12255318	6 x 14.4 fl oz
<i>Maggi</i> Thai Style Green Curry Paste	0-00-74826-11606-1	12255319	6 x 14.4 fl oz

Work with Nestlé Professional

With a network of 10,000 passionate and committed professionals, Nestlé Professional serves the needs of the global food industry. We're committed to being an inspiring growth partner and to providing you with creative food and beverage solutions that enable you to delight your diners.

To find out more, call 1-800-243-8822 or visit nestleprofessional.com

