



FLAVOR
MEANS BUSINESS.



The best tomorrow is based on what you serve today.

 **MINOR'S**
TRUSTED BY CHEFS™



"We are partners with the professional chefs and cooks of America."

-Dr. L.J. Minor

INNOVATOR. LEADER. COLLABORATOR.

In 1951, with \$6,000

and a borrowed mixer,



Dr. L.J. Minor began a company and a legacy that

would impact chefs and kitchens across North America.

Seeing culinary excellence as an obligation rather than

just a goal, Dr. Minor worked diligently to create

products that showed what flavor could do, as well

as what it should do.

MINOR'S® plant manager, Ingolf Nitsch, has

helped ensure the consistency of MINOR'S for

the past 32 years. As a certified chef and student of

Dr. Minor, he captained the team at the 1984 Culinary

Olympics, and today continues to further Dr. Minor's vision.



Beginning with the first base through today's Natural

Gluten Free Bases, MINOR'S® has continued to pioneer

and be the flavor source most trusted by chefs. We've

done so by staying true to the culinary leadership

of Dr. Minor, in principles and practice.

1951



Dr. L.J. Minor developed the first refrigerated, meat-first food base.

1970

Began loyal sponsorship of American Culinary Federation



1977

Dr. L.J. Minor, Chef Louis I. Szathmary and Lt. Gen. John D. McLaughlin were successful in elevating the status of Chef from the 'Services' to the 'Professional' category.



There is one thing that will bring customers back again and again and again: flavor. And flavor isn't measured like other parts of the business—it's not created on charts or gauged by its numeric value. It's crafted in the kitchen and judged on each and every plate.

MINOR'S® has a proven heritage of providing the very best tastes in products perfectly made to serve your operation.

Created by chefs for chefs, each of our products—from bases to sauces to dry roux—uses high-quality ingredients that are selected, sourced and handled with extreme care to the highest standards in quality and food safety.



FLAVOR MEANS BUSINESS. MINOR'S KNOWS BOTH.



The results are flavors preferred by chefs* and products with exceptional yield. Designed to outperform all others, the flavors from MINOR'S always capture authentic tastes and always work exactly as needed. Because flavor means everything.

Flavor means business.

*2010 Tragon research, blind cutting with ACF chefs

Chef Peter Schonman of Biaggi's was looking to give a little "umph" to a pasta dish. He found his answer in MINOR'S® Lobster Base.

"This gave us the rich lobster flavor we were missing, and did it all for a fraction of the cost of making a lobster stock reduction."

Today, Fettuccini with Lobster is consistently his best-selling pasta.



1983

1984

1995

Culinary Institute of America
classroom dedicated to Dr. Minor



1st U.S. manufacturer to win Grand
Gold Medal at Culinary Olympics

Launched Culinary Cream





Developing an enticing menu
and an efficient kitchen is
tricky business. Luckily, it's
one in which our world-class
chefs at MINOR'S® specialize.



By working hand in hand, mind to menu, with you
and your specific needs, we can provide insights,
analysis, and ideas to help you ensure that every
guest becomes a loyal customer.

STRENGTH IN NUMBERS.

Whether through direct communication, website
postings, or giving you easy access to our recipe
database, our resources are your resources, our
innovations are your innovations, and our chefs
are your chefs. This approach is nothing new for
MINOR'S. But today, with more than 20 dedicated
chefs, it's easier than ever. Start the collaboration today.



1998



Launched Flavor Concentrates

2008

*Launched Natural
Gluten Free Bases*

Today



*NESTLÉ PROFESSIONAL™
Customer Innovation Campus opens*

*MINOR'S is the market
share leader and the most
trusted base brand*





*To learn more about how MINOR'S®
can help put more flavor on your menu
and drive business in your operation,
please call 1-800-243-8822 or visit
flavormeansbusiness.com.*