



NOTHING TO HIDE WITH THIS NEW JUS

*With quality an increasingly key driver for consumers¹, chefs can struggle to offer that unmistakable homemade taste within the time restraints of a busy kitchen. To solve this dilemma, Essential Cuisine, industry-revered stocks and sauce maker, has launched its **NEW** Signature Beef Jus, offering professional chefs all the taste and performance of a kitchen-made jus in seconds.*

Clearly distinctive

New Signature Beef Jus is the ultimate jus solution, developed to meet the exacting demands of the discerning chef. Made purely from beef bones, vegetables and herbs, as a chef would, it is the perfect base for professionals' sauces.

Recommended by the prestigious Craft Guild of Chefs, Signature Beef Jus can be used straight from the pack and added to reductions of wine, cream and herbs to make the finest finished sauces.

Just like a kitchen-made jus, Signature Beef Jus is full of naturally occurring gelatine and meatiness, making it excellent for foaming, jelly cubes and glazing. However, it is also deliberately basic so each chef can add his/her own ingredients to create their own signature sauces.

Nigel Crane, managing director of Essential Cuisine, said: "For the first time, chefs can save valuable time in the kitchen with a pre-prepared jus that does not compromise on quality or performance, enabling them to focus on the final dish. Signature Beef Jus offers a clean, meaty flavour, a mirror-like sheen and that viscous mouth feel that is so vital in a sauce base."

Signature Beef Jus

- 100% natural ingredients (just like your own jus)
- Tastes, behaves and performs (just like your own jus)
- Simply add your reductions and garnishes to make your own signature jus

Why we're Essential

Essential Cuisine was started in 1996 by Nigel Crane, a development chef at RHM and former sous chef under Anton Mosimann at The Dorchester.

Whilst product developing at RHM, it became clear to Nigel that there was an opportunity for a range of high quality stocks mixes. Nigel decided to take the stocks directly to the trade and the business took off from there.

Today the company makes a wide range of premium stocks and sauces with an authentic taste and appropriate level of seasoning. The whole range is free from artificial colours and preservatives, and added MSG. The Essential approach is a chef's approach, striving to make products as close to kitchen-made as possible.

For samples contact Essential Cuisine on 0870 050 1133, email sales@essentialcuisine.com or visit www.essentialcuisine.com

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Notes to Editors

1. TNS Worldpanel Foodservice - Out of Home Meal consumption Nov 2005

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