

**CATTLEMEN'S<sup>®</sup>**  
BBQ

**BUILT FOR**  
**BACK OF HOUSE**

**BETTER  
COVERAGE  
AND CLING**

**USED BY  
BBQ WORLD  
CHAMPIONS**

**AUTHENTIC  
KANSAS CITY  
FLAVOUR**

**KANSAS CITY CLASSIC IS GREAT ON:**



**BBQ CHICKEN PIZZA  
WITH RED ONIONS,  
CHEESE AND ROCKET**



**KANSAS-STYLE  
RACK OF RIBS  
WITH COLESLAW**



**LOADED BBQ BURGER  
WITH CRUMBLD BLUE  
CHEESE AND CRISPY  
FRIED ONIONS**



**MARINATED BBQ  
SLOW-COOKED  
PULLED PORK**

Cattlemen's<sup>®</sup> Kansas City Classic<sup>®</sup> BBQ Sauce brings a delightful balance of tomato and tangy vinegar flavours, sweet molasses and natural hickory smoke and spice for a well-rounded, world-class BBQ taste.

Code	Product	Pack Size
419556200	Cattlemen's Kansas City Classic BBQ Sauce	4 x 3.78lt



  @MCFlavourHouse



## AUTHENTIC AMERICAN BBQ SAUCE COMES TO THE UK

For more than 50 years, Cattlemen's® has set the standard for quality and performance. It is inspired by the American heartland where BBQ is not just food, but a way of life. This authentic American sauce has made its way across the pond to the UK, where BBQ is the most popular sauce in QSRs<sup>1</sup>, and recent trends have seen many consumers turning towards regional BBQ styles from the US, such as the smoky Kansas City BBQ<sup>2</sup>.

## BUILT FOR FOODSERVICE

Pitmasters, operators and BBQ World Champions alike use Cattlemen's Kansas City Classic BBQ Sauce as a convenient, sweet and robust BBQ sauce. Use it straight up to save valuable labour time over scratch prep, or try adding small tweaks to create signature dishes. It's one of the most famous BBQ sauces you've probably never heard of!



## MORE MILES PER GALLON

This classic BBQ sauce is made with thick tomato paste for better coverage and cling, which also increases hold times making it perfect for delivery and catering operators alike. Cattlemen's is extendible by up to 20%, giving operators more miles per gallon. Its recipe is crafted to meet the demands of commercial kitchens, with a formula that holds up to heat and prevents burning, making it a reliable and consistent sauce for back of house creativity.



## AUTHENTIC KANSAS CITY FLAVOUR

Kansas City is in the top three most appealing US regional BBQ flavours for UK consumers<sup>3</sup>. Our version of this Kansas City sauce is a perfectly balanced signature BBQ sauce which pays homage to the Kansas City BBQ Mecca, hitting all the right notes. The Gold Standard for original Midwestern BBQ sauce.



Sources: <sup>1</sup>MMR Survey on behalf of McCormick Flavour Solutions, 2020; <sup>2</sup>The Food People, American Cuisines (UK),2021; <sup>3</sup>McCormick Toluna survey of 800 UK Customers about BBQ