

# CATTLEMEN'S®

ÉPICES À FROTTER BBQ RUBS

**NEW**

## INTRODUCING CATTLEMEN'S NEW BBQ RUBS ★ WITH BOLD FLAVOUR PROFILES ★



**71%**  
OF OPERATORS BUY  
RUBS FOR THEIR  
VERSATILITY/USAGE IN  
MULTIPLE APPLICATIONS\*



### CATTLEMEN'S® COWBOY RUB

THIS BOLD MIX OF MOLASSES, COFFEE AND REAL SEA SALT ADDS LAYERS OF FLAVOUR. GREAT FOR BRISKET, CHICKEN OR PORK. THE FINE GRIND IS IDEAL FOR LOW N' SLOW COOKING.



### CATTLEMEN'S® SMOKEHOUSE RUB

A PEPPERY BLEND OF REAL SEA SALT, GARLIC AND SMOKED PAPRIKA. PERFECTLY SUITED FOR BEEF, PORK OR GRILLED VEGGIES. THE COARSE GRIND IS GREAT FOR OPEN FLAME COOKING.



### CATTLEMEN'S® TEXAS LONGHORN RUB

A SAVOURY GOURMET BLEND OF ONIONS, GARLIC, RED BELL PEPPERS AND SEASONED SALT. PERFECT FOR SEASONING ANY CUT OF PORK, CHICKEN OR SEAFOOD. THE FINER GRIND IS GREAT FOR LOW N' SLOW COOKING.



# THE RUBS REVOLUTION HAS BEGUN!



Cattlemen's® **NEW** BBQ Rubs are developed for the professional kitchen with superior ingredients to layer bold flavours that add a consistent premium signature touch across your menu.

The ready-to-use format is ideal for low 'n slow cooking and is perfect for blending with Cattlemen's® BBQ sauces to create your own signature sauce. It's all part of our commitment to delivering real ingredients, great taste and end-to-end solutions.

## 45%

OF OPERATORS USE RUBS  
TO CREATE AN AUTHENTIC  
FLAVOUR PROFILE!



**COWBOY RUB**  
SMOKY BACON REDEYE BEANS



**SMOKEHOUSE RUB**  
SOUTHERN STYLE CHICKEN TENDERS



**TEXAS LONGHORN RUB**  
SPATCHCOCK CHICKEN

**OUR NEW EASY TO USE BBQ RUBS DELIVER TO THE NEEDS OF FOODSERVICE:  
PERFORMANCE IN THE KITCHEN AND PERFORMANCE ON THE PLATE.**

### PRODUCT DETAILS

ITEM CODE	PRODUCT	PACK SIZE	UPC	SCC
140012362	Cattlemen's® Cowboy Rub	6 x 839g	056200010639	20056200010633
140012361	Cattlemen's® Smokehouse Rub	6 x 830g	056200010653	20056200010657
140012363	Cattlemen's® Texas Longhorn Rub	6 x 788g	056200010646	20056200010640



CONTACT YOUR MCCORMICK SALES REPRESENTATIVE TODAY OR VISIT US AT [CLUBHOUSEFORCHEFS.CA](http://CLUBHOUSEFORCHEFS.CA) TO DISCOVER A FRESH ARRAY OF FLAVOUR PROFILES, INGREDIENT COMBINATIONS, RECIPES, AND MORE.

[ClubHouseForChefs.ca](http://ClubHouseForChefs.ca) [f](#) ClubHouseForChefs [@](#) ch4chefs



McCormick Canada Food Service  
600 Clarke Road, London, Ontario N5V 3K5 Phone 1-800-265-4988  
\*Reg. TM McCormick Canada. \*Reg. TM McCormick & Co., Inc. Used under licence.  
\*Reg. TM The French's Food Company L.L.C. Used under licence.  
\*Source: Datassential SHS AAU Quantitative Tracking Study

**CATTELEMEN'S®**  
ÉPICES À FROTTER BBQ RUBS

**BUILT FOR YOUR BACK OF HOUSE,  
NOT YOUR BACKYARD**