



Now
available in
the U.S.

The best-selling ethnic flavors
your customers are craving



Assisting the amazing
since 1886

A versatile new range to add authentic ethnic flavors to the menu.

In over 80 countries around the world, chefs use *Maggi* products to save time and add consistent authentic flavors to their regional dishes. Now *Maggi* is available in the U.S.

The growing appetite for global flavors



serving suggestion

Ethnic popularity

Asian foods account for 29% of the U.S. market's total sales.¹



serving suggestion

20% growth

The market for ethnic food in the U.S. has grown 20% a year for the last 4 years and is set to continue to grow.²



Maggi is the #1 most frequently bought food brand in the world³ and was chosen more than **2 billion times** in the last year, with annual growth of **4%**.⁴

Now available in the U.S.



Increase traffic with international ingredients

With *Maggi* you can enjoy higher margins and encourage increased traffic by satisfying diner demand for ethnic dishes.



The easy way to create authentic ethnic dishes

Maggi makes it easy to reap the rewards of the ethnic food phenomenon by creating authentic dishes with Thai style, Asian, and other global seasonings, bases and pastes.



A world of flavors

Maggi products are developed with local chefs, made with high-quality ingredients, and are available in formats proven to work in professional kitchens around the world.

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

Our flavors

Asian Seasoning

#1 selling *Maggi* seasoning in Asia

Maggi Liquid Seasoning



- Enhances savory notes in meat, poultry and seafood
- In vegetarian dishes, adds delicious roasted flavor without adding meat or meat juices
- Perfect in a wide variety of marinades
- Used to replace salt, it can reduce sodium content in dishes by 25%

Thai Style Curries

Authentic recipes from Asia

Thai Style Red Curry Paste



- Combines the flavors of red chili peppers, lemongrass, kaffir lime and ginger
- Perfect for cooking with chicken, duck, seafood, beef, lamb, pork and vegetables
- Contains no preservatives or gluten
- Ambient

Thai Style Green Curry Paste



- A delicious blend of green chili peppers, lemongrass, kaffir lime, coriander, turmeric, cumin and ginger
- Tastes great with chicken, duck, seafood, beef, lamb, pork and vegetables
- Contains no preservatives or gluten
- Ambient

Authentic Bases

The most authentic and reliable bases for your ethnic recipes

Maggi Chicken Base



- Delivers consistent flavor
- Easy to rehydrate
- Contains no added MSG* or preservatives
- 0g trans fat and 0g saturated fat per serving
- Ambient

Maggi Beef Base



- Real beef flavor, natural juices and aroma
- Contains no added MSG*, preservatives or artificial flavors
- 0g trans fat and 0g saturated fat per serving
- Ambient

Create authentic ethnic flavors with *Maggi* Liquid Seasoning, curry pastes and bases.

Product name	GTIN/ UPC code	Globe Code	Pack size	Nutritional information	Distributor code
<i>Maggi</i> Liquid Seasoning	0-00-74826-72306-1	09123272	6 x 27 fl oz	Vegetarian, no added MSG*	
<i>Maggi</i> Thai Style Red Curry Paste	0-00-74826-11506-4	12255318	6 x 14.4oz	Gluten free, no preservatives	
<i>Maggi</i> Thai Style Green Curry Paste	0-00-74826-11606-1	12255319	6 x 14.4oz	Gluten free, no preservatives	
<i>Maggi</i> Chicken Base	0-00-74826-11301-5	12255320	12 x 1lb	No preservatives, no added MSG*	
	0-00-74826-11303-9	12255322	1 x 25lb		
<i>Maggi</i> Beef Base	0-00-74826-11401-2	12255086	12 x 1lb	No preservatives, no added MSG*	
	0-00-74826-11403-6	12255321	1 x 25lb		

Work with Nestlé Professional

Nestlé Professional serves the needs of the food industry in over 80 countries worldwide. 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 customers.

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