

FREE FROM
ARTIFICIAL
 FLAVORS, COLORS
 PRESERVATIVES & GLUTEN
 NON-GMO



STEP UP your SEAFOOD with HUMBLE & FRANK

Company Profile



The sizzle of shrimp on the grill. The delicate, ocean-fresh taste of perfectly prepared fish. At Humble & Frank, we know it's hard to top the taste of high-quality seafood, we're proud to blend culinary innovation with the crave-worthy ingredients that make our products second to none. Each tasty nuance, each mouthwatering ingredient has been chosen specifically to enhance – not eclipse – the tastes of your favorite seafood dishes.

Our philosophy is a simple one – Humble and Frank – honest ingredients and flavours that deliver on their name! We hope you enjoy bringing this catch to the table.



INFUSE FLAVOUR & EXCITEMENT INTO YOUR SEAFOOD DEPARTMENT SALES

- Add incremental sales to your bottom line – give grocery something to talk about!
- Provide endless options for merchandising with your fresh catch
- Optimize H&F supported POS, recipe cards and in-store demo with our professional, food safe team



SHIPPING FROM Vancouver, Canada

- New Customers 4-6 week lead time for PO. Restocking 2-3 weeks.
- Available in:





MARINADES & FINISHING SAUCES

SOAK, SLATHER,
SAUCE & DRY

Soak, slather, sauce and drip: open-up a bottle and let these good-to-the-last-drop marinades give your proteins the star treatment they deserve.

FREE FROM
• PRESERVATIVES
• ARTIFICIAL COLORS/MSG
• NON-GMO/GLUTEN FREE*

Product Description	CASE UPC	Retail Pack Size	Ingredients	UNIT UPC
<p>Lemon Honey Herb</p>  	 6 28110 29302 2	12 x 300ml	<p>Sunflower* Oil, Water, Orange Juice From Concentrate*, Fresh Lemon Juice*, Californian Crushed Garlic*, Grainy Dijon Mustard*, Distilled Vinegar*, Canadian Hon*ey, Sherry Vinegar*, Sea Salt*, Cracked Black Pepper*, H&F Herbes De Provence*, Natural Flavours*, Citric Acid, Herbs and Spices*, Xanthan Gum*</p> <p>Allergens: Mustard *Non-GMO verified</p>	 6 28110 29301 5
<p>West Coast Miso Maple</p>  	 6 28110 29323 7	12 x 300ml	<p>Sunflower Oil*, Water, Organic Naturally Brewed Teriyaki Sauce* (Water, Organic Whole Soy Beans, Organic Wheat, Sea Salt, Brewing Starting (Aspergillus Sojaj), Organic Shiro Miso Paste* (Organic White Rice, Organic Whole Soy Beans, Sea Salt, Filtered Water, Culture (Aspergillus Oryzae), Pure Canadian Maple Syrup*, Sesame Oil*, Fresh Ginger*, Sea Salt*, Citric Acid*, Natural Flavour*, Xanthan Gum*</p> <p>Allergens: Soy, Sesame *Non-GMO verified</p>	 6 28110 29304 6
<p>Chipotle Lime</p>  	 6 28110 29328 2	12 x 300ml	<p>Orange Juice from Concentrate *, Water, Sunflower Oil*, Fresh Lime Juice*, Californian Crushed Garlic*, Distilled Vinegar*, Chipotle Peppers in Adobo Sauce* (Chipotle Peppers, Vinegar, Tomatoes, Onions, Sugar, Salt, Paprika, Soybean Oil, Spices), Cane Sugar*, Chili de Arbol Powder*, Achiote Powder*, Natural Flavour*, Citric Acid*, Xanthan Gum.</p> <p>Allergens: Soy *Non-GMO verified</p>	 6 28110 29309 1
<p>Korean Sesame Teriyaki</p>  	 6 28110 29324 4	12 x 300ml	<p>Naturally Brewed Teriyaki Sauce* (Water, Organic Whole Soy Beans, Organic Wheat, Sea Salt, Brewing Starting (Aspergillus Sojaj), Humble & Frank Sweet Korean Chili Sauce* (Sugar, Water, Californian Crushed Garlic, Water, Distilled White Vinegar, Fresh Thai Chili Peppers, Gochujang Chili Paste (Water, Rice, Red Pepper Powder, Rice Syrup, Cane Sugar, Rice Wine (Water Rice, Yeast), Garlic, Sea Salt, Vinegar, Onion, Seed Malt (Rice)), Fresh Lime Juice*, Sunflower Oil*, Fresh Lemon Grass*, Fresh Minced Ginger*, Roasted Sesame Seeds*, Sea Salt*</p> <p>*Non-GMO verified</p>	 6 28110 29305 3

Shelf Life	Product Dimensions	Case Dimensions	Suggested Retail Price
12 months, ambient	2.5" x 2.5" x 7"	8" x 12" x 8"	\$5.99

Foodservice also available, 2x4L



TARTAR & COCKTAIL SAUCE

DIP, POUR,
DUNK & SWIRL

Make any party a little more 'taste-full' with these delicious condiments. Each one is premium-crafted and ready to get your tastebuds celebrating.

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 • PRESERVATIVES/ARTIFICIAL COLOURS/MSG
 • NON GMO/GLUTEN FREE

Product Description	CASE UPC	Retail Pack Size	Ingredients	UNIT UPC
<p>Original Tartar Sauce</p>  	 <p>6 28110 29331 2</p>	12 x 250ml	<p>BC Mayonnaise (Canola Oil, Liquid Egg Yolk, Liquid Whole Egg, White Vinegar, Water, Sugar, Salt, Lemon Juice Concentrate, Mustard Flour, Natural Flavours, Calcium Disodium EDTA (To Protect Flavour), Dill Pickles* (Cucumber, Water, White Vinegar, Salt, Seasonings), Cane sugar*, Caper Berries* (Capers, Water, Vinegar, Salt), Fresh Lemon Juice*, Fresh Lemon Zest* (Lemon Zest, Water, Citric Acid), Sea Salt*, Cracked Black Pepper*, Citric Acid*, Dill Weed*, Parsley*, Natural Flavour*, Xanthan Gum*) Allergens: Egg, Mustard. *Non-GMO Verified</p>	 <p>6 28110 29310 7</p>
<p>Cajun Tartar Sauce</p>  	 <p>6 28110 29339 8</p>	12 x 250ml	<p>Ingredients: BC Mayonnaise (Canola Oil, Liquid Egg Yolk, Liquid Whole Egg, White Vinegar, Water, Sugar, Salt, Lemon Juice Concentrate, Mustard Flour, Natural Flavours, Calcium Disodium EDTa (To Protect Flavour), Dill Pickles* (Cucumber, Water, White Vinegar, Salt, Seasonings), Cane Sugar*, Capers Berries* (Capers, Water, Vinegar, Salt), Fresh Lemon Juice*, Chipotle Peppers In Adobo Sauce* (Chipotle Peppers, Vinegar, Tomatoes, Onions, Sugar, Salt, Paprika, Soybean Oil, Spices), H&F Cajun Seasoning* (Sea Salt, Paprika, Onion Powder, Garlic Powder), Sea Salt*, Citric Acid*, Natural Flavour*, Xanthan Gum*. Allergens: Soy, Egg, Mustard. *Non-GMO Verified</p>	 <p>6 28110 29312 1</p>
<p>Original Cocktail Sauce</p>  	 <p>6 28110 29326 8</p>	12 x 250ml	<p>San Marzano Tomato Paste* (Tomatoes, Water, Citric Acid), Golden Cane Syrup*, Water, Brown Sugar*, Distilled Vinegar*, Freshly Grated Horseradish Root, Fresh Lemon Juice*, Onion Powder, Sea Salt*, White Pepper*, Cayenne*, Spices*, Herbs*, Xanthan Gum. Allergens: Mustard *Non-GMO Verified</p>	 <p>6 28110 29307 7</p>
<p>Spicy Habanero Cocktail Sauce</p> <p>Tequila & Lime Cocktail Sauce (coming May 2018)</p>  	 <p>6 28110 29327 5</p>	12 x 250ml	<p>San Marzano Tomato Paste (Tomatoes, Water, Citric Acid), Golden Cane Syrup, Water, Brown Sugar, Distilled Vinegar, Freshly Grated Horseradish Root, Fresh Lemon Juice, Fresh Habanero Peppers, Onion Powder, Sea Salt, White Pepper, Cayenne, Spices, Herbs, Xanthan Gum. Allergens: Mustard *Non-GMO Verified</p>	 <p>6 28110 29308 4</p>

Shelf Life	Product Dimensions	Case Dimensions	Suggested Retail Price
12 months, ambient temp	2.5" x 2.5" x 7"	8" x 12" x 8"	\$5.99

Foodservice also available, 2x4L



RUBS & SEASONINGS

SPRINKLE, POUR,
SHAKE & PINCH

Apply these blends liberally to your favourite proteins for sensational flavour that takes no prisoners and leaves no leftovers.

FREE FROM
 • PRESERVATIVES/ARTIFICIAL
 COLORS/FLAVOR/MSG
 • NON GMO/GLUTEN FREE

Product Description	CASE UPC	Retail Pack Size	Ingredients	UNIT UPC
West Coast Salmon Rub 	 6 28110 29334 3	16 x 85g	*Non-GMO Verified Brown Sugar*, Raw Turbinado Sugar*, Sea Salt*, Garlic Powder*, Onion Powder*, Smoked Paprika*, Crushed Chili Powder*, Rubbed Thyme*, Tarragon*, H&F Custom Blend Of Spices And Herbs* *Non-GMO Verified	 6 28110 29315 2
Original Seafood Rub 	 6 28110 29335 0	16 x 85g	Sea Salt*, Cane Sugar*, Smoked Paprika*, Cayenne Pepper*, Rubbed Thyme*, Onion Powder*, Garlic Powder*, Summer Savory*, Cracked Pepper*, Celery Seeds*, Ancho Chili Pepper*, H&F Custom Spice And Herb Blend*, Citric Acid* *Non-GMO Verified	 6 28110 29316 9
Citrus Sweet Chili Rub 	 6 28110 29332 9	16 x 85g	Cane Sugar, * Pink Himalayan Salt*, Lemon Zest*, Orange Zest*, Lime Zest*, Citric Acid*, Tarragon*, Summer Savory*, Onion Powder, * Garlic Powder*, Crushed Red Chili Peppers*, H&F Custom Blend Spice & Herbs* *Non-GMO Verified	 6 28110 29313 8
Szechuan Sesame Rub 	 6 28110 29334 3	16 x 85g	Cane Sugar, Salt, Roasted Sesame Seeds, Black Sesame Seeds, H&F Togarashi Blend (Orange Peel, Crushed Seaweed Nori, Minced Garlic, Szechuan Peppercorn, Crushed Chili Pepper, Spices, Herbs, Annato Powder). Allergens: Sesame	 6 28110 29314 5

Shelf Life	Product Dimensions	Case Dimensions	Suggested Retail Price
24 months, ambient	3.5" x 2. x 4"	6" x 6" x 8"	\$5.99



SEASONED BATTERS

COAT, FLIP AND FRY

Golden-brown crunch and delicate crispiness are at your fingertips with these easy-to-enjoy batter varieties.

FREE FROM

- PRESERVATIVES/ARTIFICIAL COLORS/MSG
- GLUTEN FREE OPTION

Product Description	CASE UPC	Retail Pack Size	Ingredients	UNIT UPC
Original Beer Batter 		12 x 255g	Unbleached Wheat Flour, Corn Starch, Potato Flour, Baking Powder, Onion Powder, Garlic Powder, Sea salt, Humble & Frank Custom Blend Spices, Herbs. Allergens: Wheat	
Gluten Free Batter 		12 x 255g	Brown Rice Flour, Sweet Rice Flour, Tapioca Starch, Arrowroot Flour, Baking Powder, Garlic Powder, Onion Powder, Humble & Frank Custom Blend Spices (Herbes De Provence, Dill, Parsley, Cracked Black Peppercorn, Paprika), Sea Salt.	
Japanese Style Tempura Batter 		12 x 255g	Unbleached Wheat Flour, Corn Starch, Baking Powder, Sea Salt. Allergens: Wheat	
Cajun Batter Lemon Herb Garlic Coming May 2018 		12 x 255g	Unbleached Wheat Flour, Corn Starch, Potato Flour, Baking Powder, Onion Powder, Garlic Powder, Sea salt, Humble & Frank Custom Blend Spices, Herbs. Allergens: Wheat	

Shelf Life	Product Dimensions	Case Dimensions	Suggested Retail Price
24 months, ambient temp	5"x 10"x 2"	8"x 6"x 10.5"	\$5.99