



# SWEET & BOLD BBQ SAUCE

Built for your back of house, not your backyard. Sweet molasses blends with bold spices and natural hickory smoke flavor.



## BBQ IS BIG AND ONLY GETTING BIGGER

### +39.5%

4 year growth of  
sweet BBQ sauce  
Datassentials, 2021

### 45%

of consumers say that they look forward to at least one signature sauce\* and Cattlemen's BBQ sauces are a perfect place to start

\*Datassentials Key Note, 2018

SWEET & BOLD  
BBQ BUTTER

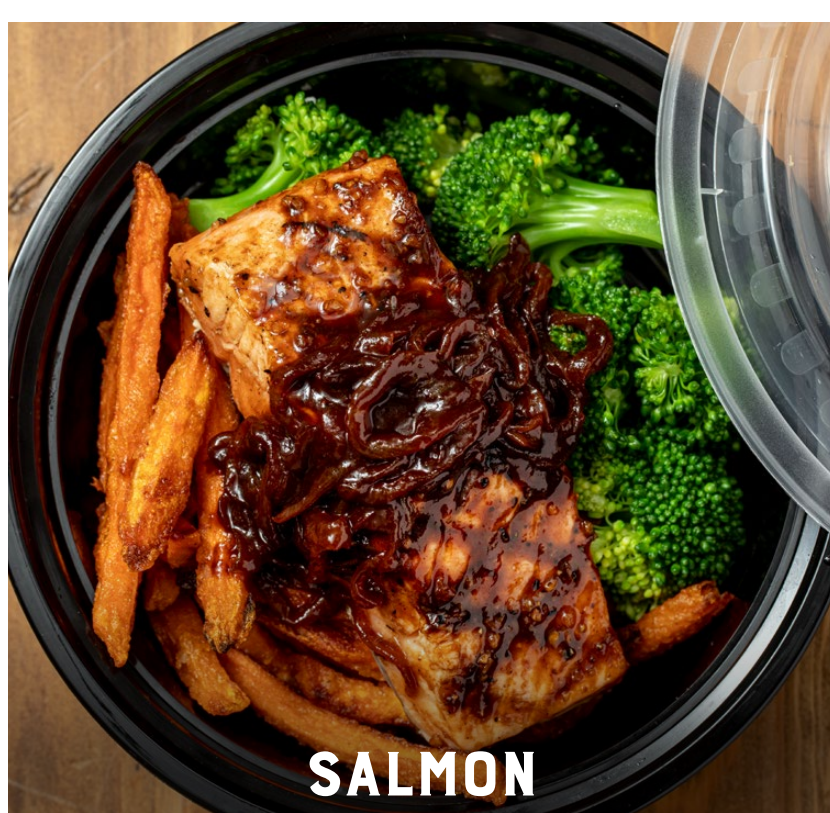


### BETTER COVERAGE & CLING

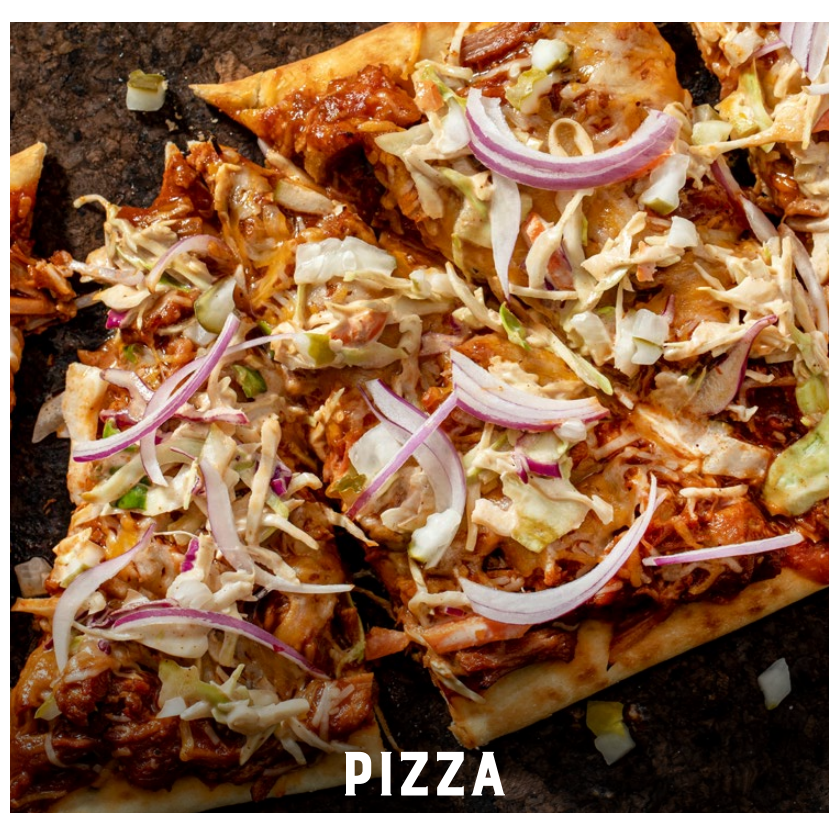
### NO STARCHES OR FILLERS

### SWEET-SMOKY FLAVOR

### SWEET-SMOKY FLAVOR FOR TRADITIONAL BARBECUE FARE, INCLUDING BURGERS, RIBS, CHICKEN & BAKED BEANS



SALMON



PIZZA



BURGERS



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



### FOODSERVICE FIRST

Crafted for back of house  
to meet the demands of  
commercial kitchens



### VERSATILITY

A winning flavor lineup  
that works across every  
menu part



### BETTER FOR BUSINESS

Made with thick tomato paste,  
increasing extendibility and giving  
operators more miles per gallon



### SWEET & BOLD COLA BBQ

2 cups cola +  
3 cups Sweet & Bold  
BBQ Sauce +  
2 Tbsp Cattlemen's®  
Cowboy Rub

## CREATE A SIGNATURE FINISHING SAUCE

### GREAT FOR ANY SMOKED MEAT, WINGS OR USED AS A CONDIMENT