



KNORR® PROFESSIONAL BOUILLON GUIDE

FLAVOUR MATTERS.
CHOOSE YOUR BEST BOUILLON.



Unilever
Food
Solutions

Support. Inspire. Progress.

AT KNORR® PROFESSIONAL WE BELIEVE THAT FLAVOUR MATTERS...

All great dishes start from the base, that's why our range of bouillons have been designed with every chef in mind, to deliver consistent quality and depth of flavour with a product format to suit every budget, nutritional and allergen need.

To find your best bouillon go to: ufs.com/knorrprofessional

OUR BOUILLON RANGE DELIVERS EVERYTHING CHEFS NEED*

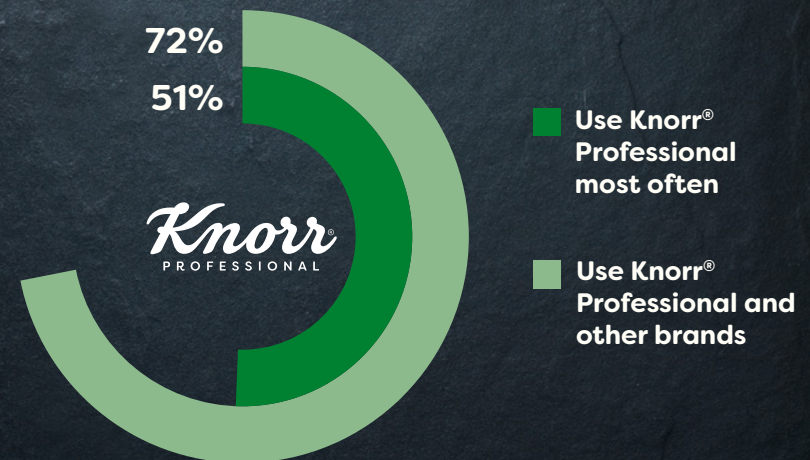
- ✓ A range that helps with allergen management
- ✓ Close to the taste of the real ingredient
- ✓ Creates a perfect base
- ✓ Delivers depth of flavour
- ✓ Compliments a wide range of flavours
- ✓ Dissolves easily



Chefs told us that Knorr® Professional is their brand of choice, driven by a strong sense of quality that cannot be found elsewhere in the market.*

CHOOSE THE UK'S NO.1 BOUILLON BRAND**

Over half of chefs in the UK use Knorr® Professional as their primary bouillon product, even when they have other bouillon brands in the kitchen.†



WE HAVE THE RIGHT BOUILLON FOR YOUR BUSINESS



Knorr® Professional Paste

Knorr® Professional Powder

Knorr® Professional Concentrated Powder

Knorr® Professional Jelly

Knorr® Professional Bouillon Cubes

Most popular and recognisable bouillon format in a variety of flavours

Consistent flavour that chefs know and trust

Clear Paste gives you a clear base and clean flavour to work from

New authentic tasting recipe, gives you the perfect base to build on

No allergens to declare*

Versatile format for all your dish needs, use as a base, dust, season or as a rub to add extra flavour

One bouillon for all your customer and dish needs

No allergens to declare*

Use as a base or to boost flavour

Ideal for a large number of covers

10g per litre giving you a higher yield per gram vs our standard range

The closest to scratch in colour, format, consistency and authentic taste

Creates the perfect base to build on

No allergens to declare*

Tested and endorsed by Craft Guild of Chefs

Easy to use.

Individually wrapped to aid portion control

Works as a dish base or to boost flavour

Ideal for a small number of covers or to use in at home meal kits



*This product does not contain allergenic ingredients which require declaration under EU regulation 1169/2011 [Annex II].

OUR RANGE IN DETAIL: PASTE BOUILLON

- ✓ Most popular and recognisable bouillon format in a variety of flavours
- ✓ Consistent flavour that chefs know and trust
- ✓ Easy to dose
- ✓ Rich and Roast Pastes designed to add extra flavour boosts
- ✓ Clear Paste gives you a clear and more subtle flavour



Product Name	Base	Boost	Base & Boost	Case Size	Dosage	Yield per Pack	Usage Instructions	Vegan	Product Features
Knorr® Professional Vegetable Paste Bouillon			✓	2 X 1KG	25g/L	40L	Pour 1 litre of boiling water onto a dessert spoon (25g) of Bouillon Paste. Stir until dissolved.	✓	
Knorr® Professional Chicken Paste Bouillon			✓						
Knorr® Professional Beef Paste Bouillon			✓						
Knorr® Professional Lamb Paste Bouillon			✓						
Knorr® Professional Ham Paste Bouillon			✓						
Knorr® Professional Mushroom Paste Bouillon			✓						
Knorr® Professional Clear Vegetable Paste Bouillon	✓								
Knorr® Professional Clear Fish Paste Bouillon	✓								
Knorr® Professional Rich Vegetable Paste Bouillon		✓							
Knorr® Professional Roast Chicken Paste Bouillon		✓							
Knorr® Professional Roast Beef Paste Bouillon		✓							

DISCOVER THE VERSATILE USES OF KNORR® PROFESSIONAL PASTE BOUILLONS

BOIL

BRAISE

RUB

POACH

BLEND

*Department of Health UK 2017 salt targets for bouillon.

OUR RANGE IN DETAIL: POWDER BOUILLON

- ✓ New authentic tasting recipe, gives you the perfect base to build on
- ✓ No allergens to declare*
- ✓ Use our concentrated product for a higher yield per gram
- ✓ Versatile format for all your dish needs, use as a base, dust, season or as a rub to add extra flavour
- ✓ Quick to dissolve



Product Name	Case Size	Dosage	Yield per Pack	Usage Instructions	Vegan	No Allergens to Declare [^]	Product Features
Knorr® Professional Vegetable Powder Bouillon	3 X 1KG	20g/L	50L	Add powder to boiling water and stir until dissolved. 20g per 1 litre of water.	✓	✓	
Knorr® Professional Chicken Powder Bouillon							
Knorr® Professional Beef Powder Bouillon							
Knorr® Professional Concentrated Vegetable Powder Bouillon	1 X 3KG	10g/L	300L	Dissolve 10g mix into 1 litre of warm water. Bring to boil and simmer for 2 minutes.	✓		
Knorr® Professional Concentrated Chicken Powder Bouillon							
Knorr® Professional Concentrated Beef Powder Bouillon							

DISCOVER THE VERSATILE USES OF KNORR® PROFESSIONAL POWDER BOUILLONS

PANÉ

DUST

BLEND

BOIL

BRAISE

RUB

SEASON

POACH

*Department of Health UK 2017 salt targets for bouillon. [^]This product does not contain allergenic ingredients which require declaration under EU regulation 1169/2011 [Annex II].

OUR RANGE IN DETAIL: JELLY BOUILLON

- ✓ The closest in colour and consistency to scratch bouillon
- ✓ Creates the perfect base to build on
- ✓ One bouillon for all your consumer and dish needs
- ✓ No allergens to declare[^]
- ✓ Tested and endorsed by Craft Guild of Chefs



Jelly Bouillons	Case Size	Dosage	Yield per Pack	Usage Instructions	Vegan	No Allergens to Declare [^]	Product Features
Knorr [®] Professional Vegetable Jelly Bouillon	3 X 880G	25g/L	32L	For 1 Litre of bouillon, stir approximately one tablespoon of product (25g) into 1 Litre of hot water and bring to the boil. Simmer for 1 minute.	✓	✓	
Knorr [®] Professional Chicken Jelly Bouillon							
Knorr [®] Professional Beef Jelly Bouillon							

DISCOVER THE VERSATILE USES
OF KNORR[®] PROFESSIONAL
JELLY BOUILLONS



BOIL



BRAISE



POACH

OUR RANGE IN DETAIL: BOUILLON CUBES

- ✓ Easy to use
- ✓ Individually wrapped to aid portion control
- ✓ Works as a dish base or to boost flavour
- ✓ Ideal for a small number of covers or to add into meal boxes



Bouillon Cubes	Case Size	Dosage	Yield per Pack	Usage Instructions	Vegan	Product Features
Knorr® Professional Vegetable Bouillon Cubes	3 X 60 Cubes	1 CUBE / 450ML	27L	Place stock cube in a jug. Add 450ml of boiling water to one stock cube and stir to dissolve.	✓	
Knorr® Professional Chicken Bouillon Cubes						
Knorr® Professional Beef Bouillon Cubes						

DISCOVER THE VERSATILE USES
OF KNORR® PROFESSIONAL
JELLY BOUILLONS



BOIL



BRAISE



POACH

OUR BOUILLONS FOR: ELDERLY CARE

Flavour is important and this is even more relevant in elderly care. With residents' sense of taste reducing with age we understand the challenge faced when producing great foods for all. This is why we have a range of bouillons specifically designed to help boost the flavour of your meals. Focusing on adding rich and roast flavour notes to help deliver food your residents will enjoy.



**NO ONE
DESERVES
TO MISS OUT ON
GREAT
FLAVOUR**



ROAST & RICH PASTES

The most popular format, chosen by chefs for delivering consistent flavour time after time

Its rich depth of flavour helps to create dishes that have the impact your residents need

Gluten Free and Lactose Free

Our paste format enables the flavour to last longer, improving your residents dining experience

No additional cost between switching out of standard paste to roast. Giving you a flavour boost at the same cost

POWDERS

Most cost effective format without compromising on the Knorr® Professional quality

No allergens to declare[^]

Versatile format for all your dish needs

Perfect for seasoning and to boost flavours so more versatile than paste format

[^]This product does not contain allergenic ingredients which require declaration under EU regulation 1169/2011 [Annex II].

OUR BOUILLONS FOR: PUBS & RESTAURANTS

Flavour matters and our bouillons are the ideal base. They are available in a range of formats and flavours. Our bouillons are designed to save you time and money so you just need to find the best bouillon for your business.

UK's
NO.1
BOUILLON
BRAND*



PASTE

The format most loved by chefs**

Same consistent taste that your customers love

Use as a base or flavour boost

11 flavours to choose from

Gluten Free and Lactose Free



POWDER

Our new authentic tasting recipe gives you the perfect base to build your dish on

Most cost effective format without compromising on the Knorr® Professional quality

No allergens to declare^

Versatile format for all your dish needs, use as a base, dust, season or as a rub to add extra flavour



JELLY

Reduces the required hours of work to achieve a scratch base

The closest to scratch in colour, format and consistency

No allergens to declare^

Tested and endorsed by Craft Guild of Chefs

OUR BOUILLONS FOR: CONTRACT CATERERS

Contract caterers need the right base to work from due to their wide selection of customers from hospitals, education, hot places and directors dining. With your consumers becoming increasingly aware of dishes and the ingredients they contain, we want you to start with a clean base with No Allergens to Declare[^].



JELLY

Reduces the required hours of work to achieve a scratch base

The closest to scratch in colour, format and consistency

Suitable for smaller, high end sites

No allergens to declare[^]

Tested and endorsed by Craft Guild of Chefs



POWDER

Our new authentic tasting recipe gives you the perfect base to build your dish on

The bouillon that is most cost efficient for kitchens on a tight budget

Versatile format for all your dish needs, use as a base, dust, season or as a rub to add extra flavour



CONCENTRATED POWDER

A higher yield per gram versus our powder range

Large pack format – makes 300L resulting in reduced packaging and environmental impact

No Allergens to Declare[^]

ALL OF THESE PRODUCTS HAVE
NO ALLERGENS TO DECLARE[^]

[^]This product does not contain allergenic ingredients which require declaration under EU regulation 1169/2011 [Annex II].

SUSTAINABILITY

WHAT DO WE ALREADY DO?

Our current packaging is recyclable. It is made out of plastic and recycled cardboard

Long shelf life

Our packs are reusable

All of our packaging now have clear recycling instructions



BY THE END OF 2020...

100% of our agricultural raw materials will be sourced sustainably including palm oil, soya, vegetables, fruit, herbs and spices.

Sustainably sourced vegetables, herbs and spices that are in our bouillons will be called out on pack.

The palm oil in our Paste Bouillon range is RSPO certified which means it is traceable and sustainably sourced.

BY OCTOBER 2021 OUR AMBITION IS...

All of our bouillon containers will be made out of recycled plastic.

BY 2025 WE WILL...

- ✓ Cut the use of single use plastic in half
- ✓ Use 100% recycled, reusable or compostable plastic packaging
- ✓ Collect and process more than we sell

THE TIME FOR CHANGE IS NOW



About 75% of what the global population consumes relies on just 12 crops and 5 animal species. As a result, we are consuming the earth's natural resources at a rate far greater than mother nature can regenerate them.

By switching overused and over-cultivated ingredients for diverse ingredients, chefs can begin to better influence the way consumers eat and how future generations of chefs cook, for a better food future.

Discover the Future 50 Foods at UFS.com/KnorrProfessional

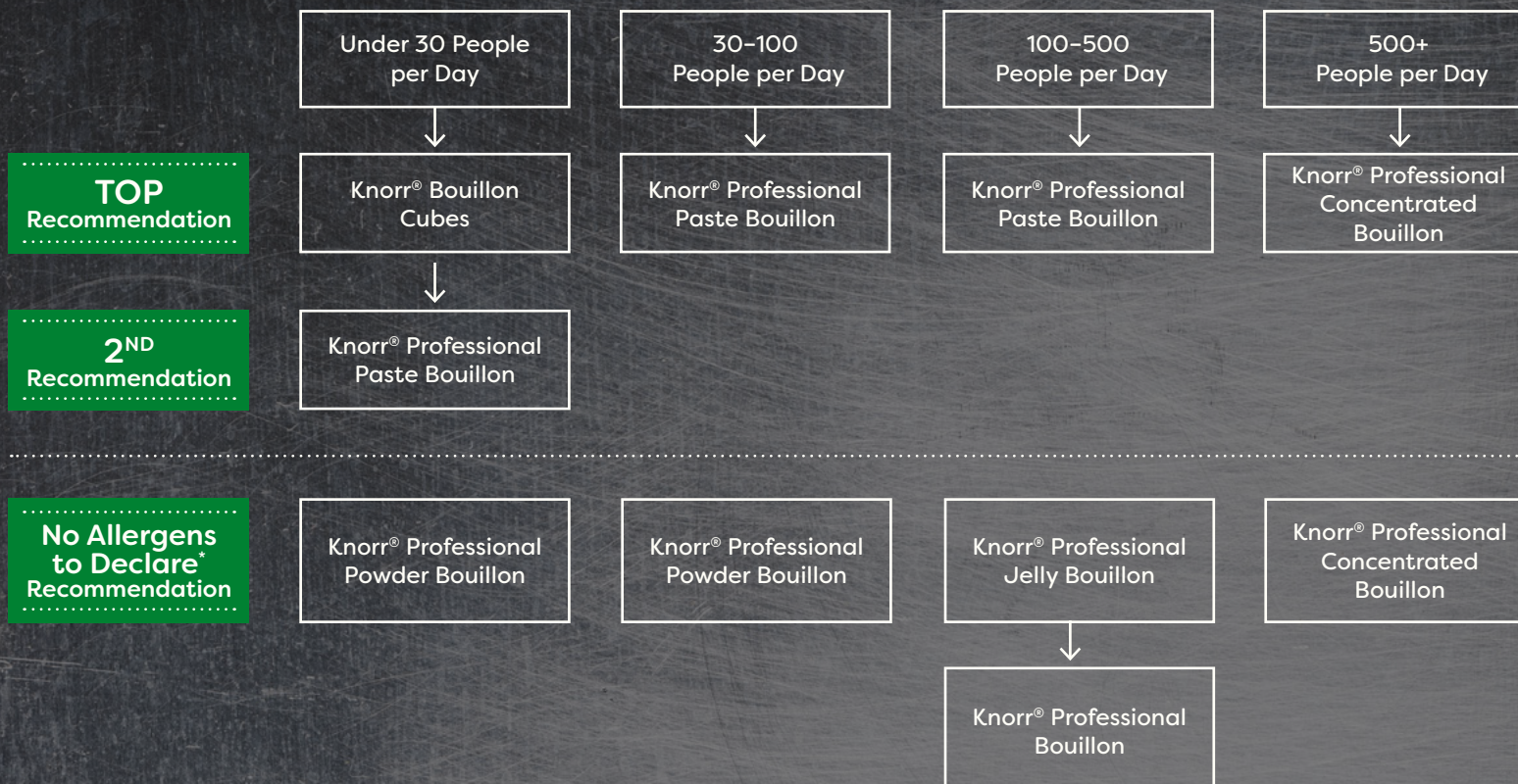
FUTURE
50
FOODS

WHICH BOUILLON IS RIGHT FOR YOU?

We at Knorr® Professional know sometimes it's hard to choose which bouillon to use, so we've created this matrix to help you find the right bouillon for your needs.



How Many Customers Do You Serve?



WHICH KNORR® PROFESSIONAL BOUILLON IS RIGHT FOR YOU?

Budget Conscious	Knorr® Professional Concentrated Powder Bouillon	Knorr® Professional Powder Bouillon	
Authentic Taste	Knorr® Professional Jelly Bouillon	Knorr® Professional Powder Bouillon	
Flavour Boost	Knorr® Professional Paste Bouillon	Knorr® Rich & Roast Paste Bouillon	
One Product for All My Needs	Knorr® Professional Paste Bouillon	Knorr® Professional Powder Bouillon	
No Allergens to Declare*	Knorr® Professional Jelly Bouillon	Knorr® Professional Concentrated Powder Bouillon	Knorr® Professional Powder Bouillon
Clean Appearance	Knorr® Professional Jelly Bouillon	Knorr® Professional Clear Paste Bouillon	



*This product does not contain allergenic ingredients which require declaration under EU regulation 1169/2011 [Annex II].



GET IN TOUCH

Speak to a member of our team to find out more about our bouillon range, including where to purchase.

T: 0800 783 3728 or visit:
[ufs.com/knorrprofessional](https://www.ufs.com/knorrprofessional)

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