

Introducing



# Texture Perfected

FLAVOUR GLAZE

*Craveable Texture. Operational Ease. Visual Impact.*

Delivering crispy texture that lasts is no longer a luxury—it's a necessity. With rising consumer expectations and the explosion of delivery and convenience formats, texture has become a key driver of satisfaction and repeat purchase.

## Why It Matters



**62%** of U.S. restaurant menus now feature the word “**crispy**”



Foods with texture descriptors **score significantly higher** in consumer testing



Texture Perfected: Flavour Glaze retains crispiness for **up to 4 hours**



Requires up to **50% less product** than standard water-based sauces



# What Is Flavour Glaze?

A proprietary oil-based glaze system that:

*Locks in crispy texture*  
across formats and prep methods

*Delivers bold flavor*  
and glossy visual appeal

*Simplifies prep*  
with brush, toss, spray, or stir application

*Performs across channels*  
QSR, retail, and protein processing

# Built for Performance



**Proven success** in  
delivery, dine-in,  
and high-volume  
environments



**Flexible toolkit** tailored  
by substrate, format,  
and regional preferences



Compatible with  
diverse manufacturing  
processes



Enables **menu  
innovation** and  
**margin improvement**

## Applications Include:

- Fries
- Wings
- Chicken Sandwiches
- Pizza Crusts
- Rotisserie Chicken
- Snack Breads
- Fried Shrimp
- Grilled Proteins





# Our Development Process



## Starting Point

- Consumer Target
- Format & Channel
- Flavor Profile
- Texture Goals



## Blending Expertise

- Culinary-led Ideation
- Sensory-First Design
- Technical Feasibility
- Operational Validation



## Outcome

- Lasting Crispiness
- Bold Flavor
- Visual Appeal
- Cost-in-Use Efficiency

## Let's Glaze the Way Forward

*Partner with Griffith Foods to co-create texture-forward solutions that perform.*

Reach out to your Griffith Foods representative today to get started.



Texture  
Perfected

FLAVOR GLAZE

Creating Better Together™

