

Lamb Weston

SALES SOLUTIONS®

Make fries work harder for you.

Almost everyone is feeling it. **92% of operators say their profitability has been negatively impacted by the economy***. A recent NRA article sums it up very simply: "Every move operators make in today's economy has to matter. As customers



Your most profitable side can make even more.

tighten belts and pinch pennies, restaurateurs are responding with cost-conscious creativity."^ These few simple-to-execute strategies using your Lamb Weston french fries can help you not only survive short term, but thrive in the long term.

1 Move fries beyond their traditional side role onto your appetizer menu.

The low food cost and tremendous popularity of fries make for a profitable and creative appetizer offering. Here are a few suggestions:

Bucket of Fun

Serve 6 oz. of Russettes® thin crinkle fries with a unique appetizerware presentation and a selection of sensational sauces.

Menu Price\$5.99
Food Cost (19%)\$1.12
Profit per serving\$4.87
Profit %81%

Straight from the Skillet

Fill a skillet with 8 oz. of hot, skin-on Stealth® fries smothered with melted cheese, chopped tomatoes and fresh basil.

Menu Price\$6.99
Food Cost (19%)\$1.33
Profit per serving\$5.66
Profit %81%



Did you know? The consumers' love affair with frozen potatoes is ever-enduring with this favorite food reaching 53 lbs. per capita consumption.†

Cross Road Nachos

Cover 5 oz. of Lamb's Seasoned CrissCut® fries with traditional nacho toppings with meat, served with salsa.

Menu Price\$6.99
Food Cost (20%)\$1.40
Profit per serving\$5.59
Profit %80%



2 Tantalize with a Combo Platter.

A mixed, shareable platter (24 oz. of assorted, non-protein appetizers) with lower food costs than traditional combo platters, AND with more variety, appeals to a wide range of patrons.

Menu Price\$9.99
Food Cost (25%)\$2.54
Profit per serving\$7.45
Profit %75%



Did you know? Combo platters are the No.1 choice of consumers likely to order appetizers and rank second among appetizers that are growing in sales.‡



* PEI 4TH Quarter 2008 Operator Survey
 † 2006 Economic Research Service, USDA (farm weight)
 Note: All profit profiles based on approximate average delivered operator food costs.

^Every Move Matters: A Game Plan For Success in 2009, NRA
 ‡R&I 2007 Menu Census Data

