

menu ideas

skillet fries

Start with a hot cast iron skillet, bubbling with a 4-cheese mozzarella blend, then add freshly cooked My Fries Thin Concertinas and cracked pepper. A final garnish of fresh chopped tomatoes and Italian parsley brings the appetizer all together.

pizza fries

Toss My Fries Thin Concertinas (right out of the fryer) in ground Parmesan and Italian seasonings, then place in a to-go container and serve with a side of warm marinara sauce for endless dipping.

potato bruschetta

Serve My Fries CrissCut Fries with a healthy blend of diced tomatoes, red onion, fresh basil, balsamic vinegar, a touch of olive oil, and lots of fresh chopped garlic. Place the tomato mixture on the side so customers can spoon on as much as they like.

Argentinean fries

Combine freshly cooked My Fries Thin Regular Cut Fries with a warm, aromatic chimichurri sauce of parsley, garlic, lemon zest, lemon juice, salt, and pepper, for a hearty and exotic side.

rasta fries

Toss My Fries CrissCut Fries with Jerk seasonings, then serve alongside a mango salsa (of mango puree, fresh lime, spices, and salt) for irresistible appeal.

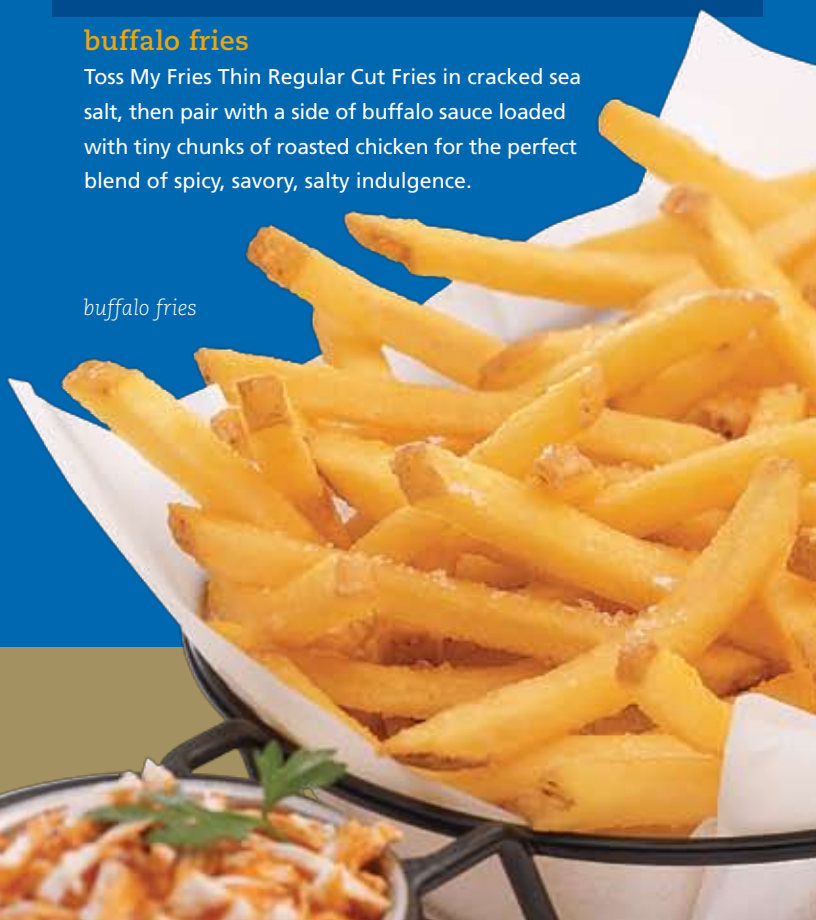
Southwest french fry trio

Combine three My Fries products (Thin Regular Cut, Thin Concertinas, and CrissCut) and serve around a trio of dipping sauces, including spicy tomatillo, mole ketchup, and red chili salsa.

buffalo fries

Toss My Fries Thin Regular Cut Fries in cracked sea salt, then pair with a side of buffalo sauce loaded with tiny chunks of roasted chicken for the perfect blend of spicy, savory, salty indulgence.

buffalo fries



My Fries merchandising.

Merchandising My Fries as a new menu offering can build traffic and drive purchase behavior. Something as simple as a wire basket full of uniquely shaped, golden My Fries CrissCuts can spark customer interest, and boost your fry sales and profits.

Plus, with several ready-made or customizable My Fries merchandising materials available, from table tents and crew buttons to danglers and counter cards, you can quickly and easily build a signature offering with a signature look.



table tents

waitstaff buttons

danglers

counter cards

the latest in a long line of leadership.

Lamb Weston strives to create new products that fit your needs and satisfy your customers. We've made a name for ourselves by pioneering french fry products, such as Stealth Fries® and Generation 7 Fries®. My Fries is next in this innovative line-up, offering you a competitive combination of benefits available nowhere else.

	item no.	pack size	case cube	ship wt.	prep method	temperature	time (min.)	dist. no./price
Thin Regular Cut Fries ¾ (Skin-on)	MY001	6/4.5 lbs.	1.18	29 lbs.	deep fry convection oven conventional oven	345 – 350°F 400°F 400°F	2¼ – 2¾ 7 – 9 15 – 18	
Thin Concertinas® Crinkle Cut Fries ¾	MY004	6/4.5 lbs.	1.28	29 lbs.	deep fry convection oven conventional oven	345 – 350°F 400°F 425°F	2½ – 3 9 – 12 18 – 22	
CrissCut Fries®	MY005	6/4.5 lbs.	1.43	29 lbs.	deep fry convection oven conventional oven	345 – 350°F 400°F 425°F	2¼ – 2¾ 9 – 12 18 – 22	
Shoestring Fries Skin On ¼ (Skin-On)	MY011	6/4.5 lbs.	1.25	29 lbs.	deep fry convection oven conventional oven	345 – 350°F 400°F 400°F	2¼ – 2¾ 7 – 9 15 – 18	
Thin Regular Cut Fries ¾ (Skin-on)	MY012	6/4.5 lbs.	1.16	29 lbs.	deep fry convection oven conventional oven	345 – 350°F 400°F 425°F	2½ – 3 9 – 12 18 – 22	

Be more than good. More than great. Be golden. Ask your distributor about My Fries or call your Lamb Weston representative at 1-800-766-7783 today.

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IF YOU CAN GIVE THEM FLAVOR THAT'S TRULY UNBEATABLE

you're good.

IF YOU CAN MAKE THEM FEEL BETTER ABOUT THEIR CHOICES

you're great.

IF YOU CAN DO BOTH

you're GOLDEN.



whether serving
picky eaters,
fry fanatics, or
those with more
adventurous tastes,
 with My Fries®
you're
GOLDEN.

premium yukon gold fries—a taste that's simply unbeatable.

There simply is no other fry like My Fries. Cut only from superior Yukon Gold potatoes, and featuring an innovative coating system, My Fries captures the natural rich, buttery notes of the potatoes for a savory, incredibly delicious flavor. And in taste tests, consumers have noticed.

Yukon Gold is both preferred and recognized as a premium option.

59% of consumers surveyed said that they would pay more for Yukon Gold fries.*

74% of consumers who tasted My Fries said they taste better than other fries they have eaten.**

* Data: National Yukon Gold Operator Concept Test 2008 ** Alternate Routes, MY FRIES Intercept Taste Test

25% less fat* without an ounce less flavor.

When developing a fry that could answer your customers' desires for better-for-you options, we knew that retaining great taste was paramount. Our proprietary i3 advantage® does just that. It inhibits the absorption of oil into the fry and maximizes the naturally rich Yukon Gold flavor. The result is a fry with 25% less fat than conventional fries, and with a whole lot more flavor.

*25% less fat content is dependent on following recommended refry and handling instructions.



75%

of consumers surveyed said that they were interested in a great-tasting better-for-you fry, and would order it if available.

70% of consumers said they would view a restaurant more positively if it offered a better-for-you fry.

53% of consumers stated that offering a better-for-you fry would make them more likely to visit a restaurant.

* ampliFRY Consumer Survey 2008

when it comes to oil, My Fries has an advantage.

In addition to Lamb Weston's i3 advantage, which creates a lighter, less greasy fry, My Fries are processed with 100% canola oil for Zero Grams Trans Fat per serving.



as a second fry, My Fries should be your first choice.

No matter your size or segment, My Fries is the perfect way to increase profits by adding a premium, better-for-you fry as a second-fry option. Available in five cuts, My Fries products are extremely versatile across the menu, whether in a starring role, or as an ingredient.

"We chose My Fries as a second-fry option for many reasons. The cut, the premium Yukon Gold and better-for-you aspects, and finally, the ability to charge \$1.50 more for them. My Fries are good for our business."

Tony Lewanowich Director, Operations, Champpps Americana Wisconsin

More than 2 in 3 operators are considering adding another fry to their menu.

71% of consumers said they would like foodservice establishments to menu more than one fry.

* ampliFRY Consumer Survey 2008



potato bruschetta