



PROVEN PRODUCERS

Sales Solutions Strategies and Tactics

Our Sales Solutions Series provides proven strategies for increasing french fry and appetizer profits, while building customer loyalty.

Proven profit building strategies.



A comprehensive collection of solutions to help you increase your profits.

Focus on frying.



Minimizing your costs, maximizing your margins.

Make fries work harder for you.



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

Best practices french fry preparation.



Simple steps for managing your fry station to achieve ideal taste and texture.

ampliFRY® Sales Strategies

Rock the house with Lamb Weston fry promotions and simple operational strategies.



For more information on Lamb Weston Sales Solutions, ask your distributor or call the experts at Lamb Weston today at 1-800-766-7783 or visit lambweston.com.

In Canada, call 1-888-593-7866 or visit lambweston.ca



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Tools to help you increase sales & profits.

INSIDE:

- **Start a Text Club.**
Instant customer reach
- **Get social. Get results.**
Meal Ticket® iPhone® Mobile and Social App
- **Fun incentives.**
Custom-built wait staff promotion tools
- **Appetite-inducing.**
Customizable merchandising materials
- **Latest trends.**
In AppetizerWare



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Build traffic and boost your appetizer and fry business!

NEW TOOLS!



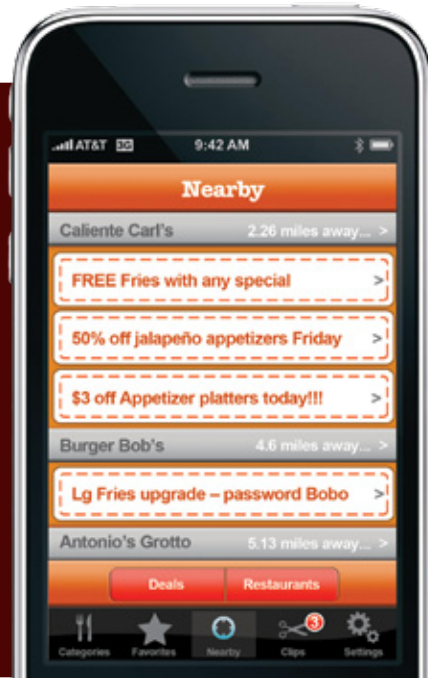
Start text marketing now!

Your customers **OPEN 98%** of the text messages they receive. Hello...?

Source: 2010 Frost & Sullivan

Text Club Promotion Program

Lamb Weston can help you take advantage of the incredible power of instant customer reach with a Text Club Messaging Program from "Call-em-all." Get started today by checking out Call-em-all.com and reference Group Code "lambweston." Or, get all the details on special pricing from your Lamb Weston representative.



Meal Ticket® iPhone® Mobile & Social App

Deliver your deals, coupons, event promotions or other key messages to targeted consumers, right when they are hungry, motivated and nearby. In addition to your mobile coupon or campaign message, you can increase reach via simultaneously posting to Facebook® and Twitter®. No Facebook or Twitter pages? Meal Ticket will create those for you, at no extra charge. Real-time analytics and reporting let you track activity and redemption rates, so you can continuously improve and tailor your promotions for maximum effect. Visit getmealticket.com/lambweston today.



Meal Ticket



Customizable Wait Staff Promotion Tools

Suggestive selling builds business. Let your Lamb Weston representative help you create a powerful Wait Staff Sales Promotion that will increase both profits and customer satisfaction. From customized progress tracking charts to customer-directed merchandising, crew buttons, exciting prize concepts and more, it's fast and easy to build and execute an incentive program that makes the most of front line sales.



UPGRADED

Customizable Merchandising Materials

Your menu. Your message! Our Custom Merchandising system creates messaging that speaks to your customers just the right way at just the right time with appetite-inducing images and compelling copy. Your Lamb Weston representative can help you easily create the perfect signage to produce more profits.

PROVEN PRODUCER

AppetizerWare – the Latest Trends in Serviceware

Sensational serviceware at sensational savings. When you partner presentation with great taste, you practically ensure success. Our dedicated website offers you significant savings on innovative, high-quality serviceware that captures attention and makes a statement with every serving. Go to lambwestonwares.com for all the exciting details.

