

# A Sweet Way to ampliFRY® Profits

Menuing more than one fry really measures up. Our nationwide survey of operator french fry practices and consumer preferences have revealed the surprisingly simple strategy pays off.\*



Fries are your most profitable food item, but 56% of consumers will skip fries if their favorite isn't available.

**86%** say their menu appeals to a wider base of customers

**83%** of multi-fry operators report an increase in fry sales

**23%** saw increases of 6% or more



## Sweet Potato Fries are a Tasty and More Nutritious Addition to Your Menu

Customers are more health-conscious than ever. Growing in popularity, people see Sweet Potato fries as a better-for-you option that offers a variety of benefits including:

- High in Vitamin A
- Good Source of Fiber and Vitamin C
- Zero Grams Trans Fat
- #1 Super Food for Better Health<sup>+</sup>



# Sweet Potato Fries... Cash in on this Growing Trend

Menu Lamb Weston Sweet Things®  
as your 2nd fry option to ampliFRY®  
your profits!



**SWEET**  
sweet potatoes  
**THINGS**®

**Check  
it  
Out!**

Consumers are willing to pay more for Sweet Potato fries. In fact, nearly half of all operators feel they can offer great-tasting Sweet Potato fries at a premium price – more than any other fry alternative.\*

Add Sweet Things® to your menu as...  
**A Side, An Appetizer, A Dessert!**

## Sweet Potato Consumption is Exploding!

Per capita, Sweet Potato consumption has risen 21% over the past five years. Foodservice operators who have Sweet Potatoes on their menus credit them, in part, with driving an increase in current and future fry sales.\*\*

## What About Take-Out and Drive-Thru Operations?

Every fry is coated with a proprietary coating to deliver a delectable crisp exterior and smooth interior that lasts.

## Choose From a Wide Variety of Cut Styles and Product Types.

43% of consumers said they would be more likely to visit a restaurant if it served Sweet Potato fries. And, they would pay more for them – in fact, more for Sweet Potato fries than any other type of fry.\*

## WHY consumers say they like Sweet Potato fries and are eating more of them:

More flavor • Change of pace • Health benefits • "They are better for you and delicious"

**ampliFRY your menu.  
Multiply your profits.**

Ask your distributor or call the experts at Lamb Weston  
about Sweet Things® today. 1-800-766-7783  
Or visit us on the web: [www.ampliFRY.com](http://www.ampliFRY.com)

**Lamb Weston.**

a ConAgra Foods® brand

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\* Source: Lamb Weston proprietary study conducted by Datassential October 2009

\* Center for Science in the Public Interest

\*\* Source: Technomic Online Survey, October 2007