

THE BEER & CRUNCH



**AUTHENTIC TAVERN FLAVOR
IS A DESTINATION ALL ITS OWN.**

TAVERN TRADITIONS™ BEER BATTERED ONION RINGS

The natural sweetness of Spanish onions (the only kind we use), with an appetizing golden color, the perfect crunch and the deep notes of our exclusive beer batter recipe made with handcrafted bock beer.



SAUSAGE & CRISPY ONION PUB PIZZA

This eye-catching, tavern-style thin crust pizza is loaded with hearty bias-cut sausage, colorful roasted bell peppers, and melted crumbles of Gorgonzola cheese. Garnish hot from the oven with crispy Tavern Traditions Beer Battered Onion Rings and fresh chopped parsley.

3/8" RING



Item # - 30424
Case Pack - 4/2.5 lb. bags
Piece Count - 30-35 per lb.
Unit Cost* - 5.08 ea.
Suggested Serving** - 10 items
Prep - Fry, bake or impingement

1/2" RING



Item # - 30427
Case Pack - 4/2.5 lb. bags
Piece Count - 21-25 per lb.
Unit Cost* - 5.11 ea.
Suggested Serving** - 7 items
Prep - Fry, bake or impingement

5/8" RING



Item # - 30423
Case Pack - 4/2.5 lb. bags
Piece Count - 18-23 per lb.
Unit Cost* - 5.13 ea.
Suggested Serving** - 6 items
Prep - Fry, bake or impingement

JUMBO RING



Item # - 30440
Case Pack - 4/2.5 lb. bags
Piece Count - 7-12 per lb.
Unit Cost* - 5.28 ea.
Suggested Serving** - 3 items
Prep - Fry or bake

**TODAY'S
HOTTEST
TREND**

SMALL PLATES: One- or two-piece plates that encourage tasting and experimentation—and boost food sales.

*Based on approximate delivered costs, plus average distributor markup

**Based on 5 oz. portions

BUFFALO BLEU ONION RING SIDE SALAD

Tumble a crispy Tavern Traditions jumbo Beer Battered Onion Ring in rich, buttery buffalo hot sauce, then fill it with crisp iceberg lettuce, chopped tomato, crisp crumbled peppered bacon and a drizzling of thick, chunky bleu cheese dressing.



TOP CONCEPT

AMERICAN TAVERN: a revival that's bringing about a new standard of pub fare, with pared-down, reasonably priced, handcrafted menus.

- 2010 TOP TREND, *Flavor & The Menu*

TAVERN TRADITIONS BEER BATTERED CHEESE STICKS

This smooth, creamy real Mozzarella cheese is coated with a handcrafted bock beer batter. An ultra-appetizing toasty golden color. Premium length, high yield and a crowd pleaser.

4" MOZZARELLA STICK



Item # - 30435
Case Pack - 6/2 lb. poly bag
Piece Count - 14-18 per lb. ✦
Unit Cost* - \$.25 ea.
Suggested Serving** - 5 sticks
Prep - Fry

*Based on approximate delivered costs, plus average distributor markup.
**Based on 5 oz. portions

TOP-TRENDING TECHNIQUE

Nothing creates satisfying texture and flavor like great fryer work. It's the perfect format-matchup for today's small-plate and bar-food trends.

- 2010 TOP TREND, Flavor & The Menu

WARM REUBEN DIP WITH BEER BATTERED MOZZARELLA STICKS

Serve crispy-gooey beer battered Mozzarella sticks with a creamy house-made Reuben dip featuring corned beef, tangy sauerkraut, Thousand Island dressing and cream cheese. Top with a melted and toasted layer of Swiss cheese and buttery rye breadcrumbs.



TAVERN TRADITIONS BEER BATTERED FRIES

All the appeal of traditional fries with an extra layer of crispness and rich beer flavor. Premium beer batter crunch (plus skin-on appeal for the Platter Fries[®]) and extra length create a one-of-a-kind appetizer or side. Extended hold time and maximum yield give it everything a fry-lover—or an operation—could ask for.

5/16" THIN REGULAR CUTS



Item # - 45Q
Case Pack - 6/5 lb. paper bag
Serving Cost - \$0.293/serving
Suggested Serving - 4 oz.
Prep - Fry

PLATTER FRY 1/4" x 1/2" CUT w/SKIN



Item # - 45R
Case Pack - 6/5 lb. paper bag
Serving Cost - \$0.293/serving
Suggested Serving - 4.25 oz.
Prep - Fry

MUSHPOPPY-COATED FISH AND BEER BATTERED CHIPS BUCKET

Fill a paper-lined galvanized bucket with crispy Tavern Traditions Beer Battered Fries sprinkled with malt vinegar and salt, and topped with savory onion and sweet cornmeal crispy-coated cod bites. Serve with spicy ketchup for dipping.

**BEER IS THE
NEW WINE**

And more and more tavern operators are discovering how easy it is to create menus that match their beer lists, lend themselves to signature touches—and help to upscale their offerings overall.

TREND-FORWARD SERVING IDEAS

#1

SMALL PLATES

A high-margin way to let your customers try
SOMETHING NEW—AT LOWER COST

A great, no-risk way to find the offerings
THAT HAVE LASTING MENU APPEAL

Sharable by customers—which encourages
MULTIPLE ORDERS IN A SINGLE SEATING

PRESENTATION CREATES EXPERIENCE-APPEAL

A simple way to
INTRODUCE THE "WOW" FACTOR
and let your creativity shine

OFFER "SHOOTERS" FOR 50¢ A SHOT
Serve them with inventive dips—enough to
encourage "another round, please"

THE ELEMENT OF UNEXPECTED
Offer appetizers in a variety of containers that add to
the uniqueness of the experience, like martini shakers,
galvanized pails, brown bags, or to-go coffee cups

#3

LET CUSTOMERS CUSTOMIZE

Offer a flight of seasonings—or a customer-selectable
menu of them—that let customers create unique and
PERSONAL FLAVOR COMBINATIONS AT TABLE-SIDE



PUB-STYLE POUTINE FRIES

Top crispy Tavern Traditions Beer Battered Fries with fresh cheese curds, and smother them with a dark, rich, Guinness-infused brown gravy. Top with fresh chopped parsley, and serve with forks and plenty of napkins.

YESTERDAY FEEDS TOMORROW

YOUR CUSTOMERS FIND IT IN TABLETOPS LACQUERED WITH YEARS OF CONVERSATION. IN WELL-WORN BRASS RAILS AND CLASSIC MUSIC THAT NEVER STOPS. AND IN MENUS FULL OF THE GREAT-CRUNCH TASTES THAT NOTHING CAN MATCH. THESE ARE THE TRADITIONS THAT TURN GUESTS INTO REGULARS.

TAVERN TRADITIONS™ FROM LAMB WESTON® HELPS YOU CAPTURE THAT PRIME AUDIENCE WITH AN UNMISTAKABLE, REAL BEER BATTER FLAVOR THAT YOU'LL FIND NOWHERE ELSE, AND AN IRRESISTIBLY LIGHT, CRISP CRUNCH AND RICH GOLDEN COLOR.

 **AND MORE,** TAVERN TRADITIONS GIVES YOU ENDLESS IDEAS TO HELP YOU GROW YOUR POPULARITY. NOW ADD LOTS OF HIGH-MARGIN, CUSTOMIZABLE APPEAL, TRUE BACK-OF-HOUSE SIMPLICITY AND GENUINE CUSTOMER PLEASING POTENTIAL, AND YOU'LL FIND THAT AUTHENTIC FLAVOR BECOMES A DESTINATION ALL ITS OWN.

**TAVERN
TRADITIONS™**



ABOUT WHAT **GREAT CRUNCH**
CAN DO FOR YOU.

CALL
1-800-766-7783

OR VISIT
LAMBWESTON.COM/TAVERNTRADITIONS



599 S. RIVERSHORE LANE • EAGLE, ID 83616
WWW.LAMBWESTON.COM • WWW.LAMBWESTON.CA.COM

Lamb Weston.
a ConAgra Foods® brand