

Lamb Weston®

ampliFRY[®] your menu

MULTI-FRY MENU CONCEPTING

We offer you the industry's broadest line of quality french fries with the know-how and market data you need to choose the right fries to reach the most customers. Here are just a few of the many innovative products that will ampliFRY your menu and profits.



SWEET THINGS[®] sweet potatoes

Upgrade your regular fry offering to Sweet Things[®] Sweet Potato Fries. Sweet potato fries are listed as the #1 option among operators as the most likely fry menu addition. 37% of consumers are willing to pay more for sweet potato fries and 48% of operators feel they can be offered at a premium price.[†] All of our distinctive cuts are ideal for adding a signature side or to run a dynamic LTO that will generate customer interest and sales.

Sweet Things are cut from the highest quality sweet potatoes, then coated with our patented transparent Stealth[®] coating. Sweet Things deliver a smooth texture with a bite much crisper than any other frozen sweet potato fry. Now available in many popular cut styles.



My Fries[®] Gold

Give your customers unbeatable flavor, and you're good. Help them feel better about their choices, and you're great. Do both, and you're golden! That's the secret behind My Fries[®]. Cut only from premium Yukon Gold potatoes, famous for their savory, butter flavor, and featuring our innovative coating system,

25%
less fat*

My Fries deliver incredibly delicious flavor with 25% less fat* vs. conventional fries. And, 77% of consumers say they would order a great-tasting, better-for-you fry if it was available on the menu.[†] A variety of cuts make My Fries extremely versatile across the menu, whether served as a side dish or an appetizer.



*Following recommended refry and handling directions.



Specialty Cut Fries

Lamb Weston Specialty Cuts like Twister[®] Fries, CrissCut[®] Fries and Wedge Cuts can build profits in special ways. Seasoned Twister Fries are consumers' #1 most preferred cut as a second fry and 54% say they would be more likely to visit a restaurant if it served them.[†]

Generating interest and fun, plus adding profit to your bottom line, the innovative shapes actually "capture" more space than regular fries, filling the same size serving container with less weight. And menuing a specialty cut does not require any additional equipment or labor costs.

Choose from a wide variety of delicious uncoated, coated and seasoned cut styles to fit your specific customer preferences.



Let us help you **pick a winning** combination.



So many choices. Which fries will benefit your operation most?

Ask the ampliFRY experts! Lamb Weston has the know-how and the market data to help you determine the best choices. We'll help you "do the math" and forecast your consumer reach. Our exclusive ampliFRY calculator can help you determine the fry styles preferred by your customers in your market. By pairing up your current fry style with those most preferred, you'll maximize your menu's ability to reach new customers, increase customer satisfaction and build your fry sales.



A small taste of some of our **appetizing ideas...**

MULTI-FRY MENU FRY PRODUCT IDEAS (This list represents just a small sample of the broad variety of quality french fry products we offer)							
Product Name	Item No.	Pack Size	Case Cube	Net Wt.	Ship Wt.	Distributor No./Price	
MY FRIES® GOLD							
Thin Concertinas® Crinkle Cut Fries 3/8	MY004	6/4.5 lbs.	1.28	27 lbs.	29 lbs.		
CrissCut® Fries	MY005	6/4.5 lbs.	1.61	27 lbs.	29 lbs.		
Thin Regular Cut Fries 5/16 (Skin-On)	MY001	6/4.5 lbs.	1.18	27 lbs.	29 lbs.		
Shoestring Fries 1/4 (Skin-On) NEW!	MY011	6/4.5 lbs.	1.25	27 lbs.	29 lbs.		
Regular Cut Fries 3/8 (Skin-On) NEW!	MY012	6/4.5 lbs.	1.16	27 lbs.	29 lbs.		
SWEET THINGS® SWEET POTATO FRIES							
Trim Fries 3/16 x 3/8	L8000	5/3 lbs.	.69	15 lbs.	17 lbs.		
Platter Fries 1/4 x 1/2	L8100	5/3 lbs.	.72	15 lbs.	17 lbs.		
Crinkle Cut Fries 3/8	L0084	5/3 lbs.	.81	15 lbs.	17 lbs.		
Peppercorn Fries 5/16 NEW!	L0088	5/3 lbs.	.81	15 lbs.	17 lbs.		
Vanilla Sugar Fries 5/16 NEW!	L0089	5/3 lbs.	.81	15 lbs.	17 lbs.		
CrissCut® Fries NEW!	L0090	5/3 lbs.	1.05	15 lbs.	17 lbs.		
Thin Regular Cut Fries 5/16 NEW!	L0091	5/3 lbs.	.81	15 lbs.	17 lbs.		
Regular Cut Fries 3/8 NEW!	L0092	5/3 lbs.	.81	15 lbs.	17 lbs.		
SPECIALTY CUT FRIES							
Twister® Fries		Lamb Weston offers a wide range of fun and delicious Twister Fries, CrissCut Fries and Wedge Cut potatoes including Natural, Stealth®, LW Private Reserve®, Alexia® Natural and Organic Products, Crispura®, Deli Style, Coated and Seasoned varieties. Visit www.lambweston.com for more details or ask your Lamb Weston representative.					
CrissCut® Fries							
Wedge Cut Fries							
LAMB'S NATURAL® CHIPS							
Lamb's Natural Chips - Original	30H	6/5 lbs.	1.58	30 lbs.	32 lbs.		
Lamb's Natural Yukon Chips	H3030	6/5 lbs.	1.68	30 lbs.	32 lbs.		

👉 Indicates products with Zero Grams Trans Fat per serving.

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

Ask your distributor or call the experts at Lamb Weston today,
1-800-766-7783. Or visit us on the web: www.amplifry.com.

