

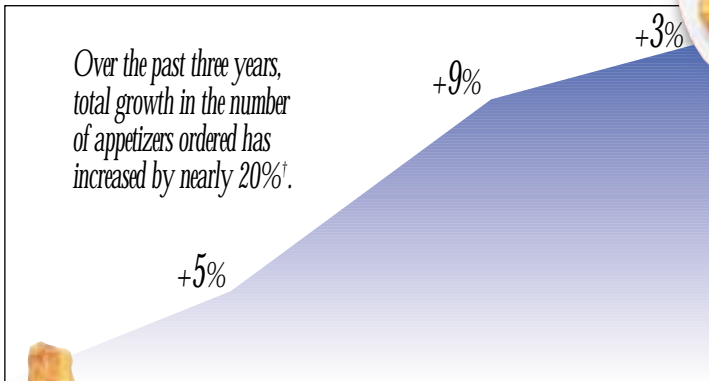
LAMB WESTON SALES SOLUTIONS

Appetizers have evolved beyond their traditional role as the “opening act” to that of the main course. Customers are often selecting two or three appetizers as a means to sample the menu and to share with friends, boosting check averages and operator profits as well.*

To capitalize on this trend, Lamb Weston offers operators a wide variety of low cost, potato-based appetizer products that deliver high margins and increased customer satisfaction!

*Restaurants USA/National Restaurant Association

APPETIZERS KEEP GROWING ON AMERICA'S MENUS.



†Source: NPD/Crest

Parmesan Herb Fries



Western Bacon BBQ Fries



ADDING APPETIZER PROFITS with POTATOES

Lamb Weston APPETIZER PROFITS

Lamb Weston

APPETIZER ADVANTAGES...

- ◆ **Variety**—Lamb Weston has the industry's widest range of profitable potato-based appetizer products.
- ◆ **Versatility**—Most operators serve one or more fries. Creating fry-based appetizers boosts their profits and opens up vital freezer space by not having to store other frozen appetizer-only items.
- ◆ **Lower Food Costs**—Compare Wings, Stuffed Peppers, Breaded Cheese Sticks and other appetizers to low cost potato items!

Served alone or as the base to a signature selection, Lamb Weston products for appetizers always add up to increased profits.

CHECK IT OUT!

✓ Just 20 servings of Munchers® a day, delivers over \$25,000 per year in gross profits!



MUNCHERS® – PEPPER SHAPE

Serving of 8 Munchers	1.20
Menu Price	4.79
Gross Profit/Order	3.59

✓ “Confetti Fries,” wedges with diced peppers and a dipping sauce deliver over \$14,500 per year with just 20 servings a day!



CONFETTI FRIES*

Serving of Lamb’s Ranch Recipe™ Wedges (10oz.)	.48
Diced Peppers & Dipping Sauce	.30
Food Cost Total	.78
<small>(Compare with \$1.36 for breaded zucchini sticks)</small>	
Menu Price	2.79
Gross Profit/Order	2.01

* Serving Suggestion

✓ Lamb Weston provides colorful and effective merchandising tools, recipe ideas and menu guides to help operators make appetizer sales sizzle.



EXPAND YOUR APPETITE FOR PROFITS!

With a wide selection of potato-based appetizers to choose from, Lamb Weston provides you with the opportunity to create an exciting appetizer program that gives you a profitable edge.

APPETIZER APPEAL!

- ❑ **Seize every opportunity to sell.** Appetizers aren’t just for dinner hours. Offer Lamb Weston products during all day parts!
- ❑ **Familiarize your staff with the products.** The better they know them the easier it is to describe them and recommend favorites. Open the box, cook the products, prepare a serving and let them taste.
- ❑ **Build excitement!** Consistently try new and interesting appetizers, such as Munchers®, and come up with fun and different ways to prepare and serve them.

APPETIZER PROFITABILITY.

Samples of appetizer costs and profit margins:

Western Bacon Barbecue Fries*

CrissCut® Fries topped with barbecue sauce, cheddar cheese, bacon bits and chives.	Seasoned CrissCut® Fries (16 oz.)	\$0.84
	Toppings	\$0.69
	Food Cost Total	\$1.53
	Menu Price	\$4.79
	Gross Profit per Order	\$3.26

Parmesan Herb Fries*

Straight cut fries topped with tomato, herb dressing, basil and parmesan.	3/8 Stealth Natural Cut Fries™ (11 oz.)	\$0.55
	Toppings	\$0.67
	Food Cost Total	\$1.22
	Menu Price	\$4.99
	Gross Profit per Order	\$3.77

- ❑ **Implement promotional programs.** Promotion ideas include: “Twister® Fry Tuesdays” – discount prices on a large order of Twisters, complete with dipping sauces. Or, “Suds & Spuds” combos for the Big Game, featuring MunchSkins™ topped with a variety of choices. *Just use your imagination to make every occasion an opportunity to create additional sales!*

* Food costs may vary. Examples based on average of actual foodservice operator experience.



Satisfy your appetite for success with Lamb Weston. For more appetizer and promotion ideas, call us today: **1-800-766-7783**.



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Lamb Weston®

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