

LAMB WESTON SALES SOLUTIONS

Colleges and universities are experiencing a "leveling off" in enrollment numbers. Consequently, in both Board Plans and Cash Operations, foodservice professionals are searching for new ways to keep kids satisfied and on campus.

Adding more variety and incorporating creative promotional tactics can dramatically increase participation, boost check averages and help keep the food dollar on campus.

Lamb Weston gives you the winning combination of quality, selection and excitement needed to meet their needs.



THE DIFFERENT NEEDS OF COLLEGE & UNIVERSITY FOODSERVICE

BOARD PLANS:

- ◆ **Turn-Key Products**— Fast and easy preparation. No additional equipment or labor required.
- ◆ **Versatility**— Products that perform all-day from hearty breakfasts to the midnight munchies.
- ◆ **Low Food Cost**— Operators are challenged with tight budget parameters.
- ◆ **Variety**— Today's students have discerning tastes and variety helps increase interest and participation.

CASH OPERATIONS:

- ◆ **Excitement**— Products that create interest, stir appetites and add incremental sales.
- ◆ **Value**— The limited student budget is a true test of how far the food dollar can go.
- ◆ **Convenience**— Grab-and-go is fast replacing complete sit-down cafeteria meals.



VARIETY KEEPS KIDS on CAMPUS

Lamb Weston®



To attract kids and increase sales, the variety on the menu should be as diverse as the kids on the campus.



CHECK IT OUT!

- ✓ GENERATION 7 Fries® cook up hot, crisp and delicious in as fast as 3½ minutes out of the oven or 90 seconds out of the fryer.



- ✓ Comfort foods, like convenient Lamb's Supreme® Mashed Potatoes taste great and reduce the cost of labor.



- ✓ Lamb Weston products are ideal for Food Courts, the most common non-traditional sites for QSR's on campus.



- ✓ Support, like recipe ideas and merchandising, maximizes sales and profitability.



THE NEW SCHOOL OF THOUGHT: CAMPUS FOODSERVICE WITH AN ENTREPRENEURIAL EDGE.

From variety to value, campus operators are using restaurant-style concepts to help build their foodservice programs. With off-campus operations constantly battling for their students' business, they've found offering more choices and implementing promotional tactics are quick ways to entice the student appetite and capture the sale.

DO YOUR HOMEWORK!

ILLUSTRATE THE BENEFITS OF LAMB WESTON PRODUCTS.

- ❑ Stretch tight budgets by providing popular, low cost potato alternatives.
- ❑ The high quality and performance of value-added products delivers lower overall food costs. Students eat more potato products over higher cost items like desserts and entrees.
- ❑ Explain how the REFRIGIGABLE™ storage capability of GENERATION 7 Fries® allows fries to be menued in operations with little or no freezer storage. GENERATION 7 Fries can be refrigerated at 40°F (4°C) or colder for a maximum of 5 days prior to cooking.

SUGGEST PROVEN PROFIT-GENERATING TECHNIQUES.

- ❑ Recommend recipe/usage ideas and promotional tactics, including branding concepts, value-sizing, bundled meals, two-fry menus, and more (see other Sales Solutions).

SUGGEST THEME IDEAS TO PROMOTE EVERY DAYPART.

- ❑ "Come-as-you-are" breakfasts... Perfect for mid-terms, kids can slide out of bed to the comfort of a traditional breakfast, complete with coffee and hearty hash browns. Offer a choice of items in each category—eggs, meats, toasts, potatoes, etc.—for a single value price. For more fun, include a daily newspaper or a commuter coffee mug to carry to class.
- ❑ "Dash For Class" Bundled Lunch... for students on-the-run! Set up a sandwich, Stealth Fries® and beverage bar program with a refillable sports bottle promotion. Kids can quickly pick up what they want and take it with them to class... and the fries stay hot and crisp.
- ❑ "The Big Game Tailgate Dinner"... Promote school unity with an outdoor "tailgate barbecue". Offer plenty of school paraphernalia and a specialty fry, like Twisters®, in school logo megaphone serving containers to help bring on the spirit!

"Come-As-You-Are" Breakfasts		"Dash For Class" Bundled Lunch		"The Big Game Tailgate Dinner"	
Approximate Food Costs:*		Approximate Food Costs:*		Approximate Food Costs:*	
Breakfast items	\$.40	Sandwich	\$.72	Burger	\$.72
IQF Hash Browns	.12	Stealth Fries®	.17	Twister® Fries	.21
Large Coffee	.10	Beverage	.11	Beverage	.11
Daily newspaper	.25	Sports Bottle	.59	Megaphone container	.08
Total Food Cost	\$.87	Total Food Cost	\$1.59	Total Food Cost	\$ 1.12
Retail Selling Price	\$ 2.99	Retail Selling Price	\$ 3.79	Retail Selling Price	\$ 3.59
Gross Profit Per Order	\$2.12	Gross Profit Per Order	\$2.20	Gross Profit Per Order	\$2.47

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

Graduate to increased profits. For more Lamb Weston Sales Solutions or product information, call us today: 1-800-766-7783.



Lamb Weston®

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