

LAMB WESTON SALES SOLUTIONS

It's a common misconception among consumers that "fresh" means better taste and higher quality.* In foodservice, that's not necessarily the case, especially with potato products. French fries, mashed potatoes and chips made from scratch

on premise require high labor and preparation costs. Plus, they vary greatly in color, size, yield, texture and taste.

Our full line of Lamb Weston brand frozen potato products is carefully processed to provide exceptional quality, unbeatable taste, superior yield and consistent results.

Serving after serving, they deliver the performance that increases customer satisfaction and operator profitability.

*Univ. of Illinois, Dept. of Foodservice and Nutrition Study; "Frozen foods have equal nutritional value to fresh and/or taste as good as fresh."



Lamb Weston brand frozen fries yield up to 40% more servings.

FRESH VS. FROZEN POTATOES

From labor costs and yield to taste and profitability, Lamb Weston brand frozen potato products are the most cost-effective and profitable choice for any operation. Compare for yourself:

	Fresh	Lamb Weston Brand
Labor	Must be washed, trimmed, peeled and cut prior to cooking.	Ready-to-cook straight from the bag.
Defects	Quality control depends on the operation and staff	Carefully inspected with defects removed, for consistent results.
Water/Solids	Up to 80% water. While cooking, water evaporates and potatoes shrink. More water means more shrinkage and less yield.	High solids potatoes are pre-processed to remove most water, resulting in up to 40% higher yields and more profit.
Storage & Handling	Fresh produce is subject to wide variations in storage and handling conditions.	Tightly controlled storage and handling conditions.
Oil	Absorb more oil during frying and release more water, reducing oil life and increasing waste.	Contain less water, resulting in longer oil life and less oil use and waste.

Lamb Weston brand fries eliminate the quality fluctuations, labor costs, oil costs and inconsistent performance of fries made from scratch.



A FRESH LOOK at FROZEN POTATOES



THE SOLID FACTS ABOUT FROZEN FRIES...

- ◆ Provide consistent quality, serving after serving.
- ◆ Require significantly less labor and preparation time/costs.
- ◆ Yield a greater number of servings per pound.
- ◆ Need less cooking because there is less water to process out.
- ◆ Absorb less oil for a crisper texture and more potato taste.

Lamb Weston FRESH vs. FROZEN

CHECK IT OUT!

Lamb Weston
FRESH VS. FROZEN



The ratio of potato solids to water content directly influences eating quality and performance characteristics.



We offer a full selection of heat and serve mashed potato varieties.



Lamb's Natural Chips offer less breakage, lower cost and more potato flavor than dry chips, or chips made from scratch.



We offer a colorful array of effective merchandising materials to help maximize sales!



HOW "FRESH" CAN SPOIL YOUR PROFITS.

Raw potatoes may cost less than frozen potatoes per pound, but frozen potatoes are the more profitable choice. When purchasing, the operator must consider several "hidden" factors, such as trim, waste, yield, labor, additional ingredients and oil costs (including waste), that determine the most profitable potato product. Lamb Weston brand potato products deliver all the goodness of "fresh" in a wide variety of choices without the extra costs, time and hassles.

FRESH VS. FROZEN PRODUCT COST PROFILES

FRENCH FRIES, 3/8" CUT (100 lbs.)	Fresh Cut Peeled	Lamb Weston Peeled	Fresh Cut Skin-On	Lamb Weston Skin-On
Potato Cost (\$ 0.37/lb. Raw)	\$37.00	\$76.00	\$37.00	\$77.50
Labor† Cost (\$9.00/hr.)	\$68.22	\$32.49	\$59.13	\$32.49
Oil Cost* (\$ 0.85/lb.)	\$5.56	\$3.71	\$5.56	\$3.71
Total Cost	\$110.78	\$112.20	\$101.69	\$113.70
Preparation Yield Factor	27.1%	N/A	2.1%	N/A
Product Available for Frying	72.9 lbs.	100 lbs.	97.9 lbs.	100 lbs.
Yield after Frying	51.1%	72.7%	51.1%	72%
Product Available for Serving	37.3 lbs.	72.7 lbs.	50.0 lbs.	72.7 lbs.
Finished Cost Per Pound	\$2.97	\$1.54	\$2.03	\$1.56
Per Ounce	\$0.19	\$0.10	\$0.13	\$0.10

MASHED (50 lbs.)	Fresh Preparation	Lamb's Supreme®
Potato Cost (\$ 0.37/lb. Raw)	\$18.50	\$39.60
Labor† Cost (\$9.00/hr.)	\$15.75	\$3.00
Other Ingredients Cost (Dairy products and seasonings)	\$7.75	Included
Handling & Portioning Loss	\$ 1.58 (6%)	\$.40 (1%)
Total Cost	\$43.58	\$43.00
Peel, Trim, Cut Loss	25%	0%
Handling & Portioning Loss	6%	1%
Product Available for Serving	35.25 lbs.	49.5 lbs.
Finished Cost Per Pound	\$1.24	\$0.87
Per Ounce	\$0.08	\$0.05



† Includes washing, peeling, trimming, cutting, frying and serving, as applicable.
* Oil loss and replacement costs.



POTATO CHIPS (8 lbs.)	Dry/Bagged	Scratch-Made	Lamb's Natural®
Potato Cost (\$ 0.37/lb. Raw)	\$15.36	\$2.96	\$5.12
Labor† Cost (\$9.00/hr.)	N/A	\$18.00	\$2.09
Oil Cost* (\$0.85/lb.)	N/A	\$0.99	\$0.68
Total Cost	\$15.36	\$21.95	\$7.89
Product Available for Serving	8.0 lbs.	2.75 lbs.	4.0 lbs.
Finished Cost Per Pound	\$1.92	\$7.98	\$1.97
Per Ounce	\$0.12	\$0.50	\$0.12

Don't let "fresh" products deliver stale profits to your bottom line.

For more Sales Solutions, call us today: 1-800-766-7783.

Lamb Weston®