

LAMB WESTON SALES SOLUTIONS

Limited budgets, shrinking labor pools, growing outpatient populations and ever-changing legislation all impact how today's healthcare industry operates. Foodservice directors must deal with these issues daily, as well as a diverse and demanding customer base that includes patients, employees and visitors. In fact, today, a larger percentage of foodservice purchases is for employee/visitor feeding, catering and other services than for actual patient feeding (59% vs. 41%)*.

To help with the constant challenges directors face, Lamb Weston offers a wide variety of cost-effective, labor-saving product solutions that answer the needs for patient and staff/visitor feeding.



HEALTHY PROFITS from the HEALTHCARE MARKET

THE DIFFERENT SIDES TO HEALTHCARE FOODSERVICE

PATIENT FEEDING:

- ◆ **Economical choices**— Tight budgets require careful planning and purchasing.
- ◆ **Meal solutions**— Patient diets must often meet exacting guidelines, and directors need helpful ideas for fulfilling these requirements.
- ◆ **Extended holding performance**— Taste and texture are key product attributes and must be maintained from kitchen to bedside.

EMPLOYEE/VISITOR AND OFF-PREMISE FEEDING:

- ◆ **Variety**— Products need to keep interest and satisfaction high. (Ideal market for the Two-Fry menu concept— see Sales Solutions #3)
- ◆ **Quality/Taste**— Offerings must be as good or better than what is available at off-site foodservice establishments.
- ◆ **Easy preparation**— Labor shortages and the high cost of labor is a constant challenge, which demands simplicity.



With employee/visitor feeding accounting for 59% of purchases, healthcare foodservice now faces many of the same challenges as commercial operations.*

**Foodservice Director 1996 Industry Census.*



CHECK IT OUT!

- ✓ Designed for quick oven-preparation, delicious **Canola Quick® Fries** are made with pure canola oil which is cholesterol-free, low in saturated fats and high in healthful monounsaturates.



- ✓ **Lamb's Supreme® Mashed Potatoes** deliver natural, home-cooked flavor with labor-saving, heat-and-serve convenience.



- ✓ Specially coated with a virtually transparent batter, **Stealth Fries®** stay hot, crisp and delicious longer than conventional fries. Available in fryable and ovenable versions.



- ✓ Lamb Weston offers a colorful array of effective merchandising materials to help maximize the profitability of Healthcare foodservice programs.



LAMB WESTON. PROVIDING SOLUTIONS FOR HEALTHCARE FOODSERVICE!

Healthcare foodservice has exploded into a consumer-driven market, mirroring the hottest commercial trends. With increasing emphasis on employee and visitor feeding, concepts such as food courts, vending centers and branded offerings are being used successfully in many hospitals and other facilities.*

From ovenable fries to delicious mashed potatoes to time-saving, recipe-ready items and more, Lamb Weston has the products, service and support to help operators take advantage of these trends. By understanding the best ways to answer their needs, you can capitalize on this specialized niche and build healthy profits.

THE HEALTHCARE MARKET DEMANDS INTENSIVE CARE.

- Be prepared to address specific needs regarding product preparation, nutritional data and more. *(Specific nutritional data available upon request).*
- Be cost sensitive. Directors are under considerable budget pressures. Illustrate the labor-saving, cost-saving benefits of frozen potato products.
- Emphasize the quality, value and convenience of Lamb Weston products.
- Let the products make an impression. For example, sample and show the benefits of our ovenable products... lower fat content, easy preparation, great taste and texture.
- Provide recipe and menu ideas that make creative use of Lamb Weston products for building excitement and sales.
- Offer support to go with the product in the form of spec writing, merchandising materials, promotion ideas and more.

As the industry leader, Lamb Weston offers the most extensive line of products and uses the most innovative technology and demanding quality control procedures to consistently meet the needs of healthcare professionals.

- **Exceptional Potato Flavor.** Made with the finest potatoes, every product is full of natural, robust flavor.
- **Convenient Labor Savers.** 65% of non-commercial operators say labor is the biggest problem they face! Cost effective and easy to prepare, Lamb Weston products provide greater kitchen flexibility and reduced prep time and labor costs.
- **Menu Versatility.** As an appetizer, side dish, snack, or ingredient, there's a product for every menu, from cafeteria line to catering to satellite feeding.
- **All-Day Sales.** From morning Breakfast Cubes and Quick Cook IQF Hash Browns to a side of Twister® or CrissCut® Fries for lunch, to dinner with Lamb's Supreme® Mashed Potatoes or Natural Slices, there's a product that fits every time and place!

*Foodservice Director Executive Marketing Summary for Non-Commercial Foodservice 1996. †Source: FIND/SVP

Healthcare foodservice... it's more than just "hospital food", it's a profitable opportunity for you. For more Lamb Weston Sales Solutions or additional product information, call us today: **1-800-766-7783.**

Lamb Weston®

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