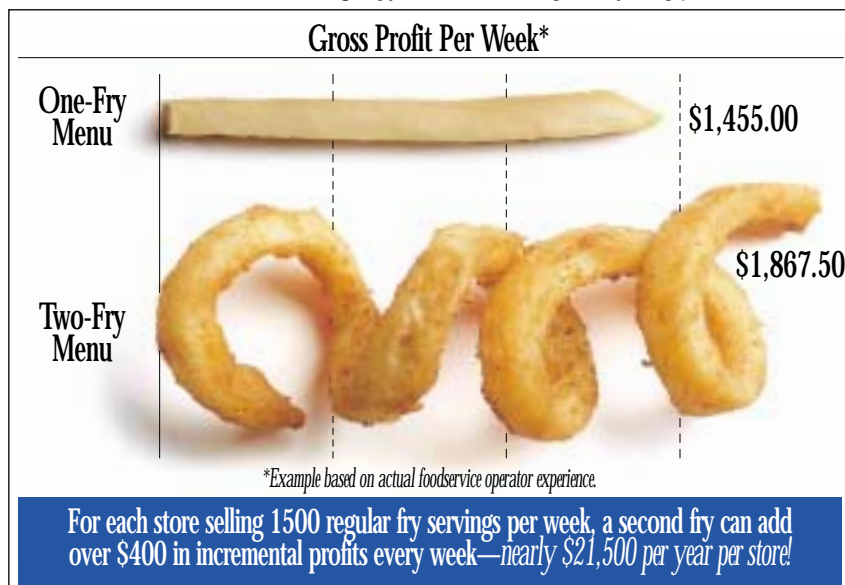


## LAMB WESTON SALES SOLUTIONS

It's a fact. Consumers like choice. That's why successful operations menu more than one entree and one beverage. It's also a fact that french fries are the most profitable food item you offer. So why offer only one type of french fry?

Adding a second fry is one of the easiest and most effective ways to boost bottomline profits. A two-fry menu can increase french fry sales up to 35% and more!

### ADDING A SECOND FRY ADDS PROFITS!



*It's amazing what can happen to the bottomline when you add a few new figures.*

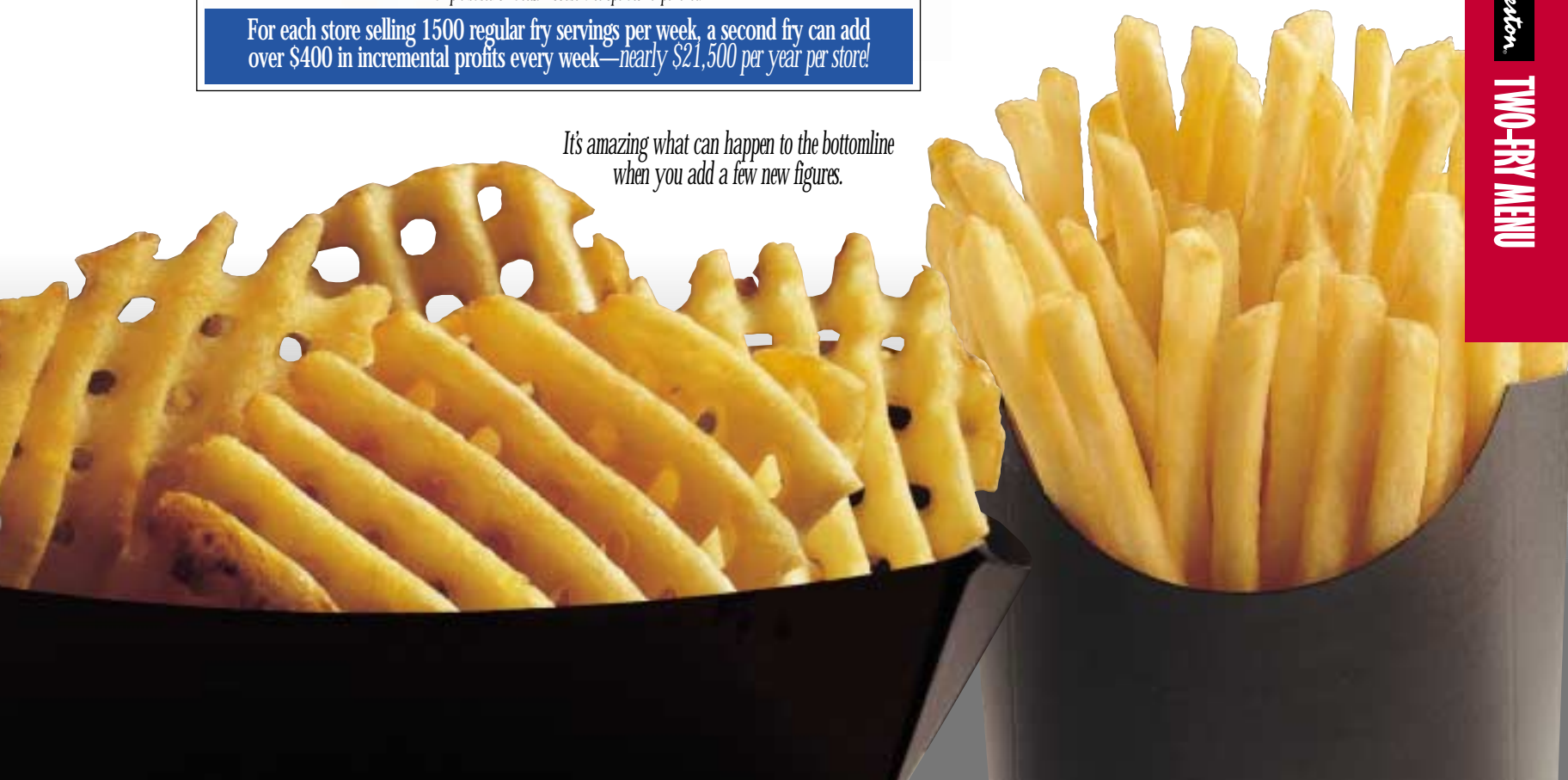
# MAKING THE MOST *with* TWO-FRY MENUS

Lamb Weston

### THE PROFITABLE ADVANTAGES OF A TWO-FRY MENU...

- ◆ Increased customer traffic.
- ◆ No new equipment is required.
- ◆ A premium price can be charged for a specialty fry.
- ◆ Increases "snack" customer traffic.
- ◆ Second fry brings little cannibalization to current fry sales.
- ◆ A seasoned fry can minimize condiment costs.

Lamb Weston  
TWO-FRY MENU



## CHECK IT OUT!



✓ Specialty cut fries yield more servings per pound than ordinary straight cut fries, giving you the same size serving with less weight.

✓ There are additional benefits to adding a Coated Fry:

- Holding time of up to 3 times longer.
- Reduced product waste.
- Great for drive-thru and take-out.
- Reduced condiment usage.
- Increased beverage sales.

✓ Lamb Weston offers a full array of colorful and effective merchandising materials to help maximize the profitability of french fry programs.



# TWO-FRY MENU BENEFITS

Implementing a two-fry menu is profitable for you and pleasing to your customers. You'll generate increased sales, create excitement and offer a distinctive difference from the competition.

Here's how to do it:

### THE BENEFITS OF A TWO-FRY MENU.

- Builds traffic. Customers like choice.
- Increases overall fry sales with minimum cannibalization.
- Greater profits. A premium price can be charged for a specialty fry.

### THERE'S A VARIETY OF DIFFERENT CHOICES FOR THE SECOND FRY.

- Choose a fry significantly different than the currently menued fry.
- Remember the yield/profit advantages of a specialty cut fry.

### ASSIST IN IMPLEMENTING THE PROGRAM.

- Use merchandising materials to support the two-fry menu.
- Train the staff on cooking and two-fry promotion techniques.

TWO-FRY PROFIT ANALYSIS*	One Fry	Two Fries	
	1/4" Shoestring	1/4" Shoestring	Seasoned Twisters or CrissCuts
Serving size	5.0 oz.	5.0 oz.	3.5 oz.
Cost per serving†	\$0.23	\$0.23	\$0.26
Retail price per serving	\$1.29	\$1.29	\$1.69
Gross profit per serving	\$1.06	\$1.06	\$1.43
Servings sold per week	1,500	1,350	450
Gross profit per week	\$1,590.00	\$1,431.00	\$643.50
<b>Gross profit per year</b>	<b>\$82,680.00</b>	<b>\$107,874.00</b>	
<b>Extra profit per store vs. single fry offering</b>		<b>\$25,194.00</b>	

\* Demonstrates how a 20% increase in servings sold, with a two-fry menu, achieves a 30% increase in gross profit.

† This is a conservative projection based on actual foodservice operator experience.

† Cost per serving is based on refry weight.

Make the most from two-fry menus with Lamb Weston. For product and support information, call us today: **1-800-766-7783.**



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