



LAMB WESTON SALES SOLUTIONSSM

French fries are the number one side dish found on foodservice menus. The reason... french fries are the most profitable food item, and the most popular. However, sandwich and sub shops, pizza parlors, c-stores, theatres, kiosks and others have largely not been able to benefit from their profit-making power because of storage, equipment or product limitations. Until now.

Lamb Weston product innovations have changed that, opening up greater opportunities for you to profit. Revolutionary new products like Stealth Fries®, GENERATION 7 Fries®, and more, now allow operators in virtually any segment to menu great-tasting and profitable french fries.



FRIES vs. CHIPS PROFIT PROFILE		
PROFIT PROFILE	FRIES	CHIPS
Serving size	4 oz.	1.5 oz.
Food cost per serving	\$.21	\$.35
Retail sales price	\$1.09	\$.89
Gross Profit per serving	\$.88	\$.54
Food Cost Percentage	20%	40%



It's easy to show operators the benefits of adding french fries to the menu. Consumers appreciate the additional choice, and incremental french fry profits far exceed any trade-offs in chip sales.

Now sandwich shops, pizza parlors, c-stores, kiosks, delis, bowling alleys, theatres and others can offer their customers hot, crisp, delicious and profitable french fries – prepared in an oven or fryer.

NOW ANY OPERATION can menu PROFITABLE FRENCH FRIES

Lamb Weston NEW OPPORTUNITIES

Lamb Weston

FRENCH FRY BENEFITS FOR THE OPERATOR...

- ◆ Gives customers more choice.
- ◆ Generates the highest food profit margins.
- ◆ Builds incremental sales.
- ◆ Attracts a broader customer base.



CHECK IT OUT!

- ✓ GENERATION 7 Fries® feature an appetizing taste and texture, and cook up to 50% faster in the oven or fryer.



- ✓ The exclusive REFRIGABLE™ capability of GENERATION 7 Fries® allows refrigerated storage at 40°F or colder for a maximum of 5 days. Now any operator can menu fries.

REFRIGABLE™

Product can be refrigerated at 40°F (4°C) or colder for a maximum of 5 days prior to cooking.

- ✓ Innovative, new fry items perform well in existing equipment. Or, operators can instantly be in the french fry business by adding a countertop oven or fryer unit!



- ✓ Colorful and captivating merchandising materials and recipe ideas help generate sales and increase profits.



DISCOVERING NEW OPPORTUNITIES.

Selling fries into non-traditional segments with innovative, new products can easily increase your profit potential. With products like GENERATION 7 Fries™, Stealth Fries®, Specialty Cut Fries, Lamb's Seasoned® Fries, Wedge Cuts and more, virtually any operator can menu profitable fries and increase sales and customer satisfaction.

FRENCH FRY ADVANTAGES ARE AN EASY SELL.

Present the benefits of menuing french fries.

- Explain the customer satisfaction benefits of greater menu selection.
- French fries are ordered more than twice as often as all other potato products combined.††
- Operators serve fries over chips by more than a 12 to 1 margin.††
- A 4 oz. serving of french fries generates 60% more gross profit than a 1.5 oz. bag of chips.
- Demonstrate the ease of preparation and minimal labor requirements.

Offer solutions to preparation constraints.

- Illustrate how existing equipment can be used, or highlight the ease and quick "pay back" of a countertop unit –

FRENCH FRY PROFIT/EQUIPMENT PAYBACK ANALYSIS

Servings per day	30	60	90
Food cost per serving*	\$0.21	\$0.21	\$0.21
Retail price per serving	\$1.09	\$1.09	\$1.09
Gross Profit per Serving	\$0.88	\$0.88	\$0.88
Annual Gross Profit	\$9,504	\$19,008	\$28,512
Cost of countertop Convection Oven^	\$3,000	\$3,000	\$3,000
Cost of countertop Hoodless Fryer^	\$6,000	\$6,000	\$6,000
Payback for Oven	3.8 months	1.9 months	1.3 months
Payback for Fryer	7.6 months	3.8 months	2.6 months

Offer additional support.

- Suggest merchandising materials to support french fry sales.
- Present dipping and topping ideas, recipes and LTO concepts.

*Based on 4 oz. serving of GENERATION 7 Fries.
^Based on industry average, for illustration only. †† NPD Crest.



Adding Lamb Weston french fries to menus adds to your profits.
For more Lamb Weston Sales Solutions, call us today: 1-800-766-7783.

Lamb Weston®

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