

LAMB WESTON SALES SOLUTIONSSM

The trend is up, Up UP! Consumers are after more for their money, and “big values” are the big sellers. The beverage business has proven that oversize portions produce very attractive profit margins. The same holds true for the most profitable food item on your menu – french fries.

And, the profit potential is even greater when you brand your Oversize Fries offering. Creating a brand identity separates you from the competition, attracts customers, increases impulse orders and builds sales of other menu items.

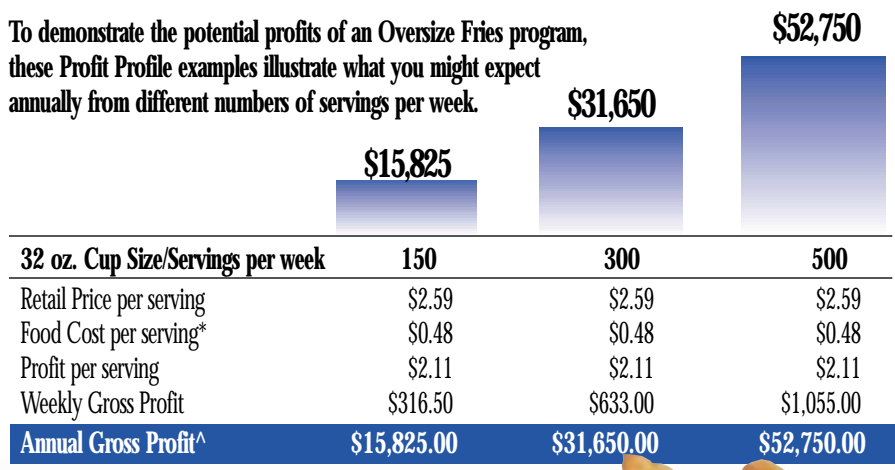


OVERSIZE FRIESTM for OVERSIZE PROFITS

Lamb Weston[®]

OVERSIZE FRIES DELIVERS OVERSIZE PROFITS!

To demonstrate the potential profits of an Oversize Fries program, these Profit Profile examples illustrate what you might expect annually from different numbers of servings per week.



*Cost per serving based on refry weight.
[^]Annual profit calculated with a 50 week year.

OVERSIZE ADVANTAGES...

- ◆ Customers willingly pay a premium price for a “better value.”
- ◆ Adding an Oversize portion can increase fry profits by 55% or more*.
- ◆ Ideal for all types of french fries – straight cuts, specialty cuts, wedges and more.
- ◆ No new equipment or labor is required.
- ◆ A cup-type container is perfect for grab ‘n go and drive-thru customers.

* Based on results of customers “trading up” to an Oversize Fries serving in a 1999-2000 College & University based foodservice program.



CHECK IT OUT!

- ✓ Lamb Weston has the broadest line of french fries in the business, preferred worldwide for quality, consistency and innovation.



- ✓ Lamb Weston offers a variety of branded fry concepts and support to help you build your Oversize Fries sales and profits.

SHOCK WAVE
FRIES



- ✓ Build even greater profits by offering a french fry appetizer with flavorful dipping sauces.



- ✓ Increase impulse sales with custom P.O.S. merchandising that promotes your Oversize Fries or Branded concept.



ADD YOUR OWN SPECIAL BRAND OF SUCCESS TO FRENCH FRY SALES!

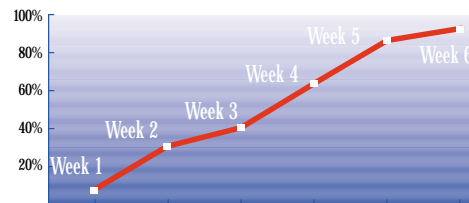
Branding your french fries is a proven successful sales strategy you can implement quickly and easily. As the leading supplier of frozen potato products to the foodservice industry, Lamb Weston offers merchandising expertise to help you develop a profitable branded fry program.

THE BONUS OF BRANDED FRIES.

BRANDED FRIES PROGRAM PROFIT MARGIN RESULTS (profit margins over a six week time period)

A national, oversize, branded french fry program was recently introduced in a broad range of private and public college and university foodservice operations.

The result was that each location experienced an average increase in profit margins of an incredible **84%**.



Implementing a branded fry program is easy.

- You can "plug and play" into your existing operation with the addition of merchandising materials and custom serving containers.
- Create a name and a logo design for promoting your brand.
- Menu a fry that's outside of the ordinary, to set yourself apart from the competition, like Twister® Fries, CrissCut® Fries or LW Private Reserve®.
 - For a truly unique offering, consider the broad range of Lamb's Seasoned® Fries, or add a topical seasoning to your fries after cooking.

Strategies for success.

- During the introductory period, offer free samples to generate interest and create trial.
- Create combo meal deals, appetizers or LTO specials to make the most from a branded fry offering.
- Insist on Lamb Weston for the highest quality products and the service and support you need to introduce a successful branded fry program.



THINK BIG with Oversize and Branded French Fry concepts.

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



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