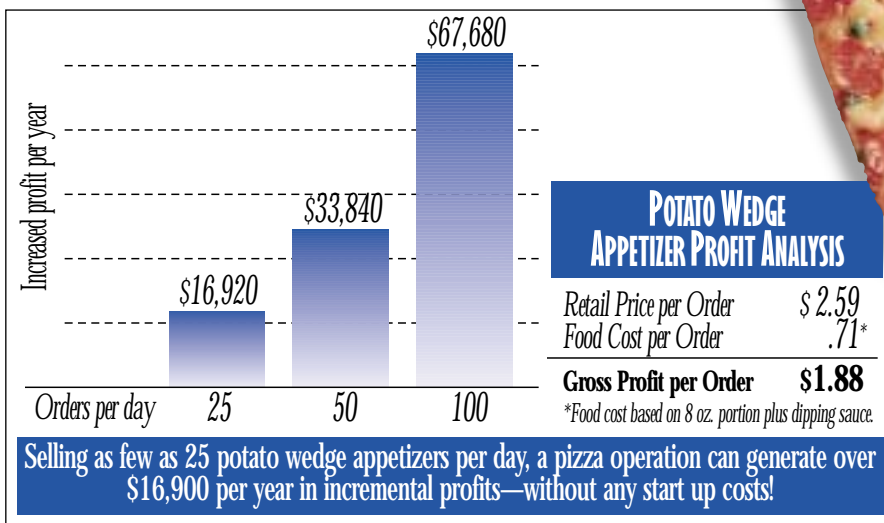


LAMB WESTON SALES SOLUTIONS

Most pizza restaurants have limited menus consisting of pizza and perhaps some salad and bread. Few offer any type of appetizer. Presenting a profitable appetizer concept to your pizza customers can uncover a new source of added sales and profits!

When a customer orders a pizza, there is an opportunity to serve an appetizer item while the customer is waiting. Lamb Weston potato wedges are the perfect answer for a fast, easy and profitable item.

POTATO WEDGES DELIVER APPETIZING PROFITS!



BUILDING PIZZA PARLOR PROFITS with POTATOES



HOW THE PROFITS SLICE UP...

- ◆ Potato wedge appetizers add *incremental* sales.
- ◆ There are **NO START-UP COSTS**. The operator needs no new equipment.
- ◆ Wedges are *fast* and easy to prepare.
- ◆ Wedges have a *low food cost* with a potentially **HIGH MARGIN**.
- ◆ Wedges are versatile.

Wedges accompanied by a tasty dipping sauce like Ranch Dressing make a fast and profitable appetizer without the need for new equipment or added labor.



CHECK IT OUT!

Lamb Weston offers the widest selection of delicious potato products in the industry to add variety and profits to pizza operations.

- ✓ Generation 7 Fries® cook up hot, crisp and delicious in as fast as 3½ minutes out of the oven.



- ✓ Lamb Weston MunchSkins® make profitable appetizers using your existing pizza toppings and salad dressings.



- ✓ CrissCut Fries® can also be served in a variety of tasty appetizer presentations.



OUR PRODUCTS GIVE YOU A BIGGER SLICE OF THE PIZZA BUSINESS.

By introducing a potato product appetizer program, you help your pizza parlor customers add incremental profits, and help yourself by:

- ◆ Developing stronger customer loyalty.
- ◆ Increasing your sales volume and profits.
- ◆ Creating new sales opportunities.

SALES TIPS FOR SELLING THE POTATO WEDGE APPETIZER CONCEPT.

EXPLAIN THE CONCEPT.

- Wedges are fast and easy to prepare. Ready in just 4 1/2-12 minutes.
- Spread wedges on a pizza pan and heat in a pizza or impingement oven. Serve in an existing basket with a side of Ranch dressing or other dipping sauce.
- A serving of wedges with a dipping sauce has a **low** food cost of only 60-75¢.
- They have a high profit margin. Operators can menu this appetizer at a highly profitable retail price—TYPICALLY \$2.59 AND UP.

PRESENT A SELECTION OF LAMB WESTON POTATO PRODUCTS.

- Select from seasoned, coated and other wedge cuts including Generation 7,™ Original Recipe, TaterBabies®, Chicken Batter Recipe®, Ranch Recipe™ and Southern Style Recipe™ wedge cuts, Crinkle Wedges® and more.

OFFER ADDITIONAL SUPPORT.

- Suggest merchandising materials to support appetizer sales.
- Help train the staff on cooking and promotion techniques.



Wedge Cut Potatoes cook up crisp and delicious in just minutes.

Get a bigger slice of the Pizza market with Lamb Weston.
For more Lamb Weston Sales Solutions, call us today: **1-800-766-7783.**

