

LAMB WESTON SALES SOLUTIONSSM



When it comes to the service deli, offering a wide selection of choices is essential to a successful operation.

Whether fried, baked, roasted or mashed, potatoes always rank high as a consumer favorite. Sought-after and satisfying, they're a profit-making core item for delis anytime of day.

From savory side dish selections and family meals to hot case specials and breakfast take-outs, your customers can count on Lamb Weston Deli Potatoes to deliver restaurant quality, value, and performance that will build repeat traffic.



INCREASING DELI PROFITS *with* POTATOES

Lamb Weston

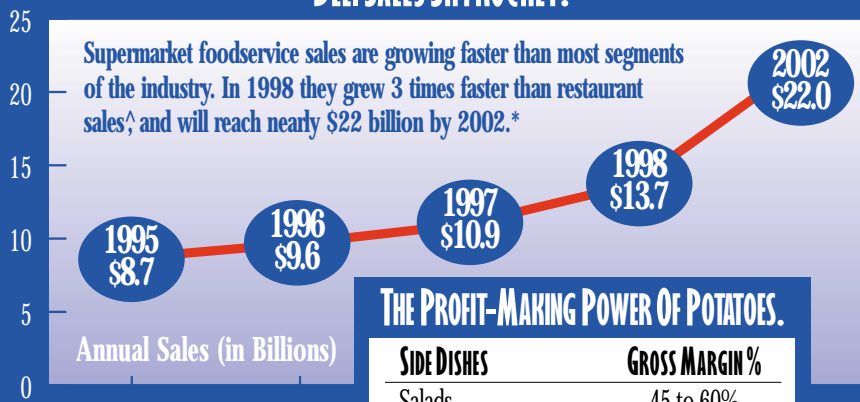
COUNTLESS WAYS TO CAPTURE SALES...

- ◆ Superior restaurant quality and taste.
- ◆ Easy to package for take-out and self-serve.
- ◆ Low food cost for high profit margins.
- ◆ Versatile ingredient for deli meals and recipes.

Lamb Weston Deli Potatoes are available in a multitude of cuts, styles and flavor profiles to upgrade any deli's menu offerings.

Lamb Weston
SERVICE DELIS

DELI SALES SKYROCKET!



[^]IFMA *Find/SVP

THE PROFIT-MAKING POWER OF POTATOES.

SIDE DISHES	GROSS MARGIN %
Salads	45 to 60%
Pasta Salad	50 to 60%
Baked Beans	45 to 65%
Rotisserie Chicken	30 to 60%
Potatoes	50 to 70%



CHECK IT OUT!

- ✓ Our wide selection of Wedge Cut Potatoes feature excellent holding capabilities in the hot case or under heat lamps.



- ✓ Lamb's Supreme® Mashed Potato varieties offer homestyle taste, appetizing appearance and heat-and-serve convenience.



- ✓ Labor-saving Time Savor® products increase productivity, feature portion-controlled sizing and are ideal for salads, soups and more.



- ✓ Our Oven Roasted Potatoes dress up your deli with an appetizing look, taste and aroma.



SERVICE DELIS Lamb Weston

SERVING THE NEEDS OF THE SERVICE DELI.

The fast-growing deli market offers a great opportunity for increasing your sales and profits. Lamb Weston Deli Potatoes, like Lamb's Supreme® Mashed Potatoes, JoJo's®, TaterBabies® and other wedge cuts, Oven Roasted Redskin Potatoes and so many more, are all produced for the specific needs of the deli operator. With their tremendous popularity, unmatched convenience, menu versatility and low food cost, these great-tasting products easily build sales and profits. And by providing superior service and support along with our restaurant products, we practically ensure your success. Lamb Weston is the foodservice potato market leader in sales volume, new products and deli support.

PROFITABLE SOLUTIONS FOR THE SERVICE DELI.

These simple strategies will help build your sales in the deli market.

Present the popularity of potatoes.

- Potatoes are ordered more than any other side dish*.
- American consumers will eat more than 8 billion pounds of frozen foodservice potatoes this year*.
- Potatoes are ideal for Take Out Sales which are slated to grow to \$195 billion in the next ten years#.

Illustrate the profitability of Lamb Weston Deli Potatoes.

- Demonstrate profit potential using the *Retail Profit Pictures* from the Deli Potatoes sales sheets.
- Provide information on Cross Merchandising, Meal Concept, Limited Time Offers, Multiple Sizing and Dipping & Topping concepts.

Explain the versatility and convenience of Lamb Weston Deli Potatoes.

- Convenient 12 month frozen shelf life.
- Simple to prepare with excellent holding capabilities and daylong menu versatility.
- Appetizing appearance on display or packaged to go.

Offer additional service and support.

- Suggest merchandising materials to support deli potato sales.
- Provide Recipe & Menu Ideas brochure and creative suggestions for multiple product use.

Sample Profit Picture

RETAIL PROFIT PICTURE.

The unbeatable value and superior quality of Lamb Weston Potato Wedge Cuts lead directly to increased profits.

Deli Crinkle Wedges 1lb. serving	Industry Average ¹
Average Food Cost	.68
Average Retail	\$1.69
Gross Profit Dollars	\$1.01
Gross Profit Percent	60%

*NPD/Crest #Technomics



Colorful and eye-catching merchandising materials help captivate deli customers and increase impulse sales.

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

Lamb Weston®

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