

# LAMB WESTON SALES SOLUTIONS

Selling higher quality fries makes sense all the way around. You benefit from higher yield, better quality and more profit. Your customer enjoys better taste, texture and value. It's another classic "Win-Win" situation.

Your biggest challenge is knowing how the pounds you buy translate to the servings you sell. A higher quality fry yields more servings per pound and helps your profits grow. Plus, better taste and plate coverage will keep customers coming back for more.

## HIGHER QUALITY = HIGHER PROFITS!

Upgrade Selling Profit Analysis*		
	1/4" FA	1/4" XLF
Retail Price per Serving	\$1.09	\$1.09
Servings per Case	94	108
Revenue per Case	\$102.46	\$117.72
Cost per Case	\$13.27	\$16.07
Gross Profit per Case	\$89.19	\$101.65
<b>Profit Advantage per Case</b>		<b>+ \$12.46</b>

With a higher grade XLF product, selling just two cases a day can increase gross profits by nearly \$9,000 per year.

\*Based on a 3.5 oz. serving.



**Lower Quality/FA Grade**  
Less plate coverage, 94 servings per 27 pound case.



**Higher Quality/XLF Grade**  
Better plate coverage, 108 servings per 27 pound case.

# UPGRADING YOUR FRIES makes SENSE



### UPGRADE REFERENCE POINTS...

#### PXLF Fries

- ◆ Fewer strips to fill the bag, boat, cup or plate.
- ◆ Customers receive a better value.

#### Higher Solids Product

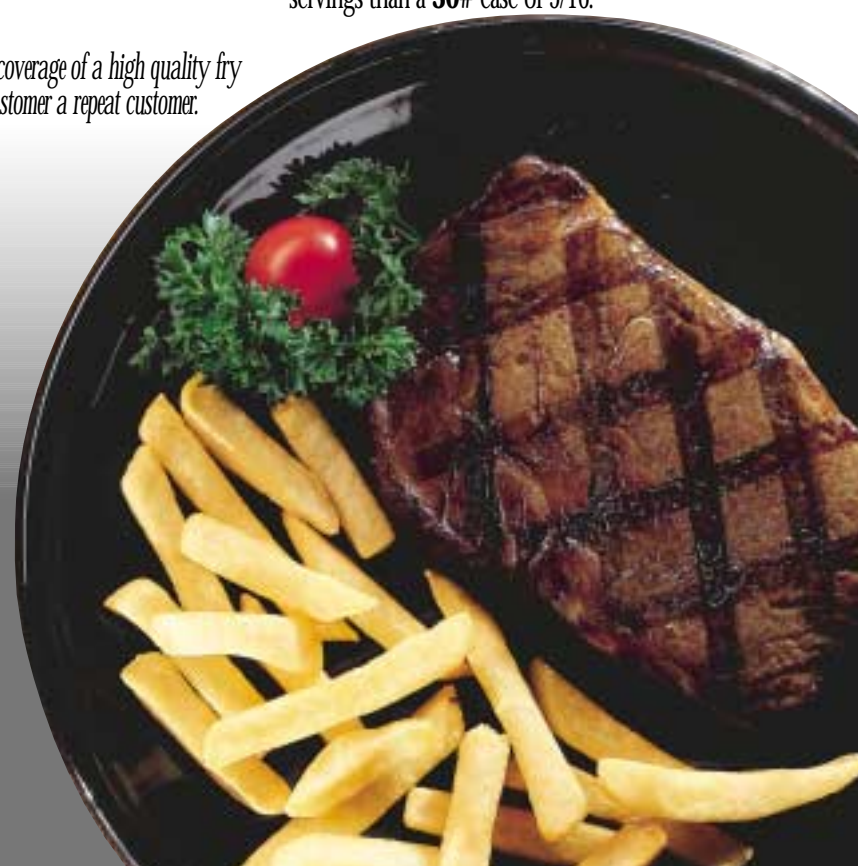
- ◆ More fries & less water in the same size case.
- ◆ High solids deliver more potato flavor.

#### Thinner Cuts

- ◆ 1/4" Shoestrings out yield 5/16" cuts which out yield 3/8" cuts of the same grade.
- ◆ A 27# case of shoestrings can yield 5 more servings than a 30# case of 5/16".

Lamb Weston  
UPGRADE FRIES

The quality, taste and plate coverage of a high quality fry can make a first time customer a repeat customer.



## CHECK IT OUT!

There are hidden extra costs in "budget" fries.

Budget fries cost you more in oil usage and oil breakdown. They absorb more oil than higher solids fries and oil replacement costs quickly add up. Plus, the higher water content breaks down fry oil much faster, making it necessary to change oil more often, diminishing bottomline profits.



*"Budget" fries have lower solids, absorbing more oil and diminishing any cost-per-case price "advantage". High oil replacement costs quickly add up.*

## KEY POINTS TO REMEMBER:

- ✓ Higher solids fries deliver more servings and profit per pound.
- ✓ A higher grade product has more longer fries per pound yielding more servings per pound.
- ✓ Most specialty cuts yield a greater number of servings per pound than straight cut fries.
- ✓ A thinner straight cut will out-yield a thicker straight cut of the same grade.
- ✓ Budget fries have "hidden" extra costs in oil absorption and breakdown.

# HIGH QUALITY, LONGER FRIES GIVE INCREASED YIELDS, BETTER TASTE, AND GREATER PROFITS.

## FRENCH FRY FACTS: QUALITY VS. BUDGET FRIES.

### CHANGE YOUR THINKING FROM COST-PER-POUND TO COST-PER-SERVING.

- ❑ Case cost does not indicate cost-per-serving. Demonstrate that higher yielding fries can deliver the most profit with more servings per pound.

### THE PRIMARY FACTORS IMPACTING YIELD.

- ❑ **Grade.** Grade is based on color, texture, defects, solids and length. Higher grade fries have more solids and longer length, yielding more servings.

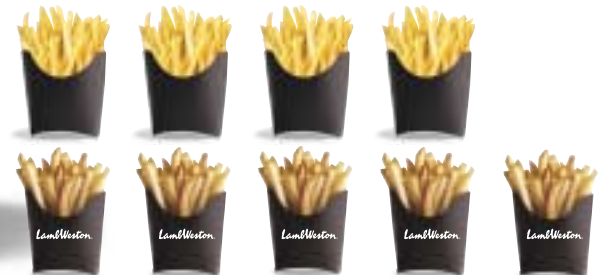
*Here's how the french fry grading system works for 1/4" Shoestrings:*

Grade	Strips over 3"	Strips Under 2"	Slivers & Shorts
<b>PXLF</b> (Premium Extra Long Fancy)	Minimum 35%	Maximum 17%	Maximum 5%
<b>LF</b> (Long Fancy)	Minimum 20%	Maximum 25%	Maximum 10%
<b>FA</b> (Line Flow)	—	Maximum 40%	—

- ❑ **Solids.** "Budget" fries are processed leaving a lot of moisture in the fry. You pay for more water than fries. "Premium" fries have most of the water removed and yield more fries and more servings per pound.
- ❑ **Cut.** Most specialty cut fries yield more servings per pound than straight cut fries. Also, thinner straight cuts yield more servings than thicker straight cuts.  
**Remember, you make profits on the number of servings you sell, not on the price you pay per pound.**



*Because they contain fewer potato solids and shorter length, "budget" french fries yield fewer servings per pound than a higher quality, high solids fry.*



Upgrading the quality of fries makes sense. For you and your customers. Find out more. Call us today: **1-800-766-7783.**