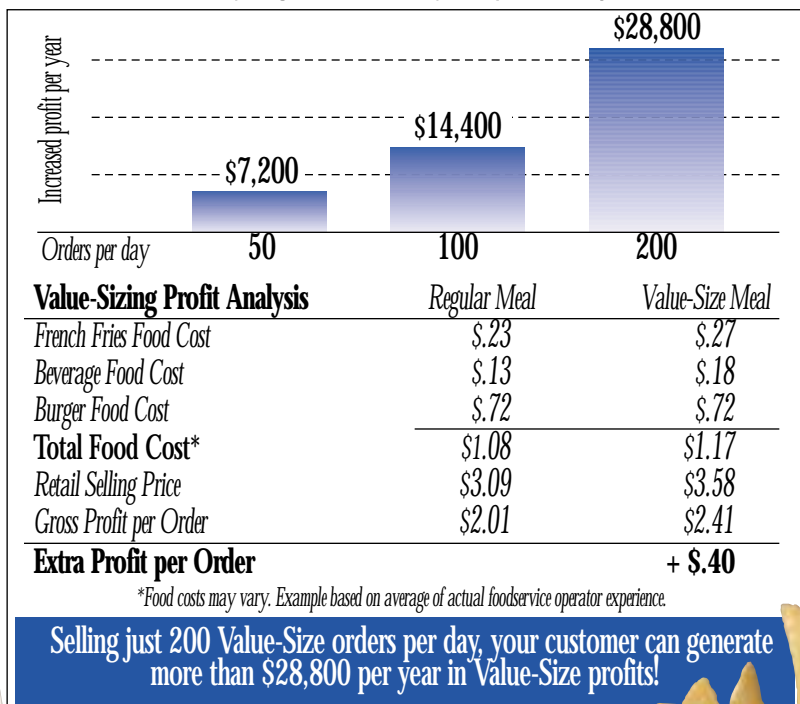


LAMB WESTON SALES SOLUTIONS

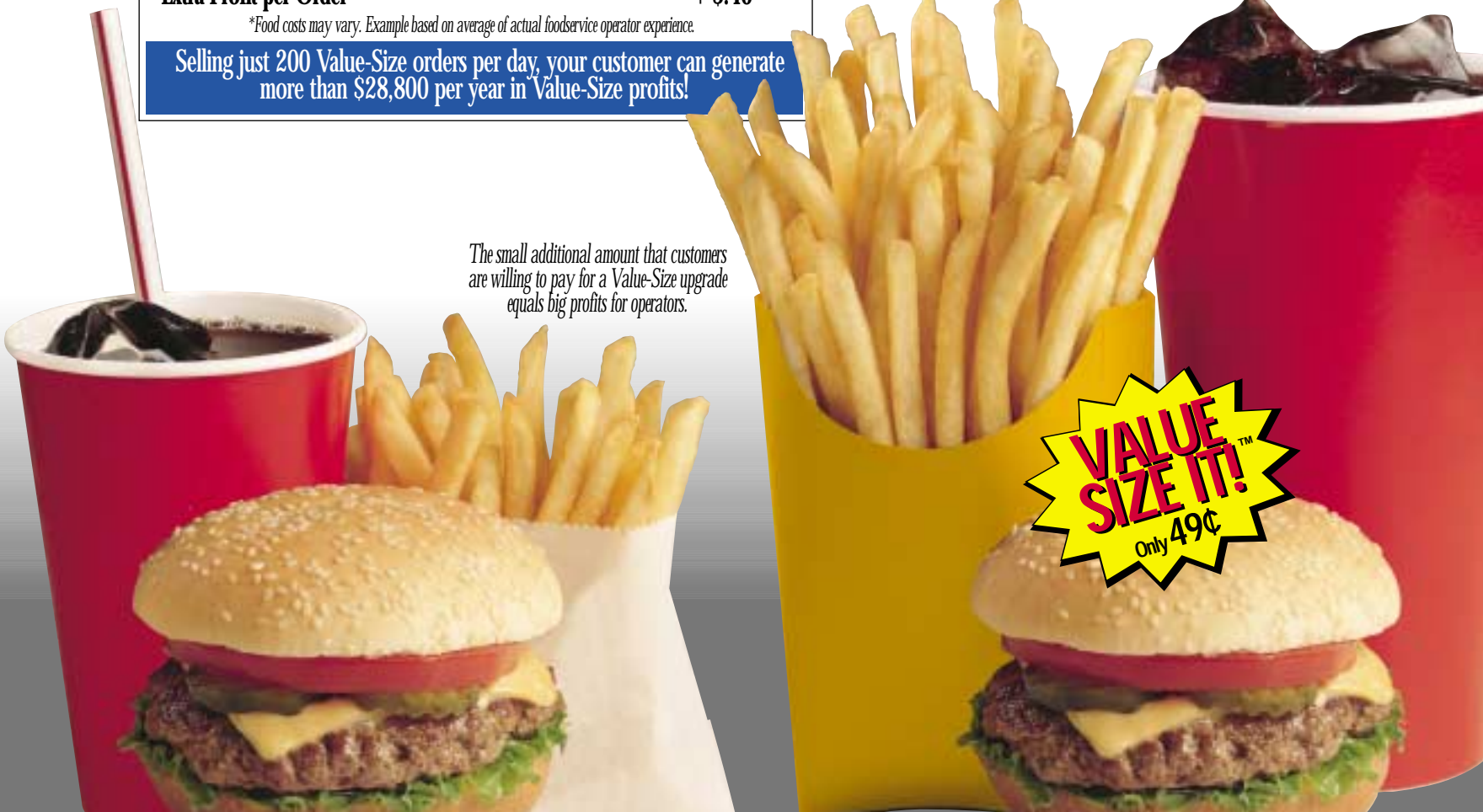
No longer just a promotional tactic to build traffic, Value-Sizing has become a profitable tool for a wide range of foodservice operations. For just pennies more in food cost, an operator can offer customers a greater value, while the extra retail price paid generates even more profit!

VALUE-SIZING PROFITS ADD UP!



Selling just 200 Value-Size orders per day, your customer can generate more than \$28,800 per year in Value-Size profits!

The small additional amount that customers are willing to pay for a Value-Size upgrade equals big profits for operators.



VALUE SIZE™ for SUPER PROFITS

Lamb Weston
VALUE-SIZING



HERE'S HOW VALUE-SIZING WORKS...

- ◆ The operator increases the serving size of both the beverage and the fries, creating a Value-Size option.
- ◆ The customer pays a small additional amount for a Value-Sized meal.
- ◆ The additional food cost is low, easily offset by the higher retail price.
- ◆ The resulting incremental profits go straight to the bottomline.

CHECK IT OUT!

- ✓ French fries are the most profitable food item on your menu.
- ✓ Value-Sizing generates more revenue from the two most profitable menu items; beverages and french fries.
- ✓ Value-Sizing is rapidly expanding to virtually every segment, from B&I to healthcare, schools to supermarket delis.
- ✓ Offering multi-size options can increase your fry profits by 55% or more.

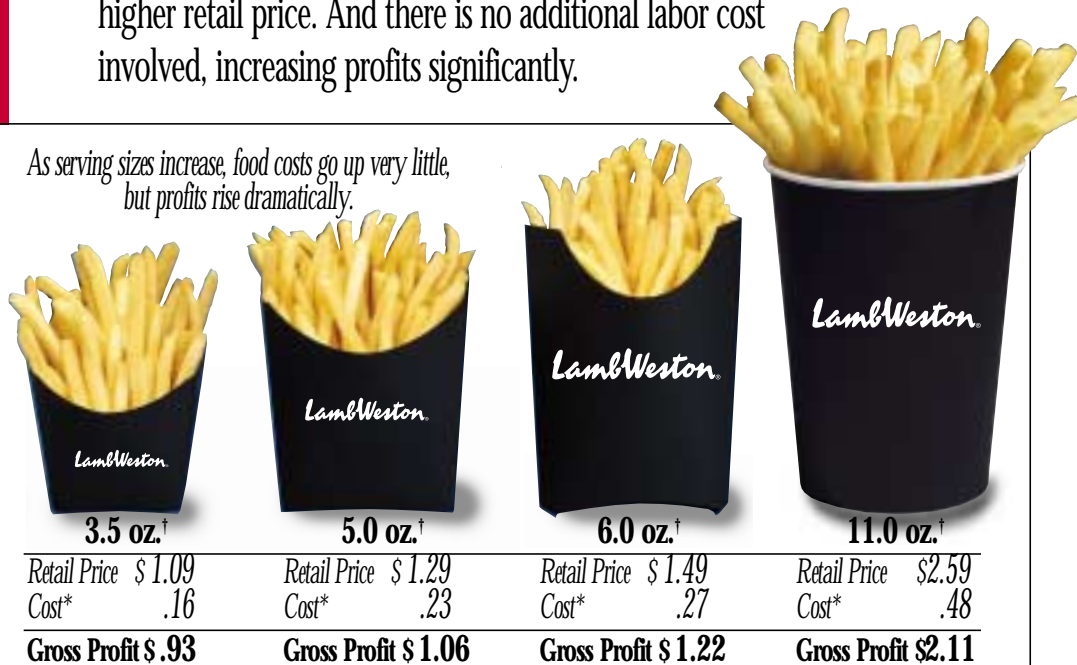
Regular Fries	1.09
Large Fries	1.29
Extra Large Fries	1.49
Jumbo Fries	2.59
Twister® Fries	1.69
Value Meal #1	3.09
Value Meal #2	3.59
Value Meal #3	4.19

VALUE SIZE IT!
Only 49¢

OFFERING MULTIPLE-SIZE OPTIONS BUILDS PROFITS TOO!

Help your customers even more with the profitable advantage of multiple sizing. As shown here, the larger the serving, the more profitable it is. The small additional food cost for a larger size is easily offset by the higher retail price. And there is no additional labor cost involved, increasing profits significantly.

As serving sizes increase, food costs go up very little, but profits rise dramatically.



*Food costs rounded to the nearest whole cent. [†]Fry weight in serving container.

Selling 200 Small Servings a day generates \$186 gross profit. But selling 150 Extra Large and 50 Jumbo Servings a day generates \$288 gross profit — a 55% increase!

VALUE AND MULTIPLE-SIZING MAKE \$ENSE.

Value and Multiple-Sizing are classic “Win-Win-Win” situations for the operator, his customers and you.

- ◆ They generate increased profits quickly and easily.
- ◆ Consumers get a better value for very little additional expense.
- ◆ You benefit as well by raising sales volume, fostering a consultative relationship, building customer loyalty, and increasing your profits!

Super-Charge your sales. Call us today for more profitable Value-Sizing and Multiple-Sizing information: 1-800-766-7783.