



# Snacking and Grazing Solutions

...to Reinvigorate your Menu



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# Did you know?

## Snap shot of the Pubs and Clubs Industry

There are a total of **7430**  
Pubs and Bars & **6213**  
Clubs in Australia.



### The growth of the "Snacking culture" continues

Consumers are showing their expanding appetite for snacking in-between formal meals to replace traditional dining occasions to complement their busy lifestyles.



McCain battered fries.  
The perfect companion for  
your delivered meals.



## The Australian delivery market is growing!

Australians are spending \$2.6 billion each year on food and drink delivery through companies such as Menulog, UberEats, and Deliveroo.

**The Average order value of food ordered in Australia is around \$39.60!**

Online Takeaway food orders are forecast to rise from about \$1.5 billion, or 10% of the fast-food market in 2017, to \$4.2 billion, or 23% of the market by 2025.

### **Shine Online**

Online Food review sites have a major influence on the way customers choose their food and where to dine.

The quality & variety of your food offer has a huge impact on your online presence and reputation. Differentiate your standard menu offering by incorporating the latest food trends, to offer your customers something sensational.

# How do customers like their Fries?

We surveyed 500 consumers in 2018 to find out exactly what your customers are looking for when it comes to fries in Pub & Club venues. Here's what we found...

Consumers rated Beer Battered fries as the most preferred fry variety to be seen in Pub & Club venues, and as part of a meal. Consumers love Beer Batter Fries because...

- ✓ They are tasty
- ✓ They are crispy and crunchy
- ✓ For something different

Consumers surveyed are also seeking variety, and expect to see between 2 and 3 different fry varieties on the menu.

Other popular fry varieties in Pub & Club venues included:

- ✓ Steak or thick cut Fries
- ✓ Wedges
- ✓ Standard straight cut fries

Bringing people together with fries!

Friday after work drinks, watching a band or gig, and drinks with friends or colleagues were the top rated occasions for ordering fries in Pubs, followed closely by Dinner.

Snacking & sharing options were most expected to be seen in Pub & Club Venues, with 59% of customers consuming fries as a snack or side dish.

Fries that rated as top snacking options in Pub & Club venues were:

- ✓ Wedges
- ✓ Standard straight cut fries
- ✓ Fries with seasonings
- ✓ Thick cut chips & Steak Fries
- ✓ Beer Batter Fries

Quality of fries is very important.

83% would order quality fries again from the same venue.

73% would go back to a venue with good fries.

70% of people said bad fries would ruin their meal experience.



We sat down with

**Mathew  
Macartney**

Executive Chef at  
Village Belle in  
St Kilda, Melbourne,  
to get his insights into  
selecting the perfect  
fries for his discerning  
customers.



**Hi Mathew, Thanks for talking with us. Let's get started at the beginning; How did you get into being a chef?**

My career began at The Snooty Fox, a quaint little restaurant on the famous Dandenong Tourist Road. From there it was all up, securing a position at the iconic Café Cuccina in Melbourne's trendy South Yarra to Hotel Sofitel. My experience there, under the direction of Raymond Capaldi and Marcus Moore, is the best training any young chef could get!

From there it was off to Daylesford's award-winning Lake House as Head Chef before the opportunity presented itself to lead the kitchen at Chateau Yering where I held a string of Chefs Hats for several years.

I feel like I have achieved everything I've wanted to as a fine dining chef and I'm now excited to take up this new challenge at Village Belle.



### **What do you believe makes a great chef?**

The best chefs know that a well-oiled kitchen takes the entire team. Respecting mentorship and guidance so that everyone can perform at optimum levels are critical to a great kitchen brigade.

*"It's not how well you cook yourself, it's how well you train your team around you. Being a strong leader, guiding and mentoring staff and helping them achieve their professional goals."*

### **What do you believe makes your establishment successful?**

We have a great team around us! The 4 boys who own Village Belle have so much energy and are very passionate about the pub. We have everything you could hope for in a venue. There's an indoor-outdoor feel with light streaming in from many angles.

I also bring a unique perspective to the kitchen with my culinary background.

Good food and quality produce is front and centre of our menus.

*"This week we showcase whole rabbits. We'll be turning them into a cold-pressed terrine, country-style terrine and a ravioli dish."*

### **What is your most popular dish on the menu?**

Hands down, the Parmigiana. We've now extended our Parma offering to 4 options and feature 2 house favourites and 2 rotating weekly specials. It's now become a competition in the kitchen. Two chefs compete for bragging rights and come up with different Parma specials each week.

### **You currently have our McCain Beer Batter Steak Fries on your menu. What made you select these fries for the venue?**

Quality and consistency. The boys who own this pub, are very particular on their chips. Prior to the renovations and before my time, they changed the brand of chips and customers complained. As soon I started here, we tested an array of chips and we immediately fell in love with the McCain Beer Batter Steak fries. Since opening, we've had many compliments on the chips. As mentioned, Parma's being our most popular dish, we wanted to make sure we selected a quality fry that complimented the dish and McCain Beer Batter Steak fries have been a success.

We have a chest freezer out the back that's dedicated to McCain fries. We sell 30-40 cartons of chips per week.

**Have you experimented with different flavoured salts and sauces with your fries? And if so, what were the results and feedback like?**

Yes, I currently have my own signature seasoning on the McCain Beer Batter Steak Fries. It's a secret, but I can tell you my secret ingredient is Togarashi, a Japanese pepper and our customers love it. We also serve our fries with multiple dipping sauces including aioli, tomato sauce and we're about to introduce a nacho cheese sauce to the line-up.

**We noticed a few sharing items scattered across your menus, what's the reason for this?**

We encourage groups to come to the Village Belle and order a few bottles of wine, a charcuterie plate or cheese plate and graze for a few hours. We find that our snacking menu is popular especially on the weekends and especially on a beautiful sunny day.

**How do you get inspirations for your menus?**

I'm fortunate to have a Teledex of flavours and recipes drawn over the last 30 years. Ultimately, menu decisions are driven by the seasons. Our menu development begins 2 months leading into each season, and we work very closely with our suppliers. Within each season we choose to highlight a hero element. For spring - lamb, asparagus and broad beans are found on our menus. In autumn, it's all about the varieties of mushrooms and the humble tomato soak up the spotlight for summer.

**Do your menus change for special events?**

We strategically curate grazing menus for all our events at the restaurant. It's cost effective from a food and labour cost perspective. These sharing menus alleviate pressure from our floor staff and kitchen team when the restaurant is at capacity. Some of the risk associated with a la carte service is also removed with a sharing style menu. I can even plan and budget well in advance knowing the number of reservations and having clarity around what everyone is eating.



Spiced Beetroot and Balsamic Relish

Curried Yellow  
Tomato Chutney

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Tarragon Ranch dressing

McCain Beer Batter  
Onion Rings

Product Code: 30410811





# Happy Hour Snacks

If you are looking to add a hot, crunchy, salty snack to the line-up, look no further than McCain Beer Battered Onion Rings.

Serve them as snack, side or accompaniment with practically anything!



## Did you know

The top flavours used in seasonings rated by 500 consumers are: Mixed Herbs, Garlic salt, Black salt, Rosemary, Black pepper, Parmesan, Paprika, Chilli, Oregano.



## Try a completely new seasoning!

Take your onion rings from impressive to brilliant with a sprinkle of flavoured salt. **All you need is Mortar and pestle and a bit of elbow grease...**

- **Porcini Salt:** 1 cup sea salt, Dried Porcini Mushrooms
- **Celery Salt:** 1 cup sea salt, 3 Tbsp Celery Seeds
- **Curry Salt:** 1 cup sea salt, ½ Cup Curry Powder
- **Bacon Salt:** 1 cup sea salt, 3 slices bacon dried, ¼ Cup Parmesan

# Loaded fries with avocado, chorizo and chilli



↑  
Smashed  
avocado

What a load of fries! Loaded fries come with every topping imaginable, from the savoury to the sweet to the just plain weird. Here is one you must try out on your menu!

## Did you know

57% of consumers surveyed like the idea of Loaded Fries. **Consumers love Loaded Fries because...**

- It is seen as a **substantial snack** or more complete meal
- **I can share it** with others
- I can **choose different ingredients** and make my fries different every time I am out
- Key drivers for consumers ordering Loaded Fries include **quality and variety of toppings, availability** and **consistency** and execution in venues.

McCain

Bar Menu Signatures

Product Code: 202291

McCain Beer Batter Fast Fry 10mm



Spring Onion

Fresh Red Chillies

Grated Parmesan

Chorizo sausage

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Rocket pesto sauce

McCain Stay Crisp  
French Fries 10mm  
Product Code: 202168

# Portuguese Chicken Fiesta

Braised  
fennel

Let your customers help themselves with this reinvented pub classic that they will love to share.

Marinate a butterflied chicken with Cajun spice, lime juice, coriander and olive oil.

Roasted pepper ajoli

Corn with  
tomato salsa

# Bring back the

A grazing board of fire-roasted meats. Don't forget the McCain Beer Batter Fries... You'll need these to help minimise the meat hangover!



Italian herb sausages with tomato chutney

Product Code: 100004869  
McCain Sweet Potato Straight Cut Fries



McCain Beer Batter Fries 13mm  
Product Code: 202293



Apple slaw, hazelnut vinaigrette

Roast beef, with horseradish mustard sauce

# Mixed Grill



BBQ Pork Ribs,  
chimichurri sauce



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Gherkins



BBQ Chicken Wings



Chargrilled Capsicum



Succulent slow-roasted pork belly



Spiced bean puree



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# Roadhouse Diner With Cheese Fries



*oozy cheddar cheese fries*

McCain Straight  
Cut Fries 13mm  
Product Code: 203136



Spicy Mussels with Chorizo and Wine →

Coffin Bay Oysters →

Salsa Verde →

Grilled Crystal Bay Prawns

McCain Steak Cut Fries

Product Code: 203132

# Seafood Grazing Platter

← Calamari

Whether it's cracking open a fresh prawn or grabbing the last mussel; slurping up oysters, or double dipping your fries – everyone has a sweet spot for seafood and fries. Make room for this on your specials board!

## Did you know

1 in 2 consumers would purchase Sweet Potato if available on the menu, key drivers being taste and a healthier option to traditional fries.

McCain Sweet Potato Wedges  
Product code: 1000004868

# Lamb

Marinated cutlets in  
za'atar and lemon

# zucchini cutlets

Succulent lamb cutlets with flavours of the Middle East make for a mouth-watering grazing platter!

# Spice with

Shaved fennel and radish,  
orange vinaigrette

McCain Straight Cut Fries 13mm

Product Code: 203136



Green olive tapenade

Silky hummus

Roasted Chickpea and smoked paprika

Crumbled fetta

Zucchini Falafels

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# Dessert to share

Sara Lee Orange Cake  
Product Code: 8202

*\*garnished with smashed panko*



Sara Lee Banana Caramel Petite Cake  
Product Code: 8564



*\*garnished with fresh raspberry*



Sara Lee Carrot Petite Cake  
Product Code: 8565



Sara Lee Triple Chocolate Petite Cake  
Product Code: 8563

## Banoffee Trifle

Sara Lee Banana Cake layered with salted caramel cream, candied pecans and torched banana.

## Jaffa Jar

Sara Lee Chocolate and Orange cake layered with fresh mandarin, Cointreau custard, grated white chocolate and mint.

**Sara Lee Banana Cake**

**Product Code: 8201**

**Sara Lee Chocolate Cake**

**Product Code: 8203**

**Sara Lee Orange Cake**

**Product Code: 8202**



Here is a quick and easy idea for delivering something a little different for your desserts or special event!

# Jar Cakes

# The art of cooking the perfect fry

- 1 Cooking at 175 degrees maximum for 3-4 minutes is typical, but cooking time varies between products so refer to the package for instructions.
- 2 When a fry goes into the fryer at the right temperature, a crust forms on it.
- 3 The water inside the fry gets hotter as it cooks and turns into steam.
- 4 Little channels form in the fry as the steam forces out. The force of the steam stops the oil getting in.
- 5 Once the fries are cooked and the basket is lifted out, they start cooling and less steam is made.
- 6 Fat clinging to the outside is absorbed into the tiny channels in the fry.
- 7 To drain the basket, shake or bang the basket twice and hang it for at least 20 seconds.
- 8 Good drainage reduces fat by 20%.







Beer Batter Fries 13mm  
Product Code: 202293

*\*Recommended for delivery*



# How we make our fries

From planting to harvest - McCain works closely with local potato growers to deliver premium, high yielding potatoes.

**Our farmers who are potato masters, grow our potatoes with passion and expertise. Next, we prep. It's simple but we've gotten pretty good at it.**

McCain potatoes are premium potatoes. The right combination of starch, fibre, protein and sugars. Each McCain product is made to a certain specification, with raw material selection based on length, colour, level of defects and other characteristics.



WASH



PEEL



CUT



FRY



FREEZE

The process is simple - we just cut, prepare, cook and freeze them. **So what you see is what you get. Tasty, crispy quality fries!**

The above process is in reference to the production of non-battered fries.



Our overall approach to food production is straightforward and transparent. We use simple ingredients and simple preparation methods.

**We keep our production processes as simple as possible.**

We grade the texture of our fries to ensure we go to market with the most premium potato products.

- ✓ They mustn't be too raw or firm in texture
- ✓ They mustn't feel hollow or empty
- ✓ They mustn't be too dry in texture

**So the result is quality fries and great value. McCain fries aren't just any fries... we think they're the best fries.**

## McCain Stay Crisp French Fries 10mm

**Pack Size:** 6x2kg

**Product Code:** 202168

- ✔ Gluten Free Formulation\*
- ☞ Recommended for delivery



## McCain Beer Batter Fries 13mm

**Pack Size:** 6x2kg

**Product Code:** 202293

- ☞ Recommended for delivery



## McCain Beer Batter Steak Fries

**Pack Size:** 6x2kg

**Product Code:** 202290

- ☞ Recommended for delivery

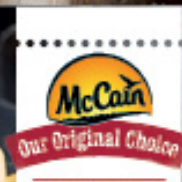


## McCain Steak Fries

**Pack Size:** 3x5kg

**Product Code:** 203132

- ✔ Gluten Free Formulation\*



## McCain Sweet Potato Wedges

**Pack Size:** 6x1.13kg

**Product Code:** 1000004868

- ✔ Gluten Free Formulation\*
- ☞ Recommended for delivery



## McCain Sweet Potato Straight Cut Fries 10mm

**Pack Size:** 6x1.13kg

**Product Code:** 1000004869

- ✔ Gluten Free Formulation\*
- ☞ Recommended for delivery



## McCain Seasoned Wedges

**Pack Size:** 6x2kg

**Product Code:** 202254

- ☞ Recommended for delivery



## McCain Beer Batter Onion Rings

**Pack Size:** 6x1.13kg

**Product Code:** 30410811



## Sara Lee Chocolate Tray Cake

**Pack Size:** 4x1.8kg  
**Product Code:** 8203



## Sara Lee Carrot Tray Cake

**Pack Size:** 4x2.25kg  
**Product Code:** 8204



## Sara Lee Banana Tray Cake

**Pack Size:** 4x1.8kg  
**Product Code:** 8201



## Sara Lee Orange Tray Cake

**Pack Size:** 4x1.8kg  
**Product Code:** 8202



## Sara Lee Banana Caramel Petite Cake

**Pack Size:** 4 x 30  
**Product Code:** 8565



## Sara Lee Carrot Petite Cake

**Pack Size:** 4 x 30  
**Product Code:** 8564



## Sara Lee Triple Chocolate Petite Cake

**Pack Size:** 4 x 30  
**Product Code:** 8563



\*Manufactured in the same production facility that processes products containing gluten.  
May contain gluten.

### Information Sources:

McCain Ethnography research findings, August 2018. McCain Consumer Fry Report, May 2018. McCain Perfect Fry Report, 2016. Financial Review- Food delivery aggregators such as UberEats fuel online fast-food sales, Jan 2018. Finder- Australians spend \$1590 each year on delivered food, May 2018. News.com.au- Australia's shocking food delivery bill revealed by new research, Feb 2018. IBIS World- Pubs, Bars and Nightclubs in Australia Industry Report, June 2018. Eating out in Australia Report, 2017.



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work smarter



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