

Sweeten up your menu with

SWEET POTATO CROSS TRAX



Our Menu Signatures

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When you want to give a meal a surprising lift, or deliver a unique point of difference

SWEET POTATO CROSS TRAX ARE THE PERFECT CHOICE

Sweet Popularity

Sweet Potato Cross Trax offer an appealing waffle shape in the trending sweet potato flavour consumers love.

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 potato.



Sweet Point-of-Difference

Provides a real point-of-difference as a permanent core menu change, or LTO to drive additional sales.



Sweet Profits

Charge a justified price premium per serve.



Did you know? Consumers view sweet potato as "different" and they're willing to pay a premium for them! Sweet potato fries increase perceived meal value – driving cheque averages and guest satisfaction.





Sweet Versatility

Pairing perfectly alongside main meals, or great as a stand-alone snacking option.

Sweet Performance

Lightly battered for improved hold time and excellent yield, leading to more profits.



McCain Sweet Potato Cross Trax

Pack Size: 6x1.13kg

Product Code: MCF05074

✓ Gluten Free formulation*

Serving Suggestion



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ideas



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McCain Sweet Potato Wedges

Pack Size: 6x1.13kg

Product Code: 1000004868

✓ Gluten Free formulation*

Serving Suggestion

DISCOVER THE MCCAIN SWEET POTATO RANGE

McCain Sweet Potato Fries 10mm

Pack Size: 6x1.13kg

Product Code: 1000004869

✓ Gluten Free formulation*

Serving Suggestion



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

For more information talk to your McCain Foodservice Representative
or please call our National Sales Office on 03 9514 4600.