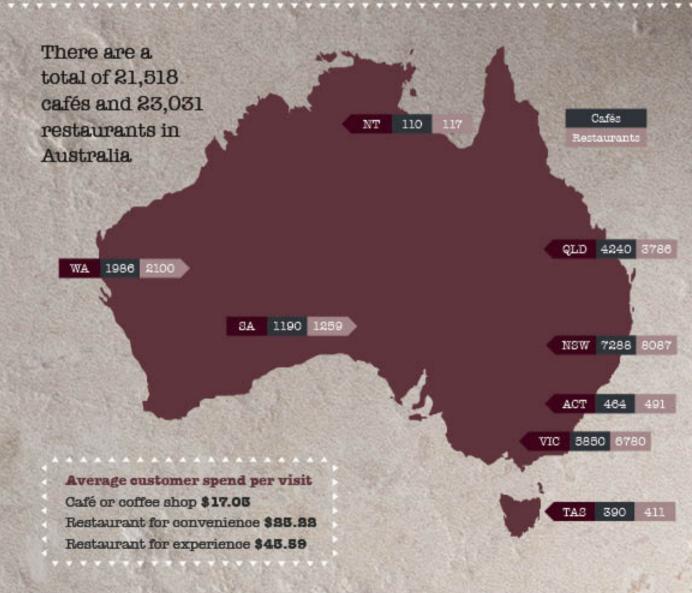
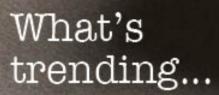


# SALCAN Of the Casual Dining Industry





Bating out is a favourite pastime of Australians; each household spends nearly \$100 a week on average on eating out.

Consumers are continuing to demand more variety and alternative food options including gluten free, vegan, and low fat menu options. Transparency is also important, where consumers are placing high importance on locally and ethically sourced food options.

1000 consumers were asked what irritates them most when eating out and 79.7% claimed that **bad food** was their **biggest** irritation and that 'they would never go back'.

Consumers seeking convenience rate good food and customer service as the two most important factors, above price, location, health and menu selections.

Food delivery has been one of the fastest-growing and competitive services in recent years.



# Cuisines in the spotlight

Middle Eastern cuisine
particularly Lebanese, Persian,
Turkish, Israeli and Moroccan
have hit the mainstream in
Australia, and are proving
popular with consumers.

Bold spices like harissa, cardamom and za'atar provide a great way to inject flavour into a dish, and allow you to re-create traditional favourites with a worldly twist, such as shakshuka.



Our **preparation methods** and production processes are simple, but we've gotten pretty good at it.

We just wash, peel, out and cook our fries to McCain's perfect recipes, quality checked then snap frozen. So what you see is what you get-tasty, crispy, quality fries!











(Preparation and production processes based on un-battered fries)

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

# Did you know?

McCain premium high yielding fries will **deliver far more benefits for your business** vs. a lower case cost:

- More serves per carton
- Lowered portion costs
- ▶ Better plate coverage
- · Value for money from every carton of fries
- ▶ Increased customer satisfaction
- Repeat business

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





We sat down with

# DANIEL GIRALDO.

Executive Chef of Maha restaurant in Melbourne to get his insights into selecting the perfect fries for his discerning customers.

### What inspired you to become a chef?

Growing up I spent plenty of time traveling, exploring food cultures and ingredients from around the world which made me fall in love with food and creating experiences for people. I was also heavily influenced by my father who inspired and mentored me as a young chef. I feel very fortunate to have found a career that enables me to express my creativity and travel with my work anywhere in the world.

# What trends have you noticed emerging in the local restaurant scene?

I see a huge emphasis toward foraging over the past couple years.

In the past, only country kitchens with land have embraced the farm to table approach; however, I've seen it become more prevalent in city restaurants as of late. Chefs are more becoming more educated with the provenance of produce and going out foraging their own hers, flowers and mushrooms. I've also seen a shift to simplicity and focusing more on the quality of the food.

"Mother Nature is the true artist, and our job as cooks is to allow her to shine," Marco Pierre White.

# Where do you draw inspiration from when developing menus?

All our menu ideation and concepts start with the finding the best ingredients of the seasons and making them the star of the show. The Melbourne seasons poses a challenge for us, temperature changes so quickly, and we find ourselves constantly adapting our menus.

It's also essential to develop strong relationships with our supplier network. I work with amazing people like Liam Spurrel, where I get all my foraged herbs from. I check in with George from Ocean Made Seafood most mornings to find out what's fresh and have it delivered by noon in the restaurant. Vicki Sher from Sher Waygu supplies us with the best Wagyu Beef in the country. Seeing the passion from our suppliers inspires me to create new and exciting dishes.

# What fry do you currently use on your menu?

I currently use McCain's Crinkle Cut
Fries, We use them on our bar menu to
compliment our burger. The Crinkle Cut
Fry may seem like an odd choice but
it works really well for us as we finish
them with a beurre noisette, spices and
herbs and you get little bits stuck in the
grooves, and they stay very crunchy
due to the potato surface area.

# What has been your favourite dish that you have created with fries?

Loaded fries with sujuk, garlic yoghurt, shaved halloumi and spring onions. It's mega tasty with tonnes of flavour and texture!

Maha has been around for over ten years and still, consistently booked out.

# How do you ensure you remain relevant with your offering and keep costumers coming back?

To be honest, I truly believe because

Maha is all about "hospitality" which I

feel gets forgotten sometimes. We focus
on delivering great food that people want
to eat and come back for and a service
that makes the guest feel comfortable and
looked after. We accommodate menus to
suit everyone. We have 3 different styles
of menus from a 4 course shared menu for
groups of friends to an intimate 8-course

degustation. We also have a weekly express lunch menu, which again taps into the lunch trade and allows anyone to sample our Maha dishes at a low price point. This allows for guests to have different dining experiences each time they come back to Maha.

# How do you differentiate from the competition?

Our cuisine is very unique. Shane Delia has created something extraordinary and unique here at Maha, that is very different from the rest of Melbourne's restaurants, and we keep that in mind when developing seasonal menus.







# EXCEED YOUR CUSTOMERS BREAKFAST EXPECTATIONS WITH QUALITY, CRISPY HASH BROWN OVALS FROM MCCAIN

SLOW COOKED OX HEART TOMATOES, POTATO HASH, HARISSA, HENS EGG, ALMONDS, RICOTTA

Consumer blind testing against competitor products ranked McCain hashbrowns high on:

- Origniness
- Arci
- Firmness
- · Colour
- Flavour
- Overall appearance





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The rich, vanilla scented dough, laced with melted chunks of Belgian Pearl Sugar, stands out on its flavour and unique texture alone.



BELGIAN LIEGE WAFFLES, WHIPPED CHEESECAKE, CANDIED PEARS, HAZELNED BLACK TRUFFLE & CHICKPEA ICE CREAM

# START WITH THE BELGIAN LIEGE WAFFLE



RED ALEPPO AND WALNUT CRUMBED KING JOHN DORY, PRESERVED LEMON & CAPERS



## Did you know?

47% of consumers are demanding multiple varieties of fries on the menu, and are prepared to pay more for specialty fries.















### MCCAIN FAST FRY STRAIGHT CUT FRIES 10MM

Product Code 203131

Gluten Free Formulation

# DELIVER THE QUALITY THAT YOUR CUSTOMERS DESERVE WITH MCCAIN FAST FRY STRAIGHT CUT FRIES 10MM

SAFFRON GLAZED BORROWDALE FREE RANGE PORK CUTLET, TOASTED SESAME, ONIONS & SPICED PORK CRACKLING





# SWEETEN UP YOUR MENU WITH MCCAIN SWEET POTATO FRIES

RAZ EL HANOUT
ROASTED QUAIL,
ROASTED
CAPSICUM,
WALNUTS,
POMEGRANTE &
GREEN CHERMOULA

1 in 2 consumers would purchase Sweet Potato if available on the menu as diners perceive them being a healthier option than traditional fries.



# NEW MCCAIN SWEET POTATO CROSS TRAX!

When you want to give a meal a surprising lift, or deliver a unique point of difference, McCain Sweet Potato Cross Trax are the perfect choice!

McCain Sweet Potato Cross Trax Product Code MCF05074 Pack Size 6 x 113kg







# MAKE A CTATEMENT ON YOUR MENU

with a variety of premium products and serving suggestions from McCain and Sara Lee

For a full list of products available visit www.mccainfoodservice.com.au or www.saraleefoodservice.com.au





## MCCAIN BEER BATTER STEAK FRIES

Product Code 202290 Pack Size 6x2kg

Recommended for delivery

## MCCAIN BEER BATTER FRIES 13MM

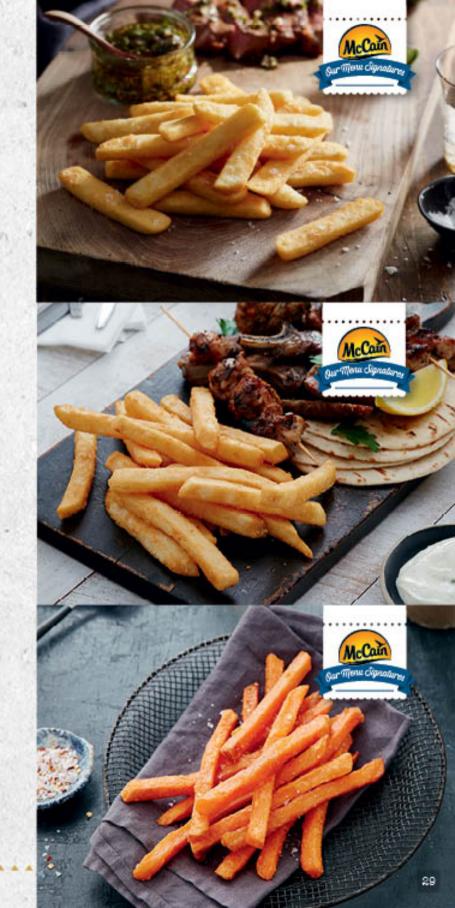
Product Code 202293 Pack Size 6x2kg

Recommended for delivery

# MCCAIN SWEET POTATO STRAIGHT CUT FRIES 10MM

Product Code 1000004869 Pack Size 6x1.13kg

- Gluten Free Formulation\*
- Recommended for delivery



# MCCAIN STAY CRISP FRENCH FRIES 10MM

Product Code 202168 Pack Size 6x2kg

- Gluten Free Formulation\*
- Recommended for delivery

# MCCAIN FAST FRY STRAIGHT CUT FRIES 10MM

Product Code 203131 Pack Size 3x8kg

• Gluten Free Formulation\*

# MCCAIN HASH BROWN OVALS

Product Code 202810 Pack Size 6x2kg

• Gluten Free Formulation\*



## MCCAIN BELGIAN LIEGE WAFFLES 90G

Product Code 811601 Pack Size 24x90g

 No artificial colours or preservatives

## SARA LEE EXTRA LARGE CROISSANT

Product Code 8308 Pack Size 24x110g

 No artificial colours, flavours or preservatives

"Mammfactured in the same production facility that processes products containing gluten. May contain gluten.

Information sources McCain Hash Brown sensory, September 2017. McCain Perfect Fry Report, 2016. McCain Consumer Fry Report, May 2018. Esting out Australia. Report 2018. IBIEWorld Industry Report Cafes and Coffee Shope in Australia 2018. IBIEWorld Industry Report Restaurants in Australia 2018. AFE 2017 Database, Food Industry Foresight Pty Limited, 2017. Top 10 Sood trends for 2018, http://www.usefbodnews.com.au/2017/11/12/ whole-foods-predicts-top-10-food-trends-for-2018.ht.







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