



30 MINS  
HOLD TIME\*

CRISPIER  
3X LONGER†

The game changing fry featuring  
an **Advanced Batter Technology.**



FOODSERVICE  
SOLUTIONS

📱 [mccainfoodservice](https://www.instagram.com/mccainfoodservice)

[www.mccainfoodservice.com.au](http://www.mccainfoodservice.com.au)

\*Based on a delivery time of 30 minutes from preparation, under simulated conditions.  
Subject to compliance with McCain's cooking instructions. Product quality may be affected  
by different delivery conditions such as packaging, delivery protocol, travel times and climate.  
†Compared to McCain 10mm Fast Fry.

# THE BIGGEST CHALLENGE

Fries play a vital role in the eating out experience and set the scene for the entire meal, so they need to be hot and **MUST** be crispy!

Great quality is now an expectation for consumers, whether they are eating in, getting take-away or delivery. As fries can make up **1/3 of the dish** it's vital to get them right.

Sadly **82%** of consumers experience soggy, cold, poor quality fries via delivery and take-away. Further to this, **83%** of consumers **would not order fries** through a **delivery service** at all, with over half saying they did not have the confidence that fries would be delivered hot and crispy.

**BUT THAT'S ALL ABOUT TO CHANGE!**

**NEW McCain SureCrisp™** is the game-changing fry featuring an **Advanced Batter Technology** that stays consistently crispy across delivery, takeaway and on-premise channels.

**30**  
MINUTE  
HOLD TIME\*

**CRISPIER**  
**3X** LONGER†



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† Compared to McCain 10mm Fast Fry.

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

Information source: Technomic Global Takeaway & Delivery Report, Dec 2018.

# SURECRISP™

THE GAME CHANGING FRY  
**THAT DELIVERS!**



### **DELIVERS on Superior Hold**

Advanced Batter Technology for a hold time of up to 30 minutes\*, and crispier for 3x longer†

### **DELIVERS on Texture**

Fluffy interior with a crispy exterior.

### **DELIVERS on Operational Simplicity**

Avoid menuing 2 different fries for on premises, take-away and delivery with SureCrisp™ that performs on plate and in pack.

### **DELIVERS on Consumer Satisfaction**

Exceed consumers' expectations for fry crispiness, and increase consumer confidence of ordering fries as a go-to-side.

### **DELIVERS Profitability**

Increase sales by expanding your delivery area and confidently offer one of the most popular and highest menu items for delivery and takeaway, as well as on-premises.

### **Gluten Free Formulation‡**

## What do consumers LOVE about McCain SureCrisp™ fries after 30 minutes?

*“Good colour, crisp and good texture”*

*“SureCrisp™ had the best flavour and was nice and crisp”*

*“Nice and crisp, nice taste, fluffy texture”*

*“Loved the cut of the chip, colour and flavour”*

*“Best combination of crispiness and flavour, nice aftertaste”*

*“Crispy, long lasting taste”*

# EASY TIPS TO MAKE THE CRISPINESS LAST EVEN LONGER

## FRY SLEEVE



**STEP 1**  
Insert napkin into sleeve all the way to the bottom.



**STEP 2**  
Fold napkin over the top.

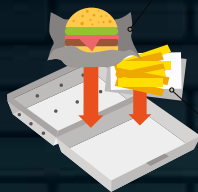


**STEP 3**  
Place fry sleeve upright on top of any other items in the bag. Roll and seal the bag top for secure travel.

## TAKE-AWAY CONTAINER



**STEP 1**  
Carefully cut three holes (not slits) into each of the sides (15 total).



**STEP 2**  
Wrap burger or sandwich in foil to retain its heat.

**STEP 3**  
Place napkin under fries to help absorb moisture.



**STEP 4**  
Close lid to retain heat and clamshell in bag. Roll and seal the bag for secure travel.

## FOLDED CARTON



**STEP 1**  
Remove the two side flaps to allow the carton to vent and insert a napkin to absorb moisture.



**STEP 2**  
Wrap burger or sandwich in foil to retain its heat.



**STEP 3**  
Fold napkin ends over the top of the food and close the remaining flaps.



**STEP 4**  
Pack bag with additional napkins to further absorb moisture. Roll and seal the bag for secure travel.



SureCrisp™ Fries 10mm  
Product Code: 1000007419  
6x2kg

For more information, talk to your McCain Foodservice Representative or please call our National Sales office on 1800 065 521.