



TOGETHER LET'S GET

# Back in The Game

**At McCain, potato is part of our DNA.**

With a reputation built on quality and continuous research, we can guide you to which products enhance consumer satisfaction, and help leverage trends to make your business a success. This guide will help you in selecting the best product to suit your business and give your customers the perfect fry experience, without causing complexity back-of-house.



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# THE MCCAIN PARTNERCHIP DIFFERENCE

The importance of fries  
on the menu

02

The profitability of fries

04

The perfect fry experience

05

Not all fries are created equal

06

Cut size selection

08

Batters and coatings

09

Fry station management

10

Oil management

12



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# Did you know?

We aren't the only ones passionate about Potato! On average Australian's consume approximately 19KG of frozen potato annually, making Australia the second largest country in the world for potato consumption per capita – **that's a lot of potato!**

## Don't underestimate the importance of fries!

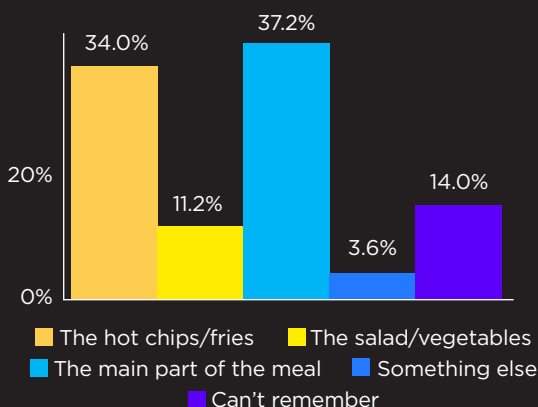
Fries play a vital role in the eating out experience and they're fundamental to customer satisfaction.

**Fries are usually our first impression of a meal, the first thing we try and the first thing that's stolen from our plate (or someone else's!).**

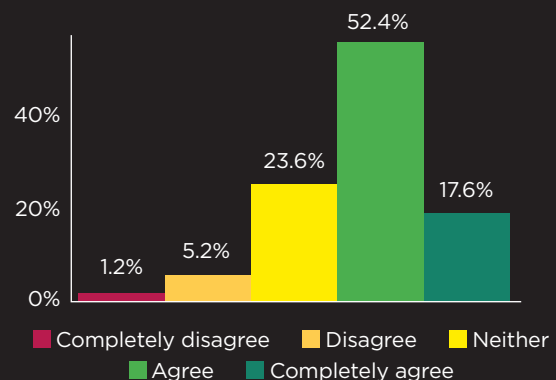


## We asked over 100 consumers just how important fries are to a meal:

### Which part of the meal do you eat first?



**How much do you agree with the following statement? "Chips/fries are the hero of the meal, in other words, good chips/fries make a good meal great, while bad chips/fries can spoil an otherwise good meal."**





89%

**OF CONSUMERS  
CONSIDER THE QUALITY  
OF FRIES IMPORTANT  
WHEN CHOOSING A  
RESTAURANT**

73%

**WOULD GO BACK TO  
A VENUE WITH GOOD  
FRIES**

## **A CHIP ISN'T JUST A CHIP WHEN IT'S A MCCAIN CHIP!**

Paying close attention to your fry selection can have a huge payback. What does investing in a high quality McCain potato fry mean for you?

- **Loyalty and repeat business** because we know fries are always in the spotlight.
- **Profitably**; expand your customer base by tapping into Take Away and Delivery (with products that last the distance!).
- **Versatility**; to reduce complexity while adding variety to the menu - use one premium base for multiple menu creations (and provide a solid competitive advantage!).
- **Reduction in plate costs** through better plate coverage (less is more with McCain!).
- **Providing more serves per carton/kg** meaning more profit in your pocket from every carton of fries.



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# STILL NOT SOLD ON HOW PROFITABLE FRIES ARE?

## Let's put some Numbers to it!



### MCCAIN SWEET POTATO WEDGES WITH AOILI 250G

Average product cost \$1.84

Average sell price \$10.00

Cost % 18%

GP per serve \$8.16

**GROSS PROFIT PER SERVE 82%**



### SIDE OF SKIN ON FRIES 300G

Average product cost \$0.87

Average sell price \$7.00

Cost % 12%

GP per serve \$6.13

**GROSS PROFIT PER SERVE 88%**



### SIDE OF MCCAIN STAY CRISP FRIES 300G

Average product cost \$1.08

Average sell price \$7.00

Cost % 15%

GP per serve \$5.95

**GROSS PROFIT PER SERVE 87%**

FOR MORE EXAMPLES OF PROFITABLE MENU IDEAS  
SEE OUR **MENU RECREATION GUIDE**

OR REACH OUT TO YOUR **MCCAIN FIELD REPRESENTATIVE**

# THE PERFECT FRY EXPERIENCE

MCCAIN PREMIUM BATTERED FRIES DELIVER  
THE PERFECT FRY EXPERIENCE RESULTING IN MORE  
PROFIT FROM EVERY DOCKET

Premium battered  
and specialty fries  
are trending as  
operators strive  
to add a point of  
difference to their  
offer.



We asked consumers what they want in  
the perfect fry and **97%** said crispiness!

**“Fluffy potato and crisp outside.”**

**“A crisp outer coating, well seasoned and hot.”**

**“Perfect colour, crispiness and seasoning.”**

**“More crispy.”**

**“Golden and crispy with a distinct crunch.”**



1 Portion of unbattered fries \$0.56c

**VS**

1 Portion of battered fries \$0.81c

**McCain Premium  
Battered Fries deliver:**



- ✓ Superior hold
- ✓ Improved heat retention
- ✓ A fluffy potato interior with a crispy exterior
- ✓ Increased customer satisfaction, loyalty and repeat business

# NOT ALL FRIES ARE CREATED

# equal

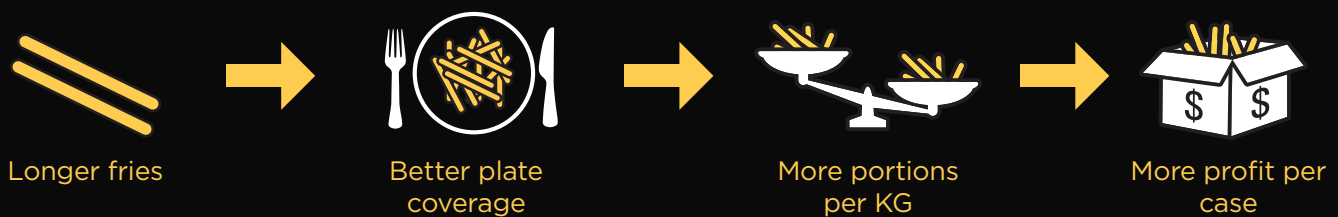
**MCCAIN PREMIUM HIGH YIELDING FRIES RESULT  
IN YOU BEING ABLE TO MAKE MORE MONEY!**

- ✓ High in solids
- ✓ The right texture
- ✓ Low in water
- ✓ The right length
- ✓ The right appearance (colour)
- ✓ Great tasting

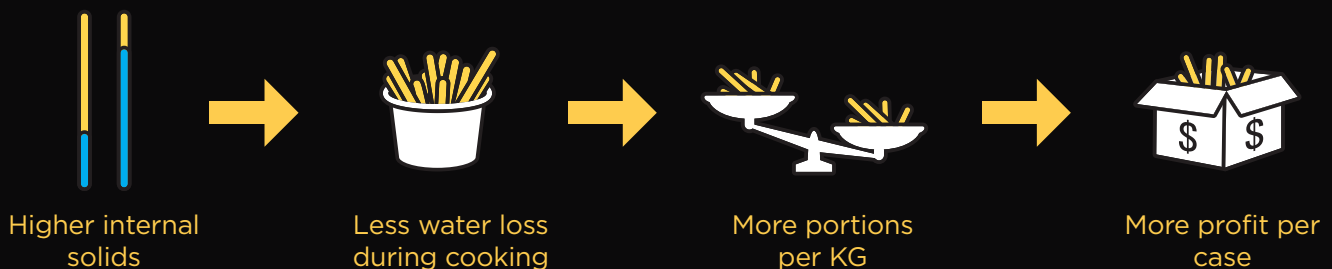
## LENGTH AND SOLIDS CONTENT ARE KEY QUALITY ATTRIBUTES THAT INFLUENCE YIELD

When sourcing raw materials, McCain aims for quality potatoes with optimal shape, size and solids to maximise yield.

McCain also have careful grading processes so that the size and quality of each potato will determine its suitable use.



Because **McCain fries are longer**, they stack against each other to fill up more of the container with **fewer grams of product**.



Because **McCain takes more water out** of their fries during processing, **our fries give more potato per kilo of cooked product**.



# GET MORE SERVES PER CARTON WITH **MCCAIN FRIES**

GET MORE SERVES PER CARTON WITH MCCAIN FRIES!



= 60 serves  
@\$3.50



= **\$175**  
Net Profit



= 54 serves  
@\$3.50



= **\$159**  
Net Profit



Using 1000 cartons annually = **\$16,000** EXTRA PROFIT  
than the competitor

Our research shows that operators who offer a premium fry, made from premium potatoes, achieve a highly satisfied customer, which in turn increases loyalty; enabling their business to prosper.

## MCCAIN PREMIUM FRIES DELIVER:

- ✓ Superior plate coverage
- ✓ Lower plate costs
- ✓ More serves per carton
- ✓ More profit to the end user



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# cut Size

## YOUR SELECTION OF FRY SAYS A LOT ABOUT YOUR BUSINESS.

The right cut size will deliver the desired look and performance based on what is important to your operations.

The goal for many operators is to fill a space with the least amount of weight of fries. However, product qualities such as cook time, hold time and point of difference need to be considered before you decide what cut size to use.

### Cut size implications on yield cook time and hold time:



Higher

#### Yield / Plate Coverage

Lower

In general, thinner cuts provide the highest yield and greatest plate coverage

Shorter

#### Cook Time

Longer

Thinner cuts cook quicker while thicker cuts may require an additional 30-60 seconds

#### Hold Time

Thicker cuts hold longer because they have a greater mass and density





# COATINGS & BATTERS

## BATTERS AND COATINGS CAN HELP DIFFERENTIATE YOUR MENU.

They also extend hold time and crispiness to keep your fries tasting better for longer and can limit moisture/oil transfer.

Uncoated	Clear Coat / Visible Batter	Crispy Coat / Beer Batter	SureCrisp
Coating / Batter			
Unseasoned	Flavour		Seasoned
4-8 mins*	Hold Time		30 mins

*\*When held under a heat lamp*

**McCain has a selection of fries to meet your back-of-house needs and exceed front-of-house expectations.**



# FRY STATION

## MANAGEMENT

It is not just the procedures of making fries, but also many of the other things that affect quality and yield of fries.

At McCain, we ensure strict food quality and safety standards are followed.

For our operators, their quality processes should start when they first receive their fries from the delivery truck, by making sure fries are frozen in completely sealed packaging.



### THE IMPORTANCE OF STORAGE AND HANDLING

It is not just the processing of fries that affect their quality and yield, the journey and the care that is taken along the way, right to the end consumer, makes all the difference.



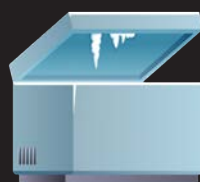
**click Here →**  
TO LEARN MORE  
ABOUT HOW TO COOK  
THE PERFECT FRY.



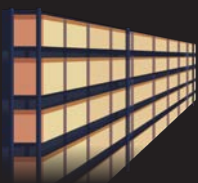
# FRY STATION BEST PRACTICE



**Ensure care is taken when handling cartons of fries:** Check for damaged cases such as broken or crushed corners or seals.



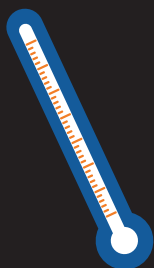
**Store in freezer at -18°C:** Make sure fries are received frozen and remain frozen during storage. Ice crystals are a sign that the product has thawed.



**Store the food off the floor and with space between walls:** Stack upright at least 6 inches off the ground, 2 inches of space between them and the walls to allow proper air ventilation.



**Start with frozen product:** For optimal texture and flavour, be sure product is completely frozen before cooking.



**Check oil temperature:** Ensure oil is always up to the fill level and heated to 175°C. Check temperature regularly and recalibrate thermostat as needed.



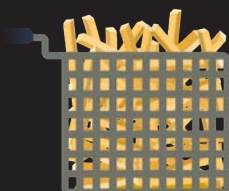
**Add product to basket:** Away from fryer, fill basket no more than 1/2 full to ensure all product will be submerged. Drop first basket and wait 20 sec before placing another basket in the fryer.



**Cook fries to a light golden colour as per cooking instructions:** Note cooking time may vary between products.



**Shake basket gently:** After 30 seconds of frying, shake basket to ensure even cooking.



**Drain product:** Hang basket above fryer for 5 seconds and shake gently to remove excess oil.



**Season away from the fryer:** Do not salt or season over fryer, as this causes oil to break down and change flavour.



# *oil* MANAGEMENT

## **SAFETY FIRST**

Everyone is responsible for their own safety and the safety of others. Follow company rules, regulations and procedures. Always be careful around hot fryers.

## **FILTER REGULARLY**

For optimum performance, filter and clean fryer daily. Filter more often for high-volume frying or heavy sediment products. Nothing preserves oil life and ensures the quality of fried foods better than regular filtration and cleaning of the fryer.

## **SKIM OFTEN**

You can extend the effective life of your oil 1-2 days by using a fine mesh skimmer. Skim to remove floating particles from the oil as needed and after peak periods. This will also improve the quality of the finished product. Skim oil every 30 minutes between frying to remove any loose floating particles.

## **PROTECT YOUR OIL WHEN NOT IN USE**

During non-peak times, reduce oil temperature to 120°C. After hours, turn off fryer and cover. When cleaning, cover to prevent contamination. Follow cleaning and maintenance schedules as per the company standards or government regulatory standards.

## **CHANGE OIL REGULARLY**

Change oil regularly to maintain food quality and consistency.

## **BOIL-OUT**

Perform boil-out procedure every 3-6 months with water and cleaning solution as per owner's manual.



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