



TOGETHER LET'S GET

Back in The Game

REBUILD YOUR MENU FOR
PROFITABLE Success



FOODSERVICE
SOLUTIONS

@mccainfoodservice www.mccainfoodservice.com.au



5 THINGS TO *Keep in mind*

WHILE REBUILDING YOUR MENU

Streamline YOUR MENU FOR DINE-IN, TAKEAWAY & DELIVERY.

As you prepare to open doors for dine-in and embrace takeaway and delivery as a significant part of your business model moving forward, it is important to reimagine your menu to ensure it delivers a consistent consumer experience across all the three channels. Design your menu to excite consumers on premise and ensure that it travels well without getting spoilt on the delivery journey.

Simplified menus that utilise versatile ingredients had been gaining traction even before the COVID-19 crisis. But they have become even more important now that driving down costs is critical to survival.

Reduce YOUR MENU...

Focussing on blockbuster, high margin and easy prep dishes. Comfort food works well across dine-in, takeaway and delivery so ensure you have a good section of comfort classics, along with some innovative twists and healthier options. Even though it's important to streamline your menu, it's still imperative that you offer sides that pair with your main dishes for example crispy fries with burgers.

Operating with reduced menus also allows restaurants to work with a reduced staff, as many operators have had either to adjust their labour models because of reduced revenues or to maintain social distancing in their facilities.



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MAKE YOUR INGREDIENTS *WORK HARDER!*

The sales pressures that operators may have to face for months to come must be met with sharp cost-cutting measures. One of the proven ways to achieve cost reductions is through the cross-utilisation of ingredients. This strategy eliminates waste of seldom-used items, creates opportunities to purchase fewer items in larger quantities and simplifies inventory management.

For example: Utilise components from your main menu, to create a new menu category of loaded fries for example a much-loved Chilli Cheese Fries. This will help reduce your ingredient list and keep the kitchen operation simple. Familiar ingredients may also be comforting to consumers at this time as they will be looking for consistency in the face of a prolonged period of anxiety and uncertainty.

SIMPLE *PREP IS VITAL...*

Reduce unneeded toppings or garnishes, this will allow you to hit the tight timelines and reduce costs (ingredients and labour-wise). Think about offering additional sides that are familiar with people ordering takeaway. This will help keep your kitchen operations streamlined and reduce wastage or time spent on low-yielding activities.

Be the expert AT WHAT YOU DO!

In these unprecedented times, re-establishing trust with your customers is a top priority to bring them back into the doors. It is time to focus on what you are best at, showcase and celebrate your core-this will gain trust and brand loyalty. It also aligns with the need for a focussed, simple, reduced menu right now. Start with a small menu and then build over time to keep customer interest.



A CHEF'S OPINION

SCOTT DRINKWATER, EXECUTIVE CHEF - DEE WHY RSL SHARES HIS VIEWS AND TIPS ON RE-OPENING:

- With less customers and with no one really knowing what lies ahead, menus will need to change. They need to be shorter, less customers means less turnover, you don't want food sitting around not being utilised and sold.
- Look at set or degustation menus to maximise profitability and guaranteed spend per head; these types of menus also control your food product and purchases.
- Make sure there are limited single use items on your menus, try and use the same product multiple times on the menu i.e bacon for breakfast, bacon for the burger, bacon for the casserole.
- What worked as takeaway can work for plated menus using eye-appealing presentations.
- With small suppliers be prepared for cash on delivery, they have been doing it tough as well.
- Be prepared to counsel your staff, some will be hesitate to come back, reassure them that everything is in place to make a safe work environment.



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7 PROFITABLE Recipe ideas

TO DELIGHT YOUR CONSUMERS



FOR THE LOVE OF RIBS!

STICKY PORK RIBS WITH BBQ SAUCE

SERVES 1



BOOST YOUR PROFITS BY
1% WITH MCCAIN FRIES

INGREDIENTS

FOR THE SPICE RUB

1/2 tsp Brown Sugar, packed
1/4 tsp Sweet Paprika
Pinch of Cayenne Pepper
Pinch of Ground Cumin
Salt & Pepper to taste

FOR THE BARBECUE SAUCE

1 tsp Vegetable Oil
1/4 White Onion, chopped
1 Garlic cloves, finely chopped
1 cup reduced-salt Chicken Stock
1/4 cup Apple Cider Vinegar
1/4 cup Tomato Sauce (Ketchup)
1/4 cup Honey
1 tsp Worcestershire Sauce
1 tsp Yellow Mustard
Pinch of Sweet Paprika
Pinch of Cayenne Pepper

FOR THE RIBS

1/2 rack Baby Back Pork Ribs
1/4 cup Apple Cider Vinegar
150g McCain Sweet Potato Cross Trax

OPTIONAL SPECIAL EQUIPMENT

One 33cm x 23cm (or larger) disposable aluminium foil pan
3 cups hickory woodchips, covered with water and soaked for one hour

FOR THE MEXICAN BEAN SALAD

40g Black Beans (rinsed and drained)
40g Kidney Beans (drained)
40g Cannellini Beans (rinsed and drained)
1/4 Green Bell Pepper (chopped)
1/4 Red Bell Pepper (chopped)
20g Corn Kernels (frozen)
10g Red Onion (chopped)
2 tbs Olive Oil
2 tbs Red Wine Vinegar
1/4 tsp Fresh Lime Juice
1/4 tsp Lemon Juice
Pinch of White Sugar
Salt to taste
Pinch of Garlic (crushed)
1 tbs (chopped) Cilantro

METHOD

PREPARE SPICE RUB

The day before you cook ribs, make spice rub. In a medium bowl, mix brown sugar, paprika, cayenne pepper, cumin, salt and pepper together. Place ribs on two large baking trays and rub all over with spice mixture. Cover and refrigerate for at least four hours and up to 24 hours.

MAKE BARBECUE SAUCE

In a large saucepan, heat oil over medium heat. Add onion and cook, stirring often, until tender. Stir in stock, garlic, vinegar, tomato sauce, honey, Worcestershire sauce, mustard, paprika, cayenne, season with salt and pepper. Bring sauce to a simmer over high heat. Reduce heat to medium-low and simmer uncovered, stirring often to prevent scorching, until sauce reduces and thickens slightly. Remove from heat.

PREPARE BARBECUE FOR LOW COOKING OVER INDIRECT HEAT

For a charcoal barbecue place foil pan on charcoal grate on one side of grill and half-fill pan with water. Build a charcoal fire on other side and let it burn until coals are covered with white ash and you can hold your hand just above cooking grate for four to five seconds. Sprinkle one cup of drained woodchips over coals.

Combine apple cider vinegar and 3/4 cup water in spray bottle. Place ribs on cooking grate over water-filled pan.

Cook with lid closed, turning ribs over and spraying them every 45 minutes or so with vinegar mixture, adding another cup of drained woodchips at same intervals, for about three hours, or until meat is just tender. You will need to add 12 ignited charcoal briquettes (or equivalent in hardwood charcoal) to fire along with woodchips every 45 minutes to maintain temperature. Note: Do not add more wood chips after 1 1/2 hour point, as too much smoke will give the ribs a bitter flavour.

Once ribs are tender, brush lightly with barbecue sauce every few minutes or so, allowing sauce to set before applying next coat. Continue brushing ribs with sauce, turning occasionally, for about 30 minutes, or until meat has shrunk from the ends of bones. Transfer ribs to a carving board and let rest for five minutes.

For the Mexican Bean Salad, mix all the ingredients, season and set aside.

Deep fry the Sweet Potato Cross Trax. To serve cut racks into individual ribs using a large sharp knife. Arrange ribs on a platter and serve with remaining sauce on side.



BOOST YOUR PROFITS BY
7.2% WITH MCCAIN FRIES

OUR TWIST ON A CLASSIC THAT
DINERS ARE MISSING!

Crispy Veal Schnitzel

SERVES 1

18.3% OF CONSUMERS ARE LOOKING FORWARD TO EATING A PARMI (SCHNITZEL)
WHEN RESTAURANTS REOPEN FOR DINE-IN.*

Ingredients

- Oil for frying
- 2 x 100g Crumbed Veal (yearling) Schnitzels
- 50g Mushrooms, sliced
- 1/2 cup Gravy
- 1/2 cup McCain Baby Beans
- 150g McCain 13mm Straight Cut Fries

Method

Heat oil in a shallow pan, and pan-fry schnitzels until golden on both sides. In a second pan, fry mushrooms until browned, then add 1/2 cup gravy. Microwave beans and deep fry chips until golden.

To serve for delivery, place chips and schnitzels in a foil tray over a layer of paper serviettes, leaving room to add a container of mushroom sauce and beans. Cover and deliver.

Ingredients

2 Corn Cobbettes

250g New York Cut Sirloin

300g McCain Beer Battered Fries

RUB

1 tsp Paprika

1 tsp Brown Sugar (light or dark)

1 tsp Chilli powder

1/4 tsp Garlic powder

1/4 tsp Cayenne Pepper

1/4 tsp Salt

COLESLAW

1/2 head medium Green Cabbage
(about 500g)

1 large Carrot, grated

1/2 small Onion, finely chopped

3 Spring Onions, thinly sliced

2 Celery Stalks, thinly sliced

3 tablespoons chopped fresh Flat-leaf
Parsley

1/2 cup (125g) good-quality
Mayonnaise

2 tsp Lemon Juice

1 tsp Dijon Mustard

Salt and freshly ground Black Pepper

Method

Mix all coleslaw ingredients in a bowl.

Mix all rub ingredients together and rub
mix over sirloin. Cook sirloin to medium
rare on char grill.

Place the fries into the fryer until golden.
Shred cabbage and mix all ingredients.
Char grill 2 corn cobbettes. Plate your
fries, salad, corn and sirloin together and
serve hot.

*Based on an independent research conducted by
McCain Foods - May 2020

THE ONE THAT
CONSUMERS ARE
CRAVING

TEXAN SPICED SIRLOIN WITH BBQ CORN COBBETTES AND COLESLAW

SERVES 1

24% OF CONSUMERS ARE LOOKING FORWARD TO
HAVING A STEAK AND CHIPS WHEN RESTAURANTS
REOPEN FOR DINE-IN.*



BOOST YOUR PROFITS BY
4.1% WITH MCCAIN FRIES

SERVE UP COMFORT WITH A TWIST

Duo of Breaded & Battered Chicken

SERVES 1

INGREDIENTS

2 x 75g Chicken Thighs, boneless

1 tbs cup Flour

1/2 Egg Yolk

1/4 cup Seasoned Crumb Mix (we used Bread
Crumbs, Salt & Cracked Pepper, Dried Oregano,
Bell Pepper Flakes and Chilli Flakes)

1/4 cup Thick Batter
(we used Seasoned Flour and Water)

Oil for frying

200g McCain SureCrisp 10mm Fries

50ml Hot Chilli Sauce to serve

Method

Flatten both fillets lightly with a meat mallet.

Coat one fillet in flour, dip in egg and breadcrumbs,
then repeat in egg and breadcrumbs again. Set aside
to chill for 20 minutes. When ready to prep, deep fry
crumbed chicken until golden. Place second fillet into
thick batter and place in oil until golden. Finish both
in oven at 190°C for 10 minutes. Drop fries just before
pick up, and cook until golden.

TO SERVE FOR DELIVERY, place paper serviettes
in two paper trays. Place chicken fillets in one and
chips into the second tray. Add hot chilli sauce into a
small container. Cover into a paper bag and deliver.

BOOST YOUR PROFITS BY
8.2% WITH MCCAIN FRIES





BOOST YOUR PROFITS BY
6.2% WITH MCCAIN FRIES
AND ONION RINGS



ONE THAT NEVER GOES OUT OF FASHION

Old Fashioned F&C with onion RINGS

SERVES 1

Ingredients

2 x 75g White Fleshed Fish Fillets (we used Flake)

1/2 cup Thick Batter (we used Seasoned Flour and Water, with a little Dill and Parsley)

100g McCain Onion Rings

Oil for frying

200g McCain Fish Shop Chips

Method

THIS PROCESS SHOULD BE DONE RIGHT

BEFORE DELIVERY: Dip lightly floured fish into batter and place into hot fryer. After 5 minutes add onion rings. In a separate fryer, place chips. Remove all and drain well. Place a layer of paper serviettes in a paper tray and then place chips, fish and onion rings on it. Season with salt and pepper, wrap in paper securely. Ready for delivery.



**A CROWD
PLEASING JUICY
DELIGHT**

STEAK WITH SEASONED WEDGES

SERVES 1

INGREDIENTS

1 x thick (250g) Porterhouse, leaving on a little fat

1/3 cup Spice Mix (we used Salt & Cracked Pepper, Dried Oregano, Onion Powder, Garlic Granules, Smoked Paprika and Chilli Flakes)

Oil for frying

300g McCain Seasoned Wedges

Method

On a hot grill, use a pinch of home made spice mix to season, then char the porterhouse for 3-4 minutes on one side, then turn and cook for the same on the other. The steak should be rare. Place the wedges in hot oil as you turn the steak, so they are ready at the same time.

**BOOST YOUR PROFITS BY
9.7% WITH MCCAIN FRIES**

THE ALL-TIME FAVOURITE

ALL DAY BREKKIE BURGER

SERVES 1

Ingredients

2 Rashers Bacon
1/4 Avocado
2 tbs Tomato Chutney
1 McCain Hash Brown Oval
3 slices Haloumi Cheese
1 Milk Bun
250g McCain Stay Crisp 10mm Fries

WAGYU BEEF PATTY

200g Wagyu Beef Mince
1/4 Brown Onion, finely chopped
1/4 Egg
2 tbs Breadcrumbs
Salt
Freshly ground Pepper

Method

Combine all ingredients for beef patty.
Grill patty, bacon and haloumi.
Deep fry hash brown and chips.
Start with placing the patty on the bottom half of the bun and top it with the haloumi cheese, tomato chutney and bacon. Finally place the avocado on the burger and seal it with the top half of the bun.



BOOST YOUR PROFITS BY
5% WITH MCCAIN FRIES

Profit Calculations

FOR FEATURED RECIPES



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CRISPY VEAL SCHNITZEL



**BOOST YOUR PROFITS BY
7.2% WITH MCCAIN FRIES**

RRP: \$12

COGS: 30.1%

GP: 69.9%

WITHOUT FRIES

RRP: \$8.50

COGS: 37.3%

GP: 62.7%

STICKY PORK RIBS WITH BBQ SAUCE



**BOOST YOUR PROFITS BY
6% WITH MCCAIN FRIES**

RRP: \$33

COGS: 31.6%

GP: 68.4%

WITHOUT FRIES

RRP: \$27

COGS: 36.6%

GP: 64.4%

TEXAN SPICED SIRLOIN WITH BBQ CORN COBBETTES AND COLESLAW



**BOOST YOUR PROFITS BY
6.1% WITH MCCAIN FRIES**

RRP: \$28

COGS: 25.6%

GP: 74.4%

WITHOUT FRIES

RRP: \$21

COGS: 29.7%

GP: 70.3%

DUO OF BREADED & BATTERED CHICKEN



**BOOST YOUR PROFITS BY
8.2% WITH MCCAIN FRIES**

RRP: \$8

COGS: 32.9%

GP: 67.1%

WITHOUT FRIES

RRP: \$5

COGS: 41.1%

GP: 58.9%

OLD FASHIONED F&C WITH ONION RINGS



**BOOST YOUR PROFITS BY
6.2% WITH MCCAIN FRIES
AND ONION RINGS**

RRP: \$13

COGS: 23.7%

GP: 76.3%

WITHOUT FRIES OR ONION RINGS

RRP: \$6

COGS: 29.9%

GP: 70.1%

STEAK WITH SEASONED WEDGES



**BOOST YOUR PROFITS BY
9.7% WITH MCCAIN FRIES**

RRP: \$32.80

COGS: 25.5%

GP: 74.5%

WITHOUT FRIES

RRP: \$20

COGS: 35.2%

GP: 64.8%

ALL DAY BREKKIE BURGER



**BOOST YOUR PROFITS BY
5% WITH MCCAIN FRIES**

RRP: \$23

COGS: 33.9%

GP: 66.1%

WITHOUT FRIES

RRP: \$18

COGS: 38.9%

GP: 61.1%

*COGs only include cost of ingredients at the market value during calculations and do not include operational, overheads and packaging cost. Recommended Retail Price (RRP) is purely a recommendation based on average market prices during calculations.

Our Range



McCain SureCrisp 10mm Fries

Product Code 1000007419

Pack Size 6x2kg



McCain Steak Fries
McCain Shoestring Fries
McCain Straight Cut Fries 13mm
McCain Hash Brown Triangles
McCain Hash Brown Nuggets
McCain Hash Brown Ovals
McCain Fast Fry Straight Cut Fries 10mm
McCain Crinkle Cut Fries 13mm
McCain Thick 'N' Chunky Chips 15mm
McCain Fish Shop Chip

Product Code 203132
Product Code 202136
Product Code 203136
Product Code 202511
Product Code 202513
Product Code 202510
Product Code 203131
Product Code 203120
Product Code 203133
Product Code 202284

Pack Size 3x5kg
Pack Size 5x3kg
Pack Size 3x5kg
Pack Size 6x2kg
Pack Size 6x2kg
Pack Size 6x2kg
Pack Size 3x5kg
Pack Size 3x5kg
Pack Size 3x5kg
Pack Size 3x5kg



McCain Edge Cut Fries Craft Seasoning
McCain Seasoned Wedges
McCain Beer Batter Steak Fries
McCain Beer Batter Fast Fry 10mm
McCain Beer Batter Fries 13mm
McCain Cream Flesh Straight Cut 13mm
McCain Cream Flesh Straight Cut 10mm
McCain Redstone Canyon Cross Trax
McCain Clear Cote Spirals
McCain Sweet Potato Wedges
McCain Sweet Potato Cross Trax
McCain Sweet Potato Straight Cut Fries 10mm

Product Code 1000006514
Product Code 202254
Product Code 202290
Product Code 202291
Product Code 202293
Product Code 203139
Product Code 1000002658
Product Code MCL03623
Product Code 402252
Product Code 1000004868
Product Code MCF05074
Product Code 1000004869

Pack Size 6x2kg
Pack Size 6x2kg
Pack Size 6x2kg
Pack Size 6x2kg
Pack Size 6x2kg
Pack Size 3x5kg
Pack Size 6x2.5kg
Pack Size 6x2.04kg
Pack Size 6x2kg
Pack Size 6x1.13kg
Pack Size 6x1.13kg
Pack Size 6x1.13kg



McCain Stay Crisp Steak Fries
McCain Skin On Fries
McCain Rustic Fries
McCain Freeze Chill Straight Cut Fries 10mm
McCain Freeze Chill Straight Cut Fries 13mm
McCain Stay Crisp French Fries 10mm
McCain Stay Crisp French Fries 10 Plus
McCain Oven Fries
McCain Ore-Ida Potato Skins

Product Code 1000007418
Product Code 1000002975
Product Code 202120
Product Code 202152
Product Code 202153
Product Code 202168
Product Code 202169
Product Code 203175
Product Code MCX04773

Pack Size 6x2kg
Pack Size 3x5kg
Pack Size 6x2kg
Pack Size 6x2.5kg
Pack Size 6x2.5kg
Pack Size 6x2kg
Pack Size 6x2kg
Pack Size 3x5kg
Pack Size 7.71kg

McCain Moores Gourmet Breaded Onion Rings
McCain Beer Battered Onion Rings

Product Code 40010023
Product Code 30410811

Pack Size 12x907g
Pack Size 6x1.13kg

TOGETHER, LET'S GET
BACK in The
Game!

**FOR MORE RESOURCES TO HELP
YOU REBUILD, VISIT US **HERE****



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