

UNDERSTANDING THE NEW

# Appetite For Provenance



TOGETHER LET'S GET

# Back in the Game



FOODSERVICE  
SOLUTIONS



A man with a beard and glasses, wearing a grey blazer over a pink shirt, is smiling at a woman with long brown hair. They are sitting at a wooden table in a restaurant, with a burger and a glass of wine in front of them. The background is a blurred view of the restaurant interior with other patrons and warm lighting.

# Building Confidence

*will be vital in persuading consumers to visit the out-of-home market post-lockdown.*

*A new McCain commissioned independent research reveals how consumers will place increasing scrutiny over food outlets they choose to visit, and their menus.*

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As a leading supplier of quality produce to the restaurant sector and as supporters of Australian farming, **it's our aim to help operators understand how quality and provenance can help convince customers back through the doors.**



The quality and sourcing of ingredients has always been an integral consideration for consumers when choosing where to visit, but research shows

77.9%

of consumers said they would feel more confident eating out at a restaurant (as restrictions ease) that **shares information on the source of its ingredients.**



4 in 5

In fact, **4 in 5** expect venues to provide **information around where food was grown** or produced, when venues are allowed to re-open. In the new world, it's fair to say provenance will be a key expectation for a majority of consumers when deciding where to go and eat.



The new research indicates that increasing appeal of local produce and desire for provenance information will be at the forefront of consumers' minds post lockdown.



68.3%

said they find Australian produce **more appealing now than prior to the COVID 19 crisis.**

64.4%

of consumers said that **products and ingredients from Australia** will be important when considering where to eat out after lockdown.

51.9%

deemed **products and ingredients from the local area** important while making a choice on where to eat.

Which of the following would you value when selecting a restaurant when eating out after the lock-down?

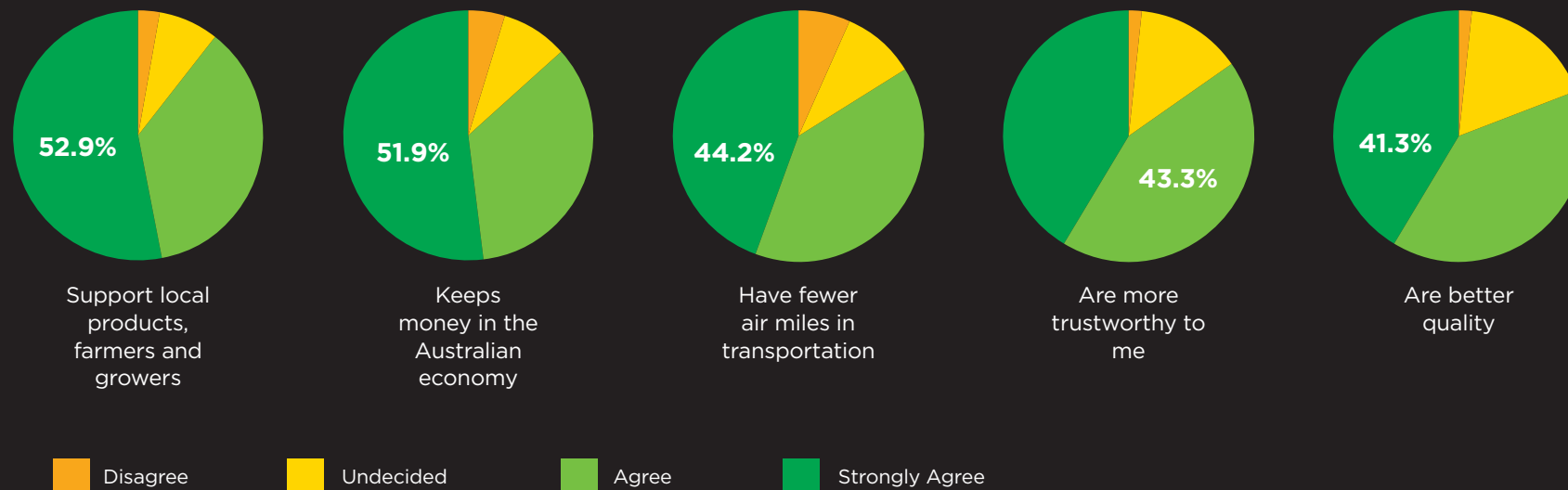


Consumers firmly believe that 'Australian produce' **supports farmers, growers and the Australian economy.**


Consumers also have **greater trust in Australian produce** and perceive it to be fresher and better in quality.



How much do you agree with the following statements regarding **Australian produce**?







*Post lockdown, consumers have greater expectations for the venues they visit to offer Australian grown produce.*

83.7%

consumers said that they would be **more inclined to eat at their local restaurants and pubs knowing that they source local ingredients** thus supporting local farmers and the economy.

80.8%

said they are now more interested to know about where the food and produce comes from once venues re-open. **Keeping consumers informed will ensure the most frequent and lucrative visitors keep returning to the food outlets they love.**

# IN SUMMARY

- Sourcing and provenance are predicted to become even more important to consumers in a post-COVID out of home market.
- Consumers will increase the scrutiny that they place on food outlets when it comes to provenance.
- Australian products on menus will appeal more to consumers post lockdown and will influence their decision about where to eat out.



# WHY McCain?

We believe that good ethics is good business. These principles guide who we are, what we do, and how we achieve it.

***The result? Consistently good food, simply made.***

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**We're committed to quality from the very start of the supply chain.**

McCain has been operating in Australia for over 50 Years working together with over 130 growers – some of which have supplied McCain for three generations. We are the largest purchaser of Australian potatoes for processing and we pride ourselves on our strong relationship with Australian agriculture.

McCain is committed to 'giving back' to communities. We actively support local welfare initiatives and we recently donated more than 150,000 meals across Australia for COVID-19 support in partnership with leading local charities such as FoodBank, FareShare, SecondBite and more.

**SecondBite**  
Ending Waste. Ending Hunger.



**EMPOW+R**



# Our Locally MANUFACTURED RANGE



McCain SureCrisp 10mm Fries

Product Code 1000007419

Pack Size 6x2kg



McCain Steak Fries

Product Code 203132

Pack Size 3x5kg

McCain Shoestring Fries

Product Code 202136

Pack Size 5x3kg

McCain Straight Cut Fries 13mm

Product Code 203136

Pack Size 3x5kg

McCain Hash Brown Triangles

Product Code 202511

Pack Size 6x2kg

McCain Hash Brown Nuggets

Product Code 202513

Pack Size 6x2kg

McCain Hash Brown Ovals

Product Code 202510

Pack Size 6x2kg

McCain Fast Fry Straight Cut Fries 10mm

Product Code 203131

Pack Size 3x5kg

McCain Crinkle Cut Fries 13mm

Product Code 203120

Pack Size 3x5kg

McCain Thick 'N' Chunky Chips 15mm

Product Code 203133

Pack Size 3x5kg

McCain Fish Shop Chip

Product Code 202284

Pack Size 3x5kg



McCain Edge Cut Fries Craft Seasoning

Product Code 1000006514

Pack Size 6x2kg

McCain Seasoned Wedges

Product Code 202254

Pack Size 6x2kg

McCain Beer Batter Steak Fries

Product Code 202290

Pack Size 6x2kg

McCain Beer Batter Fast Fry 10mm

Product Code 202291

Pack Size 6x2kg

McCain Beer Batter Fries 13mm

Product Code 202293

Pack Size 6x2kg

McCain Cream Flesh Straight Cut 13mm

Product Code 203139

Pack Size 3x5kg

McCain Cream Flesh Straight Cut 10mm

Product Code 1000002658

Pack Size 6x2.5kg



McCain Stay Crisp Steak Fries

Product Code 1000007418

Pack Size 6x2kg

McCain Skin On Fries

Product Code 1000002975

Pack Size 3x5kg

McCain Rustic Fries

Product Code 202120

Pack Size 6x2kg

McCain Freeze Chill Straight Cut Fries 10mm

Product Code 202152

Pack Size 6x2.5kg

McCain Freeze Chill Straight Cut Fries 13mm

Product Code 202153

Pack Size 6x2.5kg

McCain Stay Crisp French Fries 10mm

Product Code 202168

Pack Size 6x2kg

McCain Stay Crisp French Fries 10 Plus

Product Code 202169

Pack Size 6x2kg

McCain Oven Fries

Product Code 203175

Pack Size 3x5kg





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