



SAY NO TO SOGGY FRIES

A range of specially crafted fries for superior crispiness in Off-Premise.



SureCrisp™ Skin-On 9m
Product Code: 1000009341
6x2kg



FOODSERVICE SOLUTIONS

Instagram icon followed by [mccainfoodservice](https://www.instagram.com/mccainfoodservice)

www.mccainfoodservice.com.au

OFF-PREMISE IS BOOMING ACROSS AUSTRALIA AND POTATO PLAYS A VITAL ROLE

OFF-PREMISE
WORTH
\$23B

9% AND **25%**
GROWTH IN TRAFFIC INCREASE IN CONSUMER SPEND†

OF THE CONSUMER
SPEND ON POTATO
74%
OCCURS IN OFF-PREMISE

BUT

82%

CONSUMERS EXPERIENCED
SOGGY FRIES VIA
TAKEAWAY/DELIVERY
AND SOGGY CHIPS ARE
BAD FOR BUSINESS.

It's time to win in Off-Premise!

NEW McCain SureCrisp™ is the game-changing range of fries featuring a **Signature Clear Coat Technology** that stays consistently crispy across delivery, takeaway and on-premise channels.

**SUPERIOR
CRISPINESS
FOR LONGER***

SureCrisp™ Fries 10mm
Product Code: 1000007419
6x2kg



* 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.
† NPD Group Year End 2020 Vs 2019.
‡ Manufactured in the same production facility that processes products containing gluten. May contain gluten.
Information source: Technomic Global Takeaway & Delivery Report, Dec 2018.

McCain SureCrisp™ is sure to deliver



DELIVERS on Superior Hold

Signature Clear Coat Technology for a hold time of up to 30 minutes*, and crispier for longer*

DELIVERS on Texture

Fluffy interior with a crispy exterior.

DELIVERS on Operational Simplicity

Avoid menuing 2 different fries for on premises, takeaway 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 †

SureCrisp™ Off-Premise Range

A crispy solution for every need



SureCrisp™ Skin-On 9m

Product Code: 1000009341
6x2kg

Natural looking fries with skin left on for a desirable rustic appeal and ultimate crispiness.



SureCrisp™ Fries 10mm

Product Code: 1000007419
6x2kg

The one that always delivers with a quick cook time and the perfect balance of taste and texture.



SureCrisp™ Steak Fries

Product Code: 1000008547
6x2kg

A classic flat cut that delivers on plate coverage, taste and texture all at once.



What do consumers LOVE about McCain SureCrisp™ fries?

- “ 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 ”

What do operators LOVE about McCain SureCrisp™ fries?

- “ SureCrisp stay crispier for longer – our fans are getting a chip that holds better for longer, and we are getting less wastage ”
- Rebecca Harvey (Executive Manager, Hospitality), MCG
- “ SureCrisp delivers nothing but the consistency, crispiness and flavor profile our customers expect from a great chip ”
- Squire Loft, The Steak Specialists



SureCrisp™ Steak Fries
Product Code: 1000008547
6x2kg

Testing done for SureCrisp 10mm . Verbatim based on consumer sensory of 58 adults, after product held for 30 minutes under a heat lamp.

For more information, talk to your McCain
Foodservice Representative



FOODSERVICE
SOLUTIONS