



TOGETHER LET'S GET

Back in The Game

REBUILD YOUR MENU FOR
PROFITABLE SUCCESS



FOODSERVICE
SOLUTIONS

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





**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 PARMIGIANO (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 - May2020

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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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%

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%

TEXAN SPICED SIRLOIN WITH BBQ CORN COBBETTES AND COLESLAW



BOOST YOUR PROFITS BY 4.1% 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
 McCain SureCrisp Skin-On 9mm
 McCain SureCrisp Steak Fries

Product Code 1000007419
 Product Code 1000009341
 Product Code 1000008547

Pack Size 6x2kg
 Pack Size 2x2kg
 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 Skin-On Cross Trax Fries
 McCain Clear Cote Spirals
 McCain Sweet Potato Wedges
 McCain Sweet Potato Cross Trax
 McCain Sweet Potato Straight Cut Fries 10mm
 McCain Crispers

Product Code 1000006514
 Product Code 202254
 Product Code 202290
 Product Code 202291
 Product Code 202293
 Product Code 203139
 Product Code 1000002658
 Product Code 1000008583
 Product Code 402252
 Product Code 1000004868
 Product Code MCF05074
 Product Code 1000004869
 Product Code 1000006742

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
 Pack Size 4x2.5kg



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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