

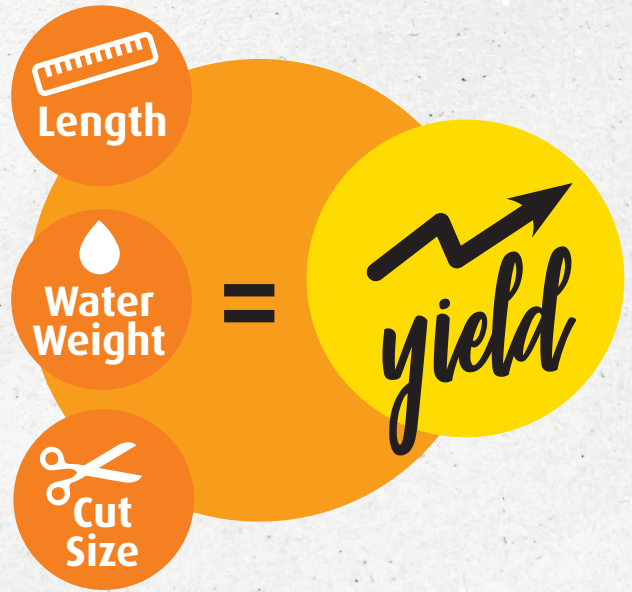


# THE RIGHT LENGTH

McCain premium battered fries  
 DELIVER THE PERFECT FRY  
 EXPERIENCE resulting in  
 MORE PROFIT FROM  
 EVERY DOCKET! \$\$



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



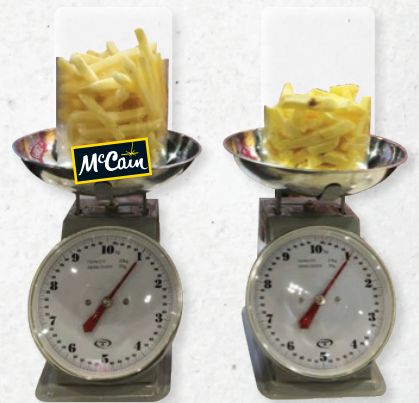
## GET MORE SERVES PER CARTON WITH MCCAIN FRIES



= 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



FOODSERVICE  
 SOLUTIONS



## LENGTH IS A KEY QUALITY ATTRIBUTE THAT INFLUENCES YIELD

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

McCain also has 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.

## McCAIN PREMIUM FRIES DELIVER:

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



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