



# THE PERFECT FRY EXPERIENCE



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**



## 89%

OF CONSUMERS CONSIDER THE QUALITY OF FRIES IMPORTANT WHEN CHOOSING A RESTAURANT

## 73%

WOULD GO BACK TO A VENUE WITH GOOD FRIES

## A CHIP ISN'T JUST A CHIP WHEN IT'S A McCAIN CHIP!

Paying close attention to your fry selection can have a huge payback. What does investing in a high quality McCain potato fry mean for you?

- **Loyalty and repeat business** because we know fries are always in the spotlight.
- **Profitably;** expand your customer base by tapping into Take Away and Delivery (with products that last the distance!).
- **Versatility;** to reduce complexity while adding variety to the menu - use one premium base for multiple menu creations (and provide a solid competitive advantage!).
- **Reduction in plate costs** through better plate coverage (less is more with McCain!).
- **Providing more serves per carton/kg** meaning more profit in your pocket from every carton of fries.



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# PREMIUM BATTERED AND SPECIALTY FRIES ARE TRENDING AS OPERATORS STRIVE TO ADD A POINT OF DIFFERENCE TO THEIR OFFER.

We asked consumers what they want in the perfect fry and 97% said crispiness!

**"Fluffy potato and crisp outside"**

**"A crisp outer coating, well seasoned and hot"**

**"Perfect colour, crispiness and seasoning"**

**"More crispy!"**

**"Golden and crispy with a distinct crunch"**



1 PORTION OF UNBATTERED FRIES \$0.56C

**VS**

1 PORTION OF BATTERED FRIES \$0.81C

**OPERATORS CAN MAKE A PREMIUM PROFIT FROM A PREMIUM FRY!**

**McCAIN PREMIUM BATTERED FRIES DELIVER:**

- ✓ Superior hold
- ✓ Improved heat retention
- ✓ A fluffy potato interior with a crispy exterior
- ✓ Increased customer satisfaction, loyalty and repeat business

Reference: McCain Perfect Fry Report, 2016, prepared by Ipsos.



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