

For Sunuuper Crispy Fries

Make sure it's



SureCrisp™ Skin-On 9mm

Product code: 1000009341
6 x 2kg



**FOODSERVICE
SOLUTIONS**

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 delivery time 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 Straight Cut Fries, McCain Skin-On 9mm Fries and McCain Steak Fries respectively.
† 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 superior crispiness that lasts 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 9mm

Product Code: 1000009341
6x2kg

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

Hold Time: 30mins*



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.

Hold Time: 30mins*



SureCrisp™ Steak Fries

Product Code: 1000008547
6x2kg

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

Hold Time: 25mins*



SureCrisp™ Fries 13mm

Product Code: 1000010264
6x2kg

A thick cut chip perfect for maximising plate coverage and improving profit.

Hold Time: 25mins*



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 stays 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 flavour profile our customers expect from a great chip”
- Squires 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.



Scan to request a sample

For more information, talk to your McCain Foodservice Representative



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