

Load up profits

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On trend

Snacking

Bold flavors

Make it a meal

For breakfast

LTOs

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Recipes



Add toppings. Increase profits with topped-up fries



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Spicy Banana Pepper Wedges

Try these with:

COATED

- Flavor Crisp™ Select Spicy Wedges

APPETIZERS

- Tempura Battered Banana Pepper Rings

HOMESTYLE

- FreshCut Chips

Total cost	\$3.11
Suggested menu price	\$9.99
Gross profit	\$6.88

Based on 12 oz (frozen) fry per portion.

Increase appetizer sales while **managing food costs** when you top-up your Cavendish Farms fries

Appetizers are the most active menu category, growing

11.1%↑
in the past 12 months.

Satisfy your customers and your bottom line by adding loaded fries to your menu.

Source: Datassential Menu Trends, INSIDER, June 2015

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Southern Style Loaded Potato Towers

Try these with:

TRADITIONAL

- Cavendish Farms® Select Crinkle Cut 1/2"

COATED

- Flavor Crisp™ Select Spicy Straight Cut
- Jersey Shore® Seasoned Thick Cut Fries, skin-on

Total cost	\$1.33
Suggested menu price	\$4.99
Gross profit	\$3.66

Based on 12 oz (frozen) fry per portion.

Get on top of the trend
when you top up your
Cavendish Farms fries.

Fries with toppings are one of the hottest menu items in the growing appetizer category, with menu penetration up

280% 
over the past year.

Source: Nation's Restaurant News, December 2015, Datassentials Menu Trends, March 2016

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Mexi Greek Nachos

Try these with:

HOMESTYLE

- FreshCut Chips 1/10" skin-on

APPETIZERS

- Tempura Battered Banana Pepper Rings

Total cost	\$2.42
Suggested menu price	\$7.99
Gross profit	\$5.57

Based on 8 oz (frozen) fry per portion.

Drive **visits in the afternoon** when you load up your Cavendish Farms fries.

51%

of consumers snack at least twice a day, up 6% from 2 years ago, with afternoon growing 2% over last year

Source: Technomic, The Snacking Occasion, 2015, NPD Press release 2015

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Spicy Pepper Philly Cheesesteak Poutine

Try these with:

COATED

- Fine Coat™ Thin Cut skin-on

TRADITIONAL

- SelectPlus Thin Cut skin-on brined

HOMESTYLE

- FreshCut Russet skin-on with sea salt

Total cost	\$3.59
Suggested menu price	\$11.99
Gross profit	\$8.40

Based on 12 oz (frozen) fry per portion.

Satisfy customers with **bold-flavored** toppings on your Cavendish Farms fries

54%

of consumers prefer hot or spicy foods, sauces, dips and condiments.

Source: Technomic 2014; Food Genius Cavendish Farms Market Research 2014

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Loaded Lobster Sweet Potato Fries

Try these with:

COATED

- SweetCut extra Crisp™ Straight Cut
- Jersey Shore® Seasoned Sweet Potato Fries, skin-on
- Clear Coat Pub Fries Extra Crunch Straight Cut

Total cost	\$7.46
Suggested menu price	\$15.99
Gross profit	\$8.53

Based on 12 oz (frozen) fry per portion.

Increase margins by adding toppings and moving Cavendish Farms fries to the **center of the plate.**

Fries are the **second most profitable item** on restaurant menus after sodas. Increase their profitability by topping them up and moving them to the center of the plate.

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Potato Patty Breakfast Sandwich

Try these with:

TRADITIONAL

- Cavendish Farms® Potato Patties

Total cost	\$0.98
Suggested menu price	\$3.99
Gross profit	\$3.01

Based on 2 oz (frozen) fry per portion.

Top up profits at **breakfast** with added toppings on your Cavendish Farms fries.

Breakfast has been growing since 2012,

up another **4%** last year.

Loaded breakfast potatoes are a great way to upsell this popular daypart

Source: NPD Press Release 2015

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Bacon Cheeseburger Poutine

Try these with:

COATED

- Fine Coat™ Straight Cut skin-on

TRADITIONAL

- Cavendish Farms® Shoestring

HOMESTYLE

- FreshCut Chips 1/10" skin-on

Total cost	\$2.82
Suggested menu price	\$9.99
Gross profit	\$7.17

Based on 12 oz (frozen) fry per portion.

Attract customers with flavor-topped Cavendish Farms fries **Limited Time Offers.**

Many of the **top performing LTOs** over the past year have been fries with toppings.

Source: Datassential SCORES, Top Performers, Appetizers & Sides, March 2016

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Fries with Dipping Sauces

Try these with:

TRADITIONAL

- Cavendish Farms® SelectPlus skin-on Brined

COATED

- FineCoat™ Regular Straight Cut 3/8" skin-on
- Clear Coat Pub Fries Extra Crunch 3/8"

Total cost	\$1.46
Suggested menu price	\$4.99
Gross profit	\$3.54

Based on 16 oz (frozen) fry portion

Upsell and customize Cavendish Farms fries with dipping sauces and spices.

Many operators are finding success by **upselling with fries**. Patrons are willing to pay a premium for dipping sauces and toppings for their fries.

Source: April 2015 - Cavendish Farms Foodservice Operator Research and Insight Report

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Spicy Banana Pepper Wedges

Combine our delicious FlavorCrisp™ Select Spicy Wedges with our hot and crispy Tempura Battered Banana Pepper Rings to create this southern inspired dish. Then load them up with juicy ground beef, chives and cheese sauce to create a signature dish.

Southern Style Potato Towers

Cavendish Farms® Select Crinkle Cut 1/2” fries are stacked and seasoned with chili powder and sea salt, then topped with bacon, chives and sharp cheddar cheese to deliver a simple, yet flavorful menu option.

Mexi Greek Nachos

Two worlds collide when you layer FreshCut Chips with traditional Greek and Mexican toppings. Katamala olives, fresh tomatoes and red onions with guacamole, salsa, green onion and sour cream create an irresistible appetizer or side dish.

Spicy Pepper Philly Cheesesteak Poutine

Savor the versatility of FreshCut Russet fries when you top them up with sliced flank steak, fresh peppers and chives. Smother them with melted cheese and thick gravy to put a new twist on this American classic.

Lobster-topped Sweet Potato Fries

Creamy Bechamel sauce, diced sweet bell pepper, green onion, and Maine lobster cover these SweetCut Extra Crisp sweet potato fries to create a deliciously tempting meal.

Potato Patty Breakfast Sandwich

Grab breakfast on the go with these Cavendish Farms® Potato Patty sandwiches. Two hearty potato patties wrap a slice of American cheese, a freshly cracked egg and sliced breakfast ham.

Bacon Cheeseburger Poutine

It starts with bacon. Then we layer some ground beef, caramelized onions and cheese sauce onto a bed of FineCoat™ Straight Cut skin-on fries. The result is an indulgent meal that is sure to be a hit.

Dipping sauces

Fries are great flavor carriers. So why not upsell your customers by adding dipping sauces such as Buffalo blue cheese, saffron aioli, creamy dill or fire-roasted chili salsa to their fry order.



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