

House Cuts®

LambWeston® 
SEEING POSSIBILITIES IN POTATOES

House-made
appeal.



House Cuts®

Making chips and fries from scratch? Scratch that! Lamb Weston® House Cuts® features skin-on potatoes for a hand-cut look and craveable flavor. Super-simple back of house prep saves time and labor.

On trend for today's menus

- **Ready-to-cook, skin-on cuts** – less labor, waste and cost vs. making back of the house
- **Consistent length, shape and color variation** – delivers an authentic hand-cut look all year
- **Simply delicious** – our product line includes all-natural choices, just potatoes, oil and sea salt, to meet consumer demand around simple ingredients

Consumers tell us



are interested in skin-on fries¹



want restaurants to be more transparent about menu item ingredients²



would like restaurants to offer more than one type of fry¹

Menu trends



Natural fry sprinkled with pink sea salt



Loaded Buffalo Bleu Lattice Chips



of consumers are interested in a french fry sprinkled with sea salt¹



Loaded fry menu penetration up 32% in 2015³

1 LW Proprietary ampliFRY, 2015
2 Technomic, 2016
3 Datassential MenuTrends, 2015
4 ConAgra Transparency Omnibus, 2015

Skin-On Chips



All Natural Lattice Chips (H3031)
Just potatoes, oil and sea salt



Chips (30H, 30H20)



Yukon Chips® (H3030)

Skin-On Fries



All Natural 1/4 Shoestrings (25030)
Just potatoes, oil and sea salt



All Natural 3/8 Regular Cut (25029)
Just potatoes, oil and sea salt



We use 100% **expeller pressed canola oil** in our new all natural fries to bring out their natural potato flavor.

95%

of consumers are more likely to visit a restaurant if source of origin information is provided for their french fries⁴

mypotatofarmer.com is your URL to tell patrons your fry story. Visit tracemyfries.com to learn more.



Family Farmer
Greg Hirai
Snake River, Idaho

House Cuts® merchandising tools build interest and profits

Contact your Lamb Weston representative to order and learn about more sales stimulating ideas.



Put your fresh-cooked chips on **display** and sell them **to-go**. Ask about our chip bags and warmer display program



NEW

Re-useable Stainless Steel Fry Boats
Available in 3 sizes (S, M, L)

Tell your patrons where your fries come from with customizable merchandising



HOUSE CUTS® PRODUCT SPECIFICATIONS

Product Name	Item No.	Pack Size	Ship Wt.	PRODUCT PREPARATION		
				Method	Temperature	Time (Minutes)
HOUSE CUTS® - SKIN-ON CUTS						
All Natural Lattice Chips	H3031	5/5 lb (2.3 kg) bags	27.5 lb (12.5 kg)	Deep Fry	345-350°F (174-177°C)	1¼ - 2¼*
Chips	30H	6/5 lb (2.3 kg) bags	32 lb (14.5 kg)	Deep Fry	345-350°F (174-177°C)	3 - 3¼*
Chips	30H20	5/4 lb (1.81 kg) bags	22 lb (9.98 kg)	Deep Fry	345-350°F (174-177°C)	3 - 3¼*
Yukon Chips®	H3030	6/5 lb (2.3 kg) bags	32 lb (14.5 kg)	Deep Fry	345-350°F (174-177°C)	2½ - 3*
All Natural 1/4 Shoestrings	25030	6/4.5 lb (2.0 kg) bags	29 lb (13.2 kg)	Deep Fry	345-350°F (174-177°C)	3¼ - 3¾
All Natural 3/8 Regular Cut	25029	6/5 lb (2.3 kg) bags	32 lb (14.5 kg)	Deep Fry	345-350°F (174-177°C)	4¼ - 4¾

100% expeller pressed canola oil

* Place a hold-down basket on the chips for the final minute of frying.

See what's possible with potatoes. Contact your Lamb Weston potato expert or visit lambweston.com today.

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