

House Cuts®

Lamb Weston®
SEEING POSSIBILITIES IN POTATOES

NEW All natural skin-on fries.
Simply delicious.



House Cuts® All Natural Fry

Today's consumers want to know what their food is made of, and they want simple ingredients that taste simply awesome. With Lamb Weston® House Cuts® All Natural Fry, you can give them everything they're looking for – house-made taste, simple ingredients – and, yes, we make it simple for you!

Simple. On trend...

- **All natural with three simple ingredients** – just potatoes, oil and sea salt – helping you meet consumer demand
- **Par fried in all natural expeller pressed canola oil** – important to the operator following the simple trend and sharing the oil type with the patron
- **Consistent length, shape and color variation** – delivers an authentic hand-cut look all year
- **Higher yield** – 36% more servings than hand-cut fries
- **Made with sea salt** – 235% growth of sea salt on menus over the past four years¹
- **mypotatofarmer.com** – our operator's URL for you to tell your patrons the story about where their fries come from



Hand-cut fries are up on menus...
up **20.7%** vs. YA.²



want restaurants to be more transparent about menu item ingredients³



of consumers want no artificial ingredients in their food⁴



of operators agree that simple labels will influence purchase decisions in the future⁵





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 

PRODUCT SPECIFICATIONS

Product Name	Item No.	Pack Size	Ship Wt.	PRODUCT PREPARATION		
				Method	Temperature	Time (Minutes)
ALL NATURAL FRY						
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
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

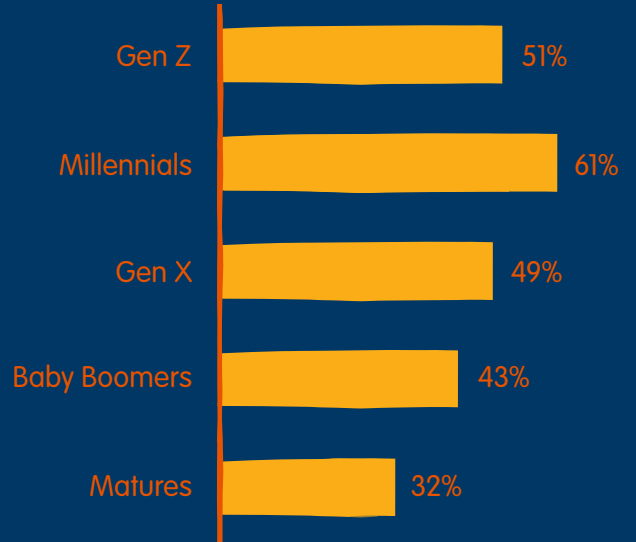
Who is driving the simple label trend?

49%

of all consumers say they are more likely to visit a restaurant offering "simple label" food⁶

45%

say they will pay more for "simple labels"⁷



Thinking about handcutting your fries?

Compare the costs

When you factor in the time and labor needed to hand-cut fries back-of-the-house, the profitable advantage of the House Cuts All Natural Fry is clear to see.

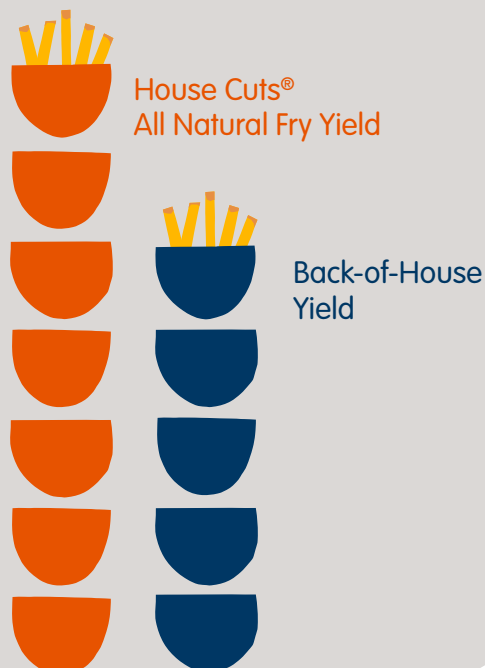
HAND-CUT VS. HOUSE CUTS® ALL NATURAL FRY		
French Fries 3/8" Cut (100 lb)	Hand-Cut Skin-On	Lamb Weston All Natural Fry (Skin-On)
Cost/lb	\$0.37	\$0.885
POTATO COST	\$37.00	\$88.50
Sort/Weigh, Wash, Cut, Wash/Soak, and 1st Fry at \$10.00/hr	\$30.87	\$0.00
2nd Fry at \$10.00/hr	\$16.70	\$20.83
TOTAL LABOR COST	\$47.57	\$20.83
Preparation Yield Loss	2.0%	N/A
Product Available for Frying (lb)	98.0	100.0
Net Oil Uptake During Frying (lb)	5.10	3.10
Oil Cost at \$0.85 per lb*	\$4.33	\$2.64
TOTAL COST	\$88.90	\$111.97
Product Yield After Frying	50%	67%
Product Available for Serving (lb)	49.1	66.9
FINISHED COST PER LB	\$1.81	\$1.67
FINISHED COST PER OZ	\$0.113	\$0.105
FINISHED COST PER 5 OZ SERVING	\$0.57	\$0.52

* Oil loss and replacement costs.

Yield advantage

With the preparation steps already done for you, House Cuts All Natural Fries yield **36% more servings⁺** than hand-cut back-of-the-house fries. Because you make your profit on the servings you sell, House Cuts are a **more profitable** way to menu fries.

+ 214 servings vs. 157 for Hand-Cut, based on 5 oz servings and a 100 lb starting weight



... just potatoes,
oil and sea salt



What is expeller pressed canola oil?

The All Natural Fry is par-fried in expeller pressed canola oil. The expeller method extracts oil without the use of solvents. Expeller pressed oil produces a neutral flavor allowing true potato taste to come through.

Lamb Weston symbol for
Expeller Pressed Canola Oil



95%

of consumers are more likely to visit a restaurant if source of origin information is provided for their french fries⁸

Lamb Weston's exclusive mypotatofarmer.com is your URL to tell patrons your fry story. Visit tracemyfries.com to learn more.



Family Farmers
Gavin, Nick and Orman Johnson
Columbia River, Washington

The All Natural Fry merchandising tools build interest and profits

44%

of consumers prefer to learn food is "simple label" through restaurant signage⁶



- 1 Datassential MenuTrends, March 2015
- 2 Datassential MenuTrends U.S. Chains and Independents
- 3 Technomic Consumer Trend Report Services, 2016
- 4 GOPP, EcoAware Moms, EcoAware Dads
- 5 Technomic, 2014
- 6 Technomic, 2016
- 7 Technomic Future of Sourcing, 2016
- 8 ConAgra Transparency Omnibus, 2015

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