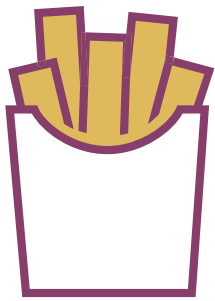


FRIES: AMERICA'S #1 SIDE DISH¹

As the industry shifts and evolves, fries reign supreme as the number one side dish ordered at foodservice across segments, service styles, meal occasions and cuisines! From shoestring to steak fries, simply salted to sensationally smothered, side dishes made with America's Favorite Vegetable¹ are always on trend and in demand.



FRY FACTS AS REPORTED DIRECTLY FROM DINERS

Fries rank #1 for:²



Best Tasting



Craveable



Kid-friendly

FRIES FOR TAKEOUT & DELIVERY

With fries on the menu, you've already created a menu item that diners would go out of their way for. And now with tips for better takeout, you can be sure to serve the classic fries they love, wherever they are and whenever the craving strikes.

Product

Be sure to choose the best product for takeout or delivery. Frozen fries come in a wide variety of formats and some are better suited for takeout and delivery than others.

For crispier fries:

- Clear-coated or battered formats stay crisper for up to 3x longer.
- Choose cuts that are thinner for maximum crispiness – but make sure they have plenty of ventilation when packaging.
- Follow the proper manufacturer's cooking recommendations for time and temperature to ensure best quality.

For a longer hold time:

- Thicker cuts retain heat longer than their thinner counterparts. The thicker the fry, the longer they'll stay hot.
- Follow the proper manufacturer's cooking recommendations for time and temperature to ensure best quality.



1. Potatoes USA, "2020 Consumer A&U Quantitative Report" January 2020, slide 74
2. Potatoes USA, "2019 Consumer A&U Quantitative Report" January 2019, slide 80

PACKAGING

- A combination of proper airflow and product protection is the name of the game for safe and delicious takeout, and a simple napkin can be a fry's best friend.
- Using a classic **fry sleeve**? Place a napkin into the sleeve, extending it to the bottom and leaving some out the top. Place the fries into the sleeve and fold the napkin over the top to retain heat, absorb moisture and keep the fries covered.
- Using a **clamshell**? Very carefully, use a knife to pierce three small holes in the top and along each side of the lid. Place a napkin underneath the fries to help absorb moisture, then close lid to retain heat.
- Using a folded **paper carton**? Remove the two side flaps for more ventilation. Insert a napkin into the carton and place fries on top. Fold napkin ends over the top of the fries and close the flaps.



BAGGING

The way you pack the whole order is as important as the individual containers for the best fry experience.

- Pack fries in their own container, never in the same package as burgers, hot sandwiches or other hot entrees, to ensure they stay crisp.
- Place hottest items at the bottom of the bag, and insulate them by placing paper napkins on top and in between each item.
- Fries should be the last item placed into the bag nearest the top, before rolling and sealing bag for heat retention and safety.

OFF-PREMISE INSPIRATION

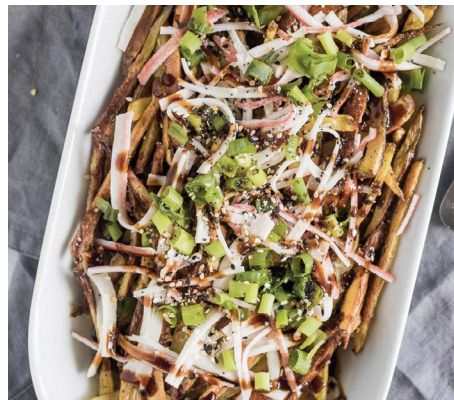
Simple never goes out of style. But give more variety to your menu by adding loaded fries or a fun, shareable fry board, using ingredients you already have in house. Loaded fries have been gaining in popularity and using fries as a base for various topped, smothered or layered builds is a great way to deliver the flavors and fries your diners crave. The 'board' trend continues to gain traction and using fries is a fun way to feature a sharable bar bite or appetizer!

A few ideas for inspiration:



Tzatziki Greek Fries

Go Mediterranean with our loaded dish featuring thick-cut red skinned potato wedges smothered with creamy tzatziki, feta and oregano for a light and fresh take on takeout fries.



Crispy Baked Loaded Crab Fries

Made with crisped yellow potato matchsticks are fresh and flavorful, creamy and crunchy, a bit sweet and perfectly salty for a completely craveable delivery dish.



Loaded Fry Board

This loaded fry board features a selection of fry cuts and dipping sauces that's perfect as a shareable appetizer. The options are endless and there's a winning combo for everyone.

FOR MORE MENU IDEAS, visit our recipe page to explore all our recipes and techniques that showcase the versatility and cost-effectiveness that potatoes can bring to your menu and restaurant operation.