

menu real value for you

Potatoes can be one of the most profitable food items on your menu. From increasing profits and margins, to driving traffic and cutting costs, our simple, proven strategies can help you maximize the versatility of potatoes *every day. every way.*®

- » we've tested these potato strategies and ideas so you can use them across your menu
- » at breakfast, lunch, dinner and snacking, grow your business with this proven potato resource



increase sales

build your check averages with simple ideas



manage costs

lower your plate costs and do more with less



drive traffic

bring in more guests with high-impact events



increase margins

capture big profits with on-trend options

McCain Signature® Regular Fries (MCS140) with tuna salad lettuce bowl for a light lunch

count on **McCain** for even more success. every day. every way.®



increase sales
sell more throughout the day with unique potatoes



McCain® Redstone Canyon® Seasoned Cubes #MCL03624



Brew City® Bottle Neck Fries® Ridge Cuts #BC1197



manage costs
find cost and labor savings with simple solutions



McCain® Flavorlasts® Invisibly Coated Thin Fries #MCF03789



McCain® Homestyle Babycakes® Mini Potato Pancakes #MCF03758



drive traffic
capture attention with *Brew City*® events and serving containers



Brew City® Wide Mouth Fries® Waffle Cuts #BC1195



Brew City® Bucket Serving Container #S1979



increase margins
expand per-plate margins with scratch-style selections



McCain® Frips® Fresh-Style Chips #MCX244



McCain® Mash Makers® Garlic Mashed Potatoes #MCF04483

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learn more about how McCain Real Value can build your business
call 1-800-767-7377 or visit mccainrealvalue.com

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potatoes. every day. every way.®



increase sales



A SECOND FRY BOOSTS YOUR BOTTOM LINE

why it makes sense:

raise check averages and profits by offering patrons the choice of upgrading to a premium 2nd fry at lunch or dinner

proof that it works:

adding a 2nd fry can increase profits by 22%

	SINGLE FRY MENU		TWO FRY MENU		Total Profit
	Primary Fry	Primary Fry**	Redstone Canyon® Spirals*	Redstone Canyon® Spirals*	
Cost/serving	\$0.19	\$0.19	\$0.26	\$0.26	+22% \$8,440.00
Price/serving	\$1.49	\$1.49	\$2.29	\$2.29	
Profit/serving	\$1.30	\$1.30	\$2.03	\$2.03	
Servings/year	30,000.00	24,000.00	8,000.00	8,000.00	
Profit/year*	\$39,000.00	\$31,200.00	\$16,240.00	\$47,440.00	

*Prices based on a 6 oz. side serving. **Two fry menu servings based on 3 to 1 serving assumption.

how McCain helps you:

Redstone Canyon® seasoned fries, Harvest Splendor™ sweet potato selections, Brew City® beer battered fries



Redstone Canyon® seasoned spirals (MCL03622) with a black Angus burger for lunch

REAL BREAKFAST OPPORTUNITY

combos build sales

offering a value meal in the morning can drive sales and profits —by 30% or more¹



Snacksations® Hash Brown Stix™ (MCX03710) with a breakfast sandwich and coffee drives increased satisfaction and sales

¹ MenuTrends DIRECT, 2009 and McCain USA food cost estimate



REDUCE PLATE COSTS TO MAXIMIZE PROFITS

why it makes sense:

low-cost McCain potato favorites make it easy to manage plate costs

proof that it works:

save big by reducing your protein portion and increasing your potato portion

WINGS		McCain® FRIES		TOTAL	16% cost reduction
10	\$6.00	6 oz.	\$0.45	\$6.45	
8	\$4.80	8 oz.	\$0.60	\$5.40	
				SAVINGS \$1.05	

TURKEY		McCain® FRIES		TOTAL	27% cost reduction
6 oz.	\$2.62	4 oz.	\$0.30	\$2.92	
4 oz.	\$1.75	5 oz.	\$0.37	\$2.12	
				SAVINGS \$0.80	

how McCain helps you:

McCain Ultimate® fries, McCain Signature® fries, Flavorlasts® fries, Redstone Canyon® seasoned fries



McCain Ultimate® regular fries (MCX49) add crunch at lunch with a triple-decker smoked turkey club

REAL BREAKFAST OPPORTUNITY

do more with less

use a single McCain® potato in multiple applications across your menu to enhance profits



Make breakfast outstanding with an appetizer standout – McCain® Potato Skins (MCX03601) with eggs, cheese and ham.



HIGH-IMPACT EVENTS CAN DRAW CROWDS ALL WEEK LONG

why it makes sense:

32% of operators use special events to drive traffic

2008 Chain Leader Driving Traffic Study

proof that it works:

Suzanna's in New Richmond, Wisconsin had patrons form teams to compete for prizes on Sports Trivia Night—Brew City® Thin Cut Fry sales grew 22%

how McCain helps you:

Brew City offers seasonal promotions to help you create or enhance special events with high-impact merchandising tools and ideas to draw in more patrons



REAL APPETIZER OPPORTUNITY

drive event sales with unique presentations

1 in 5 consumers say they purchase fried food at restaurants on impulse² – one-of-a-kind serving containers capture attention and easy sales

Brew City® Beer Bottle serving container (S1560) and Thin Cut Fries (BCI00255)

² Technomic's The Future of Fried Foods Study, 2009



SPECTACULAR SIDES BUILD PROFITS

why it makes sense:

sweet potato fries are one of the hottest up-and-coming menu items

R&I 2007 Menu Census

proof that it works:

with an average menu price of \$2.75, a side of sweet potato fries yields \$2.14 in profit MenuTrends DIRECT, 2007 and McCain USA food cost estimate

how McCain helps you:

from regular stix to wedges to crinkle cuts, Harvest Splendor™ sweet potato selections offer on-trend options perfect for any menu



Harvest Splendor™ deep groove sweet potato crinkles (MCF04566) with blue cheese crumbles for a savory dinner side

REAL DINNER OPPORTUNITY

lower costs. higher profits. same great appeal.

grow profits by 4% or more—reduce the protein portion and slightly increase the potato portion

NEW Deli Roasters® (MCF03927) pair perfectly with a filet for dinner

