

menu **McCain**  
real value for you



potatoes. every day. every way.®

potato value resource guide II  
real value in action

# 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.*<sup>®</sup>

- » 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



rewards *Club*  
exclusive partner program

**MORE FOR YOUR BUSINESS.  
MORE FOR YOUR MONEY.**

**McCain**<sup>®</sup> Potatoes add big profits to your bottom line. And, they may also qualify you to receive cash back. Our Tiered Reward Structure makes it easy to cash in on the savings when you purchase qualifying **McCain**<sup>®</sup> Potatoes and Appetizers – up to \$850!

**Visit [www.mccainrealvalue.com](http://www.mccainrealvalue.com) or call 1-800-767-7377 to learn more.**

increase sales



## A SECOND FRY BOOSTS YOUR BOTTOM LINE

### why it makes sense:

Raise check averages and profits by offering a premium 2nd fry at lunch or dinner. Plus, utilizing a 2nd fry in a fun new appetizer maximizes the profit potential.

### proof that it works:

Adding a second fry can easily increase profits by 20% or more!

	SINGLE FRY MENU		TWO FRY MENU	
	Primary Fry	Primary Fry**	Redstone Canyon® Spirals	Total Profit
Cost/serving	\$0.19	\$0.19	\$0.26	<b>+22%</b> <b>\$8,440.00</b>
Price/serving	\$1.49	\$1.49	\$2.29	
Profit/serving	\$1.30	\$1.30	\$2.03	
Servings/year	30,000	24,000	8,000	
<b>Gross Profit/year*</b>	<b>\$39,000.00</b>	<b>\$31,200.00</b>	<b>\$16,240.00</b>	<b>\$47,440.00</b>

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

### how McCain helps you:

Our NEW Potato Promotion Tools make it easy to generate big profits. Order your FREE customized tools online at [www.mccainrealvalue.com](http://www.mccainrealvalue.com) or fill out the attached order form and give to your McCain broker.

waitstaff  
tracking  
poster



table  
tents

Redstone Canyon® Seasoned Spirals (MCL03622) with a deli-fresh roast beef sandwich



REAL VALUE IN ACTION

## sweet potatoes. sweet success.

The Greene Turtle, a 19-unit East Coast chain, sold 15,000 lbs of Harvest Splendor™ Ridge Cut Wedges during a 6-week promotion!

Visit [www.mccainrealvalue.com/isp](http://www.mccainrealvalue.com/isp) to hear more.

McCain® Harvest Splendor™ Ridge Cut Wedges (MCF04712) and grilled pork tenderloin



manage costs



# 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

Chicken Breast Sandwich		Twisted Fry Combo Harvest Splendor™ Sweet Potato Crinkles and McCain® Regular Crinkle Fries		TOTAL
6 oz. breast	\$1.87	4 oz. mixed	\$0.39	\$2.26
4 oz. breast	\$1.65	5 oz. mixed	\$0.49	\$2.14
				<b>SAVINGS \$0.12</b>

**Total Annual Savings \$2,160.00\***

\*Assumes serving 50 sandwiches a day, 360 days a year

## how McCain helps you:

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

Visit [www.mccainrealvalue.com/mcp](http://www.mccainrealvalue.com/mcp) to see how **potatoes** can make you more on every plate.



*Harvest Splendor™ Sweet Potato Crinkles (MCF04566) and McCain® Regular Crinkle Fries (MCX50) add a twist to lunch*

## REAL VALUE IN ACTION

### 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 (MCX03602) 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:

**Hull's Seafood Kitchen in Ormond Beach, FL sold over 230 cases**

of **Brew City® Bottle Neck Fries®**

Ridge Cuts and Onion Rings by offering bucket specials during NCAA playoff games

### 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

Visit [www.mccainrealvalue.com/bcp](http://www.mccainrealvalue.com/bcp) for the latest **Brew City** promotion and event ideas.



***Brew City®** Bottle Neck Fries® Ridge Cuts (BCI197) and creamy tomato-bacon ranch dip*

### REAL VALUE IN ACTION

## drive event sales with unique presentations

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

***NEW Brew City®** Football Serving Container (MSC796) and **Maxi Fry®** Skin-On Maxi Cuts (BCI00256)*

<sup>1</sup> Technomic's The Future of Fried Foods Study, 2009





## POTATO APPETIZERS PULL IN THE PROFITS

### why it makes sense:

74% of patrons like to try new dishes when they eat out

Yankelovich Monitor, Volume 1, 2004

### proof that it works:

Create a fun and unique appetizer featuring **McCain® Frips** Fresh-Style Chips. With a \$4.99 menu price, Fresh Parmesan Potato Chips yield **\$4.11 in gross profit per serving!**\*

\*Based on average distributor markup and McCain Foods USA food cost estimate

### how McCain helps you:

From spirals, wedges and **Cross Trax®** waffle fries to **X-Treme®** or **Brew City®** fries, **McCain®** potatoes add variety to your appetizer menu

Visit [www.mccainrealvalue.com/imp](http://www.mccainrealvalue.com/imp) for more quick and easy ideas.

*McCain® Frips® Fresh-Style Chips (MCX244) topped with grated Parmesan cheese and chopped parsley create a great looking and tasting appetizer*



## REAL VALUE IN ACTION

### spectacular sides build profits

Sweet potatoes are one of the hottest up-and-coming sides<sup>2</sup> and **McCain® Harvest Splendor™** Sweet Potato Selections are the best sweet potatoes you can serve. Offering them as a popular 2nd fry can yield up to \$2.14 in gross margin per serving.<sup>3</sup>

*Harvest Splendor™ Deep Groove Sweet Potato Crinkles (MCF04566) with blue cheese crumbles*



<sup>2</sup> R&I 2007 Menu Census

<sup>3</sup> MenuTrends DIRECT, 2009 and McCain USA food cost estimate

# potato promotion tools order form

## sign up today online and boost your bottom line!

>> Log onto [mccainrealvalue.com](http://mccainrealvalue.com) for a quick and easy way to order your **FREE** potato promotion tools, which include customized table tents.

>> Or complete this form and provide it to your local McCain broker.

**select your 4" x 6" table tent background from the following or visit [mccainrealvalue.com](http://mccainrealvalue.com) for more options**



Fall 1



Fall 2



Fall 3



Winter 1



Winter 2



Winter 3



Holiday 1



Holiday 2

### create a headline:

>> Consider the following suggestions:

- Now serving - NEW Potato Appetizer Special. Ask server for details.
- You want SPECIAL fries with that? Try our featured fries on the side.
- Limited Time Offer. Order our new French fries today.

>> Or list your own headline including day(s) and time(s) promotion will be offered:

### list the promotion details and price point you would like to feature:

>> Menu description and menu price will appear exactly as provided. Please be sure to include dollar sign (\$) if required.

menu description

menu price

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**to add your establishment logo, supply your own high-resolution, print-ready file of your featured special (300 dpi at 3" x 3")**

**indicate the number of table tents you would like to receive \_\_\_\_\_**

**(Please Print Clearly) (\*= mandatory)**

FOODSERVICE ESTABLISHMENT:\*

CONTRACT MGT. CO. (if applicable):

STREET ADDRESS:\*

CITY:\* STATE:\* ZIP:\*

FIRST & LAST NAME:\*

TITLE:

BUSINESS PHONE: \* ( ) - FAX: ( ) -

E-MAIL ADDRESS:\*

**MY FOODSERVICE OPERATION CAN BEST BE DESCRIBED AS: (Check One)**

<input type="checkbox"/> Bar/Tavern	<input type="checkbox"/> Convenience Stores	<input type="checkbox"/> Healthcare	<input type="checkbox"/> Quickserve Restaurant
<input type="checkbox"/> Business & Industry/Employee Feeder	<input type="checkbox"/> Deli/Sandwich Shop	<input type="checkbox"/> Hotel/Resort	<input type="checkbox"/> Schools
<input type="checkbox"/> Casual Dining	<input type="checkbox"/> Family Dining	<input type="checkbox"/> In-Store Deli	<input type="checkbox"/> Theme/Specialty Restaurant
<input type="checkbox"/> College/University	<input type="checkbox"/> Government/Military	<input type="checkbox"/> Leisure/Recreation	

DISTRIBUTOR INFORMATION: \_\_\_\_\_

(Please Print) Rep. First & Last Name Distributor House City/State

BROKER INFORMATION: \_\_\_\_\_

(Please Print) Rep. First & Last Name Company City/State

**Please allow 2 weeks for delivery of your materials.**

**QUESTIONS? PLEASE CONTACT YOUR LOCAL MCCAIN BROKER**

# pick the perfect potato for your promotion

Product Information					Packaging			Piece Cost†	Preparation†		
Code Number	Product Description	Fry Length	Cut Size	Skin On	Case Pack	Case Wt. (lb.)			Cooking Method	Temp. °F	Time Minutes
						Net	Gross				
<b>SWEET POTATOES</b>											
MCF04716	NEW! <i>McCain Harvest Splendor</i> Maxi Cuts	XL	1/4" x 1/2"	No	6/2.5 lb.	15	16.5	NA	Deep Fry	350	2 to 2-1/2
									Convection	425	10 to 12
MCF04712	NEW! <i>McCain Harvest Splendor</i> Ridge Cut Wedges	NA	10-cut	No	6/2.5 lb.	15	16.5	NA	Deep Fry	350	2-3/4 to 3-1/4
									Convection	425	7 to 10
MCF04566	<i>McCain Harvest Splendor</i> Deep Groove Crinkles	XL	7/16"	No	6/2.5 lb.	15	16.5	NA	Deep Fry	350	2 to 2-3/4
									Convection	425	5 to 8
MCF03731	<i>McCain Harvest Splendor</i> Thin Stix	XL	5/16"	Yes	6/2.5 lb.	15	16.5	NA	Deep Fry	350	2 to 2-1/2
									Convection	425	10 to 12
MCF03725	<i>McCain Harvest Splendor</i> Regular Stix	XL	3/8"	Yes	6/2.5 lb.	15	16.5	NA	Deep Fry	350	2-1/4 to 2-3/4
									Convection	425	10 to 12
40010256	<i>Moore's Sun Stix</i> Sweet Potato Fries	NA	5/16"	Yes	6/2.5 lb. poly bags	15	17	NA	Deep Fry	350	2 to 3
40010257	<i>Moore's Sun Spots</i> Sweet Potato Slices	NA	3/16" Crinkle Cut Slice	Yes	6/2.5 lb. poly bags	15	17	NA	Deep Fry	350	1-1/2 to 2
<b>SMILES® SHAPED POTATOES</b>											
OIF03456	<i>McCain Smiles</i> Shaped Potatoes	NA	25-28/lb.	No	6/4 lb.	24	25.5	NA	Deep Fry	350	2 to 2-1/2
									Convection	425	9 to 13
<b>STAYS CRISPY</b>											
MCX121	<i>McCain Ultimate</i> Thin Fries	XL	5/16"	Yes	6/5 lb.	30	32	NA	Deep Fry	350	2-1/2 to 3
									Convection	425	8 to 12
MCX49	<i>McCain Ultimate</i> Regular Fries	XL	3/8"	Yes	6/5 lb.	30	32	NA	Deep Fry	350	3 to 3-1/2
									Convection	425	9 to 13
MCX89	<i>McCain Ultimate</i> Spirals	NA	Spirals	Yes	6/4 lb.	24	25.5	NA	Deep Fry	350	2-1/4 to 2-3/4
									Convection	425	11 to 15
MCX239	<i>McCain Ultimate Cross Trax®</i> Fries	NA	Cross Trax	Yes	6/4.5 lb.	27	29	NA	Deep Fry	350	2-1/4 to 2-3/4
									Convection	425	10 to 14
OIF04762	NEW! <i>Ore-Ida EverCrisp</i> Slim Fries	XL	5/16"	No	6/6 lb.	36	38.5	NA	Deep Fry	350	2-1/2 to 3
									Convection	425	8 to 12
OIF01028	<i>Ore-Ida EverCrisp</i> Thin Fries	XL	5/16" x 3/8"	No	6/5 lb.	30	32	NA	Deep Fry	350	2-3/4 to 3-1/4
									Convection	425	9 to 13
<b>BREAKFAST &amp; BEYOND</b>											
MCF03758	<i>McCain</i> Homestyle <i>Babycakes®</i> Mini Potato Pancakes	NA	.67 oz.	No	6/3 lb.	18	19.5	NA	Deep Fry	350	1-3/4 to 2-1/4
									Convection	425	6 to 9
<b>BIG, BOLD FLAVORS</b>											
MCX03620	<i>McCain Redstone Canyon</i> Thin Fries	XL	5/16"	Yes	6/5 lb.	30	32	NA	Deep Fry	350	2-1/2 to 3
									Convection	425	8 to 12
MCX03621	<i>McCain Redstone Canyon</i> Regular Fries	XL	3/8"	Yes	6/5 lb.	30	32	NA	Deep Fry	350	3 to 3-1/2
									Convection	425	9 to 13
MCL03622	<i>McCain Redstone Canyon</i> Spirals (ⓈKosher)	NA	Spirals	Yes	6/4 lb.	24	25.5	NA	Deep Fry	350	2-1/4 to 2-3/4
									Convection	425	11 to 15
MCL03623	<i>McCain Redstone Canyon Cross Trax</i> Fries	NA	Cross Trax	Yes	6/4.5 lb.	27	29	NA	Deep Fry	350	2-1/4 to 2-3/4
									Convection	425	10 to 14
MCX03626	<i>McCain Redstone Canyon</i> Regular Wedges	NA	8-Cut	Yes	6/5 lb.	30	32	NA	Deep Fry	350	3-1/2 to 4
									Convection	425	10 to 14
MCX03627	<i>McCain Redstone Canyon</i> Thin Wedges	NA	10-Cut	Yes	6/5 lb.	30	32	NA	Deep Fry	350	3-1/4 to 3-3/4
									Convection	425	9 to 13
MXF265	<i>McCain X-Treme Cracked Black Pepper Fries®</i>	XL	3/8"	Yes	6/5 lb.	30	32	NA	Deep Fry	350	3 to 3-1/2
									Convection	425	9 to 13
MXF269	<i>McCain X-Treme Gusto Garlic Fries®</i>	XL	3/8"	Yes	6/5 lb.	30	32	NA	Deep Fry	350	3 to 3-1/2
									Convection	425	9 to 13
<b>MAXIMIZING YIELD</b>											
MCX244	<i>McCain Frips®</i> Fresh-Style Chips	NA	1/8" Thick Ridge	Yes	6/4 lb.	24	25.5	NA	Deep Fry	350	2-1/4 to 2-3/4
OIF01038	<i>Ore-Ida Golden Twirls®</i> Fries	NA	Twirls	Yes	6/4 lb.	24	25.5	NA	Deep Fry	350	2-1/4 to 2-3/4
OIF01037	<i>Ore-Ida Waffle Fries</i>	NA	Waffles	Yes	6/4.5 lb.	27	29	NA	Deep Fry	350	2-1/4 to 2-3/4
<b>BREW CITY® BEER BATTERED FRIES</b>											
BCI00255	<i>Brew City</i> Thin Cut Fries	XL	5/16"	No	6/5 lb.	30	32	NA	Deep Fry	350	2-1/2 to 3
									Convection	425	8 to 12
BCI00256	<i>Brew City Maxi Fry®</i> Skin-On Maxi Cuts	XL	1/4" x 1/2"	Yes	6/5 lb.	30	32	NA	Deep Fry	350	2-3/4 to 3-1/4
									Convection	425	9 to 13
BCI197	<i>Brew City Bottle Neck Fries®</i> Ridge Cuts	XL	3/8" x 3/4" Ridge	No	6/5 lb.	30	32	NA	Deep Fry	350	3-1/2 to 4
									Convection	425	10 to 14
BCI195	<i>Brew City Wide Mouth Fries®</i> Waffle Cuts	NA	Waffle	No	6/4.5 lb.	27	29	NA	Deep Fry	350	2-1/4 to 2-3/4
									Convection	425	10 to 14



learn more about how McCain Real Value can build your business  
**call 1-800-767-7377 or visit [mccainrealvalue.com](http://mccainrealvalue.com)**

† Refer to product packaging for complete preparation instructions.