

SWEET POTATOES SWEET PROFITS



Add the option of Harvest Splendor® Sweet Potato Fries as an up-charge to a meal vs. your standard fry, and watch your profits grow!

	Operator Example	Your Operation
Cost of sweet potato fries/4oz serving	\$0.50	
Cost of primary fries/4oz serving	- \$0.19	
Difference in cost for sweet potato fries	= \$0.31	
Up-charge for sweet potatoes/4oz serving	\$0.99	
Difference in cost for sweet potatoes	- \$0.31	
Additional profit/serving	= \$0.68	
Primary fry servings/year	30,000	
10% of customers order sweet potato fries	x 0.10	
Sweet potato annual servings	= 3,000	
Sweet potato annual servings	3,000	
Additional profit/serving	x \$0.68	
Additional profit/year	= \$2,040.00	

Drive even more profits with Harvest Splendor Sweet Potato Fries by using across your menu:

- Serve as an appetizer with an array of dips or topical seasonings
- Offer as an a la carte side item to pair with any entrée to maximize profitability
- See other great menuing and recipe ideas at HarvestSplendor.com

*All costs are estimated; use actual operator data when calculating potential profits

Demand McCain. There is no better sweet potato fry.



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Versatile for your menu needs

Adding sweet potato fries as part of a meal increases the perceived value of the offering, and the crispy bite of *McCain® Harvest Splendor®* fries can add new appeal across your menu. Sweet potato fries complement a variety of entrees and offer the flexibility to serve in multiple applications.

A Sweet Start: Appetizers

Harvest Splendor® Deep Groove Crinkles

With a crispy outside and a tender inside, these fun-shaped fries easily pair with a flavorful trio of dips for a crowd-pleasing appetizer to share.

\$3.52 Profit. \$1.27 Food Cost. \$4.99 Menu Price



Harvest Splendor® Maxi Cut

Extra long length and a wider cut on the maxi fry gives ideal plate coverage with a set of sliders for an appealing, trendy appetizer with plenty of profit to go around.

\$4.17 Profit. \$2.82 Food Cost. \$6.99 Menu Price

Upscale Appeal: Profitable Second Fry



Harvest Splendor® Ridge Cut Wedge

With a naturally sweet flavor, the ridge cut wedge complements a variety of dishes, and the interesting shape makes it an attractive second fry option.

\$6.02 Profit. \$4.97 Food Cost. \$10.99 Menu Price

Harvest Splendor® 5/16" Thin Stix

Thin, crispy sticks of sweet potato flavor fit well on your menu next to a burger just as easily as a seared tuna steak – Harvest Splendor® fries give you the ultimate flexibility.

\$7.62 Profit. \$5.37 Food Cost. \$12.99 Menu Price



A Delicious Addition: A La Carte

Harvest Splendor® 3/8" Regular Stix

Featuring a crisp, distinctive bite and bright, vibrant color, a cup of fresh, hot regular stix flanked by a side of bourbon butter sauce complements any meal.

\$2.37 Profit. \$0.62 Food Cost. \$2.99 Menu Price



Moore's® Sun Spots®

The unique thin cut and back of house homemade look on the Sun Spots sweet potato flat chips is the perfect addition to a full rack of ribs, or any meal needing a sweet new side.

\$7.62 Profit. \$7.37 Food Cost. \$14.99 Menu Price

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IN WITH YOU