



FOODSERVICE
SOLUTIONS

UNLOCK YOUR MENU POTENTIAL

2024 LTO TREND GUIDE



The background is a solid orange color. It is decorated with several irregular, textured shapes in two shades: orange and yellow. These shapes are scattered across the page, some overlapping. The shapes have a rough, paper-like texture. The text 'TABLE OF CONTENTS' is centered in the middle of the page, overlaid on one of the orange shapes.

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APPROACHABLE.

WOW-WORTHY.

EASY TO IMPLEMENT.





In coming up with our latest LTO guide, we looked at menus across casual dining and fast casual restaurants, then crunched the broader dining trends.

What follows are four trend-based strategies to help keep your offerings fresh without having to change your entire menu. With these limited time offer ideas, you can help drive traffic and increase profits by exciting customers and playing into FOMO — without impacting back of house efficiency.

Added bonus? Because LTOs only run for a limited time (typically 4 to 12 weeks), they're a low-risk opportunity to experiment with new offerings, flavours and innovations.



of consumers say they are curious to try new foods, flavours & dishes to see what all the hype is about.

Datassential 2023 Midyear report

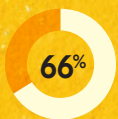


TREND 01

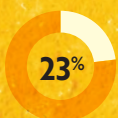
VEGGIES IN DEMAND

With veggies going mainstream now is the time to add more veggie variety to your menu. Think of how you can use breaded and battered veggies as an alternative to meat on your menu — or make them the main star. With McCain's quality product line, you can choose from cauliflower, mushrooms, zucchini and more without having to worry about shelf life and storage like you would with fresh veggies.

(VEGETARIAN)
FOOD FOR THOUGHT.



of consumers eat
plant-based foods.



of consumers said
they're eating more of
them than before.

Strategic Market Research Plant Based Food Statistics, 8/23



PUB PICKLE NACHOS

Crispy and tangy Crunchy Pickle Spears loaded with chili, queso, sour cream and jalapenos.



McCain® Breaded Pickle Spears
SKU: 1000004417



GROWN UP GRILLED CHEESE

Crispy Broccoli and Cheddar bites smashed inside a grilled cheese sandwich with a bacon tomato jam.



McCain® Broccoli Cheddar Bites
SKU: 481220



CAULI SHAWARMA WRAP

Crispy Cauliflower tossed with Za'atar seasoning with tahini-ranch, tomatoes and pickled red onion in an open flatbread wrap.



McCain® Battered Cauliflower Bite
SKU: 1000005308



MORE MENU POTENTIAL

SALAD



Offer your favourite salad topped with choice of protein as a meatless LTO, giving customers **McCain®** Mushrooms, Pickle Fries or Zucchini Sticks as an option.

McCain® Battered Mushrooms
SKU: 482400

ENTREE



You can do the same with wraps and burritos, letting diners swap their favourite protein for breaded and battered vegetables. Based on order volume, consider making meatless options part of your menu after the LTO period is over.

McCain® Battered Zucchini Sticks
SKU: 482411

APPS



Sauce it up. If wings are a popular app/entree on your menu, consider offering a meatless alternative. Toss **McCain®** Cauliflower Bites in customers' choice of sauces (BBQ, buffalo, hot honey).

McCain® Battered Cauliflower Bite
SKU: 1000005308



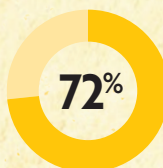
The ideal LTO period is 4 to 12 weeks. It's ok to start small and then extend your window as interest builds.

TREND 02

COMFORT FOODS, ELEVATED

Consumers are leaning into comfort foods and not just in the cooler months. They're seeking out nostalgic, soothing dishes year-round and chefs are responding — with a creative twist. The use of elevated, attention-grabbing ingredients like truffle oil shows no sign of slowing down. Another trend that has staying power is combining two comfort foods for a unique mash-up.

SERVED WITH
A SIDE OF COMFORT



of consumers express a preference for comfort food when dining out.

Mintel, Feb. 2024



LATE NIGHT BREAKFAST POUTINE

Shown with **McCain Potato Rings™** but **SureCrisp®** is another great choice for loadability. Try **Crispy McCain® SureCrisp® Shoestring Fries** topped with a sunny side egg, bacon lardons, shredded cheddar cheese, chopped green onions and drizzled with savoury sausage gravy. A fresh spin on a traditional loaded fry.

SHANGHAI PICKLES

A crunchy pile of tangy Pickle Fries topped with a flavourful trio of sauces — hoisin, Sriracha and garlic mayonnaise. To dial up the flavour and texture, we finished it with fresh cilantro and crushed peanuts



McCain® Battered Spicy Pickle Fries
SKU: 1000005833



BRISKET TOPPED MAC AND CHEESE

McCain® Battered Macaroni & Cheese Wedges topped with chopped brisket, caramelized onions and drizzled with Cajun aioli. No brisket on the menu? BBQ pulled pork or chicken would work well here, too!



McCain® Battered Macaroni & Cheese Wedge
SKU: 1000004951

MORE MENU POTENTIAL



SALAD

Make a play on the classic caprese salad by subbing in **Brew City**® Breaded Cheese Curds for the buffalo mozzarella.

Brew City® Breaded Cheese Curds
SKU: 1000008534



ENTREE

Your customers' favourite mac n' cheese, but topped with **McCain**® Battered Macaroni & Cheese Wedges for an unexpected cheese-on-cheese punch

McCain® Battered Macaroni & Cheese Wedge
SKU: 1000004951



APPS

Turn a flatbread pizza into the perfect shareable. Top with **Brew City**® Breaded Cheese Curds to add extra wow and elevated comfort.

Brew City® Breaded Cheese Curds
SKU: 1000008534




Make sure to give your LTO a memorable name; something catchy and fun. Use appropriate descriptors that fit the dish: creamy/crispy/velvety, etc.



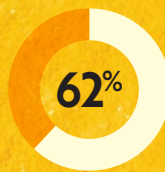
TREND 03

MAKE IT THEIR WAY



It's no surprise that customers want more choices than ever before. For customers seeking unique experiences, a build your own LTO lets them play with the menu and feed their creativity — all while managing your back of house efficiency.

THEY'LL HAVE IT
THEIR WAY



of fast-casual consumers say the ability to customize their order is important when visiting a restaurant.

Technomic, 2024

QUESO FUNDIDO LOADED FRIES

Our **McCain® SureCrisp®** Skin-On Waffle Fries dusted with Ancho seasoning, cheese sauce, roasted poblanos and pickled red onions. When menu-ing, give customers choice of protein, cheese and topper, etc. The fries can also become an option, letting customers choose their base ingredient from our Pickle Fries, Onion Rings and Battered Cauliflower Bites.



McCain® SureCrisp® Skin-On Waffle Fries
SKU: 1000001354



HOG WILD SLIDERS

Start with juicy smoked pork slider topped with melted pepper jack, briny house-pickled onions and a spicy but cool jalapeño ranch dressing. Finish with crispy **McCain® Breaded Pickle Spears**. To make it a build your own, give customers a choice of protein, cheese and dressing.



McCain® Breaded Pickle Spears
SKU: 1000004417



THE FULL HOUSE

Start with Old Bay® ranch seasoned **Brew City® Beer Battered Skin-On Platter Fries 1/4" x 1/2" XL** served with black pepper mayo, sweet Thai chili and cilantro pesto cream. Give customers the option to upcharge by adding a protein like shrimp or chicken. Then think about what other items can be swapped to give them control.



Brew City® Beer Battered Skin-On Platter Fries 1/4" x 1/2" XL
SKU: BCI00256

MORE MENU POTENTIAL

SALAD



Create a pizza-inspired salad LTO, letting customers pick their choice of protein, choice of cheese like **Brew City®** Breaded Cheese Curds, choice of salad dressing and type of crust, aka croutons.

Brew City® Breaded Cheese Curds
SKU: 1000008534

ENTREE



From build your own burger to build your own sandwich/wrap, this is a great chance to experiment with different LTOs. Don't forget the critical element of a crunchy surprise like **McCain Potato Rings™**, onion rings, frickles or cheese curds.

McCain Potato Rings™
SKU: 1000011854

APPS



Create a "You Pick Three Shareable" where customers can pick from a menu of 9 different breaded and battered appetizers. Just make sure to consider quantity and cost of each option ahead of time for profitability, and note the pieces for each option on the menu so your customers feel like they're getting a great value.

Brew City® Beer Battered Skin-On Platter Fries 1/4" x 1/2" XL
SKU: BCI00256



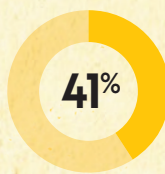
Involving your kitchen staff in LTO development is a great team builder. Giving customers a voice can be successful too.

TREND 04

EXPECT THE UNEXPECTED

It's no secret that social media has changed the way people eat. They're not only seeking more adventurous flavours, they're also seeking unexpected and Insta-worthy experiences. Capture their attention and tastebuds by reimagining and repackaging familiar ingredients in surprising ways to build buzz and FOMO.

CUSTOMERS WANT A CULINARY CURVEBALL



of consumers say they'd like more restaurants to offer foods that feature a combination of flavours.

Technomic, 2024

NUTELLA ROCKY ROAD RINGS

Crispy, gourmet breaded Onion Rings topped with rich, creamy authentic Nutella, gooey toasted marshmallow bits and chopped pecans. A sweet and salty snacking treat that people will want to try and share on social!



McCain® Breaded 5/8"
Onion Rings
SKU: 482408





"TAKOYAKI FRIES"

Crispy lightly battered **McCain® SureCrisp®** Shoestring Fries tossed with Furikake, drizzled with takoyaki BBQ sauce, Kewpie mayo and bonito flakes. A showstopping creation that will have them googling "bonito flakes," then sharing with friends.



McCain® SureCrisp® Shoestring Fries
SKU: 404896



VEGGIE TREE OF LIFE

McCain® Breaded Pickle Spears and other breaded and battered veggies from our full line on bamboo sticks in a tree-inspired stand. Dipping cups for green goddess, tahini-ranch and honey-horseradish mustard. Get creative with the plating to add even more WOW factor.

McCain® Breaded Pickle Spears
SKU: 1000004417



MORE MENU POTENTIAL



SALAD

Take a page from Pittsburgh and add **SureCrisp®** fries to the top of crispy chicken or steak salads for an unexpected LTO.

McCain® SureCrisp® Regular Fries 3/8" PXL
SKU: MCF03788



ENTREE

Keep it simple and add unique shape to your menu with our exclusive, new-to-market **McCain Potato Rings™**. Our favourite? That's My Jam Chicken Sandwich topped with **McCain Potato Rings™**. Another fun twist? Think of a hearty chili topped with **McCain Potato Rings™**.

McCain Potato Rings™
SKU: 1000011854



APPS

Turn the cheese board up to 10 with breaded and battered apps. Pair fresh fruit and dips with **McCain®** Battered Macaroni & Cheese Wedges, Cheese Sticks and Broccoli Cheddar Bites and for another element of surprise? Make mini skewers of Breaded Cheese Curds.

McCain® Battered Macaroni & Cheese Wedge
SKU: 1000004951



As you're creating your LTO menu item, start planning how you're going to promote it. Getting the word out is critical to driving traffic.

YOU'VE REACHED THE END OF OUR LTO TREND GUIDE

(WE KNOW, ALREADY?!)

Remember, McCain is here to help your LTO succeed, providing:

- Ideation and inspiration. Find additional menu ideas on McCain's site.
- Ingredient planning and product recommendations. Our Full Line Guide is a great resource, as is your Sales Rep.
- Promotional guidance. As part of our LTO support, we asked our advertising agency and photographer to provide some tips and tricks. Plus, you'll find photography and digital assets that can be customized to promote your LTO online and on premise.



BRING ON THE YUM:

ORDERING THE PRODUCTS FEATURED
IN THIS GUIDE



BREW CITY®

Appetizers and fries made with premium craft beer to set menus part.



McCain®

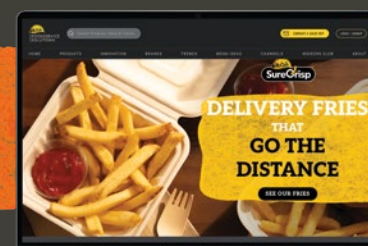
A wide range of premium products and original ideas. Includes a complete range of veggie, cheese and white potato product offerings.



SURECRISP®

With its long-holding clear coat, it's the only fry versatile enough to taste great and stay crispy in dine-in, carryout or delivery orders. Ideal for loadability.

You can find complete specs for all the products on
McCainFoodservice.ca or in your printed line guide.
Or ask your Sales Rep.



AND BEFORE YOU GO...

DON'T FORGET TO-GO!

Your LTOs should work for in-person dining as well as takeout and delivery.

How? Simple! Just follow these steps:

- Choose sealable packaging designed to retain heat.
- Create ventilation and air-flow to help keep fried foods crispy by allowing excess moisture to escape.
- Package ingredients like sauces and toppings separately.
- Create an experience that adds to their lives: one they can't get at home.
- Consult your product guide for McCain products that are suited for loadability, longer hold time, etc.



FOODSERVICE
SOLUTIONS

mccainfoodservice.ca/en-ca/LTOS

