



ALL-NEW MCCAIN® SURECRISP MAX™



PRODUCT BENEFITS

LONG HOLD TIMES

With its heavy batter, count on **SureCrisp MAX™** fries to stay crispy for up to 30 minutes¹.

GREAT FOR TAKEOUT

Did you know 60% of American consumers get takeout or delivery weekly?² Join the takeout trend with **SureCrisp MAX™**.

A CRUNCH YOU CAN HEAR

The heavy textured batter delivers a satisfying crunch with the first bite.

PROFITABLE

Given that 1 in every 4 fries from FSR restaurants is enjoyed off-premise³, adding **SureCrisp®** to your delivery service can help maximize profit potential.

¹ Cooked and prepared in accordance with McCain's guidelines, and delivered within 30 minutes. Product crispiness may vary based on delivery protocol and climate conditions.

² National Restaurant Association, "State of the Restaurant Industry Report 2023," February 28, 2023 ³ The NPD Group, L.P. "New Report: CREST Consumer Monthly - Prime," May 2023.

MENU POSSIBILITIES



ELOTE FRIES

Highlight the a-maize-ing flavors of summer with Elote Fries: golden fries layered with seasoned chili-lime corn and Mexican crema, topped off with crumbled cotija cheese.



NASHVILLE HOT FRIES

Ignite their palate! Toss crispy fries in Nashville hot seasoning and serve with hot honey sauce on the side. Complement this blazing treat with a fried chicken sandwich for a truly mouthwatering combo.



CHICKEN SHAWARMA FRIES

Plot a course for a flavor adventure with Chicken Shawarma Fries. Pair sea-salted fries with marinated and grilled Shawarma-spiced chicken. Finish with a drizzle of garlic sauce and a side of Mediterranean salsa.



Product Information					Packaging	Case Wt. LBS		Preparation		
Distributor Code	Item Code	Product Description	Cut Size	Skin	Pack Size	Net	Gross	Cooking Methods	Temp	Time
	1000001223	New! McCain® SureCrisp MAX™ 3/8" Regular Fries	3/8"	No	6x5 LB	30 LB	31.41 LB	Deep Fry Convection Oven	350° F 400° F	3¼ - 3¾ min 11 - 13 min



TRY OUR OTHER SURECRISP® PRODUCTS

SPIRAL

The curly fry that's fun to eat for all ages.

CRINKLE

A fun, wavy fry that plays on nostalgia.

WAFFLE

A thick, cross-cut shaped fry that can hold toppings and sauces.

OTHER STRAIGHT CUTS

The straight, classic French fry cut.

*Claims based on McCain® Proprietary Quantitative Consumer Research, conducted by a 3rd party in January 2023. Consumers tested were 18-54 years old in Minnesota, who order fries for takeout or delivery monthly from a full-service restaurant at least once per month. Products tested were heavy battered fries for both McCain® SureCrisp® and nationally branded competitor in a blind tasting. All items were prepared in accordance with manufacturer cooking instructions. Testing scenarios were 7 minutes out of a fryer and 30 minutes off heat in a delivery setting (product in a fry sleeve, placed in a paper bag and then inside of a closed insulated bag).



FOODSERVICE
SOLUTIONS

For a product sample or to learn more, contact your McCain®
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