



FOODSERVICE SOLUTIONS

UNLOCK

YOUR MENU

POTENTIAL

2024 LTO TREND GUIDE

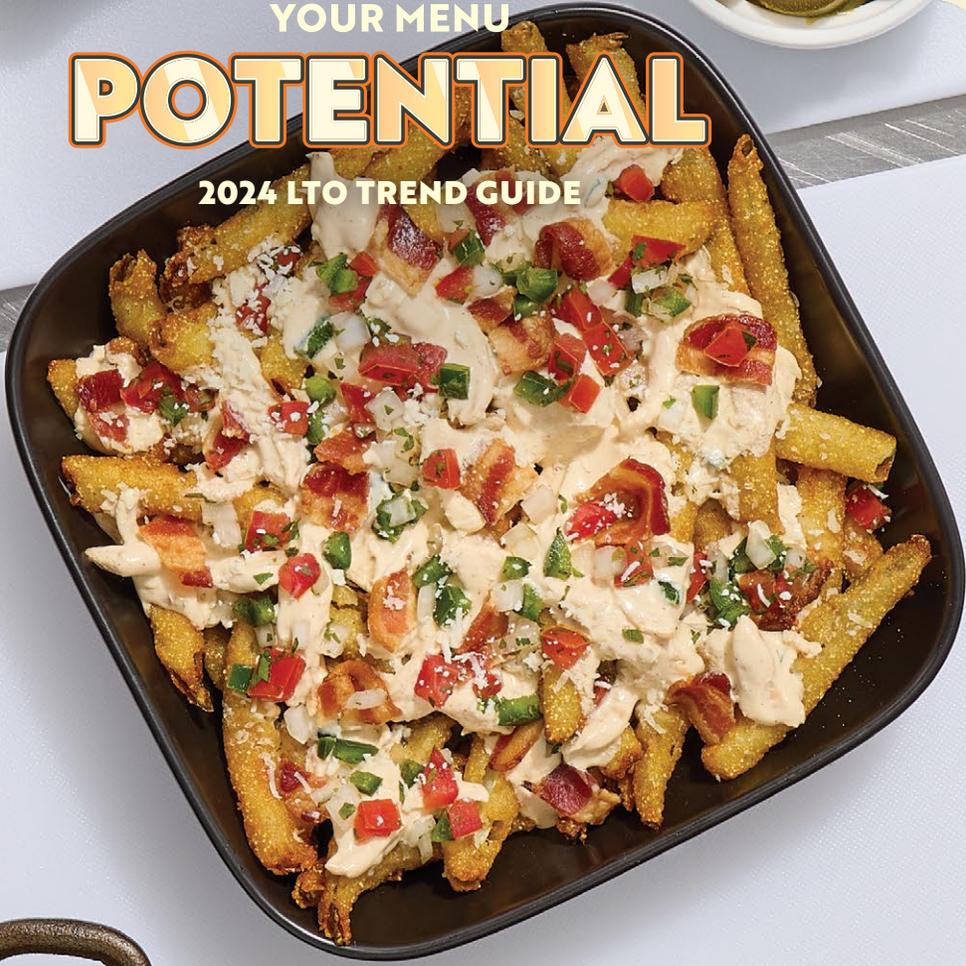




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APPROACHABLE.

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, flavors and innovations.



66% of consumers say they are curious to try new foods, flavors & 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 Anchor’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.



66% of consumers eat plant-based foods.



23% 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.



Anchor® Breaded Pickle Spears
SKU: 50010153



GROWN UP GRILLED CHEESE

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



Anchor® Breaded Cheddar and Broccoli Bites
SKU: 50010277

CAULI SHAWARMA WRAP

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



Anchor® Battered Cauliflower
SKU: 50010145

MORE MENU POTENTIAL

SALAD

Offer your favorite salad topped with choice of protein as a meatless LTO, giving customers **Anchor®** Mushrooms, Pickle Fries, Battered Crispy Green Beans or Zucchini Sticks as an option.



Anchor® Breaded Mushrooms
SKU: 50010460

ENTREE

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



Anchor® Battered Zucchini Sticks
SKU: 50010151

APPS

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



Anchor® Battered Cauliflower
SKU: 50010145



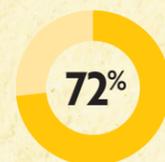
The ideal LTO period is 4 to 12 weeks. It's ok to start small and then extend your window as interest builds.

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 MAX™ Regular Fries 3/8" topped with a sunny side egg, bacon lardons, shredded cheddar cheese, chopped green onions and drizzled with savory sausage gravy. A fresh spin on a traditional loaded fry.



GRILLED CHICKEN CUBAN SLIDERS

Pictured are our Onion Straw Sliders but how easy is it to give marinated char-grilled chicken tender sliders a different twist? Just top with crispy bacon, **Anchor**® 3/8" Battered Spicy Pickle Fries, cheddar-jack cheese and honey mustard. Serve with a side of Pickle Fries with honey mustard for dipping.



Anchor® 3/8" Battered Spicy Pickle Fries
SKU: 100005137



BRISKET TOPPED MAC AND CHEESE

Anchor® Battered Mac & 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!



Anchor® Battered Mac & Cheese Wedges
SKU: 50010335

MORE MENU POTENTIAL



SALAD

Make a play on the classic caprese salad by subbing in **Anchor**® Creamy Ricotta Bites for the buffalo mozzarella.

Anchor® Creamy Ricotta Bites
SKU: 1000011952



ENTREE

Your customers' favorite mac n' cheese, but topped with Battered or Breaded Cheese Curds. Or go even bigger and top with **Anchor**® Creamy Ricotta Bites for an unexpected cheese-on-cheese punch.



APPS

Turn a flatbread pizza into the perfect shareable. Top with **Anchor**® Tempura Cheese Wedges or Cheese Curds to add extra wow and elevated comfort.

Anchor® Tempura Cheese Wedges
SKU: 1000011951

Anchor® Breaded Wisconsin Cheese Curds
SKU: 1000005885



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



62% 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 **Anchor® Breaded Pickle Spears**. To make it a build your own, give customers a choice of protein, cheese and dressing.



Anchor® Breaded Pickle Spears
SKU: 50010153



THE FULL HOUSE

Start with Old Bay® ranch seasoned **Brew City® Beer Battered Thin Fries 5/16" 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 Thin Fries 5/16" XL
SKU: BCI00255

MORE MENU POTENTIAL



SALAD

Create a pizza-inspired salad LTO, letting customers pick their choice of protein, choice of cheese like **Anchor® Tempura Cheese Wedges**, choice of salad dressing and type of crust, aka croutons.

Anchor® Tempura Cheese Wedges
SKU: 1000011951



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 Thin Fries 5/16" XL
SKU: BCI00255



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 flavors, 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 flavors.

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!



Moore's® 5/8" Breaded Gourmet Onion Rings
SKU: 1000009891



"TAKOYAKI FRIES"

Crispy lightly battered McCain® SureCrisp MAX™ Regular Fries 3/8" 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 MAX™
Regular Fries 3/8"
SKU: 1000001223



VEGGIE TREE OF LIFE

Anchor® 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.

Anchor® Breaded Pickle Spears
SKU: 50010153



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 favorite? 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 **Anchor®**. Pair fresh fruit and dips with **Anchor® Creamy Ricotta Bites**, **Anchor® Battered Mac & Cheese Wedges** and **Anchor® Tempura Cheese Wedges** and for another element of surprise? Make mini skewers of **Anchor® Breaded Wisconsin Cheese Curds**.

Anchor® Battered Mac & Cheese Wedges
SKU: 50010335



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



ANCHOR®

Premium products and original ideas that bring quality, flavor and unmatched excitement. Includes a complete range of veggie and cheese offerings.



BREW CITY®

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



MCCAIN®

A wide range of white potato product solutions.



MOORE'S®

Premium onion products from traditional rings to specialty onion items.



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 McCainUSAFoodservice.com 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

mccainusafoodservice.com/LTOs

