



SIDES TO *Remember*



SERVING UP A *great experience* IS ESSENTIAL FOR TODAY'S OOH MARKET

When eating out in a nice restaurant, consumers are looking for food that helps to drive connections and create lasting memories.

**WHEN GREAT EXPERIENCES CREATE HIGH LEVEL EMOTIONS,
THEY BECOME MORE MEMORABLE.**

When high emotion is created during an eating out experience, the guest is more likely to come back. They are more likely to recommend your restaurant to a friend or write a brilliant review.





We are in the business of making memories and our recent research unpacks the secret to keeping your restaurant front of mind and your customers coming back.

McCain Our Menu Signatures offers a large variety of differentiated side dishes that help elevate any plate and make the overall food experience more memorable.

SIDES TO *Remember*

To create a truly memorable experience, research shows that menus should carry 'star dishes' that deliver against:

#1 FLAVOUR

#2 COMFORT

#3 INDULGENCE

#4 TEXTURE

#5 FUN/INNOVATION

#6 PERSONALISATION

Potato sides are an easy & affordable way to help chefs deliver against those key characteristics, and create signature dishes their guests will remember.

Want to learn more about what makes a meal truly memorable? [Click here to read our recent research report.](#)

TEXTURE

Crispers

We know that consumers have high expectations when it comes to crispy sides. When questioned, customers could strongly recall the texture and crispiness of their menu choices. Offering crispy sides to your menu can add immediate visual and mouth feel appeal, creating maximum impact of experience through food.

Featuring a wholesome potato taste, McCain's Crispers offer ultimate crispiness due to their innovative and exclusive v-cut, a unique, invisible coating and increased crinkled surface

Alternative Products:

FRY'N DIP (SKIN-ON)

Original U-shape skin-on fries with intense potato taste. Available also skin-on and with a light crispy coating for longer crispiness & holding time.



FLAVOUR

Potato Pops

With 56% of guests agreeing they will be making more of their eating out experience, there is the opportunity to add extra flavour dimension to ensure your menu gets them talking and leaves a lasting impression. Go a step further with flavour by offering a range of global spice blends to your fries.

McCain Potato Pops are a crispy and playful shredded potato bite that delivers a new and fun eating experience. Great for upgraded loaded sides, they provide an indulgent treat for your customers.

Alternative Products:

SWEET POTATO FRIES

Thick cut sweet potato fries coated with a light batter for a nice texture contrast : crunchy outside & soft inside.



INDULGENCE

Crunchy Petals

Sides in all their guises, are the ultimate indulgence when eating out. They really can't be created in the same way at home so are a real treat for guests.

Offer a truly memorable experience to your customers with McCain Crunchy Petals- an authentic indulgent side that enhances any dish thanks to their crafted 'home-made' look, intense potato taste and visible skin.

Alternative Products:

MINI ROSTI

Shredded potatoes, spiced and with a light onion flavour, formed into small rounds.



COMFORT

Bistro Style

We know that during unsettled times, the demand for more comforting food increases* and we're seeing a renewed interest and appetite around nostalgic food and drink.

Introducing retro items to your menu helps to ramp up that element of nostalgia

Alternative Products:

COUNTRY STYLE SKIN-ON

11/11 French Fries skin-on, with a homemade & rustic look.



*Source: WGSN Nostalgia Report 2022

FUN & INNOVATION

Veggie Fries

64% of consumers agree being able to try new food items enhances their overall going out experience.

Offering fun and indulgent sides brings a truly innovative experience to your customers.

A delicious mix of sweet and earthy flavours, McCain Veggie Fries are a vibrant trio of carrots, beetroots and parsnips. A new and modern take on a side menu favourite in a tasty, fun & colourful way.



PERSONALISATION

Sweet Potato Fries

McCain's thick cut Sweet Potato Fries are coated with a light batter for a nice texture contrast: crunchy outside & soft inside.

A real crowd-pleaser that bring a warm depth of colour to the plate, McCain Sweet Potato Fries are a trendy, healthier alternative to traditional fries.



3 EASY WAYS TO OFFER CUSTOMISED MEALS TO YOUR CUSTOMERS

SIDE OPTIONS – Offer different types of side dishes in your menu so that customers have the opportunity to personalize & upgrade their plate if they wish. For example, choosing Sweet Potato Fries instead of regular potato items..

TOPPINGS – offer guests the option to upgrade their fries with a selection of toppings.

EXTRAS – offer a great selection of sides such as mozzarella sticks or onion rings either as extra ingredients into mains like burgers, or as extras on the side.



PRODUCTS

SKU Number	Product Name	Code EAN Bag	Code EAN Case	Number of poly per case	Number of cases per pallet	Cooking Instructions
FRENCH FRIES						
1000005050	McCain Our Menu Signatures Fry'n Dip	8710438058529	8710438058536	5	54	
1000002569	McCain Our Menu Signatures Bistro Style Fries	8710438101027	8710438101034	5	63	
1000001357	McCain Our Menu Signatures Tradistyle Fries	8710438060256	8710438060263	5	54	
1000009734	McCain Our Menu Signatures Organic Fries 14/14	8710438100679	8710438089813	5	54	
1000010545	McCain Our Menu Signatures Crispers	8710438110524	8710438125207	5	63	
199900	McCain Our Menu Signatures Country Style Skin On Fries	8710438029772	8710438029765	5	54	
1000006736	McCain Our Menu Signatures Sweet Potato Fries 11/11	8710438112948	8710438112955	4	63	
1000008675	McCain Our Menu Signatures Organic Fries 9/9 Skin On	8710438119213	8710438119220	5	54	
1000008261	McCain Our Menu Signatures Home Style Fries	8710438117660	8710438117677	5	63	
SPECIALITIES						
1000010371	McCain Our Menu Signatures Spicy XL Fries	8710438121728	8710438124859	5	63	
1000008906	McCain Our Menu Signatures Spicy Crispers	8710438119688	8710438119695	4	63	
1000009195	McCain Our Menu Signatures Crunchy Petals	8710438120097	8710438120103	4	63	
1000010370	McCain Our Menu Signatures Spicy Wedges	8710438121698	8710438124811	5	72	
1000005797	McCain Our Menu Signatures Country Potato Wedges	8710438111132	8710438111149	4	72	
1000005958	McCain Our Menu Signatures BBQ Crinkle Wedges	3256830010215	3256830010222	4	63	
109500	McCain Our Menu Signatures Wedgehouse	8710438083064	8710438083071	4	63	
690000	McCain Our Menu Signatures Maxi Chips	8710438091892	8710438091908	5	54	
512715	McCain Our Menu Signatures Potato Petals	3256830009431	3256830009448	5	45	
106200	McCain Our Menu Signatures Pommes Duchesses	8710438003192	8710438003185	6	63	
189500	McCain Our Menu Signatures Smiles	8710661938261	8710661938285	6	54	
1314	McCain Our Menu Signatures Pommes Dauphines	8710438003383	3256830002159	5	81	
1000005798	McCain Our Menu Signatures Country Cubes	8710438013689	8710438034691	5	63	
111705	McCain Our Menu Signatures Home Style Cubes	5410171005103	5410171105100	5	63	
1000001943	McCain Our Menu Signatures Potato Toast	3256830003736	3256830003743	4	63	
1000006946	McCain Our Menu Signatures Potato Pops	8710438113617	8710438113624	5	54	
222501	McCain Our Menu Signatures Mini Rösti	8710438095630	8710438095647	6	63	