

Check out
our delivery
blockbusters



Loved by Everyone. Everywhere.

Your partner in potatoes
lambweston.eu

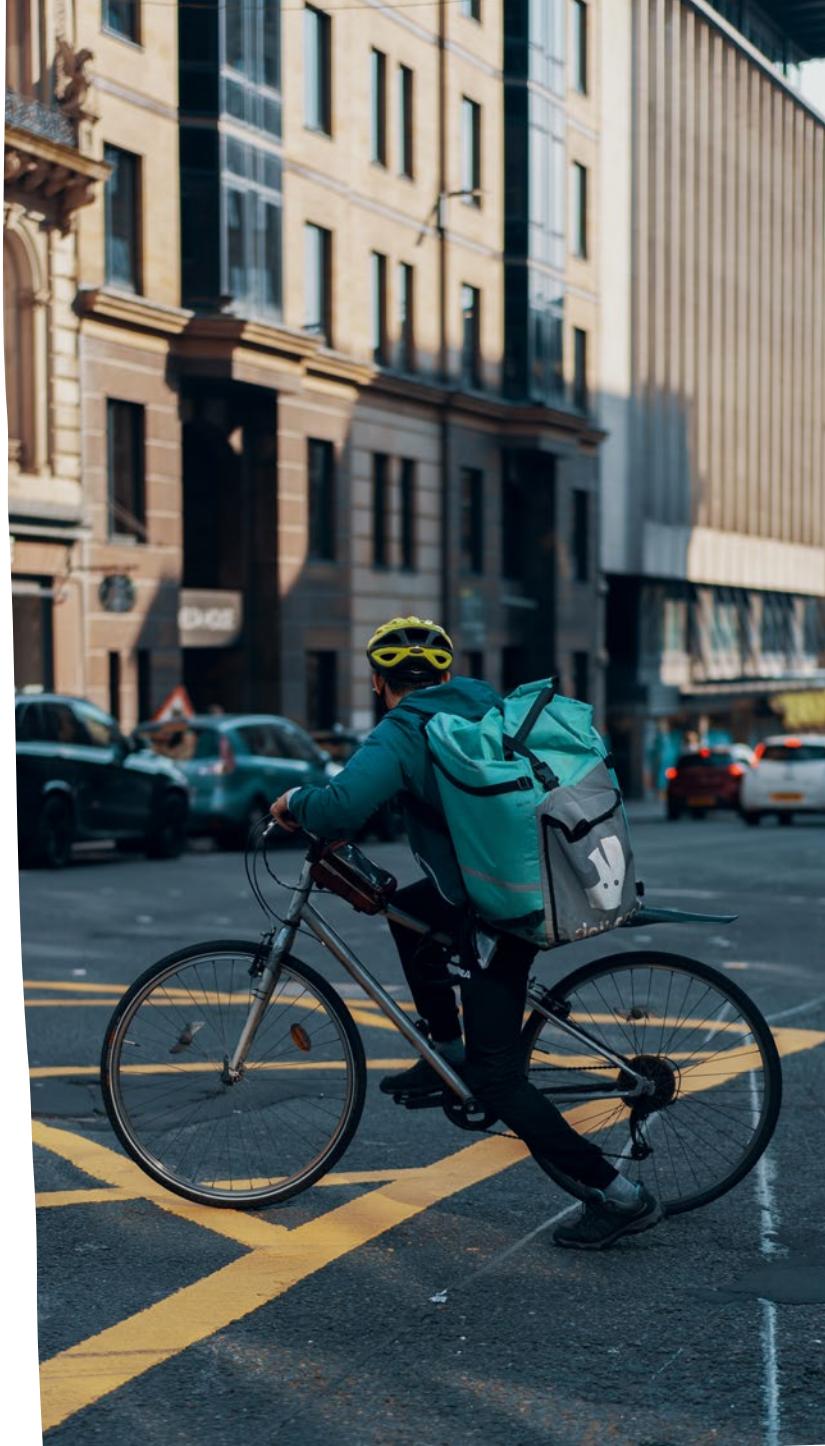
LambWeston® 
SEEING POSSIBILITIES IN POTATOES

|| 75% of operators consider off-premise dining to be their best growth opportunity.* ||



The takeaway & delivery business is gaining momentum. Its growth is a natural response to consumer trends like increasing digitisation, urbanisation, cocooning, and convenience. On top of that, the current COVID pandemic is further accelerating the demand for delivery. Deliveroo has revealed that Friday and Saturday-night orders are now up 36% across Europe, compared with pre-lockdown numbers. As a result, delivery is now the fastest growing foodservice channel.

* National Restaurant Association, 2020 State of the Industry Report.





Hot and crispy, from fryer to fork

You want your fries to arrive in perfect condition; still hot and with a crispy bite. Most fries, however, don't like waiting around or traveling. They soon become soggy and cold.

Research shows that 66% of consumers have experienced soggy fries at some point.* As a result, they may stop ordering fries or choose another restaurant altogether.

According to Deliveroo, almost a quarter of all negative comments they receive mention food temperature. To avoid cold disappointments, use coated fries.

* Perpetulon, June 2020.

Our blockbusters are fast movers, perfect for takeaway and delivery

Hot2Home Fries



Hot and crispy up to 20 minutes

The most reliable way to keep your customers happy is Hot2Home; the champion of extended heat retention, the king of crunchiness. Its outstanding holding time can be extended even more by using the right packaging. The result? Your fries stay hot and crispy for 20 minutes, making them the perfect fries for long-distance delivery.

Stealth Fries



Coated for an extra-crispy bite

If you are looking for a real blockbuster, not adding operational complexity, Stealth Fries should be your fries of choice. They come in various cut sizes, as well as a skin-on variety. Stealth Fries have a long-lasting crispy bite and the thin crunchy coating helps them stay hot for a long time. They easily keep their consistently high quality over short and medium delivery ranges.

Rustic Fries



Nothing beats homemade

These crispy, chunky fries look like they were really made from scratch, using the best, freshly sliced potatoes. They still have their skin-on to enhance their authentic appearance. People love Rustic Fries when served with a classic like a hamburger, spareribs, or chicken skewers.

Ziggy Fries



Bring extra excitement to the table

If families are an important part of your client base, then don't miss out on these extra festive fries, as children love them! The crispy outside is combined with a uniform, smooth inside. Ziggy Fries stand out thanks to their long heat retention, while the deep ridges give them an ultra-crispy bite.



Pick and choose

Offering variety is a key success factor in the delivery business. A versatile menu is an effective way to encourage repeat purchases and to appeal to a broad target group. After all, one size doesn't fit all! Some people like fries, others prefer wedges. Some like it spicy, others prefer original.

Did you know that 40% of all consumers are experimenting with new cuisines and recipes?*

That's why we offer a smart range of products, shapes, sizes and flavours; each with a proven track record of happy customers. Our special shapes and sizes will generate additional revenue for you, drive traffic, and generate an increase in ticket spend. And the best part? They're all easy to prepare without adding operational complexity.

* GlobalData COVID-19 Recovery Tracker Survey 2020

Our special shapes surprise your customers with even more variety

Potato Wedges

The original

Potato Wedges are more profitable than regular fries, because most people are willing to pay extra for this timeless classic, which was first invented by Lamb Weston some 30 years ago. Their chunky shape and special coating result in a high level of heat retention and great crispiness - supporting your business in achieving both takeaway and delivery success.



Twisters

Fun meets profit

With Twisters, you can always serve something a little special that will bring a smile to people's faces. The crispy coating and excellent heat retention (twice as long as regular fries) make Twisters ideal for takeaway and delivery. Our Twisters come in an original version or seasoned with spicy chili/paprika. Twisters are cut from whole potatoes, which translates into less breakage and more loops. All in all, curly Twisters are a fun and profitable menu addition.



CrissCuts

Unique waffle shape

Paprika-seasoned CrissCuts are an exciting alternative to traditional fries and will help add value to your takeaway and delivery menu. This great revenue builder is coated for an extended holding time and crispy bite. Its unique waffle shape appeals to a wide audience.



Potato Dippers

Unique shaped appetiser to share

Potato Dippers are perfect as a light appetiser and are a versatile option to include on any menu. Their shape is especially designed for scooping and dipping. People really like to mix and match them with different dips or flavour combinations. Potato Dippers deliver a fun experience that get people talking, which is more than welcome if you do group dining or want to offer a sharing platter.



A close-up photograph of a person's hands. One hand holds a brown paper shopping bag with handles, while the other hand holds a smartphone. The person has a tattooed arm and a ring on their finger. The background is blurred, suggesting an outdoor setting.

10 tips for home delivery success

1. Focus on menu options that travel well.
2. If temperature is most important, choose a thick-cut fry. A thinner cut is best for maximum crispiness.
3. Do not pre-salt fries, as they won't stay crispy as long.
4. Fry your potato products as late as possible to not lose warmth and crispness. Use the heating lamp for no more than 5 minutes.
5. Packaging should be robust and leakproof, but make sure it's not airtight to prevent the (fries of food) becoming soggy.
6. Focus on how you present and pack your dishes. It can make the world of difference.
7. Increase order value by offering meal deals that include side dishes and drinks.
8. Include a personal note just to say hi or to thank people for their trust.
9. Add a next-time coupon for a drink or dessert 'on the house' to tempt guests to order again.
10. Use Facebook and Instagram to spread the word about new offers. Create your own little community and ask them for their opinion.



Partners in delivery

Alan about Sébastien

Sébastien is a true entrepreneur, open to innovation and differentiation. He believes in new solutions and is happy to use them. He is always trying new things, new products, new concepts. Our partnership is very friendly, transparent and caring. Of course, when things don't go well, Sébastien does not hesitate to tell me, but this is what we expect from our customers, don't we?

|| Very friendly, transparent and caring partnership ||

"I introduced the product Hot2Home (H2H) to Sébastien. He's used the 9x9 Skin-on for a year now. The demand for a H2H solution did increase during the corona period, but it has been balanced by the fear of change in an uncertain period. Most of our customers have frozen their menu changes, Limited Time Offer and new product sourcing.

It was a challenge just daring to offer our products and services. But empathy, positivism and understanding did the rest. The H2H solution is the most relevant development at the moment, as delivery and take-aways are under the spotlight. Apart from this, the local sourcing and locavore trend is what restaurateurs want now. It helps them to reassure consumers. Dark kitchen is a new phenomenon that we closely follow and where we want to be definitely present."

Alan Bernard, National Account Manager France

Sébastien about Alan



"I started working with Alan a year ago now. When he approached me with this specific solution for delivery and take-away, it directly raised my interest, as 70% of my business comes from deliveries.

At that time, French fries were an issue. I was working with a concurrent and their product always arrived soft and cold. In one word: inedible! What my customers expect when they order fries on delivery is a crispy product. The first full-scale test we Sébastien Leroy organised with Alan was a success, and the technical help he brought was very welcomed. The product switch came right after without any issue. My customers adopted the H2H very quickly. They love it! COVID-19 affected my business also, but it didn't turn out bad for us. On the contrary. Orders were multiplied, as many restaurants were closed or didn't adapt their offers.

|| My customers adopted the H2H very quickly ||

My focus on delivery paid off and I even had to hire staff during this period. I am happy and thankful towards Alan and Lamb Weston for having convinced me to make the change. Now I am developing a dark kitchen and H2H will definitely be in my TOP option!"

Sébastien Leroy, founder of Diner's Burger (Nantes, Angers)



Together we make your business thrive

Running your restaurant is demanding. Every day is different, facing new highs and lows. That's why we, as a leading supplier of innovative frozen potato products, stand by your side. To help you meet the challenges ahead and embrace new opportunities so that you can meet and exceed your customer's expectations.

You rely on us for reliable and consistent quality products, but also the innovative solutions that meet the ever-changing demand. We do more, as a partner in potatoes, to support your successes. It's why we provide you with culinary ideas and inspiration to meet and exceed your customers' demand. To ensure the sustainability of your business and help you get ready for tomorrow. We stand with you to help make your business thrive.



Your partner in potatoes



Guaranteed hot and crispy on arrival

Click
here for
free samples

For more info or to request a free sample, please don't hesitate to contact us. Just send us an e-mail experience@LambWeston.eu or give us a call **+31 88 00 33 200**.

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