

Increase appetizer sales while managing food costs when you top-up your Cavendish Farms fries

Appetizers are the most active menu category, growing

11.10/01 in the past 12 months.

Satisfy your customers and your bottom line by adding loaded fries to your menu.

Source: Datassential Menu Trends, INSIDER, June 2015



Get on top of the trend when you top up your Cavendish Farms fries. Fries with toppings are one of the hottest menu items in the growing appetizer category, with menu penetration up 2006 over the past year.

Source: Nation's Restaurant News, December 2015, Datassentials Menu Trends, March 2016



Drive visits in the afternoon when you load up your Cavendish Farms fries.

51%

of consumers snack at least twice a day, up 6% from 2 years ago, with afternoon growing 2% over last year

Source: Technomic, The Snacking Occasion, 2015, NPD Press release 201



Satisfy customers with bold-flavored toppings on your Cavendish Farms fries

54%

of consumers prefer hot or spicy foods, sauces, dips and condiments.

Source: Technomic 2014; Food Genius Cavendish Farms Market Research 2014



Increase margins by adding toppings and moving Cavendish Farms fries to the center of the plate.

Fries are the **second most profitable item** on restaurant menus after sodas. Increase their profitability by topping them up and moving them to the center of the plate.



Top up profits at breakfast with added toppings on your Cavendish Farms fries.

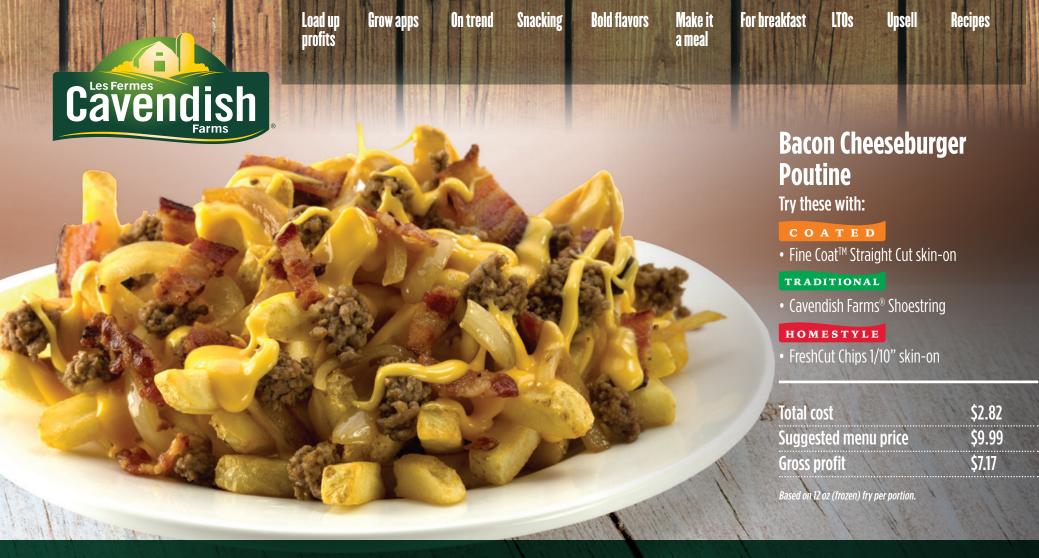
Breakfast has been growing since 2012, up another

40

last year.

Loaded breakfast potatoes are a great way to upsell this popular daypart

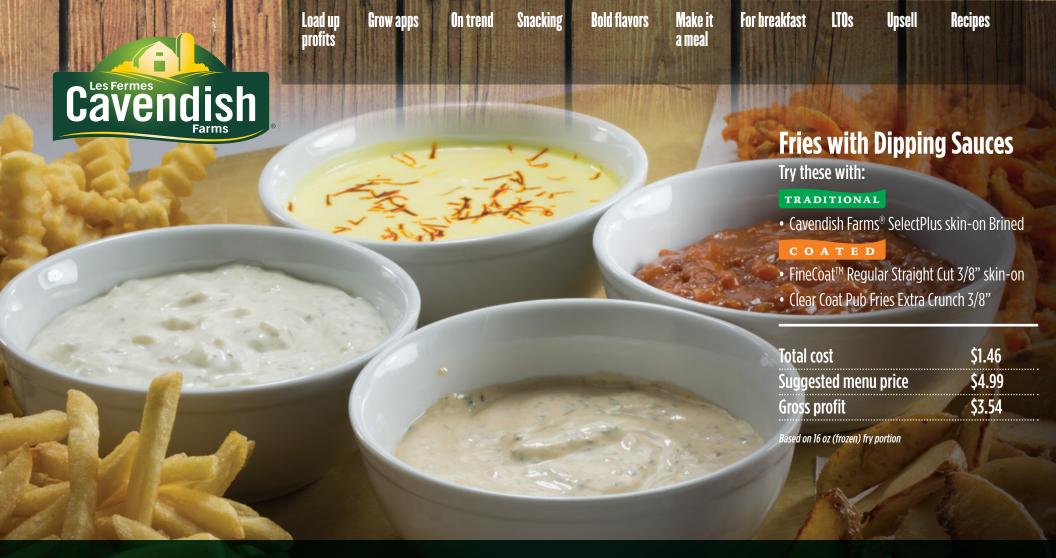
Source: : NPD Press Release 20



Attract customers with flavor-topped Cavendish Farms fries Limited Time Offers.

Many of the **top performing LTOs** over the past year have been fries with toppings.

ource: Datassential SCORES, Top erformers, Appetizers & Sides, Jarch 2016



Upsell and customize Cavendish Farms fries with dipping sauces and spices.

Many operators are finding success by **upselling** with fries. Patrons are willing to pay a premium for dipping sauces and toppings for their fries.

Source: April 2015 - Cavendish Farms Foodservice Operator Research and Insight Report



Recipes

Spicy Banana Pepper Wedges	Southern Style Potato Towers	Mexi Greek Nachos	Spicy Pepper Philly Cheesesteak Poutine	Lobster-topped Sweet Potato Fries	Potato Patty Breakfast Sandwich	Bacon Cheeseburger Poutine	Dipping sauces
Combine our delicious FlavorCrisp™ Select Spicy Wedges with our hot and crispy Tem- pura Battered Banana Pepper Rings to create this southern inspired dish. Then load them up with juicy ground beef, chives and cheese sauce to create a signature dish.	Cavendish Farms® Select Crinkle Cut 1/2" fries are stacked and seasoned with chili powder and sea salt, then topped with bacon, chives and sharp cheddar cheese to deliver a simple, yet flavorful menu option.	Two worlds collide when you layer FreshCut Chips with traditional Greek and Mexican toppings. Katamala olives, fresh tomatoes and red onions with guacamole, salsa, green onion and sour cream create an irresistible appetizer or side dish.	Savor the versatility of FreshCut Russet fries when you top them up with sliced flank steak, fresh peppers and chives. Smother them with melted cheese and thick gravy to put a new twist on this American classic.	Creamy Bechamel sauce, diced sweet bell pepper, green onion, and Maine lobster cover these SweeetCut Extra Crisp sweet potato fries to create a deliciously tempting meal.	Grab breakfast on the go with these Ca- vandish Farms® Potato Patty sandwiches. Two hearty potato patties wrap a slice of Amer- ican cheese, a freshly cracked egg and sliced breakfast ham.	It starts with bacon. Then we layer some ground beef, caramel- ized onions and cheese sauce onto a bed of FineCoat™ Straight Cut skin-on fries. The result is an indulgent meal that is sure to be a hit.	Fries are great flavor carriers. So why not upsell your customers by adding dipping sauces such as Buffalo blue cheese, saffron aioli, creamy dill or fire-roasted chili salsa to their fry order.















