

House Cuts®

Lamb Weston®
SEEING POSSIBILITIES IN POTATOES

Lattice Chips Crispy Business.



House Cuts® Lattice Chips

They're not just any chip. We're talkin' House Cuts® Lattice Chips. The 'holes' make them crispy, light, flavourful and golden. And Lamb Weston® makes them easy to add to your menu.

Lattice Chips are perfect for any menu.

- **New and unique** – consumers want new and different
- **All natural: just potato, oil & sea salt** – consumers desire simple ingredients
- **Made with sea salt** – on-trend and growing favourite
- **Quicker cook time** – easy to offer “hot chips” to order
- **Higher yield chip** – more servings per case
- **Frozen skin-on chips** – less labour/waste vs. making back-of-house

Consumer Insights



Consumers want restaurants to be more transparent about the content of their menus. **70%** say it is important to feel good about the food they consume.²



Fresh chips are found on **84%** more menus in 2014 than in 2005.³

Crunchiness
along with flavour is one of the most important attributes in potato chip satisfaction¹



House Cuts® Lattice Chips (H3031)

A unique, “all natural” skin-on potato chip with holes. They are just potato, oil and sea salt. The holes give the chip an even golden colour, a crisp, airy bite and a quicker cook time. Add menu versatility anytime of the day.

PRODUCT SPECIFICATIONS

Product Name	Item No.	Pack Size	Ship Wt.	PRODUCT PREPARATION		
				Method	Temperature	Time (Minutes)
House Cuts® Lattice Chips	H3031	5/5 lb (2.3 kg) bags	27.5 lb (12.5 kg)	Deep Fry	345-350°F (174-177°C)	1¼ - 2¼

Ingredients: Potatoes, Vegetable Oil (Canola, Palm), Sea Salt.

1. Bakery & Snacks, 12/12

2. Technomic, 2015

3. Datassential MenuTrends, 2014 U.S. Chains and Independents



Sharing Starts with Lattice Chips

Crowd-pleasing all on their own, quick and versatile Lattice Chips will take your menu to new heights and have your customers bringing their friends back for more.



Sweet & Sassy Chips

Chopped pork belly, goat cheese crumbles, and cubed green Granny Smith apples create a heavenly mix of flavour and textures sitting atop our hot and crispy Lattice Chips. Drizzle with balsamic fig glaze for the finishing touch and ultimate chip delicacy.

Servings: 3-4

Ingredient Cost: \$2.22 (28%)

Suggested Menu Price: \$7.99

Gross Profit: \$5.77



Buffalo Bleu Chips

Turn up the heat – and your customers' appetites. Hot and crispy Lattice Chips piled high with premium shredded white chicken drenched in a Buffalo sauce. Finished with bleu cheese crumbles, cubed celery and topped with a drizzle of bleu cheese and Buffalo sauces for a spicy delight!

Servings: 3-4

Ingredient Cost: \$2.22 (28%)

Suggested Menu Price: \$7.99

Gross Profit: \$5.77



Cuban Fritas

There's no lack of flavour when golden crispy Lattice Chips meet up with a generous helping of Cuban pork, sliced ham and melted Swiss. Drizzle on a spicy Dijon mustard sauce for a little Miami heat, then sprinkled with chopped dill pickle and cilantro. This platter of chips could start a revolution.

Servings: 3-4

Ingredient Cost: \$2.57 (29%)

Suggested Menu Price: \$8.99

Gross Profit: \$6.42



Kimchi Chips

Traditional fare from across the Pacific mingles with hot and crisp potato flavour. Lattice Chips are smothered in caramelized kimchi, cheddar, Monterey Jack, onions and Sriracha with fresh cilantro and sesame seeds. Optional: add cubed Korean BBQ pork.

Servings: 3-4

Ingredient Cost: \$2.30 (29%)

Suggested Menu Price: \$7.99

Gross Profit: \$5.69

Easy and Quick Dips!

When you match a chip with holes to the right dips and sauces, you've created a whole new meaning to chips and dip!



1. Cuban Dip

Ranch Dressing Based:
Simply add cumin seeds, oregano, garlic powder, chili flakes, and spicy mustard.

2. Fully Loaded Bleu Cheese Dip

Bleu Cheese Dressing Based: Simply add crumbled bacon, Bleu cheese crumbles and diced green onions.

3. Kimchi Dip

Ranch Dressing Based:
Add chopped sautéed kimchi and Sriracha sauce.

4. Sweet & Sassy Dip

Ranch Dressing Based: Add goat cheese crumbles, finely chopped caramelized ham, cubed Granny Smith apples and balsamic fig glaze.

Lattice Chips Merchandising Made Easy

Ask your Lamb Weston sales representative about customer point-of-purchase designed to build impulse sales and profits.



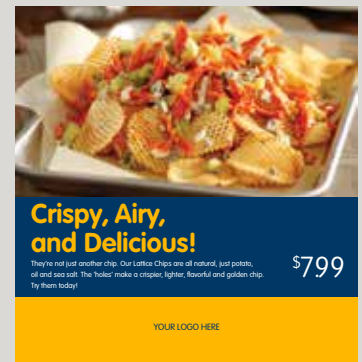
Menu Card



Counter Card/Dangler



2-Sided Table Tent/Insert



Mini Posters and More

Contact your Lamb Weston expert or visit lambweston.com today for further details and samples.

1 888 593 7866

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