

House Cuts®

Lamb Weston®  
SEEING POSSIBILITIES IN POTATOES

**NEW** Skin-on fries.  
Simply delicious.



# A New House Cuts® Fry

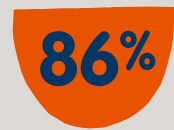
Today's consumers want to know what their food is made of, and they want simple ingredients that taste simply awesome. With the Lamb Weston® House Cuts® Fry, you can give them everything they're looking for – house-made taste, simple ingredients – and, yes, we make it simple for you!

## Simple. On trend...

- **Three simple ingredients** – just potatoes, oil and sea salt – helping you meet consumer demand
- **Par fried in expeller pressed canola oil** – important to the operator following the simple trend and sharing the oil type with the patron
- **Consistent length, shape and color variation** – delivers an authentic hand-cut look all year
- **Higher yield** – 36% more servings than hand-cut fries
- **Made with sea salt** – 235% growth of sea salt on menus over the past four years<sup>1</sup>



Hand-cut fries are up on menus... up **20.7%** vs. YA.<sup>2</sup>



want restaurants to be more transparent about menu item ingredients<sup>3</sup>



of consumers want no artificial ingredients in their food<sup>4</sup>



of operators agree that simple labels will influence purchase decisions in the future<sup>5</sup>



**House Cuts® 1/4 Shoestrings** (25030)  
Just potatoes, oil and sea salt



**House Cuts® 3/8 Regular Cut** (25029)  
Just potatoes, oil and sea salt

- 1 Datassential MenuTrends, March 2015
- 2 Datassential MenuTrends U.S. Chains and Independents
- 3 Technomic Consumer Trend Report Services, 2016
- 4 GOP, EcoAware Moms, EcoAware Dads
- 5 Technomic, 2014

### PRODUCT SPECIFICATIONS

Product Name	Item No.	Pack Size	Ship Wt.	PRODUCT PREPARATION		
				Method	Temperature	Time (Minutes)
HOUSE CUTS® FRY – Just potatoes, oil and sea salt						
1/4 Shoestrings	25030	6/4.5 lb (2.0 kg) bags	29 lb (13.2 kg)	Deep Fry	345-350°F (174-177°C)	3¼ - 3¾
3/8 Regular Cut	25029	6/5 lb (2.3 kg) bags	32 lb (14.5 kg)	Deep Fry	345-350°F (174-177°C)	4¼ - 4¾



100% expeller pressed canola oil

Let us do all the work. Contact your Lamb Weston House Cuts® expert or visit [lambweston.com](http://lambweston.com) today for further details and samples.

**1 888 593 7866**

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