



# Seeing possibilities in potatoes with you!

# Consumers are at the heart and start of everything we do!

By stepping into your shoes, and living and breathing your world, we can give our creative solutions to your needs, challenges and ambitions. We're a team. Here to discuss everything from menus and marketing to recipes and research, and of course, the all-important consumer. We share trends and insights to help you stay ahead of the curve.

Every tasty product we make is about meeting consumers' expectations. In a world where quality and taste are a given, we provide the innovation and inventiveness that takes great eating to the next level.



We're here for the restaurant operators, chefs and menu developers of the world. You want to serve great food, create memorable food experiences in line with the newest trends and consumer needs - that's where we come in!



Sharing and snacking



24/7 eating (grazing)





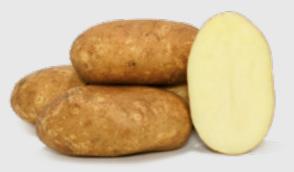
Reinvent traditions





We put our passion and experience to work to deliver consistent quality, whatever the weather. We store our potatoes in our state-of-the-art storage rooms. This ensures potato quality all year round. We regularly test for quality, taking samples during the growing season all the way through to post-storage. Our innovative drip irrigation process ensures we use water in the most sustainable way. Our RAW specialists advise our growers on sustainable fertilization methods.





# From field to fork – the journey of the potato

As populations grow, so does the demand for more potatoes. Better technology; tastier recipes; greener processes; game-changing ideas and more inventive thinking: that's where we come in!



#### Worldclass sustainable production

Making use of the best technology is all part of our global best practice and we use the latest technologies across every stage of our processes in a sustainable way. Only the best quality potatoes make the grade! By applying innovations that improve and speed up our processes, we are able to provide value to our customers! The result is consistent high quality day in, day out.





# Innovative logistic solutions

With creative logistic thinking we offer unique custom solutions that really benefit the customer in a sustainable way – everywhere and on time! By using more waterways and railways than roads, which is better for the environment, we save more than 4 million km a year. Our cold store warehouses are the first in the world to be fully automated and deliver more than 100 lorries of product every day.



#### **Quality and Technical Sales support**

Quality is everything. We demand the best from our ingredients, suppliers, factories, processes and ourselves. We check the quality of our output every single day. No compromises. We are proud that more than 99% of our products rate 'First Pass Quality'. At the Technical Sales department we understand what goes on in your kitchen. It is our mission to help you to get the maximum value out of our products, serve the best quality to your customers, and make sure your customers will keep on returning to your restaurant.





#### Did you know

Sustainable development is part of everything we do at Lamb Weston / Meijer. Read the latest report at www.lambweston.eu/sustainability or scan the QR code.



The next generation of fries have arrived... and they're

# CRUNCHY FRIES

When it comes to fries, chefs and guests crave one thing above all others... crunch, crunch and more crunch. That's why Lamb Weston has spent years perfecting the crunchiest fry on the market. And we've cracked it! Welcome to a new era of REALLY Crunchy Fries!





REALLY Crunchy Fries are two times crispier and crunchier than other coated fries, which makes them twice as pleasurable to eat.



Our innovative coating keeps fries warm and crunchy for more than 30 minutes, taking the pressure off the kitchen but still delivering customer-pleasing taste and crunch.



With a trendy, artisanal appearance, these fries will satisfy diners' desires for something unique, exciting and enticing.



SENSATION















**NEW!** 







# Fries

Serving after serving, you can rely on great taste, consistent quality and profitable fries.







Connoisseur | LambWeston | SEEING POSSIBILITIES IN POTATOES

Our research tells us that simple, natural, honest food is a consumer trend worth watching. From product sourcing to production, we lavish each of our Connoisseur fries with the care, attention and on-trend taste and appearance that consumers are looking for.

- Full potato taste
- Enhances fine dining experience
- Original in taste and appearance
- Unique and crispy coating

#### Good to know





# Stealth Fries®

Our secret weapon. Innovative, unequalled and undeniably delicious, our Stealth Fries® have a patented thin coating. This makes them crunchier than standard fries and keeps them warm twice as long. It's a trade secret we're happy to share.

- Long holding time
- Super crunchy
- More portions per kilogram
- Premium consistent quality

#### Good to know











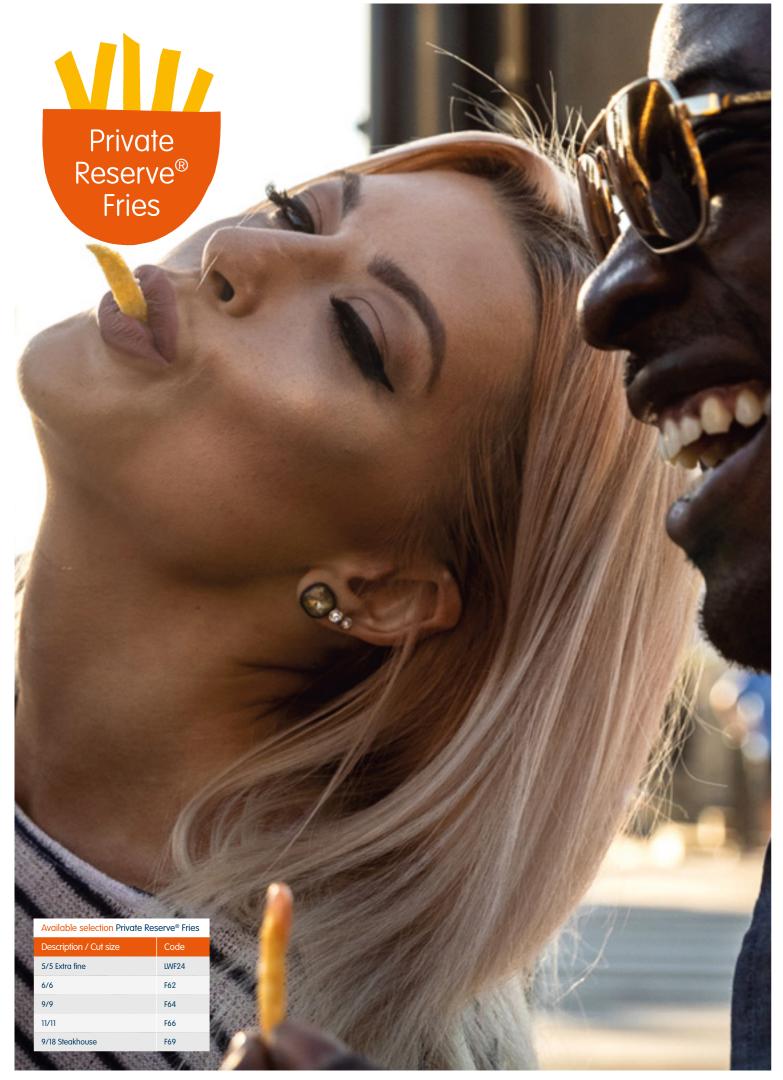






#### Stealth® Coating

Stealth Fries® are a Lamb Weston innovation, which has revolutionized the industry. Stealth Fries® are made using an innovative, patented process that thinly coats each fry with a virtually transparent batter. This guarantees crispy fries and an extended holding time. Their premium quality means more servings per Kg, making them also the most profitable fries!



## Private Reserve® Fries

The best selection of fries on taste, size and quality. Our Private Reserve® Fries give you more portions per kg and is an all-time winner in consumer taste tests.

- Made from the finest quality potatoes
- No need to add salt
- Year-round consistent quality
- Maximum length for more profit

#### Good to know









Our premium fries generate more profit

More servings and profit per kg. Read all about the yield benefits on page 41.

## **Butler Pommes Frites**

Cook up a crowd-pleaser with our classically tasty Pommes Frites. The industry standard for consistent quality and performance: straight cut, skin off, tasty fries that deliver golden appearance, a light, fluffy texture and satisfying potato flavour.

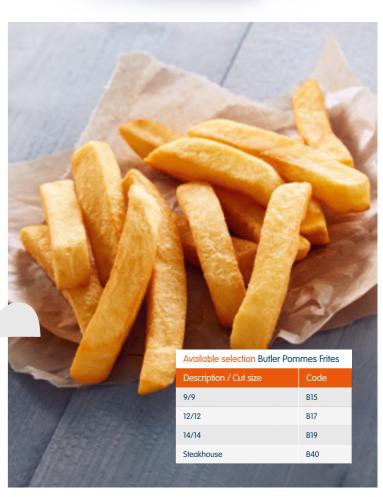
- Natural appearance
- Good and consistent quality

#### Good to know











In the spotlight

# Specialties

Chefs take pride in their signature dishes. So do we in our Specialties range. Products like CrissCuts®, Twisters® and Potato Dippers that we pioneered to offer you menu variation and differentiation.

# **Potato Dippers**

A new way of eating.

Sharing is a trend that's here to stay, and Potato Dippers are made for sharing. Ideal for mixing and matching with different dips and flavour combinations for a fun experience that will get people talking.

- Ideally shaped for dipping
- Super crunchy coating
- Fun, playful & exciting

#### Good to know











Available selection Potato Dippers



# Menu inspiration

Seeing possibilities beyond sharing & dipping.





#### Greek salad style souvlaki

Fry the potatoes and cook the gyro meat and pittas. In a bowl, mix together cucumber, tomatoes, olives, onion, olive oil, lemon juice and salt and pepper. Spread over the pittas. Then add the gyro, potatoes and crumbled feta cheese. Season with oregano, thyme and dill. Sensational.

More menu suggestions on: www.lambweston.eu



### Chipotle ranch dipping sauce

You'll need two cups of prepared ranch dressing, and a 1/4 cup of chipotle peppers in Adobo sauce. In a food processor fitted with a steel blade, process the chipotle peppers until smooth. Then combine with ranch dressing and serve chilled.

More menu suggestions on: www.lambweston.eu



Specialties | 21





It's the curly shape that excites your menu and makes Twisters® such a treat to eat.

- Curly shaped, thick cut
- Excellent plate coverage
- Cut from whole potatoes























# Ziggy Fries<sup>™</sup>

Extraordinary in appearance and performance, our super crinkled Ziggy Fries™ keep their crispness, at all times.

- Deep crinkle, super crunch
- Visually trendy
- Superior taste
- Short oven time











### Texas-size bacon and cheddar Ziggy Fries™

Deep-fry our Ziggy Fries™ (175°C) for 2.5 minutes or until crisp and golden brown. Arrange in a basket and top with cheese and bacon. Garnish with sour cream, green onions and jalapeños. Dig in.









Sweet potatoes are here to stay. In all styles and cuts, they appeal to an ever-expanding audience looking to try something a little different, a little tastier, a little better for you. It's the smart way to upgrade your menu while sweetening the bottom line.

- On trend
- Value adding
- Differentiating
- High versatility

#### Good to know







During the product endorsement assessment by the Craft Guild Of Chefs, one chef said they already used Lamb Weston's skin on fries "as they offer great value and yield".

Another chef commended the company as supplying products that add value saying that, "vegetarian and vegan food is big at the moment, we need products that can tick a lot of boxes, for example, your crumb is gluten free".

# Menu inspiration

Make a great alternative dessert.





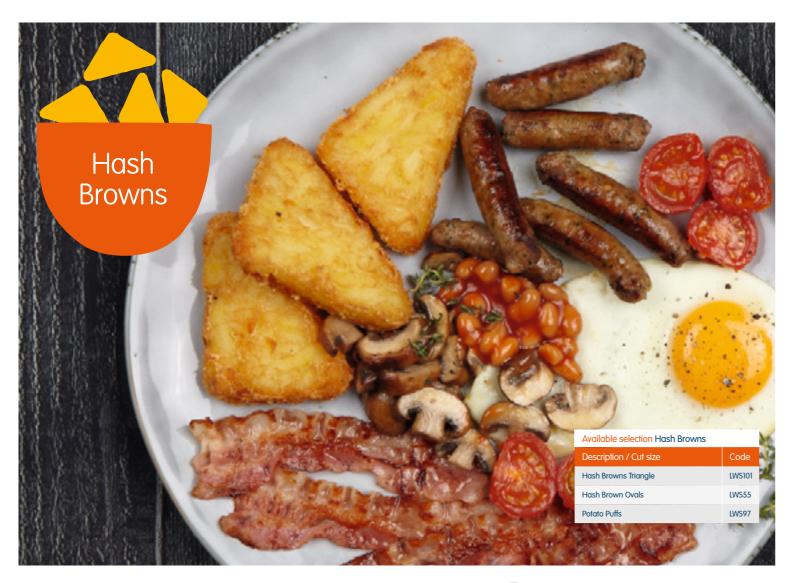
#### **Sweet Potato Crispy Fries Crumble**

Cook the Sweet Potato Fries according to the instructions. Meanwhile, finely dice the apple and stew slowly with the sugar and cinnamon on a low heat until soft. Place the freshly cooked Sweet Potato Fries into a serving dish,

sprinkle with icing sugar and gently flambé until you have a very thin crust, similar to a crème brûlée. Add the stewed apple over the top and decorate with the summer berries and mint prior to serving.

More menu suggestions on: www.lambweston.eu

24 | Specialties 🏺





## Hash Browns

Looking for a quick and easy way to re-shape your breakfast menu? Serve our delicious Hash Browns including the classic Hash Browns Triangle shape or for something different, try our Hash Brown Ovals. The perfect potato complement for any breakfast offering.

- Golden brown color
- Light internal texture
- Rich potato taste
- Crispy on the outside
- Non greasy

#### Good to know









# Potato Wedges

One of the all-time favorites since 1976 when it comes to variety, with a superbly crunchy crust holding the delicate potato inside.

- Natural potato taste
- Skin-on for extra flavour and texture
- ▲ Uses the whole potato a more sustainable choice!

#### Good to know















# Cubes

It's hip to be square. Our range of Cubes come in extra fine or plain (our bestsellers), with a crunchy outer layer and fluffy, soft middle.

- Crunchy outside, soft inside
- Mildly flavoured
- Coated to stay hot

#### Good to know







# Mashed Potatoes

Finest potatoes, milk and butter. This is the easy way to serve up home comfort by the spoon.

- Prepared with milk and butter
- Made with the finest potatoes
- Ready to heat and serve

#### Good to know









Facu to





Heat the frozen mashed potatoes medallions according to the packet instructions. Then add 1/4 cup of chopped fresh chives, 50 gr. blue cheese, 1 teaspoon salt,1 cup warmed milk. You serve, they smile.



# Appetisers

The way people eat is changing. As snacks and light meals become more popular to suit the flexible ways people live and work, appetites are growing for new taste sensations. We're here to satisfy them, round the clock.





# Chilli Cheese Nuggets

Cheese filling seasoned with chopped jalapeño peppers makes these appetizers hot stuff.

- Fresh, natural 'heat'
- Adds a spicy touch
- Excellent performance in the fryer

#### Good to know











# Cream Cheese Jalapeños

Some like them hot, some like them mild. Spice things up with our handmade stuffed jalapeños and mouthwatering cheese fillings.

- Delicious flavour combinationPerfect for Mexican menus
- Easy portion control

#### Good to know















## Mozzarella Sticks

The classic; real mozzarella cheese sticks coated in golden breadcrumbs bringing the popular flavour of the Mediterranean that's loved worldwide.

- Mozzarella cheese
- A Mediterranean world favourite
- Easy to eat with your hands

#### Good to know





# Onion Rings

Great crispiness with a natural onion taste inside. Variation in taste, slightly spiced or battered in beer.

- For social sharing
- Creative meal option

#### Good to know





Available selection Onion Rinas

	<b>-</b>
Description / Cut size	Code
Beer Battered Onion Rings	ORIA
Crispy Onion Rings	OR2
Battered Onion Rings	OR3



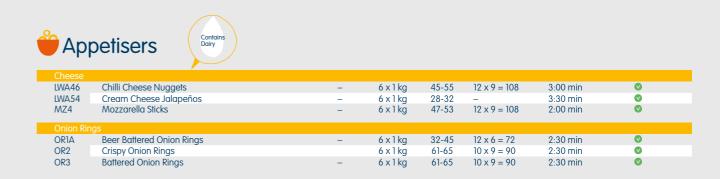
32 | Appetisers 🏺

# Product information

## Fries							
Code	Product	Gluten- free	Pack size (quantity)	items/ kg	Block pallet (crt. x layer)	Preparation Fryer (175°C)	Ovenable
	unchy Fries						
LWF900 LWF901	LW REALLY Crunchy Fries 6x6 LW REALLY Crunchy Fries 9x9	<b>8</b>	4 x 2,5 kg 4 x 2,5 kg	_	$10 \times 6 = 60$ $10 \times 7 = 70$	2:45 min 3:15 min	<b>O</b>
LWF901 LWF902	LW REALLY Crunchy Fries 9x9 LW REALLY Crunchy Fries 9x9 Skin On	0	4 x 2,5 kg 4 x 2,5 kg	_	$10 \times 7 = 70$ $10 \times 7 = 70$	3:15 min	0
	'		4 X 2,5 Kg		10 X 7 = 70	3.13 111111	
Connoiss LWF56	eur Rustic Fry – Skin-on Stealth coated	<u> </u>	4 x 2,5 kg	_	12 x 8 = 96	2:45 min	0
LWF58	Home Style Fry - 11/11 Skin-on	0	4 x 2,5 kg	_	12 x 8 = 96	2:45 min	0
LWF59	Chunky Fry - 16/18 Skin-off Stealth coated	0	4 x 2,5 kg	-	$12 \times 8 = 96$	3:45 min	-
Stealth Fri	' '		, ,				
Siediin Fri	Stealth Fries® - 6/6	<u> </u>	4 x 2,5 kg	_	12 x 7 = 84	2:45 min	0
S22	Stealth Fries® - 6/6 Skin-on	0		_	$12 \times 7 = 84$	2:45 min	<b>O</b>
S04	Stealth Fries® - 9/9	0		-	$12 \times 8 = 96$	3:15 min	<b>O</b>
S24	Stealth Fries® - 9/9 Skin-on	<u></u>	4 x 2,5 kg	-	$12 \times 8 = 96$	3:15 min	•
S25	Stealth Fries® - 11/11 Skin-on	<b>(3)</b>	4 x 2,5 kg	-	$12 \times 8 = 96$	3:30 min	<b>O</b>
S18	Stealth Fries® - 13/13	<b>Ø</b>	4 x 2,5 kg	-	$12 \times 7 = 84$	4:00 min	•
Private Re	eserve® Fries						
LWF24	Private Reserve® Fries - 5/5 Extra fine	<b>(9</b> )	5 x 1,5 kg	-	12 x 6 = 72	2:30 min	-
F62	Private Reserve® Fries - 6/6	<b>(</b>	4 x 2,5 kg	-	$12 \times 7 = 84$	2:45 min	-
F64	Private Reserve® Fries - 9/9	<b>(9</b> )	4 x 2,5 kg	-	$12 \times 8 = 96$	3:15 min	-
F66	Private Reserve® Fries - 11/11	<b>(3)</b>	4 x 2,5 kg	-	$12 \times 8 = 96$	3:30 min	-
F69	Private Reserve® Fries - 9/18 Steakhouse	<b>8</b>	4 x 2,5 kg	-	$12 \times 8 = 96$	3:45 min	-
Ziggy Frie	S <sup>TM</sup>						
LWF61	Ziggy Fries <sup>™</sup>	<b>®</b>	4 x 2,5 kg	-	$12 \times 7 = 84$	2:30 min	0
Butler Por	mmes Frites						
B15	Butler Pommes Frites - 9/9	<b>(3)</b>	4 x 2,5 kg	-	$10 \times 8 = 80$	3:15 min	-
B17	Butler Pommes Frites - 12/12	<b>8</b>	4 x 2,5 kg	-	$10 \times 9 = 90$	3:30 min	-
B19	Butler Pommes Frites - 14/14	0	4 x 2,5 kg	-	$10 \times 9 = 90$	3:45 min	-
B40	Butler Pommes Frites - Steakhouse	<b>(9</b> )	4 x 2,5 kg	-	$10 \times 9 = 90$	3:45 min	-

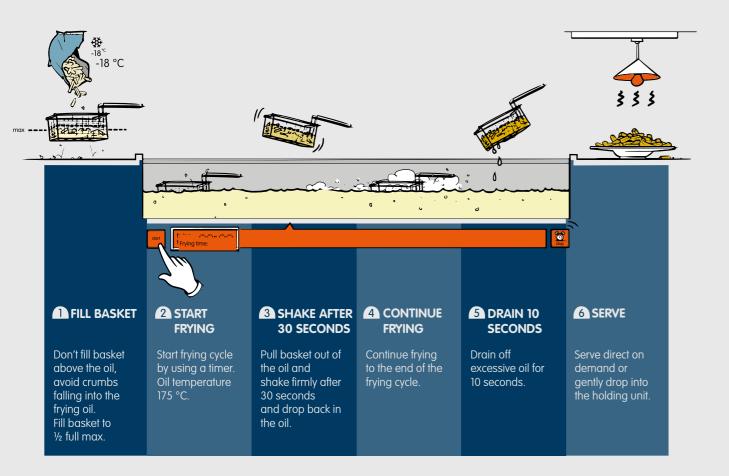


Specialties								
Code	e Product	Gluten- free	Pack size (quantity)	items/ kg	Block pallet (crt. x layer)	Preparation Fryer (175°C)	Ovenable	
Hash	n Browns							
LWS1	01 Hash Browns Triangle	<b>8</b>	10 x 1 kg	22	$12 \times 7 = 84$	4:00 min	<b>V</b>	
LWS9	Potato Puffs	<b>(9</b> )	10 x 1 kg	115	$12 \times 6 = 72$	2:45 min	V	
LWS5	55 Hash Browns Oval	<b>®</b>	10 x 1 kg	20	$10 \times 6 = 60$	3:15 min	<b>⊘</b>	
C 1								
Cube			4 0.51		10 0 0/	0.00		
Q19	Original Crispy Cubes	-	4 x 2,5 kg	-	$12 \times 8 = 96$	3:30 min	_	
Mac	hed Potatoes							
MP1	Homestyle Mash		4 x 2,5 kg		12 x 8 = 96		<b>▽</b>	
IMPI	Horriestyle Musti	<b>®</b>	4 X Z,3 Kg	-	12 X 0 = 90	_		
Pota	to Dippers							
LWS6		0	4 x 2,5 kg	-	12 x 7 = 84	3:00 min	•	
	T. P. C.		· · · · -, · · · · · · · · · · · · · · ·					
	Cuts®							
D24	Original Seasoned CrissCuts®	-	4 x 2,5 kg	-	$10 \times 7 = 70$	2:45 min	0	
LWS50	Original Seasoned CrissCuts® - Gluten Free	<b>®</b>	4 x 2,5 kg	-	$10 \times 7 = 70$	2:45 min	<b>V</b>	
Twist	ers®							
D72	Original Seasoned Twisters®	_	4 x 2,5 kg	-	10 x 7 = 70	2:30 min	<b>O</b>	
	ongmar obacomou imbiolo		. x 2,0 kg		.0 // / / 0	2.00 11		
	et Potatoes							
LWF2	Sweet Potato Crispy Fries - 6/13	<b>®</b>	4 x 2,5 kg	_	$10 \times 9 = 90$	2:30 min	Ø	
Doto	to Wedges							
W01	Original Seasoned Wedges Skin-on	_	4 x 2,5 kg	_	12 × 8 = 96	3:15 min	<b>▽</b>	
VVOI	Original seasoned wedges skin-on	_	4 x 2,5 kg	_	12 X 0 = 90	3:13 111111		



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# 6 simple steps to great frying





Our premium fries help you to generate more profit because of their high yield and outstanding consistent quality all year long.





Budget fries



# Size does matter



Check out our cut sizes and choose your perfect fry from this 1:1 scale overview.



## Contact

#### Corporate Center Breda

Topaasstraat 54-62 4817 HW Breda The Netherlands Tel: +31 88 00 33 200 Email: info@lambweston.eu

#### Sales information

Are you interested in Lamb Weston's products? Our Sales department can answer all your questions and put you in contact with a Sales Manager in your area. Call +31 88 00 33 200. We're pleased to help you!





For more information or images go to our brand portal:

www.lambwestonbrandportal.com





Always imagining. Always believing there's a better way. Consumers are at the heart and start of everything we do together and we begin by looking inside our customers' business.

Let's hear it for the potato. It's the world's third most important crop and as populations grow, so does demand for more potatoes. Better technology. Tastier recipes. Greener processes. Game-changing ideas and more inventive thinking. That's where we come in!

As global industry leaders, it's our responsibility to always be two steps ahead. Always challenge the status quo. Forever ask 'What if?' And never, ever settle.

We believe our inventiveness will help change the world.



Tasty new products. Groundbreaking technology. Sustainable daily practices. We apply our inventive thinking to everything we do. Ever since we started, as a family business back in 1950, we've always put customer value first. Now a world leader, we bring you world-class frozen potato products and services designed to make your job more convenient, productive and profitable. Here are some more facts and figures that describe what we do...



> 1200 employees in EMEA > 7400 employees worldwide



12 million portions sold daily in EMEA.
50 million daily portions sold worldwide.



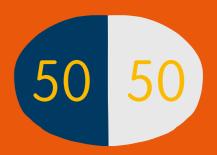




23% market share worldwide (1 out of 4 fries is a Lamb Weston fry)



6 factories in Europe 23 factories worldwide



Partnership between Lamb Weston and Meijer

# Hungry for more?

Sink your teeth into more possibilities at www.lambweston.eu

# O in f

