



POTATOES DRIVE PROFITS!



CONSUMERS LOVE POTATOES.

As typically the first item consumers reach for on the plate, potatoes are a key part of any operator's menu. The ideal fry and/or potato side will satisfy your consumers' cravings and desire for comfort, while highlighting your menu among the competition.



POTATOES ARE MONEymAKERS.

Fries/potato snacks and sides are among the top 3 most profitable items on the menu, ranking alongside and, in some cases exceeding, alcohol and desserts.¹



POTATOES ARE VERSATILE.

Capitalize on offering potato products, which spur profits across all day parts. Fries are up to 2x more profitable when sold across the menu.²

MENU INSPIRATIONS.

Motivate more sales with the following patron pleasing plates.



DOUBLE TRUFFLE. *McCain® Redstone Canyon®* Skin-On Spiral Fries tossed in white truffle oil, topped with a mushroom-peppercorn sauce, Parmesan and scallions.

Menu Price \$5.99
Food Cost* \$1.66
Profit \$4.33



CUBANO FRIES. *McCain® SureCrisp®* Skin-On Shoestring Fries 1/4" PXL loaded with sliced Swiss cheese, diced ham, shredded roast pork, pickles and mustard.

Menu Price \$6.99
Food Cost* \$2.16
Profit \$4.83



CHOCOLATE HAZELNUT SPREAD WAFFLE FRIES. *McCain® SureCrisp™* Skin-On Waffle Fries with a side of creamy chocolate hazelnut spread for dipping.

Menu Price \$6.49
Food Cost* \$1.78
Profit \$4.71



WEDGE-CUTERIE BOARD. *McCain® Dip'n Wedges™* Potato Scoops served on a board with sliced sausages and cheeses – ramekins of Thai chili ketchup, horseradish mustard and 5-peppercorn mayo.

Menu Price \$8.99
Food Cost* \$3.06
Profit \$5.93

* Based on approximate total plate food costs, including average distributor markup.
1 The NPD CREST 2019; 2 Technomic January 2019

VARIETY IS THE KEY TO SUCCESS.

More potato options on a menu equates to more profit potential for your business. Discover upsell opportunities by menuing a variety of specialty fries that give guests a reason to pay a little extra for something special.

VARIETY	AVERAGE	OPERATOR CHARGE UP
Straight-Cut Fries	\$3.10	0%
Waffle Fries	\$3.50	13%
Spiral Fries	\$3.45	11%
Seasoned Fries	\$3.25	5%

McCain SKU #	Product Description	Pack/Size
Coated and Battered — The perfect balance of taste and texture ensuring a crispy bite every time. Ideal for takeout and delivery with longer hold times.		
MCF03787	McCain® SureCrisp™ Skin-On Regular Fries 3/8" PXL	6/5 lb.
1000004508	McCain® Extra Crispy Shoestring Fries 1/4" L	6/5 lb.
MCF03786	McCain® SureCrisp™ Shoestring Fries 1/4" PXL	6/5 lb.
OIF01028A	Ore-Ida® EverCrisp™ Thin Regular Fries 5/16" x 3/8" XL	6/5 lb.
MCX49	McCain Ultimate® Crispy Coated Skin-On Regular Fries 3/8" XL	6/5 lb.
MCF05073	McCain® SureCrisp™ Skin-On Julienne Fries 3/16" XL	6/5 lb.
1000001223	McCain® Extra Crispy Regular Fries 3/8" L	6/5 lb.
1000000723	McCain Ultimate® Crispy Coated Skin-On Julienne Fries 3/16" XL	6/5 lb.
MCF03783	McCain® SureCrisp™ Regular Crinkle Fries 3/8" PXL	6/5 lb.
1000001354	McCain® SureCrisp™ Skin-On Waffle Fries	6/4.5 lb.
MCX50	McCain® Regular Crinkle Fries 3/8" XL	6/5 lb.
MCF03788	McCain® SureCrisp™ Regular Fries 3/8" PXL	6/5 lb.
MCF03791	McCain® SureCrisp™ Skin-On Thin Fries 5/16" PXL	6/5 lb.
MCF03789	McCain® SureCrisp™ Shoestring Fries 1/4" + PXL	6/5 lb.
1000007977	McCain Ultimate® Crispy Coated Skin-On Spiral Fries	6/5 lb.
1000004108	McCain® Crispy Bakeable Seasoned Spirals	6/4 lb.
MCS75	McCain Signature® Skin-On Steak Fries 3/8" x 3/4" PXL	6/5 lb.
Seasoned and Flavored — Outstanding flavor perfect as signature fry options; delivering unique flavor profile with every bite.		
MCX91	McCain Ultimate® Crispy Coated Skin-On Thin 10-Cut Wedges	6/5 lb.
BCI00255	Brew City® Beer Battered Thin Fries 5/16" XL	6/5 lb.
BCI00256	Brew City® Beer Battered Skin-On Maxi Fries 1/4" x 1/2" XL	6/5 lb.
MCX03620	McCain® Redstone Canyon® Skin-On Thin Fries 5/16" XL	6/5 lb.
MCX03621	McCain® Redstone Canyon® Skin-On Regular Fries 3/8" XL	6/5 lb.
MCX66004	McCain® Savory Seasoned [Garlic & Onion] Skin-On Thin Crinkle 10-Cut Deli Wedges	6/5 lb.
MCX03626	McCain® Redstone Canyon® Skin-On Regular 8-Cut Wedges	6/5 lb.
MCX03625	McCain® Redstone Canyon® Skin-On Thick 6-Cut Wedges	6/5 lb.
MCL03623	McCain® Redstone Canyon® Skin-On Waffle Fries	6/4.5 lb.
MCX03627	McCain® Redstone Canyon® Skin-On Thin 10-Cut Wedges	6/5 lb.
MCL03622	McCain® Redstone Canyon® Skin-On Spiral Fries	6/4 lb.
Sweet Potatoes — With their naturally sweet flavor, vibrant color and crispness, sweet potatoes can complement flavors across the menu and in a variety of applications.		
MCF05004	McCain® Harvest Splendor® Sweet Potato Slim Stix	6/5 lb.
MCF04712	McCain® Harvest Splendor® Sweet Potato Thin Ridge 10-Cut Wedges	6/2.5 lb.
MCF05074	McCain® Harvest Splendor® Sweet Potato Cross Trax®	6/40 oz.
MCF03731	McCain® Harvest Splendor® Sweet Potato Thin Fries 5/16" XL	6/2.5 lb.
MCF03725	McCain® Harvest Splendor® Sweet Potato Regular Fries 3/8" XL	6/2.5 lb.
MCF04566	McCain® Harvest Splendor® Sweet Potato Deep Groove Crinkle Fries 7/16" XL	6/2.5 lb.
MCF04965	McCain® Harvest Splendor® Sweet Potato Maxi Fries 1/4" x 1/2" XL	6/2.5 lb.
Apps Potatoes — Reap the most from your menu with potato products that make your apps menu shine. These potatoes are just waiting for your signature touch.		
1000007410	McCain® Dip'n Wedges™ Crispy Potato Scoops	6/4 lb.

Classic Uncoated — Classic fries always satisfy, and these choices give you the most natural appearance without all the prep.		
MCX40	McCain® Regular Fries 3/8" XL	6/5 lb.
MCX01	McCain® Shoestring Fries 1/4" XL	6/4.5 lb.
OIF00055A	McCain® Bakeable Thick Crinkle Fries 1/2"	6/5 lb.
MCX05157	McCain® Fresh-Style Skin-On Regular Fries 3/8" Water Blanched	6/5 lb.
1000000496	McCain® Crispy Bakeable Seasoned Skin-On Regular 8-Cut Wedges	6/5 lb.
1000000724	McCain® Thick Deep Crinkle Fries 1/2" XL	6/5 lb.
SNO63	Crinkle Cut French Fries	6/5 lb.
1000007470	McCain® Crispy Bakeable Seasoned 1/2" Deep Groove Crinkle Fries	6/5 lb.
1000000724	McCain® Thick Deep Crinkle Fries 1/2" XL	6/5 lb.
MCX60	McCain® Thick Crinkle Fries 1/2" XL	6/5 lb.
MCG75	McCain® Steak Fries 3/8" x 3/4" PXL	6/5 lb.
MCS03691	McCain Signature® Skin-On Thick Fries 1/2" PXL	6/5 lb.
MCX20	McCain® Thin Fries 5/16" XL	6/5 lb.
MCS140	McCain Signature® Skin-On Regular Fries 3/8" PXL	6/5 lb.
MCS110	McCain Signature® Skin-On Shoestring Fries 1/4" PXL	6/4.5 lb.
MCS125	McCain Signature® Skin-On Thin Fries 5/16" PXL	6/5 lb.
MCX30	McCain® Thin Crinkle Fries 5/16" XL	6/5 lb.
1000000709	McCain® SureCrisp™ Skin-On Shoestring Fries 1/4" PXL	6/5 lb.
OIF01038A	McCain® Skin-On Spiral Fries	6/4 lb.
OIF00024A	McCain® Skin-On Regular 8-Cut Wedges	6/5 lb.
1000000725	McCain Signature® Skin-On Julienne Fries 3/16" XL	6/5 lb.
OIF00276A	McCain® Skin-On Regular Fries 3/8" XL	6/5 lb.
MCX239	McCain Ultimate® Crispy Coated Skin-On Waffle Fries	6/4.5 lb.
OIF01037A	McCain® Skin-On Waffle Fries	6/4.5 lb.
OIF00236A	McCain® Skin-On Thin Fries 5/16" XL	6/5 lb.
Formed and Specialty — These unique offerings add variety while wowing consumers.		
OIF00224A	Ore-Ida® Shredded Hash Browns	6/3 lb.
OIF00335A	McCain® Skin-On Hash Brown Cubes 3/8" x 3/4" x 3/4"	6/6 lb.
OIF00093A	Ore-Ida® Spud Bites™ Round Bites	6/5 lb.
OIF00589A	Ore-Ida® Hash Brown Ovals	6/2.8125 lb.
MCS302	McCain Signature® Skin-On Hash Brown Cubes 3/4" x 1" x 5/8"	6/5 lb.
OIF00049A	Ore-Ida® Hash Brown Triangles	6/5 lb.
1000006188	McCain® Hash Brown Rounds	6/5 lb.
OIF00215A	Ore-Ida® Tater Tots®	6/5 lb.
OIF03631	McCain® Unseasoned Skin-On Redskin Mashed Potatoes	6/4 lb.
OIF03456	McCain® Smiles® Crispy Mashed Potato Shapes	6/4 lb.
1000006639	McCain® Emoticons™ Crispy Mashed Potato Shapes	6/4 lb.
1000002789	Ore-Ida® Reduced Sodium Tater Tots®	6/5 lb.
Chips, Roasted, Mashed — No compromising here, keep the back of house appearance you pride yourself on, but save time and labor while maintaining consistency with these options.		
MCF03927	McCain® Chopped Seasoned Skin-On Roasted Potato [Garlic, Rosemary & Herb]	6/5 lb.
MCF04851	McCain® Chopped Seasoned Skin-On Roasted Redskin [Garlic, Rosemary & Herb]	4/4 lb.
MCX05006	McCain® Fresh-Style Skin-On Flat Chips	6/4 lb.
MCL03624	McCain® Redstone Canyon® Skin-On Hash Brown Cubes 3/4" x 1" x 5/8"	6/5 lb.
OIF03613	McCain® Seasoned Skin-Off Homestyle Mashed Potatoes	6/4 lb.
OIF252A	McCain® Hash Brown Cubes 3/4" x 1" x 5/8"	6/5 lb.



For more information, contact your McCain Sales Rep or visit www.mccainfoodserviceusa.com