

Lamb Weston® 
SEEING POSSIBILITIES IN POTATOES



Full Line Product Guide

New Zealand

Hello World.

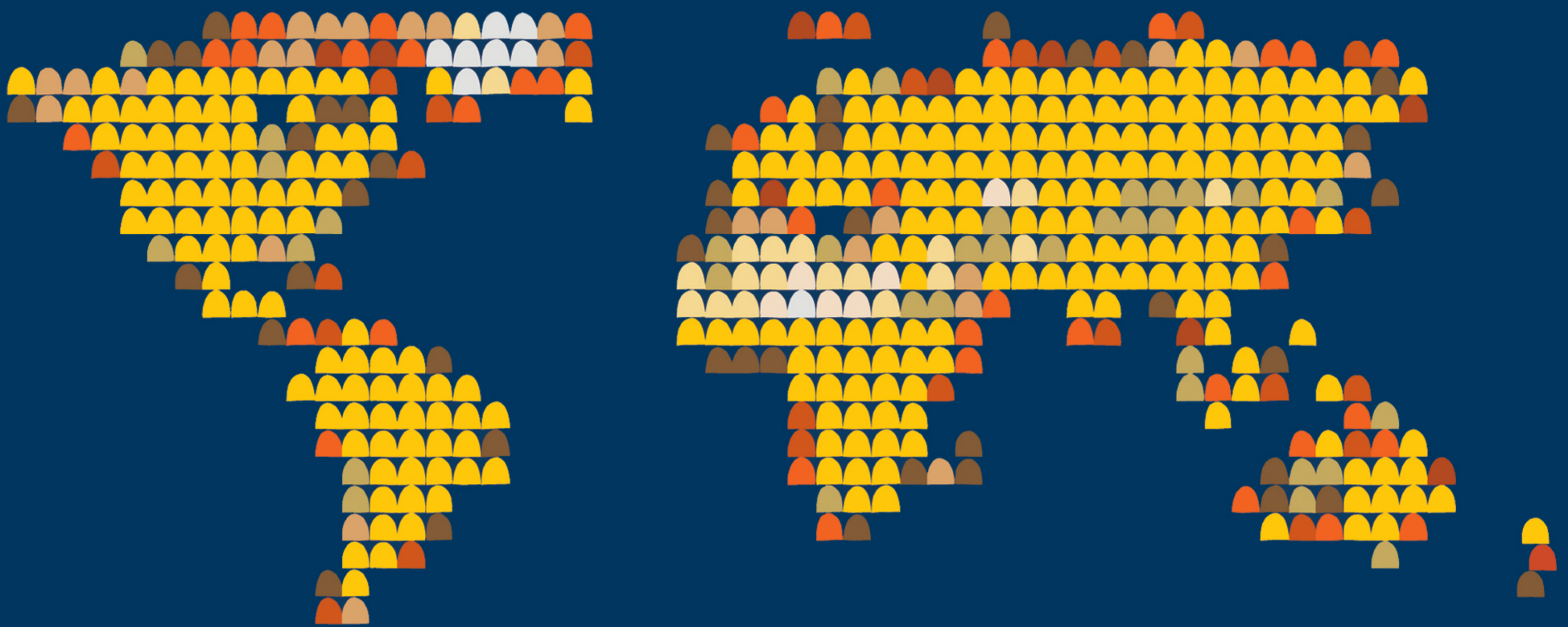
We're Lamb Weston.

Started in 1950 on a small farm in the Northwest region of the U.S., Lamb Weston has grown to be one of the world's largest frozen potato companies, happily delivering the glorious goodness of fries to over 100 countries.

While our growth has been remarkable, we never forget where we came from. Our humble beginnings taught us some valuable lessons. To listen carefully to our customers, walk in your shoes, see through your eyes – and put your challenges in the spotlight. It's how we invent new ways to make your job just a bit easier.

We've also learned that, just like our farmers dig for potatoes, we need to dig for good ideas. So we ask questions, lots of them, of our customers and ourselves. We search in unusual places and are brave enough to make connections others sometimes miss. And we see things differently – just like our founder, Gilbert Lamb did back in 1950. Amazing what a little ambition and a lot of hard work can do.

Welcome to the delicious world of Lamb Weston. What can we learn from you and your business today?



Exclusive Lamb Weston® agent in NZ
www.markwellfoods.co.nz

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Traditional French Fries



Lamb's Supreme® Steak House Fries
MW: 9812 | LW: E02 / E0200

Legendary performers

Our Traditional French Fries set the industry standard for quality and performance. A wide selection of cuts are available, all delivering that classic potato taste customers crave.

- They deliver uniform sizing and golden appearance with a light fluffy texture
- Industry gold standard for taste, yield and performance
- Wide array of popular cuts to fill any need



Lamb's Straight Cut 10mm Fries
MW: 9800 | LW: E3000



Lamb's Straight Cut 13mm Fries
MW: 9803 | LW: E3200



Lamb's Supreme® Concertinas®
MW: 9806 | LW: E11



Lamb's Steak Fries
MW: 9812 | LW: E02 / E0200



Lamb's Shoestrings
MW: 9808 | LW: X7900/ A0100



Stealth Fries®



Shoestrings Stealth® Skin-On
MW: 9818 | LW: S53 / X7280

This french fry has a clear advantage

Stealth Fries® feature a virtually transparent batter. This innovative technology offers you the best of both worlds – appetizing taste and appearance of traditional fries plus the profitability and holding performance of coated fries.

- Exclusive transparent coating made from potato starch
- Extended holding performance keeps fries hot, crisp and delicious twice as long as conventional fries
- Less waste means more profits



10mm Regular Stealth® Straight Cut
MW: 9801 | LW: 7201 / X7200



Shoestrings Stealth® Skin-On
MW: 9818 | LW: S53 / X7280



Twister® Fries
MW: 9858 | LW: S0010



Seasoned/Coated Fries



Lamb's Seasoned® Twister Fries®
MW: 9859 | LW: X0070 / X9181

Taste and variety? We've got it covered.

Variety is the spice of life. And with french fries, too. Satisfy your customers' cravings with unique and fun shapes, creative seasonings, and world-class crunch.

- Available in a wide range of unique flavours and styles
- Extended holding performance delivers the hot and crispy fries experience customers demand
- An ideal 2nd fry option



Tavern Traditions®
Beer Battered Straight Cut 9mm
MW: 9821 | LW: 45Q



Colossal Crisp®
Steak Cut Fries
MW: 9819 | LW: X6005



Tavern Traditions®
Beer Battered Platter Fries® Skin-On
MW: 9822 | LW: 45R / X8701



Lamb's Seasoned® Wedges
MW: 9862 | LW: C27 / C2700



Lamb's Seasoned® Twister Fries®
MW: 9859 | LW: X0070 / X9181



Lamb's Seasoned® CrissCut Fries®
MW: 9854 | LW: D2300 / X9182



Hash Browns & Formed Products



Lamb's Supreme® Tater Puffs®
MW: 9846 | LW: X7941 / X7940

Morning glory

Whether it's breakfast, brunch, or breakfast-for-dinner, our flavourful line of traditional shreds, patties, and skillet browns will make your profits rise and shine.

- Cost-efficient with uniform portion sizing
- Traditional offerings and innovative options



Lamb's Supreme® Potato Stix
MW: 9889 | LW: J0032



Lamb's Supreme® Oval Hash
MW: 9840 | LW: 174



Lamb's Supreme® Tri-Patties®
MW: 9841 | LW: X7916/ X7915



LW Private Reserve® IQF Hash Browns
MW: 9843 | LW: S93



Lamb's Supreme® Tater Puffs®
MW: 9846 | LW: X7941 / X7940



Skin-On Cuts



MunchSkins®
MW: 9890 | LW: 2200D

Made from scratch appeal

Skin-On Cuts deliver wholesome, kitchen-cut goodness and appetite appeal to your menu.

These full-flavoured hearty performers are the perfect pairing for any occasion.

- Authentic house-cut appearance
- Wide assortment of shapes and styles
- Simple & Wholesome recipes



CrissCut® Skin-On
MW: 9852 | LW: P55



Lamb's Skin-On™ Steak House Fries
MW: 9836 | LW: L97



MunchSkins® Fried Potato Skins
MW: 9890 | LW: 2200D

Appetizers



Tavern Traditions® Beer Battered Onion Rings
MW: 3786 | LW: 30424

We're just getting started

Flavourful and sweet sliced Spanish onions coated with Lamb Weston's premium coatings make memorable and profitable additions to any menu.

- Pair with dip and sauce recipes to create unique offerings
- High quality ingredients, hand-crafted appeal
- Great garnish to any meal or sharing platter.



Breaded Cream Cheese
Stuffed Jalapeños
MW: 3710 | LW: 30451



Gourmet Breaded
Select Cut® Onion Rings
MW: 3784 | LW: 30410



Battered Onion Rings
MW: 3785 | LW: 30422 / 30420



Tavern Traditions®
Beer Battered Onion Rings
MW: 3786 | LW: 30424

Sweet Potatoes



Sweet Things® Platter Fries®
MW: 9891 | LW: L8100 / X8004

The demand for sweet potatoes is here!

Just as popular with kids as they are with adults; sweet potato creates exciting menu options and with our different fry options, you can give them all the choice and crunch they crave.

Our invisible coating has no battered appearance and creates longer hold times and greater crunch. Pretty sweet, huh?

- Industry leader with widest variety of cuts and flavor profiles
- Exclusive coatings maximize flavor and add superior crispness
- Protective coating increases strength to minimize breakage for maximum yield
- Excellent source of Vitamin A
- Popular 2nd fry option



Sweet Things® Mini Tater Puffs®
MW: 9892 | LW: L0094



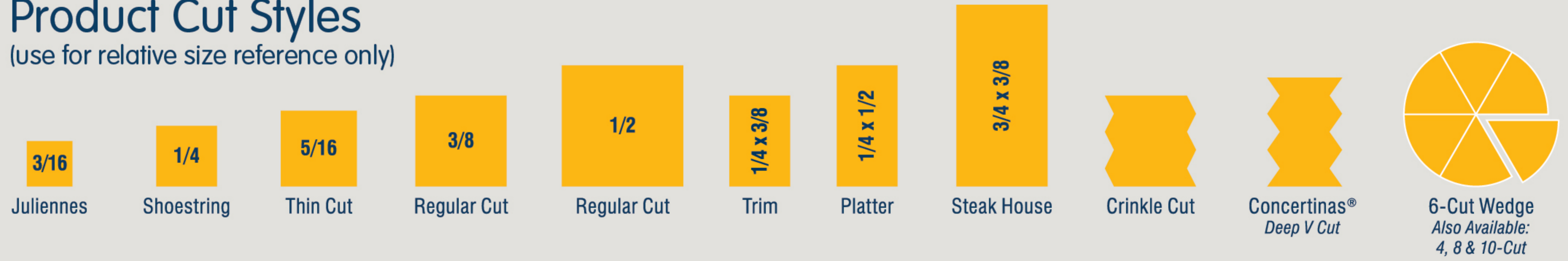
Sweet Things® Platter Fries®
MW: 9891 | LW: X8100 / X8004



Product Specifications

Product Cut Styles

(use for relative size reference only)



PRODUCT SPECIFICATIONS										
Product Name	Product		Product Preparation				Product Specifications			
	Markwell Foods NZ Code	Lamb Weston Code	- All products prepared from frozen state unless noted. - Appliances may vary. The following are guidelines only,				Pack Weight (kg)	Case Weight (kg)	Cartons Per Pallet	GTIN
			Method	Time (minutes)	Temperature (°C)					
TRADITIONAL FRENCH FRIES										
Straight Cut 10mm	9800	E3000	Deep Fry	3:15 - 3:45	175°C	6x2.5Kg	15.0Kg	36	10044979530004	
Straight Cut 13mm	9803	E3200	Deep Fry	3:45 - 4:30	175°C	6x2.5Kg	15.0Kg	36	10044979532008	
Concertinas®	9806	E11	Deep Fry	3:15 - 3:45	175°C	6x2.0Kg	12.2Kg	36	10044979005113	
Steak Fries	9812	E02/E0200	Deep Fry	4:00 - 4:30	175°C	6x2.2Kg	13.6Kg	36	10044979502001	
1/4 Shoestrings	9808	X7900/A0100	Deep Fry	2:30 - 2:45	175°C	6x2.0Kg	12.2Kg	27	10044979001016	
STEALTH FRIES®										
10mm Regular Straight Cut	9801	X7201/X7200	Deep Fry Oven Bake	3:00 - 3:30 20:00 - 25:00	175°C 200°C	6x2.2Kg	13.6Kg	36	10044979019578	
Shoestring Skin-On	9818	S53/X7280	Deep Fry Oven Bake	2:30 - 2:45 20:00 - 25:00	175°C 200°C	6x2.7Kg	16.3Kg	27	10044979019530	
Twister® Fries	9858	S0010	Deep Fry Oven Bake	2:30 - 3:00 20:00 - 25:00	175°C 200°C	6x2.2Kg	13.6Kg	27	10044979190109	
SEASONED / COATED FRIES										
Beer Battered Straight 9mm	9821	45Q	Deep Fry	3:30 - 3:45	175°C	6x2.2Kg	13.6Kg	27	10044979045171	
Beer Battered Platter Fries	9822	45R/X8701	Deep Fry	3:30 - 3:45	175°C	6x2.2Kg	13.6Kg	36	10044979045188	
Seasoned® Wedges	9862	C27 / C2700	Deep Fry Oven Bake	3:30 - 4:00 25:00 - 30:00	175°C 200°C	6x2.2Kg	13.6Kg	36	10044979003270	
Seasoned® Twister®	9859	X0070/X9181	Deep Fry	2:30 - 3:00	175°C	6x2.2Kg	13.6Kg	27	10044979600707	
Seasoned® CrissCut®	9854	D2300/X9182	Deep Fry Oven Bake	2:45 - 3:15 25:00 - 30:00	175°C 200°C	6x2.0Kg	12.2Kg	27	10044979765321	
Colossal Crisp® Steak Cut Fries	9819	X6005	Deep Fry	4:15 - 4:30	175°C	6x2.6Kg	13.6Kg	36	10044979922281	
HASH BROWNS & FORMED PRODUCTS										
Potato Stix	9889	J0032	Deep Fry Oven Bake	2:00 - 2:15 10:00 - 15:00	180°C 200°C	6x1.8Kg	10.8Kg	40	10044979100320	
Oval Hash	9840	I74	Deep Fry Oven Bake	3:30 - 3:45 25:00 - 30:00	175°C 200°C	6x1.5Kg	13.6Kg	36	10044979009746	
Tri-Patties®	9841	X7916/X7915	Deep Fry Oven Bake	3:30 - 3:45 25:00 - 30:00	175°C 200°C	6x2.2Kg	13.6Kg	36	10044979203007	
Tater Puffs®	9846	X7941/7940	Deep Fry Oven Bake	1:45 - 2:15 20:00 - 25:00	175°C 200°C	6x2.2Kg	8.2Kg	36	10044979240033	
IQF Hash Browns	9843	S93	Grill	2:00 - 3:00/side	190°C	6x1.3Kg		36	10044979019936	
SKIN-ON CUTS										
Steak House Fries	9836	L97	Deep Fry	3:30 - 4:00	175°C	6x2.2Kg	13.6Kg	36	10044979012975	
MunchSkins®	9890	2200D	Deep Fry Oven Bake	3:15 - 3:45 15:00 - 20:00	200°C	4x1.8Kg	7.3Kg	50	10044979220042	
CrissCut® Skin-On	9852	P55	Deep Fry Oven Bake	2:45-3:15 23:00 -28:00	200°C 200°C	6x12.04Kg	12.25Kg	27	10044979016553	
APPETIZERS										
Breaded Cream Cheese Stuffed Jalapeños	3710	30451	Deep Fry	3:50 - 4:00	175°C	4x1.8Kg	7.3Kg	80	10044979304513	
Gourmet Breaded Onion Rings	3784	30410	Deep Fry	2:00 - 2:30	175°C	8x0.9Kg	7.2Kg	30	10044979304100	
Battered Onion Rings	3785	30422/30420	Deep Fry Oven Bake	2:00 - 2:30 7:00 - 8:00/side	175°C 200°C	4x1.1Kg	4.5Kg	48	10044979304223	
Beer Battered Onion Rings	3786	30424	Deep Fry Oven Bake	2:00 - 2:30 7:00 - 8:00/side	175°C 200°C	4x1.1Kg	4.5Kg	30	10044979304247	
SWEET POTATOES										
Sweet Things® Platter Fries®	9891	X8100/X8004	Deep Fry Oven Bake	2:15 - 2:45 15:00 - 25:00	175°C 200°C	5x1.36Kg	6.8Kg	54	10044979121035	
Sweet Things® Mini Tater Puffs	9892	L0094	Deep Fry Oven Bake	2:15 - 2:45 18:00 - 25:00	175°C 200°C	6x1.33Kg	6.8Kg	54	10044979120946	

Upgrade Your Fries

Premium fries deliver premium profits!

Upgrading your fries make sense

Features

- Higher solids
- Longer length
- Less colour variability
- Better holding characteristics
- Consistent quality throughout the year
- Few defects

Benefits

- More servings per Kg
- Improved yields
- Enhanced appetite appeal
- Less product waste



Higher Quality = Higher Profits!



Lower Quality
Less plate coverage,
155 servings per 12.3Kg



Higher Quality
Better plate coverage,
175 servings per 12.3Kg

UPGRADE PROFIT ANALYSIS	BUDGET FRIES	PREMIUM FRIES
Retail price per serving	\$5.00	\$5.00
Servings per case	155	175
Revenue per case	\$775.00	\$875.00
Cost per case	\$28.67	\$36.50
Gross profit per case	\$746.33	\$838.50
Cases per day 2	Days per year 360	
Profit advantage per case		\$92.17
Gross profit advantage/year		\$66,362.40

*Based on Shoestring Fries 12.3Kg carton

*Example Profit Scenario



Premium Fries VS. Budget Fries

Premium Fries vs. Budget Fries Yield

With more potato solids and longer length, premium french fries yield more servings per Kg than lower quality, low solids budget fries.

Remember, you make profits on the number of servings you sell, not on the price you pay per Kg.



Worldwide Locations

With sales offices located across the globe, and state-of-the-art processing facilities in the world's prime growing regions, we are uniquely positioned to serve the needs of every customer.



MARKWELL FOODS NZ (Shore Mariner Ltd)
Exclusive Lamb Weston® agent in New Zealand

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