

# Full Line Product Guide



New Zealand



# Hello World.

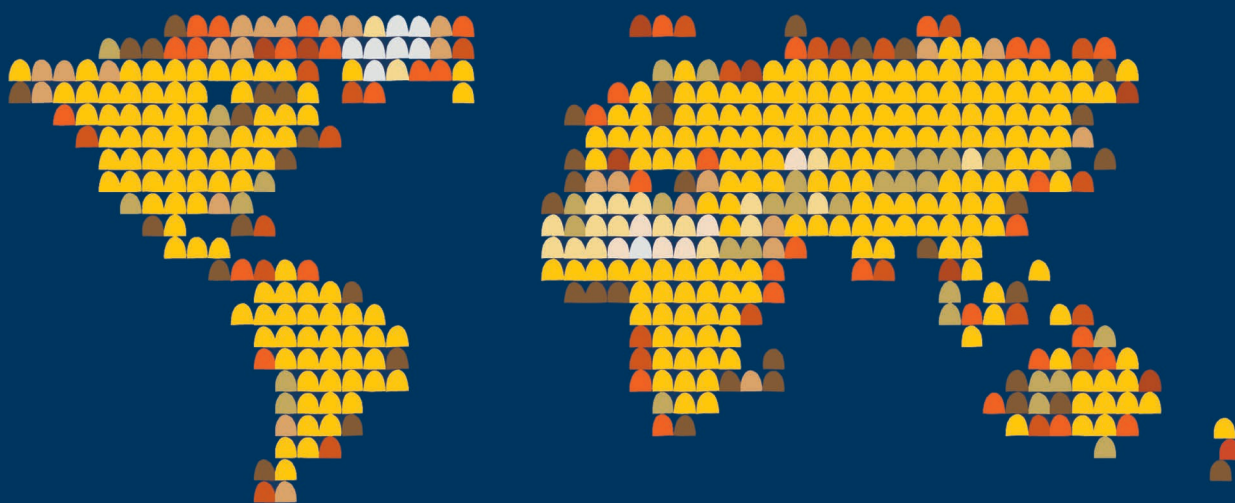
## We're Lamb Weston.

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?



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



Lamb's Supreme® Shoestrings  
MW: 9808 | LW: A01 / A0100





# Stealth Fries®



10mm Regular Straight Cut  
MW: 9801 | LW: S57 / S5700

## 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 Straight Cut  
MW: 9801 | LW: S57 / S5700



Shoestrings Skin-On  
MW: 9818 | LW: S53



Twister® Fries  
MW: 9858 | LW: S0010





# Seasoned/Coated Fries



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

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



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



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



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



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





# Hash Browns & Formed Products



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

## 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: I74



Lamb's Supreme® Tri-Patties®  
MW: 9841 | LW: B03 / B0300



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



Lamb's Supreme® Tater Puffs®  
MW: 9846 | LW: H30 / X3000





# 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 entrée.

- Authentic house-cut appearance
- Wide assortment of shapes and styles



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 bread crumbs make memorable and profitable additions to any menu.

- Pair with dip and sauce recipes to create unique offerings
- High quality ingredients, hand-crafted appeal



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



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



# Sweet Potatoes



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

## The demand for sweet potatoes is here – feed it!

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 your bottom line.

- 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® Platter Fries®  
MW: 9891 | LW: X8100 / L8100





# 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	Method	Time (minutes)	Temperature (°C)	Pack Weight (kg)	Case Weight (kg)	Cartons Per Pallet	GTIN

### 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 House Fries	9812	E02/E0200	Deep Fry	4:00 - 4:30	175°C	6x2.2Kg	13.6Kg	36	10044979502001
1/4 Shoestrings	9808	A01/A0100	Deep Fry	2:30 - 2:45	175°C	6x2.0Kg	12.2Kg	27	10044979001016

### STEALTH FRIES®

10mm Regular Straight Cut	9801	S57/S5700	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	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	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	Deep Fry	2:30 - 3:00	175°C	6x2.2Kg	13.6Kg	27	10044979600707
Seasoned® CrissCut®	9854	D2300	Deep Fry Oven Bake	2:45 - 3:15 25:00 - 30:00	175°C 200°C	6x2.0Kg	12.2Kg	27	10044979765321

### 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	B03/B0300	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	H30/X3000	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

### 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	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/L8100	Deep Fry Oven Bake	2:15 - 2:45 15:00 - 25:00	175°C 200°C	5x1.36Kg	6.8Kg	54	10044979248107
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# 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	
<b>Profit advantage per case</b>		\$92.17
<b>Gross profit advantage/year</b>		\$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.







SEEING POSSIBILITIES IN POTATOES

## 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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