

**How much food
can you fit on
one coaster?**

HOW-TO GUIDE

McCain

TRUE BEER FOOD

PEOPLE LOVE CRAFT BEER



In just 4 years **craft beer** has **grown 16%** on menus compared to domestic and imported beers that are declining.¹

¹Datassential MenuTrends™

AND, OF COURSE, THEY LOVE FOOD



71% of consumers look for
complementary foods when
choosing a craft beer at
restaurants and bars.²

²Nielsen Craft Beer Insights Poll (CP), June 2017



**BRINGS FOOD &
BEER TOGETHER.**



**Crunchy texture. Bold, on-trend
flavors. Crafted quality. *McCain*®
true beer foods perfectly complement
popular craft beers with ideal flavors
that create better guest experiences.**



The Opportunity



Pairings



Products



Promotional Ideas

STOUT



Prevalent chocolate, coffee and roasted flavors

Complements nuttiness, braised and caramelized dishes. Contrasts well with savory, salty foods.



The Opportunity



Pairings



Products



Promotional Ideas

STOUT

pair with **Dublin-er Tots Poutine**

McCain® Seasoned Tots

Anchor® Breaded Wisconsin Cheese Curds (1000005885)

Brew City® IPA Beer Battered Onion Rings (1000005935)

Crispy fried *McCain®* Seasoned Tots topped with grilled red corned beef, brown beer gravy, melty *Anchor®* Breaded Wisconsin Cheese Curds and crispy *Brew City®* IPA Beer Battered Onion Rings.

Why it Works: The brown beer gravy immediately ties the dish and beer together and builds contrast between the roast in the beer and savory umami flavors.



The Opportunity



Pairings



Products



Promotional Ideas

STOUT

pair with **Cheese Curds with Stout Sauce**



Anchor® Breaded Wisconsin Cheese Curds (1000005885)

The crispy, melty, savory goodness of *Anchor®* Breaded Wisconsin Cheese Curds pairs perfectly with uniquely crafted stout-infused whole-grain mustard sauce.

Why it Works: The sharpness of the cheese contrasts with the chocolate notes in the beer while the stout-infused dipping sauce ties everything together.



The Opportunity



Pairings



Products



Promotional Ideas

AMERICAN BROWN



***Toasty rich malt flavor with notes
of caramel and chocolate, balanced
by a moderate hop presence***

Goes well with spice flavors and
slow-roasted foods as well as classic
American cheese burgers.



The Opportunity



Pairings



Products



Promotional Ideas

AMERICAN BROWN

pair with **Skillet Ranch Tots**



McCain® Seasoned Tots (Ranch) (1000006008)

McCain® Ranch Seasoned Tots are loaded with beer-braised short ribs and gravy for a complete meal in a skillet.

Why it Works: The toast and richness of the malt complements savory brown gravy on this loaded dish while the hoppy bitterness contrasts the beefy umami flavor of the short ribs.



The Opportunity



Pairings



Products



Promotional Ideas

AMBER ALE



***Caramel notes and toasty
malt with a smooth finish***

Goes great with rich, aromatic, spicy
and smoked foods, making it the
most versatile beer to pair.



The Opportunity



Pairings



Products



Promotional Ideas

AMBER ALE

pair with **The Obvious Choice**

Brew City® IPA Beer Battered Onion Ring (1000005935)

Brew City® Beer Battered *Bottle Neck*® Ridge Steak Fries (BCI197)

This is the appetizer for tables who can't decide—half *Brew City*® IPA Beer Battered Onion Rings and half *Brew City* Beer Battered *Bottle Neck*® Ridge Steak Fries.

Why it Works: The subdued hops in the amber ale balance out the richness of fried beer-battered onion rings and fries.



The Opportunity



Pairings



Products



Promotional Ideas

AMBER ALE

pair with **Spicy Pickle Fries**



Anchor® Spicy Battered Pickle Fries (1000005137)

This savory house-made sauce of amber ale, horseradish and sour cream is the perfect dipper for crispy Spicy Pickle Fries.

Why it Works: The heat of spicy pickle fries and creamy horseradish balances with the light hoppiness of an amber ale.



The Opportunity



Pairings



Products



Promotional Ideas

AMBER ALE

pair with **Fish 'n' Cheese Bites**



Brew City® IPA Beer Battered Gouda & Mozzarella Cheese Bites (1000006814)

This battered cod sandwich is topped with crunchy slaw, creamy tartar sauce and sweet & tangy honey mustard. Served with *Brew City® IPA Beer Battered Gouda & Mozzarella Cheese Bites* for a unique twist on classic fish & chips.

Why it Works: A dish full of rich flavors, from gouda & mozzarella cheese bites to creamy tartar sauce is balanced by the subtle hops of an amber ale.



The Opportunity



Pairings



Products



Promotional Ideas

I P A

***Bitter, bready, grainy
malt with hoppy aroma***

Complements intense flavors like
blue cheeses, game and dishes with
aromatic spices.



The Opportunity



Pairings



Products



Promotional Ideas

IPA

pair with **IPA Ring Toss**

Brew City® IPA Beer Battered Onion Ring (1000005935)

Which sauce is best? It's a toss up! Serve *Brew City® IPA Beer Battered Onion Rings* with beer-cheese, chipotle ranch and orange marmalade to satisfy the whole table.

Why it Works: With IPA in the batter, these onion rings immediately tie together with an IPA on draft, and the bitterness of the beer in the breading elevates the overall flavor profile of the dish.



The Opportunity



Pairings



Products



Promotional Ideas

IPA

pair with **Jalapeño Beer-Cheese Burger**



McCain® Seasoned Tots - Sea Salt & Black Pepper (1000006009)

Brew City® Jalapeño Bottle Caps® Sliced Jalapeños (70010518)

Brew City Beer Battered Thin Cut Onion Rings (70010010)

Sandwiched between two waffle buns made with *McCain®* Seasoned Tots, this half-pound burger is topped with spicy *Brew City®* Beer Battered *Jalapeño Bottle Caps®,* drizzled with beer-cheese and served with *Brew City Beer Battered Thin Cut Onion Rings.*

Why it Works: The heat of the hot jalapeño bottlecaps on this flavor-packed burger are quickly cooled by the malt in the IPA while the bitterness of the hops cuts through the rich cheese.



The Opportunity



Pairings



Products



Promotional Ideas

pair with **Bacon Cheddar Jalapeño Poppers**



Anchor® Poppers® Cheddar Cheese & Bacon Breaded Stuffed Jalapeños (1000005427)

The crunchy, spicy, savory blend of *Anchor® Poppers® Cheddar Cheese & Bacon Stuffed Jalapeños* screams, “wash me down with an ice cold beer.” Served with Bourbon Barrel Apple Butter for dipping.

Why it Works: The bold and bitter hops in an IPA contrast the umami of the bacon and cheese in the jalapeño poppers.



The Opportunity



Pairings



Products



Promotional Ideas

AMERICAN WHEAT



***Bready, doughy and grainy
wheat flavors complemented by
hop flavor and mild bitterness***

Pairs well with classic brunch items like omelets or hashbrowns as well as Asian flavors.



The Opportunity



Pairings



Products



Promotional Ideas

AMERICAN WHEAT

pair with **Hash Brown Quiche Sliders**



McCain® BabyCakes® (MCF03758)

This bite-sized twist on a breakfast classic features *McCain® BabyCakes®* sandwiching a deconstructed Canadian bacon quiche.

Why it Works: The malt flavor of beer perfectly cools the heat of the chorizo while complementing the crispy potatoes.



The Opportunity



Pairings



Products



Promotional Ideas

AMERICAN WHEAT

pair with **Chili Con Carne**



Brew City® IPA, Beer Battered Gouda & Mozzarella Cheese Bites (1000006814)

Classic chili con carne gets an unexpected twist when topped with the crispy, cheesy taste of *Brew City® IPA Beer Battered Gouda & Mozzarella Cheese Bites*.

Why it Works: The bready malt offsets the chili spices in this unique dish while citrus notes and carbonation cut through the cheese bites to make the gouda shine.



The Opportunity



Pairings



Products



Promotional Ideas

PALE ALE



***Malty sweetness balanced
by hoppy bitterness***

Pairs well with dishes that contain lemongrass, garlic, cilantro and similar flavors.



The Opportunity



Pairings



Products



Promotional Ideas

PALE ALE

pair with **Chili Cheesy Nachos**



Anchor® Breaded Wisconsin Cheese Curds (1000005885)

Tortilla chips topped with chili con carne, fresh guacamole, *Anchor®* Breaded Wisconsin Cheese Curds, cool sour cream and mild Pico de Gallo.

Why it Works: Hoppy bitterness highlights the garlicky and herbal flavors in these loaded nachos while the malt flavor balances out the mild spice and creamy richness.



The Opportunity



Pairings



Products



Promotional Ideas

LAGER

***Popular style across the
world that's refreshing &
thirst-quenching***

Palate-cleansing beer that pairs well with bar foods and cuts through heat with cooling malt properties.



The Opportunity



Pairings



Products



Promotional Ideas

LAGER

pair with **Seasoned Tots Trio**

McCain® Seasoned Tots - [Buffalo] (1000006007)
McCain® Seasoned Tots - [Ranch] (1000006008)
McCain® Seasoned Tots - [Sea Salt & Black Pepper] (1000006009)

The versatility of a Pale Ale makes it the perfect sidekick for a trio of *McCain®* Seasoned Tots: Buffalo, Ranch and Sea Salt & Black Pepper.

Why it Works: A lager's mild flavor is the perfect backdrop to lift the extraordinary seasoned flavors of these crispy tots.



The Opportunity



Pairings



Products



Promotional Ideas



***Foods that
make beer even better***

Leverage the largest portfolio of beer-battered and beer-loving foods in foodservice to create pairings your guests can't resist.



The Opportunity



Pairings



Products



Promotional Ideas

McCAIN® BEER FOOD FAVORITES



Brew City® Fries

Differentiate menus with real craft beer battered fries, which make a great second fry option.



The Opportunity



Pairings



Products



Promotional Ideas

McCAIN® BEER FOOD FAVORITES



Brew City® Appetizers – including NEW IPA Beer Battered Onion Rings

Made with real craft beer for quality and uniqueness worth an upcharge.



The Opportunity



Pairings



Products



Promotional Ideas

McCAIN® BEER FOOD FAVORITES



Brew City® IPA Beer Battered Gouda & Mozzarella Cheese Bites

Made with creamy gouda and mozzarella cheeses as well as real craft beer in the batter, these bites ooze quality.



The Opportunity



Pairings



Products



Promotional Ideas

McCain® BEER FOOD FAVORITES



NEW McCain® Seasoned Tots

Pair seasoned tots with premium beers for a simple, profitable happy hour or late-night menu option.



The Opportunity



Pairings



Products



Promotional Ideas

MERCHANDISE



Promote food and beer pairings front of house to drive traffic and increase check averages. We can help you get started with custom table tents, menu inserts and more!

[Get Started Now >](#)



The Opportunity



Pairings



Products



Promotional Ideas