



EVERYTHING  
THEY WANT.



EVERYWHERE  
THEY WANT IT.

With the right products and support, you're good to go.

McCain® SureCrisp™ Skin-On Thick Fries 3/8" (MCF03787)



The Opportunity



To-Go Products



Packaging



Mobile Ordering



Promotional Ideas

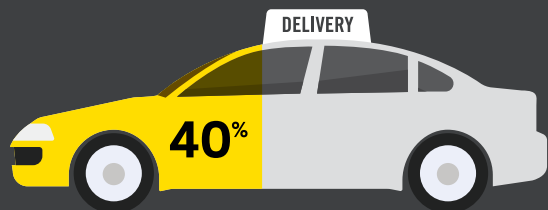


Takeout and delivery orders are on the rise, which presents a great opportunity to add new customers and revenue. Use this guide to help prepare your menu, marketing and operations for success.

*Anchor® Battered Mac & Cheese Wedges (50010335)*

## DID YOU KNOW?

The average restaurant's delivery sales could top 40% by 2020.<sup>1</sup>

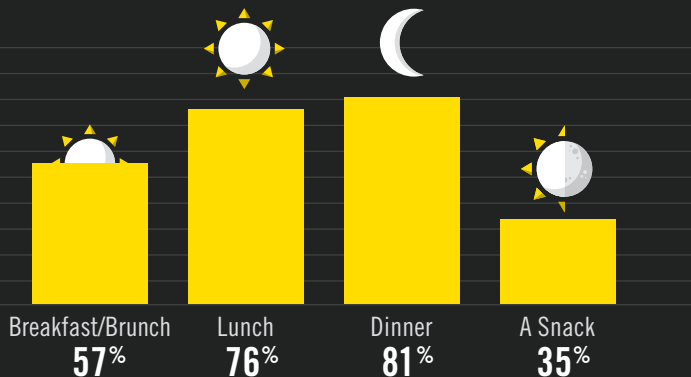


## WHO'S ORDERING?

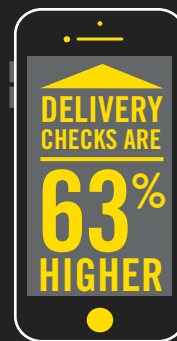
**49%** of consumers 18-34 say they are ordering food to go/delivery more often now than three years ago.<sup>2</sup>



MOST CONSUMERS ARE ORDERING TO-GO OR DELIVERY AT LEAST ONCE A MONTH.<sup>2</sup>



PROFITS THAT DELIVER:



than dine-in checks due to upselling and consumers' tendency to order more.<sup>3</sup>

<sup>1</sup>Restaurant Business, "Potential Sales Mix for Delivery Could Top 40%, Study Finds," August 2017  
<sup>2</sup>Technomic 2016: Takeout & Off-Premise Dining Consumer Trend Report | <sup>3</sup>"The Why Behind the Dine," Spring 2017



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Consumers want takeout and delivery orders to be almost as good as the dine-in experience. Make sure your fries live up to expectations with the right products, and build check averages by offering second fry options, premium sides and toppers as upgrades to every meal.

McCain® SureCrisp™ Skin-On 3/8" Fries (MCF03787)



MEET YOUR NEEDS WITH THE RIGHT PRODUCTS.

SEE ALL PRODUCT RECOMMENDATIONS

STAY-CRISPY FRIES

LONGER HEAT RETENTION

INVISIBLE COATED AND BATTERED FRIES

THICKER FRY ALTERNATIVES



McCain® SureCrisp™ Fries

McCain SureCrisp is the only fry you need for dine-in, carryout or delivery, consistently delivering great taste and crispness anywhere it goes.



McCain® Extra Crispy Fries

An extra thick batter that stays crispy up to 30 minutes; when takeout matters most.



McCain® Redstone Canyon® Wedges

A craveable choice, for operators who want a potato alternative that stays hot a long time. And now with NEW batter that is more preferred than ever.<sup>4</sup>

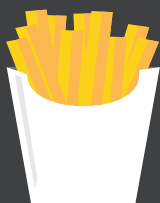


Harvest Splendor® Thin Ridge 10-cut Wedges

An all-day side with naturally vibrant color, in a stay-hot thicker cut. Made to stay crispy longer.

<sup>2</sup>Technomic 2016, Takeout & Off-Premise Dining Consumer Trend Report  
<sup>4</sup>McCain proprietary study of previous batter vs. new

DID YOU KNOW?



Fries are the third most-ordered item for delivery, so it is important to provide the best eating experience possible.<sup>2</sup>



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Anchor® Breaded Wisconsin Cheese Curds (1000005885)  
McCain® Extra Crispy 3/8" Fries (1000001223)

MEET YOUR NEEDS WITH THE RIGHT PRODUCTS.

SEE ALL PRODUCT RECOMMENDATIONS

## UPSELL OPPORTUNITY

### SECOND FRY OPTIONS

#### Brew City® Beer Battered Fries 5/16"



A standout beer flavor bound to increase check averages. Thicker batter stays crispy until guests are ready to eat it.

#### Brew City® Beer Battered Bottle Neck® Ridge Steak Fries



A standout beer flavor bound to increase check averages. Thicker batter stays crispy and thicker cut holds heat until guests are ready to eat it.

### PREMIUM SIDES AND TOPPERS

#### Anchor® Battered Mozzarella Sticks



Battered cheese sticks retain crispness better than breaded cheese sticks, which makes them perfect for enjoying alongside your main dish.

#### Anchor® Breaded Wisconsin Cheese Curds (coming soon in Spicy)



Real Wisconsin cheese that's lightly breaded and ideal for adding melty deliciousness to sandwiches, salads and you name it. Curds have grown 14% on menus in the past year alone.<sup>5</sup>

#### Anchor® Battered Mac & Cheese Wedges



Battered Mac & Cheese Wedges take rich and creamy comfort to an irresistible level--even after holding for a while.

#### Moore's® Gourmet Breaded Onion Rings



A profitable topper upsell that will never disappoint: these thick-sliced, premium onion rings are lightly breaded with a Japanese-style breadcrumb coating.

#### Moore's® Homestyle Breaded Onion Rings



Thin-cut and lightly breaded for a crunchy bite and subtly sweet flavor—perfect for bringing mouthwatering texture and taste to sandwiches, salads and more.

<sup>5</sup>Datassential Menu Trends™



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McCain® Extra Crispy 3/8" Fries (1000001223)

## GENERAL TIPS

According to Grubhub, fries are the third most-ordered item for takeout and delivery.<sup>2</sup> To ensure your guests receive hot, crispy fries every time, it's essential to prevent moisture buildup in their packaging and to choose fry cuts that retain heat well. When using the right packing techniques, you can maintain a great fry experience without the need for special containers. Below are some rules of thumb.



### TO KEEP THE HEAT:

- Choose fries or wedges featuring thicker cuts
- Use napkins to insulate
- Consider lids and other means to keep food fully covered



### TO PRESERVE CRISPNESS & REMOVE MOISTURE:

- Choose fries with a batter or coating
- Use vented containers or vent your existing ones
- Place absorbent napkins between layers and within the container

<sup>2</sup>Technomic 2016: Takeout & Off-Premise Dining Consumer Trend Report



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# FRY SLEEVE

Fry sleeves are ideal for ensuring a crispy, delicious fry that holds up during delivery. Here's how you can pack them so they deliver the best eating experience.

## STEP 1

Insert napkin into sleeve all the way to the bottom.



## STEP 2

Leave enough material to fold napkin over the top of the fries.



## STEP 3

Insert fries and fold napkin over the top.



## STEP 4

Place fry sleeve upright on top of any burgers or sandwiches in the bag. Roll and seal the bag top for secure travel.



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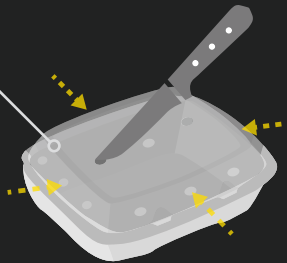
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# CLAMSHELL

Clamshells are great all-around takeout containers, but remember to use these techniques to help release moisture and keep fries hot and crispy.

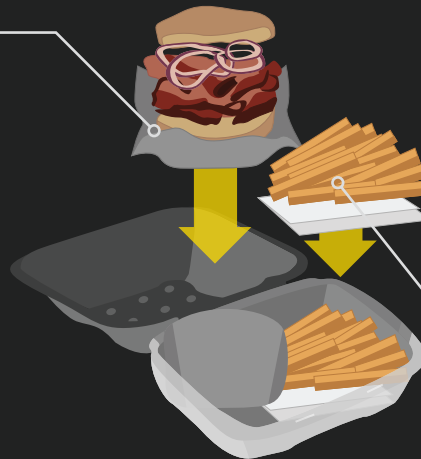
## STEP 1

Use a knife to carefully cut three holes (not slits) in the top and in each of the sides (15 total).



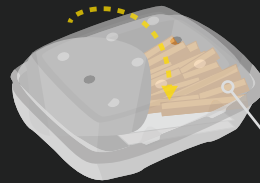
## STEP 2

Wrap burger or sandwich in foil to retain its heat.



## STEP 3

Place food in the container with a napkin under fries to help absorb moisture.



## STEP 4

Close lid to retain heat and place clamshell in bag. Roll and seal the bag top for secure travel.



For even better performance, package fries separately.



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# FOLDED CARTON

Folded paper cartons are another popular to-go packaging option. To ensure your fries are delivered in optimum condition, follow these steps.

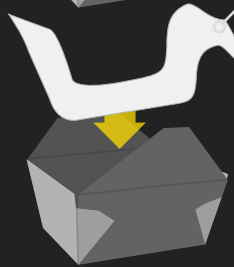
## STEP 1

Remove the two side flaps to allow the carton to vent.



## STEP 2

Insert a napkin inside the carton to absorb moisture before inserting food.



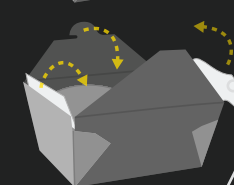
## STEP 3

Wrap burger or sandwich in foil to retain its heat. Place food in the carton.



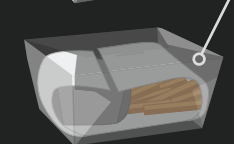
## STEP 4

Fold napkin ends over the top of the food and close the remaining flaps.



## STEP 5

Place in bag with additional napkins to further absorb moisture. Roll and seal the bag top for secure travel.



For even better performance, package fries separately.





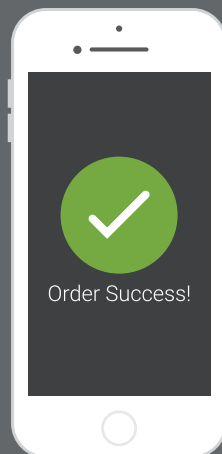


Offering takeout or delivery can add complexity to operations, but with the right system, you can remain efficient while enhancing service speed and food quality.

## GENERAL GUIDELINES

- Establish dedicated employee resources to handle orders
- Offer only menu items that can withstand transport
- Set a manageable delivery radius
- Use suggestive selling within ordering platforms and delivery apps to increase checks
- Set a minimum order amount
- If using a third-party service, decide if you want it only for order-placement on your website or if you want to be listed on the service's app

## ONLINE / MOBILE ORDERING



- Limit third-party services to no more than two for manageability
- Display menu photos to enhance appetite appeal and decision-making
- Make it easy for guests to order from your website or a third-party delivery service

## THIRD-PARTY ORDERING / DELIVERY SERVICES

Click the logos below to learn more about their services.



Ordering-only



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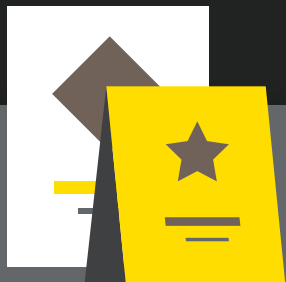
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## PROMOTE EVERYWHERE

Consumers are already interested in ordering food for takeout and delivery, so to get your services to take off, simply tell people about them. Takeout and delivery represent revenue that's incremental to your dine-in checks, so you can easily promote them at the table or register, via your web presence or on your to-go packaging and menus.



### MERCHANDISE TO-GO TO DINE-IN GUESTS ON:

- Table Tents
- Counter Cards
- Napkin Inserts
- Posters



### PUT REMINDERS ON TO-GO MATERIALS, SUCH AS:

- Box Stickers
- Menus
- Business Cards calling out your ordering/delivery services with your web address or third-party app



### HIGHLIGHT YOUR TAKEOUT AND DELIVERY SERVICES THROUGH:

- Your Website
- Social Media Posts
- Third-party Delivery Service Communications

To access customizable takeout and delivery merchandising from *McCain*® Foodservice, visit [www.McCainUSAFoodservice.com/GoodToGoMerchandising](http://www.McCainUSAFoodservice.com/GoodToGoMerchandising).



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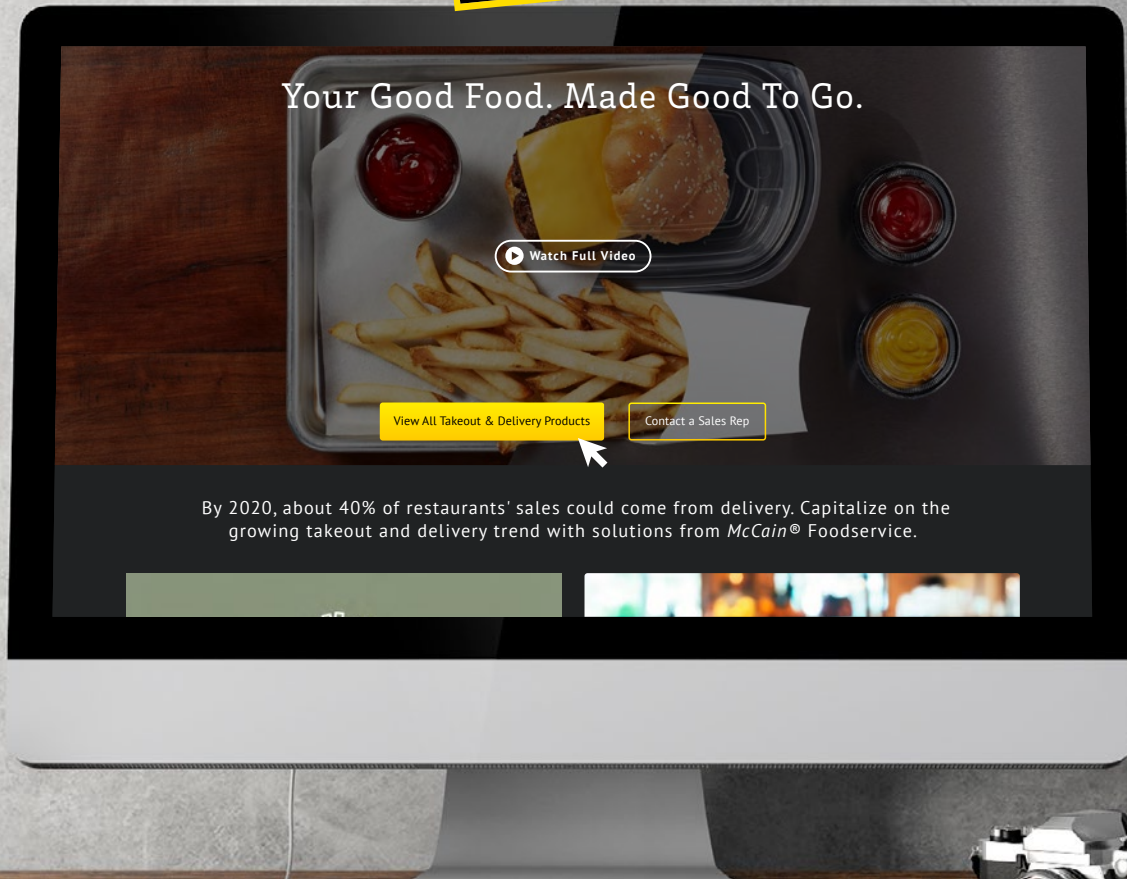
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## FOR EVERYTHING YOU NEED TO MAKE TO-GO GO SMOOTHLY, YOU'RE GOOD TO GO WITH *McCain*®.

Visit [www.McCainUSAFoodservice.com/GoodToGo](http://www.McCainUSAFoodservice.com/GoodToGo) for more takeout and delivery solutions like these that can help you get your program off the ground or make it easier and more profitable.

- [To-Go-Friendly Fries & Appetizers](#)
- [Product Trial Rebate](#)
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