







# Double the fries. Double the opportunity.

Your menu should work as hard as you do. And there's no better time than right now to look it over to make sure it's bringing in every penny it can. It's why McCain's specialty fries are so appealing as a second fry offering. They offer high-profit potential, are easy to prepare and travel well. Oh, and they taste great! Satisfy customers' cravings while boosting your bottom line.



# Variety is the spice of life. And the key to success.

Offering a second fry will help you maximize profits. Add one to your menu and you can charge up to \$1 more for a premium fry choice. Not to mention giving your customers the versatility, variety and quality they'll love.

Variety		Average Menu Price	Average Increased Charge for Upgrade
	Straight-Cut Fries	\$3.10	0%
	Waffle Fries 	\$3.50	13%
	Spiral Fries	\$3.45	11%
	Seasoned Fries 	\$3.25	5%

The data on this chart is for restaurants 250 units or fewer and only for items on the side menu. Items with certain keywords/phrases are excluded: Loaded, Smothered, Cheese, Poutine, Substitute, Crinkle, Truffle, Basket of Fries.



## Not just a second fry, but a superior fry.

McCain® specialty fries distinguish themselves as premium fries with visible savory seasoning, superior flavor and a crispy bite. Their thicker batter helps them hold their crispness better than conventional fries, making them perfect for takeout and delivery. And many types of McCain specialty fries are incredibly versatile beyond just a side, so you can create a multitude of unique signature dishes by loading them with toppings or serving them with a dip.

For a product sample or to learn more, contact your McCain sales representative or visit [www.McCainUSAFoodservice.com](http://www.McCainUSAFoodservice.com)






# Add variety. And profits.

Our specialty fries give your customers the chance to add a little something special to their order and you a reason to add a little extra to their tab.



## Beer Battered (Heavy)

Code Number	Product Description	Case Pack	Weight (Lbs.)		Fry Time in Mins (@ 350°)*
			Net	Gross	
BCI00255	Brew City® Beer Battered Thin Fries 5/16"	6/5 lb.	30	31.77	2½ – 3
BCI0025	Brew City® Beer Battered Skin-On Maxi Fries ¼" x ½"	6/5 lb.	30	31.74	2¾ – 3¼
BCI195	Brew City® Beer Battered Wide Mouth® Waffle Fries	6/4.5 lb.	27	28.89	2¼ – 2¾ 
BCI197	Brew City® Beer Battered Bottle Neck® Ridge Steak Fries 3/8" x 3/4"	6/5 lb.	30	31.71	3½ – 4


## Unseasoned Batter (Clear)

Code Number	Product Description	Case Pack	Weight (Lbs.)		Fry Time in Mins (@ 350°)*
			Net	Gross	
1000001354	McCain® SureCrisp™ Skin-On Waffle Fries	6/4.5 lb.	27	28.78	2¾ – 3¼
1000007410	McCain® Dip'n Wedges™ Crispy Potato Scoops	6/4 lb.	24	24.17	2¾ – 3¼


## Sweet Potato

Code Number	Product Description	Case Pack	Weight (Lbs.)		Fry Time in Mins (@ 350°)*
			Net	Gross	
MCF03725	McCain® Harvest Splendor® Sweet Potato Regular Fries 3/8"	6/2.5 lb.	15	16.29	3 – 3½
MCF03731	McCain® Harvest Splendor® Sweet Potato Thin Fries 5/16"	6/2.5 lb.	15	16.32	2¾ – 3¼
MCF04566	McCain® Harvest Splendor® Sweet Potato Deep Groove Crinkle Fries 7/16"	6/2.5 lb.	15	16.35	2½ – 2¾ 
MCF04965	McCain® Harvest Splendor® Sweet Potato Maxi Fries ¼" x ¼"	6/2.5 lb.	15	16.28	2¾ – 3¼
MCF05004	McCain® Harvest Splendor® Sweet Potato Slim Fries 7/32" x 3/8"	6/5 lb.	30	32.05	2½ – 3
MCF05074	McCain® Harvest Splendor® Sweet Potato Cross Trax®	6/2.5 lb.	15	16.51	2¼ – 2¾ 

## Seasoned Batter (Heavy)

Code Number	Product Description	Case Pack	Weight (Lbs.)		Fry Time in Mins (@ 350°)*
			Net	Gross	
MCL03622	McCain® Redstone Canyon® Skin-On Spiral Fries	6/4 lb.	24	25.58	2½ – 3
MCL03623	McCain® Redstone Canyon® Skin-On Waffle Fries	6/4.5 lb.	27	28.89	2¼ – 2¾ 
MCX03620	McCain® Redstone Canyon® Skin-On Thin Fries 5/16"	6/5 lb.	30	31.80	2½ – 3
MCX03621	McCain® Redstone Canyon® Skin-On Regular Fries 3/8"	6/5 lb.	30	31.62	3 – 3½

## Unseasoned Batter (Light)

Code Number	Product Description	Case Pack	Weight (Lbs.)		Fry Time in Mins (@ 350°)*
			Net	Gross	
MCX239	McCain Ultimate® Crispy Coated Skin-On Waffle Fries	6/4.5 lb.	27	28.91	2¼ – 2¾ 
1000007977	McCain Ultimate® Crispy Coated Skin-On Spiral Fries	6/5 lb.	30	31.79	2½ – 3

\*For baking instructions, visit [McCainUSAFoodservice](http://McCainUSAFoodservice).

Fastest Cook Time

