



ATTRACT ATTENTION, DRIVE PROFITS

YOU CAN EARN UP TO
THREE TIMES MORE
FOR UNIQUELY PRESENTED FOOD*



— YOUR KNOCKOUT MENU — DESERVES THE RIGHT ATTENTION.

By using eye-catching merchandise and servingware, not only are you delivering a better experience, you are building your bottom line. In fact, statistics show that merchandise plays a role in encouraging consumer purchases.

69% OF CONSUMERS SAY
VISUAL PRESENTATION
IS IMPORTANT

47% OF CONSUMERS CONSIDER
FRONT-OF-HOUSE SIGNAGE
BEFORE MAKING A DECISION

WANT MORE FROM YOUR MENU?

Our merchandise has you covered.

Get the in-house support
that highlights the best
parts of your operation.



SERVINGWARE

Presentation is the difference between good food and a great experience. We have the unique servingware that can get the whole table talking.

SHAREABLES

Black, Flat Coil Conical Basket



FCD1 / 100 Points / 5"W x 6"H

3-Ring Appetizer Cone with Handle



MSC975 / 70 Points / 6"H x 4.25"D

Chrome, Oval Wire Basket With Ramekins Holders & Onion Rings Spindle



BASKET | BSKC69 / 60 Points
8"L x 6"W x 3"H

SPINDLE | ORH02 / 80 Points / 8"H

Stemless Appetizer Glass



MSC973 / 30 Points / 13.5 oz.

Chrome, Wire Basket



4-22780 / 40 Points / 3" H

SRV105 / V-Shaped Stainless Steel Fry Basket

"FEED YOUR CRAVINGS" Buckets



CRAVINGS | MSC735 / 40 Points
Limited Quantity / 5"D x 4"H

HAMMERED | FFHM37 / Stainless Steel /
3.25"W x 3"H

Foot-O-Rings Tray, Black



TRAY | TBL149B / 30 Points
6" STICK | TBL151 / 10 Points
12" STICK | TBL150 / 10 Points

Foot-O-Rings Tray Combo, Black



MSC890 / Foot-O-Rings Tray / Black /
6' Stick

MSC891 / Foot-O-Rings Tray / Black /
12' Stick

PAPERWARE

Paper French Fry Holder



IMT172 / McCain Paper French Fry Holder
(sleeve of 100)

Fresh Chip Bags



MSC864 / 0 Points /
Limited Quantity / 5"D x 4"H

Fresh Chip Bags



MSC946 / 1853 Chip Retail Bags

Chip Bag Labels



LBL227 / Fresh Made Sandwiches Prefer
Fresh Made Chips / 100 Points / roll of
250 / 3"D

LBL240 / "Sealed for Your Safety"
3"D Stickers (100 per roll)

SMALL PLATES

Ramekins



SRV102 / 10 Points / Stainless Steel
Ramekin

Mini Fryer Basket



MSC892 / 60 Point / 4"L x 5.25"W
SRV104 / Stainless Steel Fry Basket

Mini Galvanized Pails



SRV103 / Mini Galvanized Pails / 8.5 oz



— BUY GREAT PRODUCTS, — EARN GREAT MERCHANDISE.

THE McCain® MERCHANDISING PROGRAM PROVIDES CREDIT FOR PURCHASING PRODUCTS.

HOW IT WORKS:

- 1 Buy guests favorite products.**
Commit to purchasing 40 cases of *McCain* Products and you'll earn 500 merchandising points. Commit to 75 cases, and you'll earn 1,000 points!
- 2 Select your merchandise.**
Browse this brochure, or online, to select the right merchandise to build sales for your business.
- 3 Submit your order.**
Select items and complete your order at www.McCainUSAFoodservice.com/Merchandise.
- 4 Sell, sell, sell.**
Select prominent placements for point-of-sale merchandise and provide servers all the materials they need to successfully tell the story that sells the menu.

Don't see what you're looking for?

Find other brands and build your own merchandise with professional food photography and your own custom message and logo at www.Customizer.com.

To Select and order merchandise

visit www.McCainUSAFoodservice.com/MerchProgram
or call 1.800.767.7377



¹ "Looks as good as it tastes? Why an attractive plate makes for a tastier dinner" The Guardian, July 21, 2015.

² MenuTrends Appetizers Keynote.

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