

NEW!



CRISPY
FROM YOUR HOUSE
TO THEIRS



FOODSERVICE
SOLUTIONS





SO MANY CHIP CHALLENGES... ONE CRISPY CLEAR SOLUTION

McCain SureCrisp™ is here to completely revolutionise your customers' chip experience, no matter where they are enjoyed!

Chips play a vital role in the eating out experience... in fact 76% of the time consumers order chips with their meals*. There's nothing better than seeing a plate of hot, crispy chips headed your way! The tone of the meal is set as you snatch the first hot chip from your plate (or someone else's... we won't tell), it's the ultimate satisfaction so they need to be hot and crispy!

McCain SureCrisp™ is, the one crispy chip that'll meet all your needs, every time. We can back up that claim...

McCain SureCrisp™ received an 87% likeability score with consumers, and 82% uniqueness; while 88% of consumers said that they are most likely to purchase McCain SureCrisp™*.



LIKEABILITY



UNIQUENESS



DELIVERY TAKEOUT ON-PREMISE

McCain SureCrisp™ chips hold their crispiness for up to **30 minutes****, allowing you to serve your most profitable side with confidence whether it's for delivery, takeout, or on-premise dining. **Now your customers can enjoy crispy delicious chips every time – anywhere.**

Extra holding time means you can **maximise consumer satisfaction** and loyalty, and therefore increase your order rate and profits.

McCain SureCrisp™ is the **game-changing plant-based coated chip** with a trusted true potato taste that allows restaurants to consistently serve and/or deliver crispy chips.

STAYS CRISPY
FOR UP TO
30
MINUTES



THE CONSUMERS HAVE SPOKEN

72%

have said the quality of chips on offer at a restaurant is very important, and

75%

have said that bad chips would ruin their experience***.

DELIVERY OR TAKEOUT:

- Extend your delivery zone, reaching more customers with better chips.
- Increase consumer satisfaction and generate more repeat orders.

ON PREMISE:

- Less pressure in the kitchen.
- Chips stay hot and crispy throughout the meal.
- No back of house complexity as you have one chip that performs both on plate and in delivery.



Chips are the hero side for all South Africans** and they need to look as good as they taste. That's where McCain SureCrisp™ chips contribute to your business' profitable growth in the fastest growing trend, delivery.

CHIPS AND DELIVERY TRENDS

Based on customer interviews we conducted*, we identified these key take outs that highlight the benefit of McCain SureCrisp™:



Delivery & take-home are growing

Based on the growing demand for convenience, delivery and take-home will continue to grow.

The McCain SureCrisp™ ability to overcome issues of holding time and deliver a better chip experience allows you to profitably grow in the fastest growing dining trend.



Chips are still the hero side

The perfect chip is crispy and golden on the outside, and soft and fluffy on the inside.

Chips are an integral part in delivering profitability alongside the core product on the plate. McCain SureCrisp™ delivers the perfect chips for consumers across all occasions, allowing growth in all areas of your restaurant business.



Innovation that excites

Side innovation is key in driving diner excitement. McCain SureCrisp™ delivers a crispy chip no matter where it is consumed.

You have the opportunity to serve McCain SureCrisp™ in any fun, innovative way you can think of. This means you're always winning with your customers.



Some ideas to help you win in takeout and delivery by packaging your product more effectively

CHIP SLEEVE



STEP 1
Insert serviette into sleeve all the way to the bottom.



STEP 2
Fold serviette over the top.

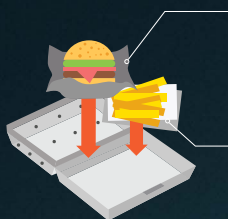


STEP 3
Place chip sleeve upright on TOP of any other items in the bag. Roll and seal the bag top for secure travel.

CLAM SHELL



STEP 1
Carefully cut three holes (not slits) into each of the sides (15 total).



STEP 2
Wrap burger or sandwich in foil to retain its heat.



STEP 3
Place serviette under chips to help absorb moisture.

STEP 4
Close lid to retain heat and clamshell in bag. Roll and seal the bag for secure travel.

FOLDED CARTON



STEP 1
Remove the two side flaps to allow the carton to vent and insert a serviette to absorb moisture.



STEP 2
Wrap burger or sandwich in foil to retain its heat.



STEP 3
Fold serviette ends over the top of the food and close the remaining flaps.



STEP 4
Pack bag with additional serviettes to further absorb moisture. Roll and seal the bag for secure travel.

PRODUCT INFORMATION

PRODUCT SPECIFICATIONS



CASED
10 kg
4 x 2.5 kg



STORE
Keep frozen
at -18°



DEEP FRY
3:00 - 3:30
minutes



SKU 16009650908903

INGREDIENTS

Potatoes, Batter [Water, Modified Starch (E1412), Rice Flour, Dextrin (E1400), Pea Fibre, Salt, Leavening Agents (Sodium Acid Pyrophosphate (E450i), Sodium Bicarbonate (E500ii)), Stabilizer (E415), Pea Protein]. Vegetable Oil (Palm Fruit)

COOKING INSTRUCTIONS



Preheat the oil to 175°C



Deep fry McCain SureCrisp™ 10 mm Straight Cut Potato Chips at 175°C for approximately 3:00 minutes or until light golden in colour.

DO NOT OVERCOOK NOTE:

Due to varying conditions, cooking time stated should be used as a guide only.





EXCITING LAUNCH OFFER



When you order McCain SureCrisp™ you will receive a **FREE CRISPY DELIVERY KIT** the perfect tool to help increase your sales and serve the crispiest chips to your customers.

Crispy Delivery Kit: Specially designed chip box, designed to help retain crispness by allowing chips to vent, as well as serviettes and a brown paper bag with handy carry handle.

Limited time offer.

Available at participating distributors from August 2020.



Growing Together

CONSISTENT QUALITY

All our products are made to the highest quality. With an irresistible appearance, delicious taste and consistent cut, texture and length you're getting nothing but the best.

OUR BRAND

Celebrating 20 years in South Africa, growing together, that's McCain.

OUR SUPPORT

Our dedicated nationwide account team will uniquely fit with your business, catering to your every need to make sure we grow together.

OUR POTATO EXPERTISE

From field to fork, we are potato experts and we source the best potatoes to ensure consistent quality year round.

MCCAIN SURECRISP™ SKU INFORMATION

Chips	Product code	Rank	Product description	Pack size	Barcode	Pallet configuration
	1842	A	McCain Stay Crisp Signature Chip 10 mm S/C	4 x 2.5 kg	16009650905919	Layers 8 Pallet 80
	6913	A	McCain Stay Crisp Signature Chip 12 mm	4 x 2.5 kg	16009650904264	Layers 8 Pallet 80
	6912	A	McCain Signature Rustic Cut	4 x 2.5 kg	16009650904257	Layers 8 Pallet 80
	1476	B	McCain Shoe String Chip	4 x 2.5 kg	16009650901072	Layers 8 Pallet 80
	9958	B	McCain Slap Chips	4 x 2.5 kg	16009650904868	Layers 8 Pallet 80
	1852	B	McCain Straight Cut Chip 12 mm	4 x 2.5 kg	16009650901119	Layers 8 Pallet 80
	1703	B	McCain Straight Cut 10 mm	4 x 2.5 kg	16009650901096	Layers 8 Pallet 80
	2344	C	McCain Restaurant Chips 10 mm	4 x 2.5 kg	16009650901140	Layers 8 Pallet 80
	2345	C	McCain Restaurant Chips 12 mm	4 x 2.5 kg	16009650901157	Layers 8 Pallet 80
	4796	B	McCain Roast Potato	4 x 2.5 kg	16009650902987	Layers 8 Pallet 80
	2645	A	McCain Skin On Wedges	4 x 2.5 kg	16009650902253	Layers 8 Pallet 80
	8169	A	McCain SureCrisp	4 x 2.5 kg	16009650908903	Layers 8 Pallet 80
	8202		McCain Crispers	4 x 2.5 kg	16009650908781	Layers 8 Pallet 80



*Source: Kantar consumer research – September 2019

**Source: Sensory testing for crispness, Texture Analyser – August 2019

***Source: Nudge research: consumer study, 500 people – October 2018



For more information talk to your McCain Foodservice representative or call customer care on 080 000 6498

www.mccainfoodservice.co.za