

# Loaded Fries

## Trends & Applications

Adding a twist to classic french fries has created a new demand for the ever changing consumer palate. Find out how loading up Lamb Weston® french fries with meats, cheeses, vegetables and sauces has many operators clamoring for menu changes.

### Trends

- **3%** more operators are offering loaded fries over last year
- Loaded fries presents one of the most profitable trends of the year
  - Average price of french fries: **\$3.14**
  - Average price of loaded fries: **\$6.31**
- **46%** of loaded fry menu mentions are at quick service restaurants and **39%** at traditional casual dining restaurants
  - **27%** of french fry menu mentions are as loaded fries
- **Top 5** toppings include bacon, cheddar cheese, ranch, scallions, and sour cream
- McDonald's, Wendy's and Burger King and many other top chains are currently offering loaded fries as an option on their menus



### Applications

- **Fry Me To The Moon - 54th Street Restaurant & Drafthouse**  
French fries and hombra fries topped with Monterey Jack and cheddar cheeses, bacon and scallions. Served with your choice of gringo dip or chipotle ranch dip. Available vegetarian. - \$7.99 | *Recreate utilizing Lamb Weston® french fries, Gehl's® cheese sauce and Ken's® dressings.*



- **Sloppy Dave's Fries - Bagger Dave's**  
Fries smothered with Sloppy Dave's BBQ, cheese, and Santa Fe chipotle sauce. Gluten free. - \$7.00 | *Recreate by subbing Lamb Weston® french fries, Ken's® BBQ sauce, Gehl's® cheese and Ken's® sriracha sauce.*
- **Ghost Pepper Fries - Wendy's**  
The fries are topped with cheese sauce, shredded cheddar cheese, ghost pepper sauce and jalapeños. - \$1.99 | *Recreate utilizing Lamb Weston® french fries, Gehl's® cheese sauce and Ken's® sriracha sauce.*
- **Fully Loaded Fries - Rally's Hamburgers**  
Hot cheese sauce, creamy ranch dressing and bacon pieces. - \$3.29 | *Create your own with Lamb Weston® french fries, Gehl's® cheese sauce and Ken's® ranch dressing.*

Source: Technomic MenuMonitor: 7,268 Menu Items Including Fries | Q3, 2014 - Q3, 2015

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