



MAY 2022

NATIONAL FRENCH FRY DAY

CELEBRATE FRIES THROUGH TOPPED AND
LOADED FRY TRENDS



CELEBRATE FRENCH FRIES!

With National French Fry Day (NFFD) coming up on July 13, consider elevating fries through trend-forward toppings and sauces – after all, **75% of consumers are interested in ordering topped and loaded fry dishes**. In the pages ahead, we explore innovative builds guided by the below formula to help drive traffic in celebration of NFFD!

Lamb Weston/Datassential AmpliFRY Study 2021

BUILDING LOADED FRIES: PICK 3 TO WIN!



CHOOSE YOUR OWN (INNOVATION) ADVENTURE

Loaded fries can be approachable and familiar, like with a classic bacon and cheddar cheese pairing. Or, they can be innovative, incorporating trending ingredients, mash-up concepts, or global flavors, like in Lamb Weston's Loaded Tzatziki Fries (pictured below), featuring gyro meat, feta, and tzatziki sauce atop Lamb Weston® Colossal Crisp® 3/8" Regular Cut Fries.



DID YOU KNOW?

Bacon is the top protein pairing for topped/loaded fries. The dish on the right combines bacon, cheddar, parmesan cheese, and a garlic parmesan sauce to create a top-performing dish for consumer purchase interest.



PURCHASE INTEREST: 60%

★★★★★ top performer for item type (>90th percentile)

GARLIC PARMESAN LOADED FRIES

Seasoned fries topped with garlic-parmesan sauce and smoky bacon crumbles, then smothered in melted cheddar cheese, and sprinkled with parmesan cheese. **\$3.99**

GET INSPIRED SEE HOW TRENDING INGREDIENTS SCORE WITH CONSUMERS

Discover below how top chain operators are incorporating trending loaded fry ingredients into dishes that consumers find both appealing (purchase interest) and unique, using these Datassential SCORES metrics as a guide:

★★★★★ top performer for item type (>90th percentile)
★★★★ above average for item type (70th to 90th percentile)

TOP 5 TRENDING LOADED/ TOPPED FRY PROTEINS

1. BRISKET +574%
2. CHICKEN +91%
3. EGG +50%
4. CARNE ASADA +32%
5. SMOKED BACON +29%

*Growth on loaded/topped fry menus over the past four years in Datassential MenuTrends

BREW PUB LOADED WAFFLE FRIES

Load up on fries and flavor with our crispy waffle fries topped with a blend of melted cheddar cheeses, white cheddar beer cheese, and crispy applewood-smoked bacon. Served with house-made buttermilk ranch dressing. **\$8.99**



PURCHASE INTEREST: 58% ★★★★★

UNIQUENESS: 51% ★★★★★

Datassential SCORES

TOP 5 TRENDING LOADED/ TOPPED FRY CHEESES

1. NACHO CHEESE +80%
2. QUESO +55%
3. SHREDDED CHEDDAR +48%
4. CHEEZ WHIZ +35%
5. FETA +22%

*Growth on loaded/topped fry menus over the past four years in Datassential MenuTrends

BUFFALO CHICKEN NACHO FRIES

Features a layer of fries — double the amount served in a regular cup. The seasoned spuds are topped with shredded chicken, pico de gallo, sour cream, shredded cheese, nacho cheese sauce, and buffalo sauce. **\$2.99**



PURCHASE INTEREST: 52% ★★★★★

UNIQUENESS: 48% ★★★★★

Datassential SCORES

See how top chains take a range of approaches to **loaded chili fries**, from a classic build, to swapping beef for premium brisket, to a trend-forward pastrami sandwich mash-up.

CLASSIC



CHILI CHEESE FRIES

Chili Cheese Fries feature natural cut fries topped with a hearty beef chili and shredded cheese. **\$2.79**

FAMILIAR WITH A TWIST

LOADED BRISKET CHILI FRIES

Brisket chili, cheddar, pepper jack, bacon bits, green onions, red onions, cilantro, sour cream, and bacon ranch. **\$11.29**



TREND FORWARD



PASTRAMI CHILI CHEESE FRIES

A serving of the brand's secret recipe chili, shredded cheddar cheese, pickle chips, pastrami, and mustard on a bed of golden fries. **\$4.09**

TIP: TAKE ADVANTAGE OF OTHER #HOLIDAYS

French fries aren't the only food that deserves a spotlight. There are more food holidays than days in the year – even Christmas has to share December 25th with both National Tamale Day and National Pumpkin Pie Day. Take advantage of five other upcoming holidays and excite consumers through food holiday-related limited time offers.

1. National **Donut Day** – Jun. 3
2. International **Picnic Day** – Jun. 18
3. National **Mac & Cheese Day** – Jul. 14
4. National **Ice Cream Day** – Jul. 17
5. National **Chicken & Waffles Day** – Jul. 30

Datassential INSIDER



Lamb Weston is a leading supplier of frozen potato, sweet potato, appetizer, and vegetable products to restaurants and retailers around the world. For more than 65 years, Lamb Weston has led the industry in innovation, introducing inventive products that simplify back-of-house management for our customers and making things more delicious for their customers. From the fields where Lamb Weston potatoes are grown to proactive customer partnerships, Lamb Weston always strives for more and never settles. Because, when we look at a potato, we see possibilities.

www.lambweston.com

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