

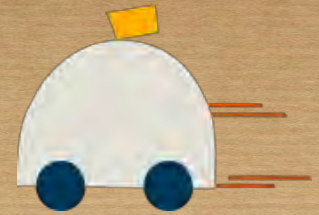
Lamb Weston® Crispy on Delivery: A perfect solution for takeout & delivery

EVERYBODY LOVES FRIES:

French fries are the favorite food across generations¹. They are one of the most profitable items on the menu² and one of the top-10 restaurant items missed most during the current pandemic³.

THE CHALLENGE:

Fries don't typically travel well.



Despite restaurant delivery volume being up 95%⁴, many consumers are reluctant to order fries for delivery because they think they will be soggy⁵

And 62% of consumers are looking for crispier delivery fries⁶ (the most important fry attribute for consumers!)

THE SOLUTION:

Lamb Weston®

Crispy on Delivery fries

Lamb Weston Crispy on Delivery fries were designed to stay crispy for up to 30 minutes in a vented container. They can also be re-heated in the microwave!

THE EVIDENCE:

Crispy on Delivery fries are 50% more likely to be ordered for delivery than traditional fries.⁷

In fact, Crispy on Delivery fries are in the top 6% of items likely to be ordered for delivery.⁷

SPREAD THE WORD:

When you serve Lamb Weston Crispy on Delivery fries **make sure your guests know** it by communicating on your menu, social media and website. For example:

"Our fries have been designed to stay crispier for longer than traditional fries. Even after reheating in the microwave for 15-20 seconds, these fries retain their crispiness.

No more limp, soggy delivery fries!"

