

Keep Your Eyes on the

**FRIES!**



Good things  
come from

**Sysco**<sup>®</sup>



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# THE POWER OF FRIES

— Sysco® —  
Trendz™



supplies  
OnTheFly.com  
from Sysco



French fries are no longer the small potato! The classic fry gives operators the opportunity to showcase flavor creativity and craft signature recipes. Learn how to introduce or expand your menu with our large variety of quality french fries and accompanying products available in our Sysco brands including **House Recipe** condiments, **Sysco Trendz** high-quality disposables and stylish tabletop essentials by **SuppliesOnTheFly.com**. Don't miss out on the opportunity to fry into the profits, let Sysco show you how!

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Pull Apart Cheese Fries

Waffle Waffle Fry Powdered Sugar Beignet

# For the love of **FRENCH FRIES**

## WHY ARE FRIES A MENU PRIZE?

French fries are the quintessential comfort food that Americans know and love. From sauced and tossed, to seasoned and smothered, the french fry can dress to impress or stand classically on its own, either way, conquering and satisfying taste buds alike.

Add intrigue to your menu by featuring unique and tasty all-day breakfast and snack trends that flatter both sweet and savory cravings. Tantalize the taste buds of the **51% of consumers who are willing to try new flavors or ingredients in a small plate**<sup>1</sup> with the Powdered Sugar Waffle Fry Breakfast Skillet as a sharable side or the Caramel & Chocolate Drizzle Fries for dessert. Excite your customers with sharp flavors of on-trend starters like Mandarin Firecracker Fries and Pull-Apart Cheese Fries to hook the **38% of people who visit a certain restaurant because they crave a specific appetizer**<sup>2</sup>.

<sup>1</sup> 2017 Starters, Small Plates & Sides Consumer Trend Report [Technomic]  
<sup>2</sup> 2017 Starters, Small Plates & Sides Consumer Trend Report [Technomic]



# MAKE THE CUT

**NOT ALL FRIES ARE CREATED EQUAL.** Sysco Imperial French fries are backed by a quality assurance seal to provide consistency and quality in every case. Over 100 quality assurance product managers inspect and validate products to ensure the Sysco brand meets or exceeds expectations, guaranteed.

With a vast variety of french fry cuts to choose from, operators can provide the best dining experience to their customers serving up a classic or playful style fry. When it comes to flavor, selecting a cut and considering a coating are ways to differentiate your menu. From the natural, home-style appeal of uncoated fries to the crispy, extended hold time of a coated batch, Sysco has the right fries to meet your back of house needs and exceed front of house expectations.



## Shoestrings & Thin

Cut ultra thin for crispy, crunchy goodness that yields more portions and profits per case.

- Quick prep
- High yield
- Maximum crunch



## Regular 3/8"

The ideal balance of thick and thin. This is the most popular fry on menus today.

- Quick prep
- High yield
- Long hold



## Crinkles

Crispy on the outside and soft on the inside, crinkles are the perfect combination of fun and yum.

- Long hold
- Unique shape



## Steak

A fluffy potato interior makes this fry a favorite from the inside out.

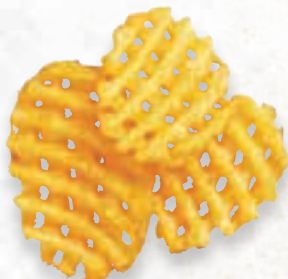
- Long hold
- Great for sit-down concepts



## Wedges

Full of potato flavor, wedges are a uniquely shaped customer classic.

- Quick prep
- High yield
- Long hold
- Big potato flavor
- Classic and unique



## Waffles

Great as a side or appetizer, waffles fries are pleasing in every way.

- Quick prep
- High yield
- Long hold
- Versatile across menu



## Coils

Please guests with fries that bring fashion and flavor together as a unique side option.

- High yield
- Long hold
- Unique shape
- Great for family concepts



## Fresh Chips

Fresh chips bring signature, scratch-made appeal to your menu.

- High yield
- Extra long hold
- Great for family concepts
- On-trend, homemade look



— Sysco —  
**Imperial**

# PEEL FOR PROFITS

When it comes to size of fries, plate profitability is what's on the menu. The kitchen is every chef's oyster allowing the independent choice of french fry size and style left to the mastermind of the operation.

Sysco Imperial XLF Fries make that choice easy. Operators can rely on the cost efficiency and plate coverage consistency of receiving MORE servings per case, MORE long fries and using LESS of them for MORE of an impact.

## Case Comparison

Line flow fries may cost less, but it takes more of them to fill the plate, which actually costs operators more to buy the cheaper fry.



Line Flow Fries

VS.



XLF Fries

# PREPARE *with* CARE

French fries have been – and always will be – a menu favorite that kitchens masterfully prep for. Making the perfect batch of fries is a process with room for continued innovation. Here's how Sysco can help you get the fries right every time!



Start frozen for the best texture and flavor.

Check oil temperature. Make sure oil is up to the fill level and heated to 350°F.



Fill fry basket ½ full to ensure all fries are completely submerged in oil.

Shake basket gently after 30 seconds of frying to break up clusters. Cook to recommended time.



When finished cooking, lightly shake basket above fryer for 10 seconds to remove excess oil.



Season fries away from the fryer. Seasoning over the fryer could break down oil and change fry flavor.




Serve promptly. Keep regular fries under a heat lamp no more than 8 minutes and battered fries no more than 15 minutes.



When baking, be sure to closely follow baking directions. Ensure that the oven is preheated and product is placed in a single layer.





# OIL IN A DAYS WORK

A true french fry worth waiting for starts with the satisfying sound of pops and crackles of the frying oil. Sysco's hand-selected Premium Frying Oils simplify your operation and give you the most consistent food quality at a low true oil cost for the perfect sizzle.

## Long live the French Fry!

Premium frying oils like **Fry-On** and **Mel-Fry** are formulated to extend fry life, inviting fewer oil changes and reducing packaging waste. Outshining commodity oils with consistent food quality, **Fry-On** offers a superior frying performance with zero grams trans-fat per serving ideal for heavy duty frying of virtually all frozen and fresh foods. Achieve up to double the fry life of commodity oils with the gold standard high performance liquid frying oil, **Mel-Fry**.

For operators who are conscious of selecting healthier, sustainable products, **Sustain Premium Sunflower Frying Oil** is the new kid on the block. Sustain's light blend offers a clean flavor that allows the true taste of food to shine through. The cost per case yields to the extended fry life and means you pay less per day, saving you money. If supporting sustainability by reducing packaging disposal and cooking with non-GMO products with healthful benefits is your mission, then Sustain is for you.

**FRY-ON...**  
Zero Trans Fat

**MEL-FRY**

**SUSTAIN**

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# FRIES ON THE RISE

**UP YOUR FRY GAME WITH THE LATEST AND GREATEST**, Sysco Imperial Honey Sriracha Fries & Waffle Waffle Sweet Potato Fries. Add versatility to your menu with these unique and on-trend french fry product assortments exclusive to Sysco's **Cutting Edge Solutions** platform. Bring creativity into your kitchen with craveable favorites that will excite the **52% of millennials** and **40% of consumers who report they are more likely to visit a restaurant that offers new or innovative flavors**<sup>1</sup>. Get bold with your fry offerings and entice the **46% of consumers who specifically want to try alternative fries**<sup>2</sup> with Sysco's exclusive product assortments.



**MENU TIP:** This exclusive sweet and crunchy Waffle Fry is a great base for Chicken & Waffles, Loaded-fry Nachos or Powdered Sugar Beignet.

## Honey Sriracha Fries

**TURN UP THE SWEET-HEAT** and satisfy bold flavor seekers with our new Sysco Imperial Honey Sriracha Fries. This exclusive Sysco product pairs a spicy Sriracha batter that is balanced with sweet honey notes, providing a crispy exterior crunch, soft potato interior and a hint of spice. Adding heat is more popular than ever and bold, regional flavors are making their way into the fry category. Capitalize on the sweet-heat trend with the fascinating flavor of Sriracha and the always-popular, approachable taste of honey with Honey Sriracha Fries.

Get adventurous with the flavor of Sriracha Fries by pairing with dipping sauces like Citrus Mayo, Mango Sweet and Sour Sauce and Thai Ketchup.

## Waffle Waffle Fries

Sysco Imperial Waffle Cut Waffle Battered Sweet Potato Fries are an exciting product that allows operators to add plate appeal through-out the day – from breakfast to desserts. Serve as a hearty skillet for breakfast, prepare as individual appetizers with unlimited ingredients or sweeten with a dessert topping for a real treat. The pleasing crunch of every Waffle Waffle Fry is music to the ears of **the 57% of consumers who would order sweet potato fries if it was a menu option**<sup>3</sup>.

Operators are sure to attract a crowd with this all-day appealing offering!

**CUTTING EDGE  
SOLUTIONS**

**Sysco**  
**Imperial**



**MENU TIP:** Serve as an appetizer duo with beer-battered onion rings with a trio of dipping sauces or Loaded Tropical Fries for a delicious and profitable plate.

<sup>1</sup> Technomic  
<sup>2</sup> Datassential 2017  
<sup>3</sup> Technomic

# SEIZE THE SAUCE

Condiments are a colorful way to accentuate your fries and provide your own signature dining experience to your customers. A variety of saucy offerings is a great way to maximize basic condiments while allowing customers to explore new, intriguing flavors. Sysco meets the infinite dipping and dunking habits of every taste bud offering **House Recipe** tabletop favorites.



House Recipe Mustard and Ketchup are dipping staples for restaurant tabletops. Enhance your classic House Recipe offerings with House Recipe flavors of Honey Mustard, Sweet and Sour, Spicy Ketchup, Blue Cheese Dressing, Hot Sauce, Extra Hot Sauce and more that appeal to new and exciting condiment concoctions available on your tabletops and at your customer's fingertips. House Recipe condiments do more for your back of house operation with convenient, pre-portioned, no refrigeration required Condiment Cups ideal for table-top and on-the-go use.



**SAUCY MENU TIP:** Serve up your Sysco Imperial BBQ Smokehouse Fries with a shared side of House Recipe Ranch and BBQ sauce. This dipping sauce duo compliments the down-home barbeque fry seasoning and elevates flavor.



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# TO-GO

Feeling full? In a hurry? Appease the 48% of millennial consumers who prefer to eat meals on-the-go<sup>1</sup>. How an order of fries arrive to the table is just as important as how they get home. Sysco Trendz helps operators send customers home happy with products designed for greater grease and moisture resistance.

Style doesn't go out the window or off the box with Sysco Trendz. Operators can look to Trendz as Sysco's line of high-quality foodservice disposables that represent a refreshing new approach on take-away design. Give your disposable packaging an upscale feel without the added expense of designing and printing custom logo ware with exclusive Sysco Trendz products.

— Sysco<sup>®</sup> —  
Trendz™



Sysco Trendz Product Assortments

<sup>1</sup> The Modern Consumer: Understanding Tomorrow's Tastemakers Today 2017

# FRIES MEET THE EYES

Cut for the camera, French fries make for a profitable plate! Food is a social activity, so it's no wonder that social media has changed the face of the foodservice industry at all levels of operations. Set your operators table apart with stylish, trend-setting serving wares to showcase presentation integrity and creativity. Sysco offers **170,000 plus products on [SuppliesOnTheFly.com](https://www.suppliesonthefly.com)** for all the essentials needed to detail and uniquely design the way your fries meet the eyes.

supplies  
**Onthefly.com**  
from Sysco

- Pizza Fries – order up! Serve this themed dish on a raised pizza riser/rack for creative impact. Ideal for larger groups as a shareable menu offering.
- Present dipping sauce in a vertical martini glass to add height and intrigue to the plate.
- Serve multiple dipping sauces side by side in a single sauce or soufflé cup to add visual interest to your presentation.
- Use thinly sliced, fried root vegetable chips as a garnish for fry dishes, such as the Garlic-Spiked Fries.
- Create a tapas-style menu using any of the flavor-filled french fry offerings and style the small plates according to its tasteful theme.
- Serve new french fry appetizers in uniquely shaped or brightly colored serving dishes for excitement.
- Always ask yourself, 'will this presentation inspire a photo worthy foodie opportunity customers are eager to share?'



Chili Lime Spiced Fries served to theme