

LOOKING FOR HOTTER, CRISPIER FRIES?



Source1 Purchasing



Lamb Weston Item #S19

HOT, CRISP & DELICIOUS

Stealth Fries® are made with a special process that coats each fry with a thin, invisible starch-based batter. This results in fries that have a traditional appetizing taste, look and feel while maintaining their heat and crispiness for up to 2x as long as traditional, uncoated fries¹.



Crispiness: Stealth Fries® crisp up when held under a heat lamp -great for cook-and-hold operations



Invisible coating: Stealth Fries® look and taste like uncoated fries with an exclusive transparent coating



Hold time: Stealth Fries® stay hotter & crispier up to twice as long as uncoated fries¹, resulting in less waste



Strength: Coating increases strength, making them great for topping, loading & dipping

Did you know?



Operators rank **crispiness** the **#1 fry attribute**² yet, uncoated fries may only stay crispy for 5-7 minutes out of the fryer.



Clear-coated fries are growing in popularity **and are up 6.9%** from a year ago.³



Stealth Fries® clear advantage has contributed to clear coat fries growing twice as fast as traditional fries in the U.S. over the past three years.⁴



Opportunities and challenges will continue to expand within **room service** and **poolside** channels. Manage your consumers delivery experience with unique plating and interactive options! Request Lamb Weston's **Good, Better, Best** document when matching the right product to your facilities needs.

1. Lamb Weston Sensory Research, Aug 2013
2. Dalassential, LW Proprietary Study, 2019
3. NPD Group, SupplyTrack 12 mos. through February 2020 (1-249 units) Data sourced Pre-Covid 2020
4. Potato Track, 2018

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SEEING POSSIBILITIES IN POTATOES

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Lamb Weston® Stealth Fries® Portfolio

Stealth Fries®
Twister Fries®
Item #S0010



Stealth Fries®
Potato Dippers™
Item #S0018



Stealth Fries®
5/16" Thin Crinkle Cut
Item #S0022



Stealth Fries®
7/16" Thick Regular Cut
Item #S0049



Stealth Fries®
3/16" Juliennes Skin-On
Item #S01



Stealth Fries® 5/16"
Thin Regular Cut Skin-On
Item #S12



Stealth Fries®
Trim Fries Skin-On
Item #S13



Stealth Fries®
Crisscut® Skin-On
Item #S15



Stealth Fries® 3/8"
Regular Cut Skin-On
Item #S19



Stealth Fries®
1/4" Shoestrings
Item #S30



Stealth Fries®
1/4" Shoestrings
Item #S34



Stealth Fries® 5/16"
Thin Regular Cut
Item #S35



Stealth Fries®
1/4" Shoestrings Skin-On
Item #S53



Stealth Fries®
3/8" Regular Cut
Item #S57



Contact your Fry Expert for more information
or visit LambWeston.com

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Your menu



Spice up your Summer menu with potatoes!

The lodging industry, like restaurants, faces stalled recovery. As we look to 2021 and vaccine distribution for COVID-19, there will be a return to dining within lodging and that consumers will be seeking out innovative, on-trend products only foodservice can offer. 49% of consumers think there's **not** enough variety in fry offerings on menus,¹ combat fry fatigue by providing quality items that can be used in new and unique ways. Stealth® brand products bring versatility while securing guests with crispy holding times.



Regional American Concepts will garner greater attention in 2021. Think Alabama white sauce or "Cali Fresh" concepts.³

Combo platters or shareable options like loaded fries will make a comeback! Offer those unique concepts that wow guests. Remember, consumers enjoy recipes they're unable to receive from cooking at home.³

22%

Of menus feature the word "premium" today! That means your customers may expect to see at least a few premium options on your menu.³



Get creative with Stealth® Brand!

Potatoes are perfect in unconventional applications and Stealth® fries are sure to hold crisp with their clear coating. Satisfy guest demand for unique concepts by using their favorite potatoes with exciting ingredients.

TOP 5 TRENDING FLAVORS TO LEVERAGE IN 2021

1. NASHVILLE HOT +727%
2. TAJIN +486%
3. TURMERIC +191%
4. MANGO HAANERO +175%
5. GOCHUJANG +162%

Datassential MenuTrends 2021

66% of consumers are more interested in global flavors than they were a year ago.²



Indian 7 Layer Dip with Stealth Dippers

Keep global flavors in mind with this classic 7 layer dip gets a healthy & ethnic flavor twist! Full recipe may be found [here!](#)



Smoky Carne Asada Fries

Take Mexican Topped & Loaded fries up a notch with Carne Asada! Full recipe may be found [here!](#)



Romesco Fry Flight

Try unique self-serving options. Two romesco fry flights- featuring romesco and romesco aioli - served with Stealth® straight-cut fries and sweet potato fries. Full recipe may be found [here!](#)

We have the right coated product for your operations.

CrispyCoat™ Fries ➔ Invisible clear coating that extends hold times up to twice as long as traditional fries.

Stealth® Fries ➔ Our most crispy batter gives guests the crunch the crave.

Crispy on Delivery™ Fries ➔ This smooth, even batter coating delivers extra holding time and flexibility for you.

Colossal Crisp® ➔ Specially made for takeout and delivery with 30-minute hold times in vented packaging, plus reheating capabilities.

Potatoes play a big role on all parts of your menu. Contact your Lamb Weston representative to see where you can do more and visit lambweston.com.

Sources:

1. AmpliFRY, 2017
2. Trends Insights in 10 (YE 15 vs YE 14, Flavor Consumer Trend Report, Technomic 2015)
3. Datassential, 4-year Menu Growth MenuTrends 2021