



EVERYTHING THEY WANT.

EVERYWHERE THEY WANT IT.

With the right
products and
support, you're
good to go.

*McCain® SureCrisp™ Skin-On
Thick Fries 3/8" (MCF03787)*



The Opportunity



To-Go Products



Packaging



Mobile Ordering



Promotional Ideas



Off-premise orders are on the rise, and delivering a good impression is important. Use this guide to help prepare your menu, marketing and operations for success.

Anchor® Battered Mac & Cheese Wedges (50010335)

DID YOU KNOW?



of restaurant sales, equaling **\$198 billion**.¹

QUALITY UPON ARRIVAL

82% of customers say it's important for food to taste as good as it does in the restaurant, and over half say quality upon arrival is the top factor in choosing a delivery option.¹ With fries being 10% more frequent in delivery orders, you can leverage them to make a good first impression.²



100% of the growth we expect this industry to have in the next 5 years will be from off-premise.

Darren Tristano, Industry Analyst, Co-Founder Technomic Information Services³

¹Technomic 2018: Next-Level Off-Premise

²NPD CREST YE November 2018

³Foodservice Industry Forecast for 2019: 'Steady State' FE&S, September 4, 2019



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McCain® *SureCrisp*™ Fries go a long way toward helping you satisfy off-premise customers with crispness that lasts up to 30 minutes.*

McCain® *SureCrisp*™ Skin-On 3/8" Fries (MCF03787)

MEET YOUR NEEDS WITH THE RIGHT PRODUCTS.

SEE ALL PRODUCT RECOMMENDATIONS

STAY-CRISPY FRIES

LONGER HEAT RETENTION

INVISIBLE COATED AND BATTERED FRIES



McCain® *SureCrisp*™ Fries

McCain *SureCrisp* gives you mile after mile of crispiness. With consumer-preferred taste and texture, on premise or off, they're the only fry you need.*



McCain® Extra Crispy Fries

An extra thick batter that stays crispy up to 30 minutes; when takeout matters most.

THICKER FRY ALTERNATIVES



McCain® *Redstone Canyon*® Wedges

A craveable choice, for operators who want a potato alternative that stays hot a long time. And now with NEW batter that is more preferred than ever.⁴



NEW! McCain® *Dip'n Wedges*™

A McCain exclusive featuring v-shaped scoops with ridges that stay crispy.

³Technomic 2016: Takeout & Off-Premise Dining Consumer Trend Report
⁴McCain proprietary study of previous batter vs. new

GUESTS WILL LIKE THEM BETTER? SURE WILL.

McCain *SureCrisp* delivers the consumer-preferred fry* that stays crispy all the way.

Discover your delivery sales potential with McCain *SureCrisp* using the *DeliveReady*™ Tool.

Visit www.mccainusafoodservice.com/good-to-go for details and access.



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Anchor® Breaded Wisconsin Cheese Curds (1000005885)
McCain® Extra Crispy 3/8" Fries (1000001223)

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SEE ALL PRODUCT RECOMMENDATIONS

UPSELL OPPORTUNITY

SECOND FRY OPTIONS

***Brew City®* Beer Battered Fries 5/16"**

A standout beer flavor bound to increase check averages. Thicker batter stays crispy until guests are ready to eat it.

***Brew City®* Beer Battered Bottle Neck® Ridge Steak Fries**

A standout beer flavor bound to increase check averages. Thicker batter stays crispy and thicker cut holds heat until guests are ready to eat it.

PREMIUM SIDES AND TOPPERS

***Anchor®* Battered Mozzarella Sticks**

Battered cheese sticks retain crispness better than breaded cheese sticks, which makes them perfect for enjoying alongside your main dish.

***Anchor®* Breaded Wisconsin Cheese Curds (coming soon in Spicy)**

Real Wisconsin cheese that's lightly breaded and ideal for adding melty deliciousness to sandwiches, salads and you name it. Curds have grown 14% on menus in the past year alone.⁵

***Anchor®* Battered Mac & Cheese Wedges**

Battered Mac & Cheese Wedges take rich and creamy comfort to an irresistible level—even after holding for a while.

***Moore's®* Gourmet Breaded Onion Rings**

A profitable topper upsell that will never disappoint: these thick-sliced, premium onion rings are lightly breaded with a Japanese-style breadcrumb coating.

***Moore's®* Homestyle Breaded Onion Rings**

Thin-cut and lightly breaded for a crunchy bite and subtly sweet flavor—perfect for bringing mouthwatering texture and taste to sandwiches, salads and more.

⁵Datassential Menu Trends™



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McCain® Extra Crispy 3/8" Fries (1000001223)

GENERAL TIPS

According to Grubhub, fries are the third most-ordered item for takeout and delivery.² To ensure your guests receive hot, crispy fries every time, it's essential to prevent moisture buildup in their packaging and to choose fry cuts that retain heat well. When using the right packing techniques, you can maintain a great fry experience without the need for special containers. Below are some rules of thumb.



TO KEEP THE HEAT:

- Choose fries or wedges featuring thicker cuts
- Use napkins to insulate
- Consider lids and other means to keep food fully covered



TO PRESERVE CRISPNESS & REMOVE MOISTURE:

- Choose fries with a batter or coating
- Use vented containers or vent your existing ones
- Place absorbent napkins between layers and within the container

²Technomic 2016: Takeout & Off-Premise Dining Consumer Trend Report



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FRY SLEEVE

Fry sleeves are ideal for ensuring a crispy, delicious fry that holds up during delivery. Here's how you can pack them so they deliver the best eating experience.

STEP 1

Insert napkin into sleeve all the way to the bottom.



STEP 2

Leave enough material to fold napkin over the top of the fries.



STEP 3

Insert fries and fold napkin over the top.



STEP 4

Place fry sleeve upright on top of any burgers or sandwiches in the bag. Roll and seal the bag top for secure travel.



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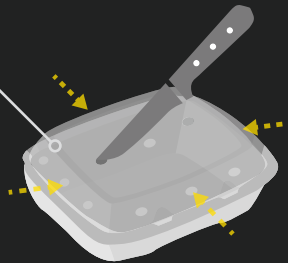
Promotional Ideas

CLAMSHELL

Clamshells are great all-around takeout containers, but remember to use these techniques to help release moisture and keep fries hot and crispy.

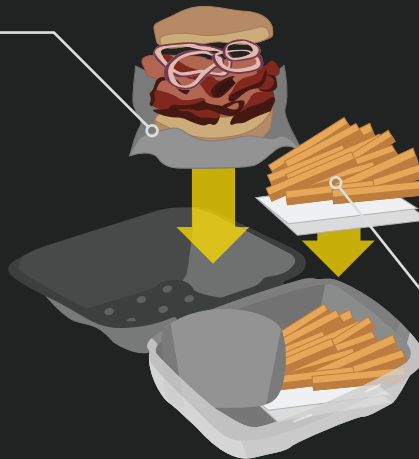
STEP 1

Use a knife to carefully cut three holes (not slits) in the top and in each of the sides (15 total).



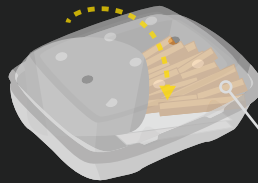
STEP 2

Wrap burger or sandwich in foil to retain its heat.



STEP 3

Place food in the container with a napkin under fries to help absorb moisture.



STEP 4

Close lid to retain heat and place clamshell in bag. Roll and seal the bag top for secure travel.



For even better performance, package fries separately.



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FOLDED CARTON

Folded paper cartons are another popular to-go packaging option. To ensure your fries are delivered in optimum condition, follow these steps.

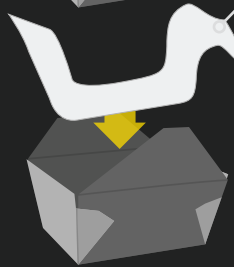
STEP 1

Remove the two side flaps to allow the carton to vent.



STEP 2

Insert a napkin inside the carton to absorb moisture before inserting food.



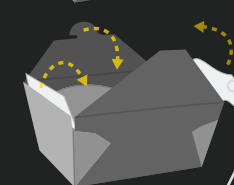
STEP 3

Wrap burger or sandwich in foil to retain its heat. Place food in the carton.



STEP 4

Fold napkin ends over the top of the food and close the remaining flaps.



STEP 5

Place in bag with additional napkins to further absorb moisture. Roll and seal the bag top for secure travel.



For even better performance, package fries separately.



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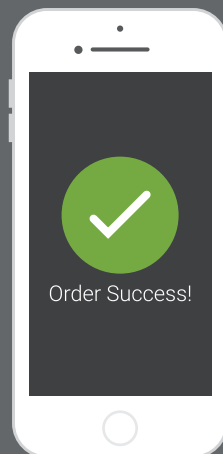


Offering takeout or delivery can add complexity to operations, but with the right system, you can remain efficient while enhancing service speed and food quality.

GENERAL GUIDELINES

- Establish dedicated employee resources to handle orders
- Offer only menu items that can withstand transport
- Set a manageable delivery radius
- Use suggestive selling within ordering platforms and delivery apps to increase checks
- Set a minimum order amount
- If using a third-party service, decide if you want it only for order-placement on your website or if you want to be listed on the service's app

ONLINE / MOBILE ORDERING



- Limit third-party services to no more than two for manageability
- Display menu photos to enhance appetite appeal and decision-making
- Make it easy for guests to order from your website or a third-party delivery service

THIRD-PARTY ORDERING / DELIVERY SERVICES

Click the logos below to learn more about their services.



Ordering-only



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PROMOTE EVERYWHERE

Consumers are already interested in ordering food for takeout and delivery, so to get your services to take off, simply tell people about them. Takeout and delivery represent revenue that's incremental to your dine-in checks, so you can easily promote them at the table or register, via your web presence or on your to-go packaging and menus.



MERCHANDISE TO-GO TO DINE-IN GUESTS ON:

- Table Tents
- Counter Cards
- Napkin Inserts
- Posters



PUT REMINDERS ON TO-GO MATERIALS, SUCH AS:

- Box Stickers
- Menus
- Business Cards calling out your ordering/delivery services with your web address or third-party app



HIGHLIGHT YOUR TAKEOUT AND DELIVERY SERVICES THROUGH:

- Your Website
- Social Media Posts
- Third-party Delivery Service Communications

Discover your delivery sales potential with McCain SureCrisp using the *DeliveReady*™ Tool.

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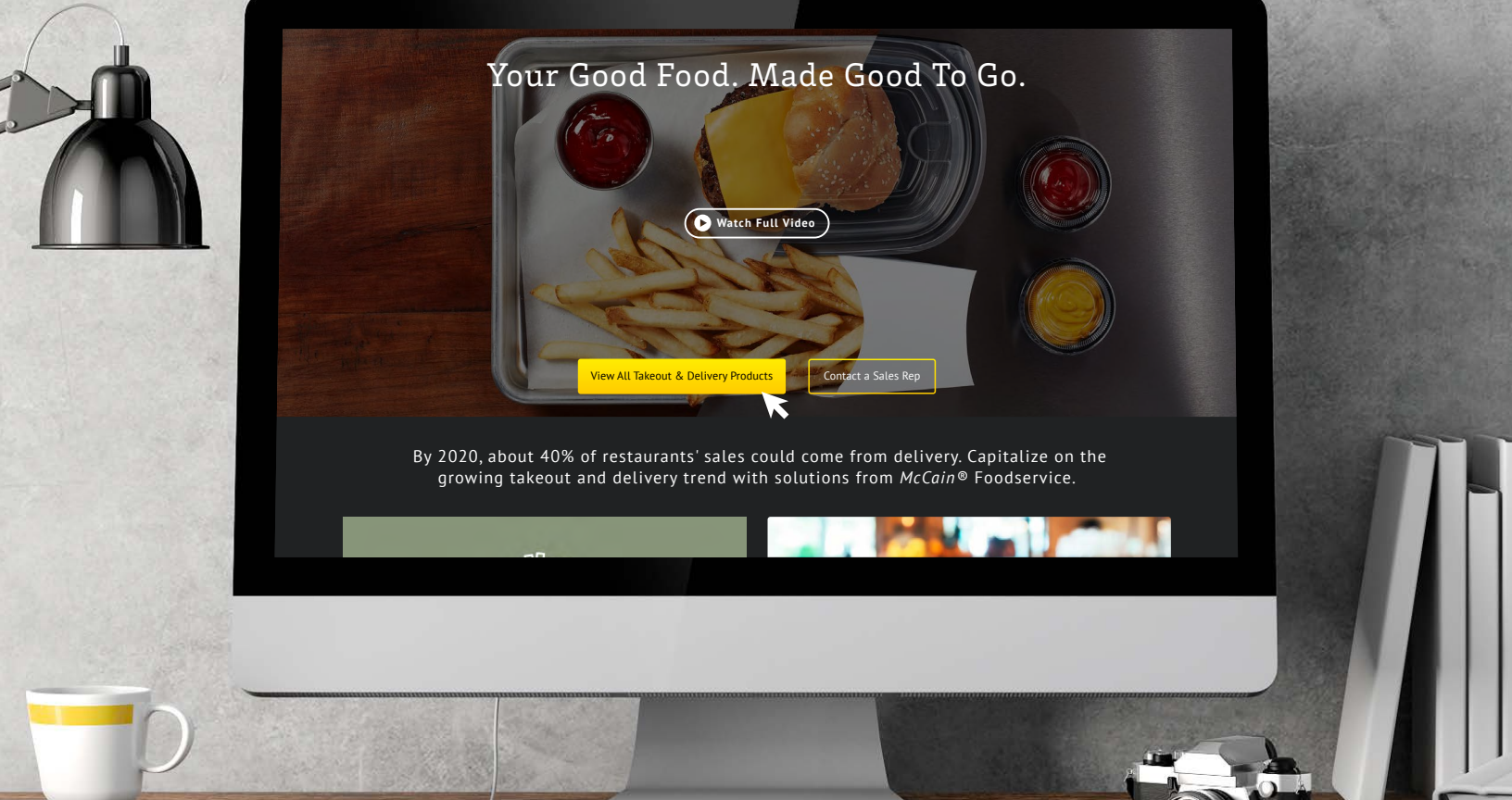
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FOR EVERYTHING YOU NEED TO MAKE TO-GO GO SMOOTHLY, YOU'RE GOOD TO GO WITH *McCain*.®

Visit www.McCainUSAFoodservice.com/GoodToGo for more takeout and delivery solutions like these that can help you get your program off the ground or make it easier and more profitable.

- [To-Go-Friendly Fries & Appetizers](#)
- [Product Trial Rebate](#)
- [Takeout & Delivery Menu Ideas](#)
- [Tips & Tricks Videos](#)

*Claims based on McCain Proprietary Quantitative Consumer Research, conducted by a 3rd party in October 2018. Consumers tested were 18-54 years old in four cities in CA, IL, NY and TX, who consider themselves regular users of fries in restaurants. Products tested were 3/8" (cooked measurement) straight cut fries for both McCain® SureCrisp™ and nationally branded clear coat competitors in a blind tasting. All items were prepared in accordance with manufacturer cooking instructions. Testing scenarios were 5 minutes out of a fryer, 20 minutes off heat on a plate, and 30 minutes off heat in a delivery setting (product in a fry sleeve, placed in a paper bag and then inside of a closed insulated bag). Conditions for actual delivery vary by delivery driver protocol, distance and climate.

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