

Lamb Weston[®]
POSSIBILITIES IN POTATOES 





Seeing possibilities in potatoes with you!

Consumers are at the heart and
start of everything we do!

By stepping into your shoes, and living and breathing your world, we can give our creative solutions to your needs, challenges and ambitions. We're a team. Here to discuss everything from menus and marketing to recipes and research, and of course, the all-important consumer. We share trends and insights to help you stay ahead of the curve.

Every tasty product we make is about meeting consumers' expectations. In a world where quality and taste are a given, we provide the innovation and inventiveness that takes great eating to the next level.

Happy customers and consumers

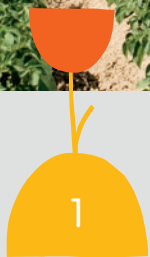
We're here for the restaurant operators, chefs and menu developers of the world. You want to serve great food, create memorable food experiences in line with the newest trends and consumer needs - that's where we come in!

Memorable experiences

Sharing and snacking

24/7 eating (grazing)

Reinvent traditions



Quality is everything

We put our passion and experience to work to deliver consistent quality, whatever the weather. We store our potatoes in our state-of-the-art storage rooms. This ensures potato quality all year round. We regularly test for quality, taking samples during the growing season all the way through to post-storage. Our innovative drip irrigation process ensures we use water in the most sustainable way. Our RAW specialists advise our growers on sustainable fertilization methods.



From field to fork – the journey of the potato

As populations grow, so does the demand for more potatoes. Better technology; tastier recipes; greener processes; game-changing ideas and more inventive thinking: that's where we come in!



Worldclass sustainable production

Making use of the best technology is all part of our global best practice and we use the latest technologies across every stage of our processes in a sustainable way. Only the best quality potatoes make the grade! By applying innovations that improve and speed up our processes, we are able to provide value to our customers! The result is consistent high quality day in, day out.



Innovative logistic solutions

With creative logistic thinking we offer unique custom solutions that really benefit the customer in a sustainable way – everywhere and on time! By using more waterways and railways than roads, which is better for the environment, we save more than 4 million km a year. Our cold store warehouses are the first in the world to be fully automated and deliver more than 100 lorries of product every day.



4

Quality and Technical Sales support

Quality is everything. We demand the best from our ingredients, suppliers, factories, processes and ourselves. We check the quality of our output every single day. No compromises. We are proud that more than 99% of our products rate 'First Pass Quality'. At the Technical Sales department we understand what goes on in your kitchen. It is our mission to help you to get the maximum value out of our products, serve the best quality to your customers, and make sure your customers will keep on returning to your restaurant.



Did you know

Sustainable development is part of everything we do at Lamb Weston / Meijer. Read the latest report at www.lambweston.eu/sustainability or scan the QR code.







Fries

Serving after serving,
you can rely on great taste,
consistent quality and
profitable fries.



Fries



NEW!

The next generation of fries
have arrived... and they're

REALLY CRUNCHY FRIES

When it comes to fries, chefs and guests crave one thing above all others... **crunch, crunch and more crunch.** That's why Lamb Weston has spent years perfecting the crunchiest fry on the market. And we've cracked it! **Welcome to a new era of REALLY Crunchy Fries!**



GLUTEN-FREE



VEGAN

2x

REALLY crispy, REALLY crunchy

REALLY Crunchy Fries are two times crispier and crunchier than other coated fries, which makes them twice as pleasurable to eat.

30 MIN.
LONG LASTING
CRUNCH
SENSATION

REALLY long-lasting Crrruuunnncchhhh

Our innovative coating keeps fries warm and crunchy for more than 30 minutes, taking the pressure off the kitchen but still delivering customer-pleasing taste and crunch.



REALLY great looking

With a trendy, artisanal appearance, these fries will satisfy diners' desires for something unique, exciting and enticing.



Available selection REALLY Crunchy Fries	
Description / Cut size	Code
REALLY Crunchy Fries 6x6	LWF900
REALLY Crunchy Fries 9x9	LWF901
REALLY Crunchy Fries 9x9 Skin On	LWF902



REALLY Crunchy Fries 6x6



REALLY Crunchy Fries
9x9 Skin-On



REALLY Crunchy Fries 9x9

NEW

FRENZY FRIES

**Boldly Reimagine
the Classic Fry**



Frenzy Fries offer an experience that goes beyond just taste. It's a bold reimagining of the classic fry with a unique design and authentic flavour that awakens all the senses.

SHAPE THE TASTE

A Unique 3-Sided Fry Innovation

NOVEL FRY TEXTURE

Extra crispy exterior contrasted by soft flavourful inside for a unique sensory experience

PERFECTLY IMPERFECT

A variety of cuts & sizes with skin-on creating authenticity in every serve

UNIQUE THREE SIDED SHAPE

Invented with concave & convex sides and a 20-min holding time

- /// Unique three-sided rough cut
- /// Skin-on with extra crispy edges and velvety potato core
- /// Stays crispy for up to 20 mins



Description / Cut size
Frenzy Fries

Code
LWF111



The 1 & only original

crispy-coated Stealth fry

Developed by us.
Copied by the world ever since.

The 'original' invisible-coated Stealth fry.
Developed by Lamb Weston and copied ever since.

Stealth Fries®

Our secret weapon. Innovative, unequalled and undeniably delicious, our Stealth Fries® have a patented thin coating. This makes them crispier than standard fries and keeps them warm twice as long. It's a trade secret we're happy to share.

- Long holding time
- Super crispy
- More portions per kilogram
- Premium consistent quality

Good to know



Gluten-free



Extra Crispy



Extra Long Holding Time



More servings



Our Stealth Fries® are also perfect for the oven.



Available selection Stealth Fries®

Description / Cut size	Code
6/6	LW412
6/6 Skin-on	LW420
9/9	LW413
9/9 Skin-on	LW416
11/11 Skin-on	LW425
13/13	LW415

Super crispy



Stealth® Coating

Stealth Fries® are a Lamb Weston innovation, which has revolutionized the industry. Stealth Fries® are made using an innovative, patented process that thinly coats each fry with a virtually transparent batter. This guarantees crispy fries and an extended holding time. Their premium quality means more servings per Kg, making them also the most profitable fries!

Our research tells us that simple, natural, honest food is a consumer trend worth watching. From product sourcing to production, we lavish each of our Connoisseur fries with the care, attention and on-trend taste and appearance that consumers are looking for.

- Full potato taste
- Enhances fine dining experience
- Original in taste and appearance
- Unique and crispy coating

Good to know



Gluten-free

Available selection Connoisseur

Description / Cut size	Code
Rustic Fry – Skin-on Stealth coated	LW423

Serving tip

Add value to your fries by adding herbs, such as rosemary and truffle salt



Above average rating by
Craft Guild Of Chefs



Rustic Fry - Skin-on
Stealth coated



Available selection Private Reserve® Fries	
Description / Cut size	Code
6/6	LW407
9/9	LW408
9/18 Steakhouse	LW409

Private Reserve® Fries

The best selection of fries on taste, size and quality. Our Private Reserve® Fries give you more portions per kg and is an all-time winner in consumer taste tests.

- Made from the finest quality potatoes
- No need to add salt
- Year-round consistent quality
- Maximum length for more profit

Good to know



Gluten-free



More servings



Our premium fries generate more profit

More servings and profit per kg. Read all about the yield benefits on page 41.



Available selection Regular Fries	
Description / Cut size	Code
6/6	F82GLM
9/9	F84ARM

Regular Fries®

Cook up a crowd-pleaser with our classically tasty Regular Fries. The industry standard for consistent quality and performance, our broad range of cuts deliver golden appearance, a light, fluffy texture and satisfying potato flavour.

- Available in a broad range of cut sizes
- Golden appearance
- Uniform sizing

Good to know



Does not
contain gluten





Seasoned Fries

It's the tasty seasoned layer that keeps these fries warm for longer, and delicious to the very last bite.

- The famous, popular paprika flavour
- Longer holding time

Good to know

Extra Crispy

Longer holding time



Available selection Seasoned Fries

Description / Cut size	Code
Seasoned Fries 9/9	LW418





In the spotlight

Specialties

Chefs take pride in their signature dishes. So do we in our Specialties range. Products like CrissCuts®, Twisters® and Potato Dippers that we pioneered to offer you menu variation and differentiation.

Potato Dippers

A new way of eating.

Sharing is a trend that's here to stay, and Potato Dippers are made for sharing. Ideal for mixing and matching with different dips and flavour combinations for a fun experience that will get people talking.

- 🟡 Ideally shaped for dipping
- 🟡 Super crunchy coating
- 🟡 Fun, playful & exciting

Good to know



Gluten-free



Extra Crispy



Extra Long Holding Time



More servings

Available selection Potato Dippers

Description / Cut size	Code
Potato Dippers	LW449



Menu inspiration

Seeing possibilities beyond sharing & dipping.



Greek salad style souvlaki

Fry the potatoes and cook the gyro meat and pittas. In a bowl, mix together cucumber, tomatoes, olives, onion, olive oil, lemon juice and salt and pepper. Spread over the pittas. Then add the gyro, potatoes and crumbled feta cheese. Season with oregano, thyme and dill. Sensational.

More menu suggestions on:
www.lambweston.eu



Chipotle ranch dipping sauce

You'll need two cups of prepared ranch dressing, and a 1/4 cup of chipotle peppers in Adobo sauce. In a food processor fitted with a steel blade, process the chipotle peppers until smooth. Then combine with ranch dressing and serve chilled.

More menu suggestions on:
www.lambweston.eu



Seasoned CrissCuts® Skin-On

Our improved classic

Newly produced in our recently opened state of the art Premium Product Line. Cut from whole potatoes, these classics have an improved cut and smoother batter spread.

Better taste

Smooth texture inside

Great crispiness outside



Seasoned CrissCuts® Skin-On

They won't be able to resist these eye-catching beauties. Cut from whole potatoes, they taste as great as they look.

- Visually appetising
- Excellent flavour & plate coverage
- Perfect as a snack or on a sharing platter

Good to know



Extra Long Holding Time



More servings



Cut from a whole potato

Available selection Seasoned CrissCuts®

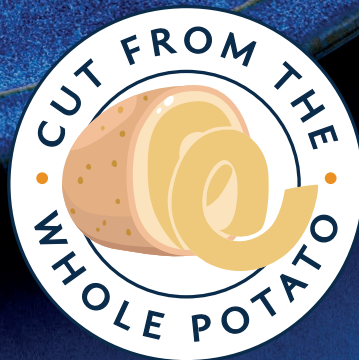
Description / Cut size	Code
Seasoned CrissCuts Skin-On	LWS901



Our Seasoned CrissCuts® are also perfect for the oven.



Twisters®





Available selection Twisters®

Description / Cut size	Code
Seasoned Twisters®	LW441

Seasoned Twisters®

It's the curly shape that excites your menu and makes Twisters® such a treat to eat.

- Curly shaped, thick cut
- Excellent plate coverage
- Cut from whole potatoes



T03
Gluten-free



Extra Long
Holding
Time



More
servings



Cut from
a whole
potato



Ideal for
Limited Time
Offer



Great
for the
oven



Did you know

Lamb Weston invented both
Twisters® and CrissCuts®!





Available selection Ziggy Fries™

Description / Cut size	Code
Ziggy Fries™	LW419

Ziggy Fries™

Extraordinary in appearance and performance, our super crinkled Ziggy Fries™ keep their crispness, at all times.

- Deep crinkle, super crunch
- Visually trendy
- Superior taste
- Short oven time

Good to know



Gluten-free



Extra Crispy



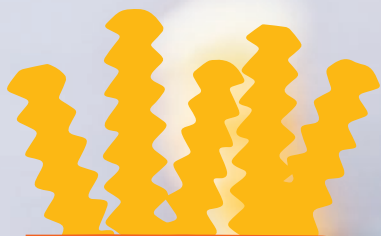
Extra Long Holding Time



Texas-size bacon and cheddar Ziggy Fries™

Deep-fry our Ziggy Fries™ (175°C) for 2.5 minutes or until crisp and golden brown. Arrange in a basket and top with cheese and bacon. Garnish with sour cream, green onions and jalapeños. Dig in.





Ziggy Fries™



Sweet potatoes | Lamb Weston®

POSSIBILITIES IN POTATOES

Sweet potatoes are here to stay. In all styles and cuts, they appeal to an ever-expanding audience looking to try something a little different, a little tastier, a little better for you. It's the smart way to upgrade your menu while sweetening the bottom line.

- On trend
- Value adding
- Differentiating
- High versatility

Good to know



Gluten-free



Cut from whole potatoes



During the product endorsement assessment by the Craft Guild Of Chefs, one chef said they already used Lamb Weston's skin on fries "as they offer great value and yield".

Another chef commended the company as supplying products that add value saying that, "vegetarian and vegan food is big at the moment, we need products that can tick a lot of boxes, for example, your crumb is gluten free".

Available selection Sweet potatoes

Description / Cut size	Code
Sweet Potato Crispy Fries	LW447

Menu inspiration

Make a great alternative dessert.



Sweet Potato Crispy Fries Crumble

Cook the Sweet Potato Fries according to the instructions. Meanwhile, finely dice the apple and stew slowly with the sugar and cinnamon on a low heat until soft. Place the freshly cooked Sweet Potato Fries into a serving dish,

sprinkle with icing sugar and gently flambé until you have a very thin crust, similar to a crème brûlée. Add the stewed apple over the top and decorate with the summer berries and mint prior to serving.

More menu suggestions on: www.lambweston.eu



Hash Browns

Available selection Hash Browns	
Description / Cut size	Code
Hash Browns Rosti	LW483
Hash Browns Triangle	LW448
Mini Hash Brown Round	LW457

Hash Browns

Looking for a quick and easy way to re-shape your breakfast menu? Serve our delicious Hash Browns including the classic Hash Browns Triangle shape or for something different, try our Hash Brown Ovals. The perfect potato complement for any breakfast offering.

- ▲ Golden brown color
- ▲ Light internal texture
- ▲ Rich potato taste
- ▲ Crispy on the outside
- ▲ Non greasy

Good to know

-  Gluten-free
-  Easy portion
-  Perfect for the oven



Rosti



Mini Hash Brown Round



Available selection Potato Wedges	
Description / Cut size	Code
Seasoned Crinkle Skin-on	LW446
Seasoned Skin-on	LW444

Potato Wedges

One of the all-time favorites since 1976 when it comes to variety, with a superbly crunchy crust holding the delicate potato inside.

- 🟡 Natural potato taste
- 🟡 Skin-on for extra flavour and texture
- 🟡 Uses the whole potato – a more sustainable choice!

Good to know



Plain wedges
Gluten-free



Extra Long
Holding Time



Perfect for
the oven



Seasoned Crinkle
Wedges Skin-on



Did you know

We invented wedges back in 1976!



Available selection Cubes	
Description / Cut size	Code
Seasoned Crispy Cubes	LW442
Traditional Cubes	LW452
Little Brava's	LWS68

Cubes

It's hip to be square. Our range of Cubes come in extra fine or plain (our bestsellers), with a crunchy outer layer and fluffy, soft middle.

- ▲ Crunchy outside, soft inside
- ▲ Mildly flavoured
- ▲ Coated to stay hot

Good to know







Appetizers

The way people eat is changing. As snacks and light meals become more popular to suit the flexible ways people live and work, appetites are growing for new taste sensations. We're here to satisfy them, round the clock.





Available selection Cheese	
Description / Cut size	Code
Chilli Cheese Nuggets	LW487
Mozzarella Sticks	LW470

Chilli Cheese Nuggets

Cheese filling seasoned with chopped jalapeño peppers makes these appetizers hot stuff.



- ▲ Fresh, natural 'heat'
- ▲ Adds a spicy touch
- ▲ Excellent performance in the fryer

Good to know



Easy portion



Great for the oven



45-55 items/kg

Mozzarella Sticks

The classic; real mozzarella cheese sticks coated in golden breadcrumbs bringing the popular flavour of the Mediterranean that's loved worldwide.



- ▲ Mozzarella cheese
- ▲ A Mediterranean world favourite
- ▲ Easy to eat with your hands

Good to know



Easy portion



Great for the oven



47-53 items/kg



Camembert Bites

Perfect for sharing platters, each mild-tasting cheese portion is encased in a crunchy coating for a taste and texture sensation.



- ▲ Perfectly balanced texture
- ▲ Gentle and soft flavour
- ▲ Easy to eat with your hands

Good to know



Easy portion



Great for the oven



48-53 items/kg

Cheddar Cheese Jalapenos

A Mexican flavour-combo, with a truly authentic feel made with a real chunk of green jalapeño



- ▲ The best of fresh, cheesy, and peppery
- ▲ Hand-made look
- ▲ Firm, crunchy breaded crust

Good to know



Easy portion



Great for the oven



28-32 items/kg

Nacho Queso Bites

Popular spicy cheese triangle with a golden brown crispy corn coating and a smooth liquid cheddar cheese filling mixed with spicy kicks of chilli peppers.



- ▲ Tastes of the World
- ▲ Aperitivo
- ▲ Late evening bites & afternoon snacks

Good to know



Easy portion



Great for the oven







Crispy Onion Rings

Great crispiness with a natural onion taste inside.

- ▲ For social sharing
- ▲ Creative meal option

Good to know



Easy portion



Great for the oven



Available selection Onion Rings

Description / Cut size	Code
Crispy Onion Rings	LW482

Product information

Fries

Code	Product	Gluten-free	Pack size (quantity)	Block pallet (crt. x layer)	Preparation Fryer (175°C)	Ovenable
REALLY Crunchy Fries						
LWF900	Really Crunchy Fries- 6/6	⚡	4 x 2.5 kg	10 x 9 = 90	2:45 min	✓
LWF901	Really Crunchy Fries- 9/9	⚡	4 x 2.5 kg	10 x 7 = 70	3:15 min	✓
LWF902	Really Crunchy Fries- 9/9 Skin-on	⚡	4 x 2.5 kg	10 x 7 = 70	3:15 min	✓
Frenzy Fries						
LWF111	Frenzy Fries Skin-on NEW!		4 x 2.5 kg	10 x 9 = 90	3:00 min	✓
Stealth Fries						
LW412	Stealth Fries 6/6	⚡	4 x 2.5 kg	10 x 9 = 90	2:45 min	✓
LW420	Stealth Fries 6/6 Skin-on	⚡	4 x 2.5 kg	10 x 9 = 90	2:45 min	✓
LW413	Stealth Fries 9/9	⚡	4 x 2.5 kg	10 x 10 = 100	3:15 min	✓
LW416	Stealth Fries 9/9 Skin-on	⚡	4 x 2.5 kg	10 x 10 = 100	3:15 min	✓
LW425	Stealth Fries 11/11 Skin-on	⚡	4 x 2.5 kg	10 x 10 = 100	3:30 min	✓
LW415	Stealth Fries 13/13	⚡	4 x 2.5 kg	10 x 10 = 100	4:00 min	✓
Private Reserve Fries						
LW407	Private Reserve Fries- 6/6	⚡	4 x 2.5 kg	10 x 9 = 90	2:45 min	–
LW408	Private Reserve Fries- 9/9	⚡	4 x 2.5 kg	10 x 10 = 100	3:15 min	–
LW409	Private Reserve Fries- 9/18	⚡	4 x 2.5 kg	10 x 10 = 100	3:45 min	–
Seasoned Fries						
LW418	Seasoned Fries 9/9	⚡	4 x 2.5 kg	10 x 10 = 100	3:15 min	–
Regular Fries						
F82GLM	Regular Fries- 6/6	⚡	4 x 2.5 kg	10 x 10 = 100	2:45 min	–
F84ARM	Regular Fries- 9/9	⚡	4 x 2.5 kg	10 x 10 = 100	3:15 min	–

Specialities

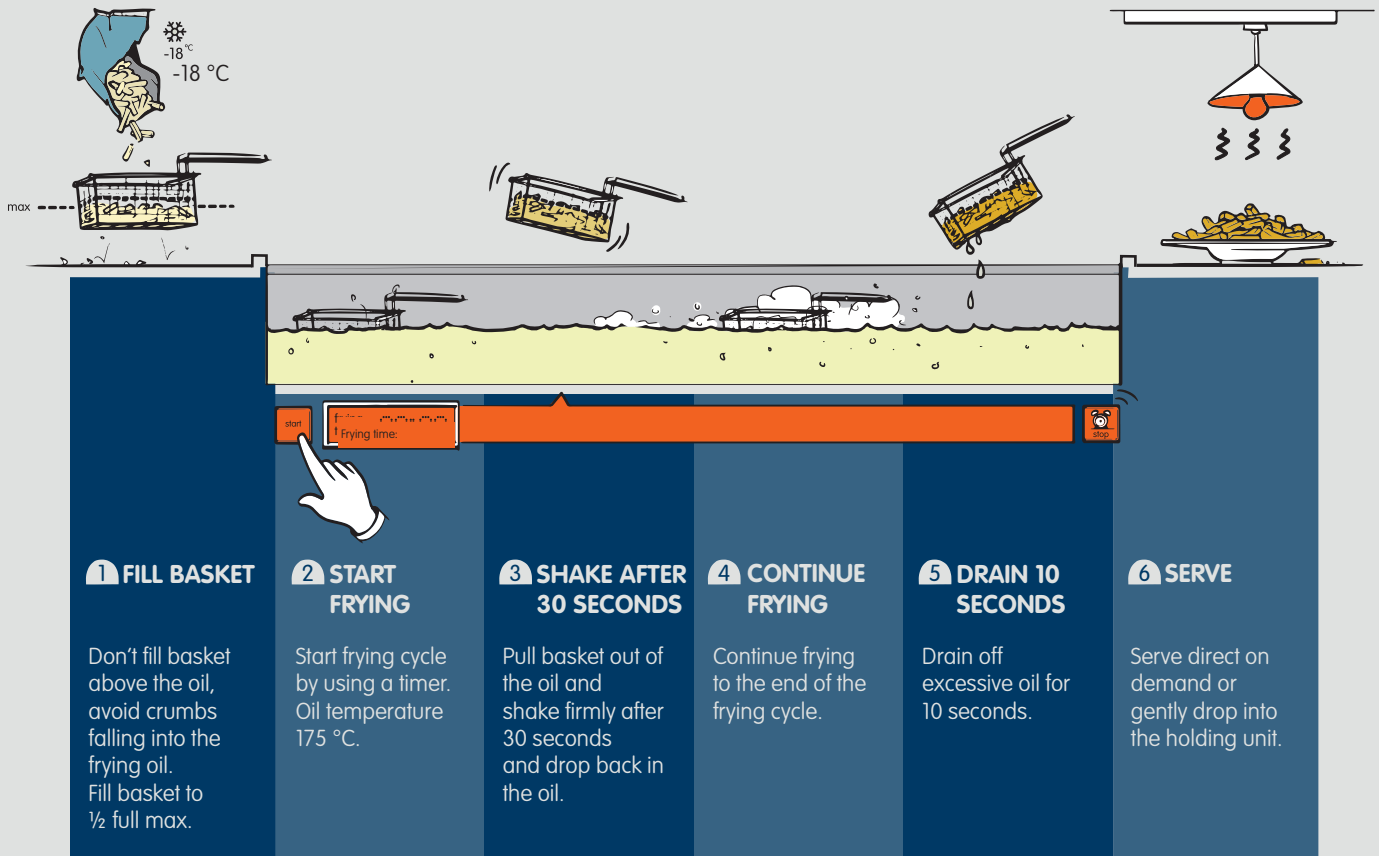
Code	Product	Gluten-free	Pack size (quantity)	Block pallet (crt. x layer)	Preparation Fryer (175°C)	Ovenable
Potato Dippers						
LW449	Potato Dippers	⚡	4 x 2.5 kg	10 x 9 = 90	3:00 min	✓
CrissCuts						
LWS901	Seasoned Criss Cuts Skin-On	⚡	4 x 2.5 kg	10 x 7 = 70	2:45 min	✓
Twisters						
LW441	Seasoned Twisters	⚡	4 x 2.5 kg	10 x 8 = 80	2:30 min	✓
Ziggy Fries						
LW419	Ziggy Fries	⚡	4 x 2.5 kg	10 x 9 = 90	2:30 min	✓
Potato Wedges						
LW444	Seasoned Wedges Skin-on	⚡	4 x 2.5 kg	10 x 10 = 100	3:15 min	✓
LW446	Seasoned Crinkle Wedges Skin-on	⚡	4 x 2.5 kg	10 x 10 = 100	4:30 min	✓
Sweet Potatoes						
LW447	Sweet Potato Crispy Fries- 6/13	⚡	4 x 2.5 kg	10 x 9 = 90	2:30 min	✓
Cubes						
LW442	Seasoned Crispy Cubes	⚡	4 x 2.5 kg	10 x 10 = 100	3:30 min	✓
LW452	Traditional Cubes	⚡	4 x 2.5 kg	10 x 10 = 100	3:30 min	✓
LWS68	Little Brava's IT'S BACK!		4 x 2.5 kg	10 x 8 = 80	3:30 min	✓
Hash Browns						
LW448	Hash Brown Triangle	⚡	10 x 1 kg	10 x 8 = 80	3:15 min	✓
LW457	Mini Hash Browns Round	⚡	10 x 1 kg	10 x 8 = 80	2:45 min	✓
LW483	Rosti Rounds	⚡	10 x 1 kg	10 x 9 = 90	4:00 min	✓

Appetizers

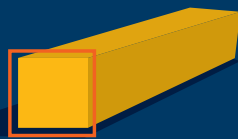
Code	Product	Gluten-free	Pack size (quantity)	Block pallet (crt. x layer)	Preparation Fryer (175°C)	Ovenable
Cheese						
LW470	Mozzarella Sticks	⚡	6 x 1 kg	10 x 13 = 130	2:00 min	✓
LW486	Camembert Bites	⚡	6 x 1 kg	10 x 10 = 100	2:30 min	✓
LW487	Chilli Cheese Nuggets	⚡	6 x 1 kg	10 x 13 = 130	3:00 min	✓
LW476	Cheddar Cheese Jalapenos	⚡	6 x 1 kg	10 x 13 = 130	3:00 min	✓
LWA65	Nacho Queso Bites	⚡	6 x 1 kg	10 x 11 = 110	3:00 min	✓
Vegetables						
LW482	Crispy Onion Rings	⚡	6 x 1 kg	10 x 9 = 90	2:30 min	✓



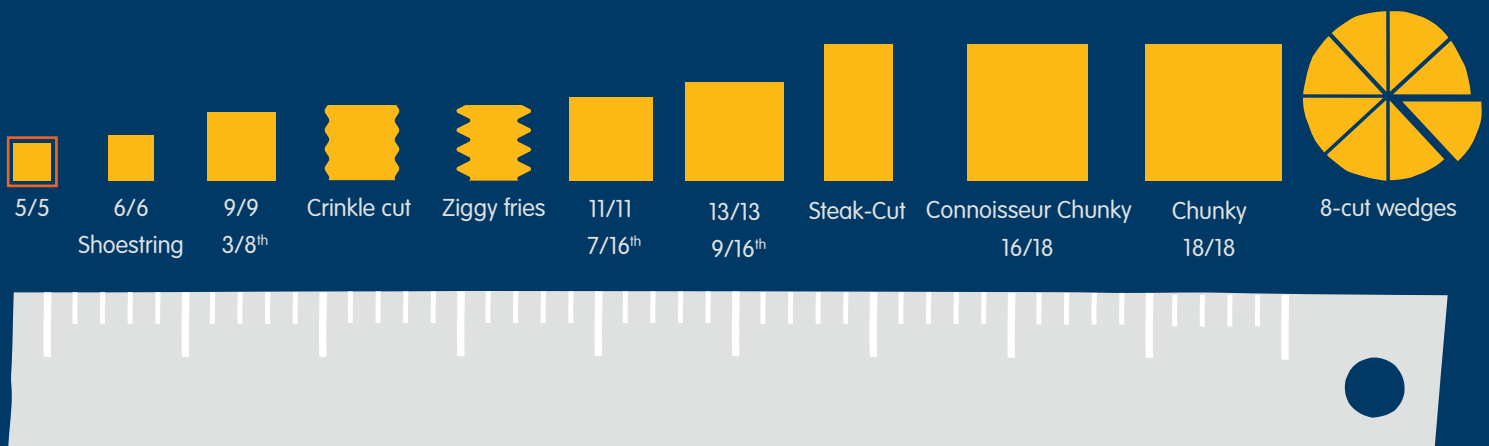
6 simple steps to great frying



Size does matter



Check out our cut sizes and choose your perfect fry from this 1:1 scale overview.



Our premium fries generate more profit

Our premium fries help you to generate more profit because of their high yield and outstanding consistent quality all year long.



Higher quality



Lower quality

Lamb Weston premium fries



Budget fries



115 g



130 g

Lamb Weston premium fries

Budget fries

Lamb Weston premium fries



Budget fries



Visual impression of the relationship between size / length and dry matter.

Net weight in tubes:
1 kg of frozen product

Contact

Corporate Center Breda

Topaasstraat 54-62

4817 HW Breda

The Netherlands

Tel: +31 88 00 33 200

Email: info@lambweston.eu

Sales information

Are you interested in Lamb Weston's products? Our Sales department can answer all your questions and put you in contact with a Sales Manager in your area. Call +31 88 00 33 200. We're pleased to help you!



For more information or images go to our brand portal:

www.lambwestonbrandportal.com



Seeing possibilities in potatoes

Always imagining. Always believing there's a better way. Consumers are at the heart and start of everything we do together and we begin by looking inside our customers' business.

Let's hear it for the potato. It's the world's third most important crop and as populations grow, so does demand for more potatoes. Better technology. Tastier recipes. Greener processes. Game-changing ideas and more inventive thinking. That's where we come in!

As global industry leaders, it's our responsibility to always be two steps ahead. Always challenge the status quo. Forever ask 'What if?' And never, ever settle.

We believe our inventiveness will help change the world.

Tasty new products. Groundbreaking technology. Sustainable daily practices. We apply our inventive thinking to everything we do. Ever since we started, as a family business back in 1950, we've always put customer value first. Now a world leader, we bring you world-class frozen potato products and services designed to make your job more convenient, productive and profitable. Here are some more facts and figures that describe what we do...



> 1200 employees in EMEA
> 7400 employees worldwide



12 million portions
sold daily in EMEA.
50 million daily
portions sold
worldwide.



Global
player

23% market share worldwide
(1 out of 4 fries is a Lamb Weston fry)



6 factories in Europe
23 factories worldwide

Hungry for more?

Sink your teeth into more possibilities
at www.lambweston.eu



Lamb Weston / Meijer vof

Topaasstraat 54-62 4817 HW
Breda, The Netherlands
+31 88 00 33 200
info@lambweston.eu
www.lambweston.eu