

Here's to blue skies and crispy fries.

Fry's the Limit when you join us in celebrating **National French Fry Day** on July 13



Lamb Weston Item #D23



What is National French Fry Day?

Celebrated every year on July 13, National French Fry Day is a holiday dedicated entirely to the most popular food across generations - Fries! ¹

¹NPD Generational Eating Report, US October 2019

Why run a Limited Time Offer?

Running a Limited Time Offer (LTO) on National French Fry Day can provide any operation a variety of benefits. Not only does it generate buzz for your restaurant, it also allows you to try something new without making any long-term menu commitments. It's a great way to test fresh ideas with your guests, drive traffic and help boost sales.



4 reasons why you should participate

➔ LTO's can provide a **powerful sales boost**, especially for a slower season or an untapped day-part.

- 81% of consumers are more likely to visit during an LTO²
- The average LTO is expected to boost sales up to 20%²

➔ Operators rank fries as one of the easiest sides to turn into an LTO.² Better yet, fries are also one of the **most profitable** items on the menu!

➔ Consumers love hashtag **food holidays**.

- With over 10 billion mentions of food holidays in 2019, National French Fry Day was mentioned **250 million** times.³
- The hashtag, **#NationalFrenchFryDay**, received a 95% positive consumer sentiment last year.³

➔ By participating in a food holiday with a large and active social conversation, your restaurant can take advantage of **additional exposure for free**.

² Datassential LTO Report, U.S. 2017

³ Sysomos 2019



5 steps to participate

#LW201



Step 1

Pick your feature product

With Lamb Weston's vast potato portfolio, it makes choosing your favorite fry that much easier.



#LW201

Straight



#E11

Crinkle



#D0073

Curly



#24298

Wedge



#H30

Tot



#L0091

Sweet Potato



#D23

66%

of consumers want a different **twist on a classic menu item**⁵

⁵ Datassential LTO Report, U.S. 2017

Step 2

Invent your recipe

An LTO is the perfect opportunity to invent something completely unique, while also leveraging high-margin items to help boost sales. Mix and match different flavors, ingredients and dayparts to excite your guests. Balancing the comfort and familiarity of fries with an adventurous new recipe they can't find anywhere else will help draw them in.



#S0018

Sauce it



#SS102

Top it & Fill it



#D23

Season it



Step 3

Create your promotional concept

Celebrate at your place or theirs. Whether your operation is catering to on- or off-premise dining, the sky's the limit when it comes to what you can do with fries. Here are a few ideas to get your creative wheels turning.



#C39

Dining in the restaurant

→ Fry O'Clock Happy Hour

Celebrate everyone's favorite time of day with bottomless fries, or fry pints paired with their favorite brews.

→ Fry Menu Poll

Create multiple recipes for guests to vote on leading up to July 13. The winning recipe makes it onto the menu permanently, or for the remainder of summer. This builds engagement with guests and gives them a reason to return.

→ Fry Sampler Plates

Create a fry sampler LTO where guests can try several fry options. One big platter for the table, or individual sampler plates. This way, everyone gets their favorite kind of fry.

50%

of millennials will try a new food just because it sounds interesting.⁶

⁶ Datassential LTO Report, U.S. 2017

Dining at home

➔ Fries to the Limit Takeout Bags

Upgrade all delivery or takeout fry orders to a super-sized serving, filling a full takeout bag to the limit with fries. Include a fry coupon to redeem for their next delivery order.

➔ Pantry To-Go Fries

The most appealing ingredients for topped and loaded fries are already in your pantry! Allow guests to choose their own adventure for topped and loaded fries, selecting from “any ingredients in the kitchen,” or offer to surprise them with the Chef’s Choice.

➔ At-Home Fry Tasting

Give your guests a fun experience at home by creating a fry tasting or fry flight, pairing different cuts of fries or creatively seasoned fries with unique dipping sauces.

#S0018



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#S0018



#D0073



3 out of 4 consumers say they'll tell others about an LTO they love.⁷

⁷U.S. Datassential Blueprint for LTO Success Report, Spring 2019

Step 4

Get the word out

A promotional plan is important for success. The key is to make sure you get the word out to the right people, and encourage others to share it.

- ➔ Update your **website** and **online review platforms** where your menu lives, like Yelp®, Google®, Bing® and OpenTable®.
- ➔ Use **social media** to discover people in your local food community who are influential, and invite them to try your LTO with their friends.
- ➔ **Alert** your local radio stations, print or online news publications. Invite them to stop by your restaurant and try the item for free. Hint: start your outreach by direct messaging your local TV anchors or radio DJ's on social media.
- ➔ Utilize our **Fry's the Limit Social Media Toolkit** for more inspiration around promoting your LTO through social media.

Step 5 Make a splash

Our **Operator Activation Kit** includes customizable point-of-purchase materials to help promote your LTO inside and outside your restaurant.

Counter card or
delivery card

Comment card

Table tent

A-Frame
sidewalk sign

Promo poster

Delivery
bag seal

You're all set!

Contact your Lamb Weston® Sales Representative for any additional questions, product inquiries, or to let us know about the impact from your own **Fry's the Limit LTO**. We would love to hear from you!