

SWEET
sweet potatoes
THINGS®



Lamb Weston®

MASHED ORIGINAL

A homestyle favorite: the natural goodness of sweet potatoes enhanced with brown sugar, molasses, and sweet butter.



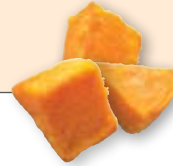
MASHED LIGHTLY SEASONED

The classic sweet taste and smooth texture of mashed sweet potatoes, very lightly seasoned to make customization or right-now serving easy.



BATTERED TRI-CUT DICES

Sweet potato wedges, mildly seasoned, ready to fry or bake, for a unique, upscale side dish or ingredient. Made with our exclusive Stealth® coating.



ROASTED TRI-CUT DICES

Savory, mildly seasoned sweet potato dices, ready to bake or grill, for a unique, upscale side dish.



SWEET POTATO MASHED & DICES

Our mashed sweet potatoes and dices bring the tempting flavor of sweet potatoes to your menu—the secret to signature dishes with

THE DEMAND FOR SWEET POTATOES IS HERE. FEED IT.

When sweet potatoes show up on the Presidential Inaugural Lunch menu, when consumer trends increasingly point to the business building power of flavorful, fresh menu ideas, you know that you're seeing an idea whose time has come.

Customers crave sweet potatoes as never before. In all types and cuts, they appeal to an ever-expanding audience looking to try something a little different, a little tastier, a little more nutritious.

Sweet Things® Sweet Potato products help you serve this underfed demand. Each begins with a high quality sweet potato. Each contains zero grams of trans fat. And each is backed by the foresight, ingenuity and support of Lamb Weston. Because every bit of who we are can be found in everything we do.

AN UPDATED CLASSIC

Make a tasty, nontraditional Fish n' Chips basket by serving Sweet Things® Platter Fries® alongside crispy battered catfish.



ALEXIA® NATURAL OVEN ROASTED POTATO MEDLEY

A savory medley of sweet potatoes and three colorful heirloom potato varieties in rose, purple and gold hues. Roasted to perfection with a touch of canola oil and a hint of seasoning.



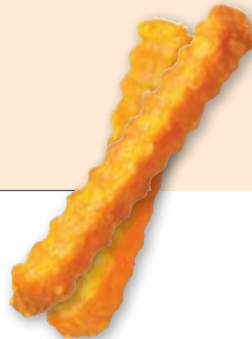
TRIM FRIES

Bright, vivid slim-cut fries with a very crispy texture.



CRINKLE CUT FRIES

Medium-thick bright orange sweet potatoes in the classic crinkle cut for a new take on a fun favorite.



PLATTER FRIES®

Naturally sweet and delicious fries cut thin and wide for a bite that's crispy on the outside, but smooth in the middle.



delightfully familiar appeal.

Adding orange to your fry menu is a simple way to enhance your offerings and get people to

AN UNEXPECTED TWIST

Surprise everyone by serving a unique sandwich & fries combo: Pair Sweet Things® Crinkle Cut Fries with an Asian-flavored Sloppy Joe sandwich.



A SWEET, HEARTY START

Complete a hearty breakfast by serving Sweet Things® Battered Tri-Cut Dices with grilled thick cut, bone-in ham steaks and cheesy scrambled eggs.



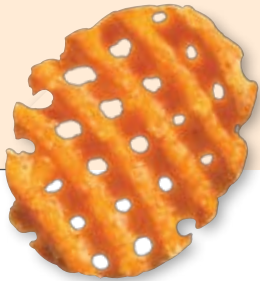
HEALTHY AND BALANCED

Offer a meal built around natural goodness by plating Sweet Things® Mashed Sweet Potatoes with a rotisserie chicken breast and steamed broccoli.



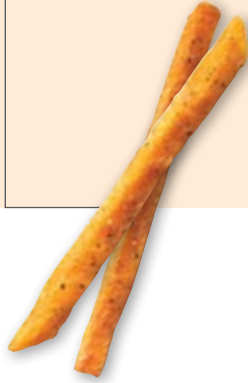
CRISSCUT® FRIES

A unique cut for a fully realized natural sweetness, more expansive surface crispiness, and ultra-appealing plate presence.



PEPPERCORN FRIES

Classic, straight-cut sweet potato fries—with the added bite of cracked black pepper for brilliant taste and interest on the plate.



VANILLA SUGAR FRIES

A fresh approach to sweet potato fries: crispy and delicious with a bold touch of vanilla and just the right blend of sweetness and salt.



ALEXIA® NATURAL PLATTER FRIES®

A natural lesson in contrast: crispy outside, smooth inside. Thin and wide for maximum impact on plate and palate.



SWEET POTATO FRIES

Take a second look. Our exclusive Stealth® coating delivers a delectable crisp exterior and a velvety interior to every fry.

ISLAND INSPIRATION

Sweet, savory—delicious: hot, crispy Sweet Things® CrissCut® Fries, paired with a cool Island Gazpacho loaded with tomato and pineapple juices, fresh mango and papaya, lime juice and cilantro.



THE VALUE MEAL RE-INVENTED

Little Bitty Maple Biscuit Sliders of delicate pulled pork in a maple glaze. Topped with white cheddar and sandwiched in a flaky biscuit. Pair it with the peppery crunch of Sweet Things® Peppercorn Fries.



YOUR NEXT SIGNATURE DISH

Glaze a double-thick pork chop in cider. Grill to perfection. Then match with Sweet Things® Vanilla Sugar Fries tossed with carrot and apple sticks dusted with ginger and chili powder.



Sweet Potato Fast Facts

Did you know that Sweet Potatoes aren't even potatoes? They're part of the morning glory family (Convolvulaceae). Take a look at more fast facts that can impact your operation every day!

The Center for Science in the Public Interest (CSPI) ranks sweet potatoes as the **#1 super food for better health.**

Nearly half of operators believe that sweet potato fries could **command a premium—the highest of any fry.**

Source: amplifRY 2008

Consumers are **willing to pay more** for sweet potato fries.

Source: Datassential Proprietary Study, 2007

Per capita consumption of sweet potatoes is up **21% in the past five years.**

Source: Technomic Online Survey, 2007

Foodservice operators who have sweet potatoes on their menu said that they have **benefited from the unique customer appeal**, variety, as well as visual and flavor interests.

Source: Technomic Online Survey, 2007

40% of consumers said they were more likely to visit a restaurant if it served **sweet potato fries.**



Source: Datassential Proprietary Study, 2007

Two thirds of consumers surveyed said that they look for healthy foods, and about half **believed that sweet potatoes are more nutritious than other vegetables.**

Source: Technomic Online Survey, 2007



PRODUCT SPECIFICATIONS

	Item No.	Pack Size	Case Cube	Ship Wt.	Prep Method	Time (Min.)	Dist. No./Price
Sweet Things® Sweet Potato Mashed Original K/D 	M0007	12/2 lbs.	.69	26 lbs.	Boil-in-Bag Microwave Steamer	16 – 20 11 – 15 – Med-High 16 – 20	
Sweet Things® Sweet Potato Mashed Lightly Seasoned K/D 	M0009	12/2 lbs.	.69	26 lbs.	Boil-in-Bag Microwave Steamer	18 – 20 14 – 16 – Med-High 18 – 20	

K/D Indicates Kosher with Dairy.

	Item No.	Cut Size	Pack Size	Case Cube	Ship Wt.	Prep Method	Temperature	Time (Min.)	Dist. No./Price
Sweet Things® Sweet Potato Trim Fries	L8000	3/16" x 3/8"	5/3 lbs.	.69	17 lbs.	Deep Fry Convection Oven Conventional Oven	345° – 350° 400° 400°	1 ¼ – 2 ¼ 8 – 10 15 – 25	
Sweet Things® Sweet Potato Platter Fries®	L8100	1/4" x 1/2"	5/3 lbs.	.72	17 lbs.	Deep Fry Convection Oven Conventional Oven	345° – 350° 400° 400°	2 ¼ – 2 ¾ 8 – 12 15 – 25	
Sweet Things® Sweet Potato Crinkle Cut Fries	L0084	3/8" CC	5/3 lbs.	.81	17 lbs.	Deep Fry Convection Oven Conventional Oven Impingement Oven	345° – 350° 400° – 425° 400° – 425° 450°	2 ½ – 3 10 – 14 25 – 35 12 – 16	
Sweet Things® Sweet Potato Peppercorn Fries	L0088	5/16" RC	5/3 lbs.	.81	17 lbs.	Deep Fry Convection Oven Conventional Oven	350° 400° 400°	1 ½ – 2 ½ 10 – 12 20 – 25	
Sweet Things® Sweet Potato Vanilla Sugar Fries	L0089	5/16" RC	5/3 lbs.	.81	17 lbs.	Deep Fry Convection Oven Conventional Oven	350° 400° 400°	1 ½ – 2 ½ 10 – 12 20 – 25	
Sweet Things® Sweet Potato CrissCut® Fries	L0090		5/3 lbs.	1.05	17 lbs.	Deep Fry Convection Oven Conventional Oven	345° – 350° 400° 400°	1 ¾ – 2 ¼ 7 – 9 18 – 20	
Sweet Things® Sweet Potato Battered Tri-Cut Dices	L0086	1" tri-cut	5/3 lbs.	.75	17 lbs.	Deep Fry Convection Oven Conventional Oven Impingement Oven	345° – 350° 400° – 425° 400° – 425° 450°	3 ½ – 4 17 – 22 25 – 35 15 – 20	
Alexia® Natural Sweet Potato Platter Fries®	AX507	1/4" x 1/2"	5/3 lbs.	.72	17 lbs.	Deep Fry Convection Oven Conventional Oven	345° – 350° 400° 400°	2 ¼ – 2 ¾ 8 – 12 15 – 25	
Alexia® Natural Oven Roasted Potato Medley	AX508	1" tri-cut medley	5/3 lbs.	.63	17 lbs.	Convection Oven Conventional Oven Impingement Oven Grill	400° 400° 450° 375°	15 – 20 25 – 30 15 – 20 12 – 15	
Lamb Weston® Sweet Potato Roasted Tri-Cut Dices	33230	1/2" tri-cut	1/40 lbs.	1.24	42.5 lbs.	Deep Fry Convection Oven Conventional Oven Impingement Oven	345° – 350° 400° 400° 450°	2 ½ – 3 12 – 15 30 – 35 13 – 17	

For more information on Lamb Weston Sweet Things, ask your distributor, call 1-800-766-7783, or visit lambweston.com

