



Lamb Weston Solves for Fries Delivered Hot and Crispy

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A comprehensive solution, Crispy on Delivery combines product, packaging and back of house expertise for fries delivered hot and crispy to a consumers' door

EAGLE, Idaho--([BUSINESS WIRE](#))--Today Lamb Weston introduced a solution for fries that arrive hot and crispy via home delivery – new Crispy on Delivery is a comprehensive solution that goes from store to door. Crispy on Delivery combines the right product, packaging and back of house expertise to provide customers with crispy fries that don't disappoint.

New Crispy on Delivery started with extensive research focused on customer satisfaction for home fry delivery. Lamb Weston identified three key areas that can impact delivered fry quality – the product, the packaging and best practices for delivery from store to door.

"There's nothing better than hot and crispy fries – one of the most loved foods in the world. We know we've got a solution to help our customers deliver on this," said Mike Smith, SVP Growth & Strategy at Lamb Weston. "No one knows fries better than Lamb Weston – and our comprehensive approach to hot and crispy fries truly goes from the store to the door."

Starting with the fry, Crispy on Delivery fries maintain heat and crispiness for thirty minutes, while traditional fries start to lose their appeal after only five minutes. The new fry is lightly battered to withstand the challenges of delivery without sacrificing taste.

Crispy on Delivery fries travel in style – in a patented container with venting technology. The "Crispy Technology" fry cup leverages strategically placed vents to keep fries warm while also preventing condensation from collecting in the packaging.

A total solution, Crispy on Delivery also includes "Store to Door" support from Lamb Weston's team of french fry experts. With more than 65 years of experience making fries, Lamb Weston's team offers support from store – preparation and packing tips, to door – optimal delivery strategies and care and handling directions.

Early reaction to Crispy on Delivery fries was positive with restaurant operators rating them higher for overall satisfaction versus traditional fries. The complete Crispy on Delivery solution is available now to foodservice operators. Visit www.lambweston.com/delivery for more information.

About Lamb Weston

Lamb Weston is a leading supplier of frozen potato, sweet potato, appetizer and vegetable products to restaurants and retailers around the world. For more than 65 years, Lamb Weston has led the industry in innovation, introducing inventive products that simplify back-of-house management for our customers and make things more delicious for their customers. From the fields where Lamb Weston potatoes are grown to proactive customer partnerships, Lamb Weston always strives for more and never settles. Because, when we look at a potato, we see possibilities. Learn more about us at lambweston.com.

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