

DIFFI

WTF IS DIFF?

We are DIFF: your culinary passport to flavor. We spice up the mundane and celebrate the diversity of flavors one french fry at a time.



WHY DIFF?

DIFF exists to break culinary boundaries. We're here to make every meal an exploration and every palate a traveler. A bite into the streets of Seoul, a taste of Kerala's spice gardens, and a tour of Kansas City's smoky BBQ vibes.



WHY FRIES?

We are using fries to:

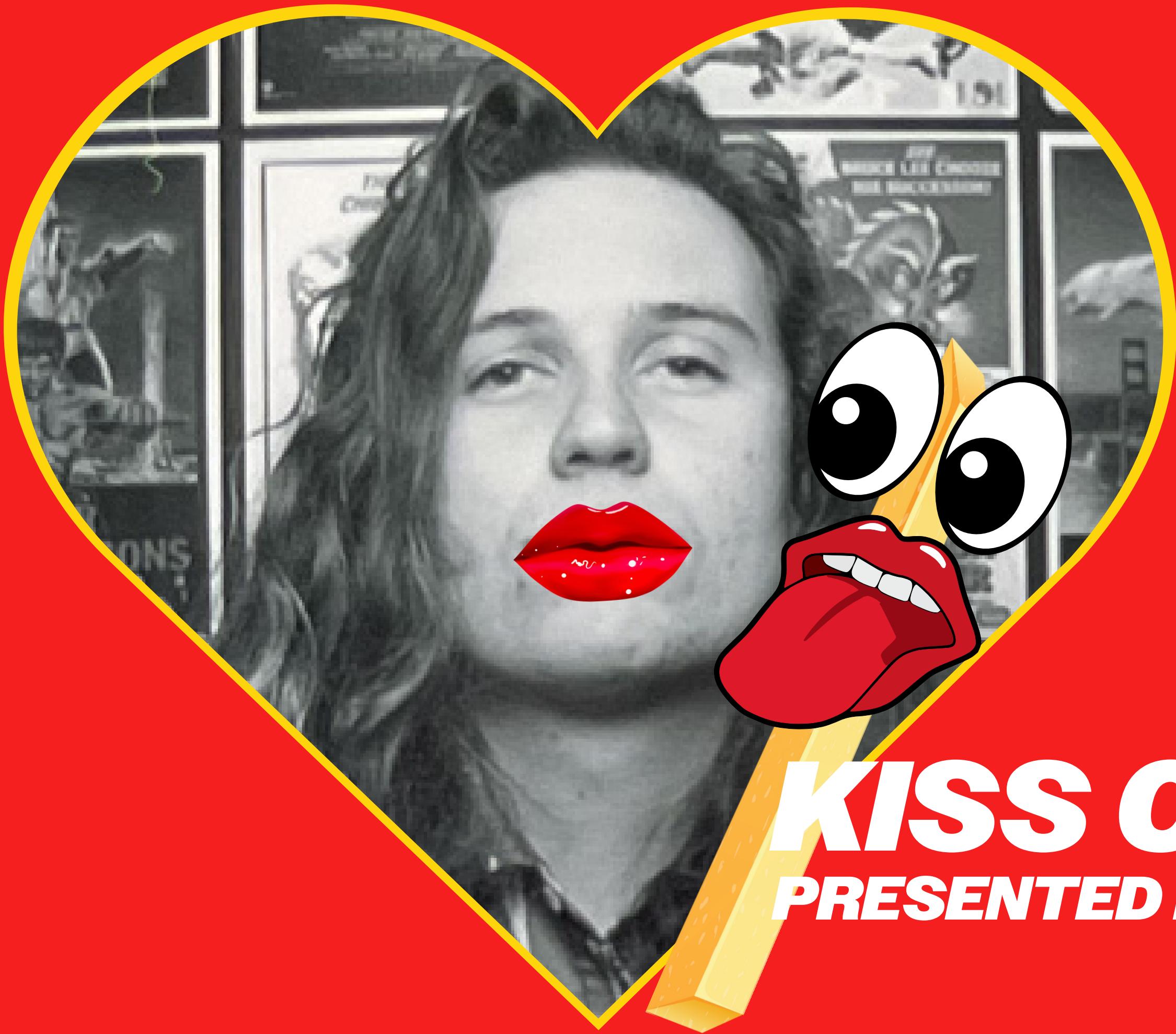
To bring flavors from everywhere to everyone. To unite palates and places through seasonings. To bring everywhere's taste to everyone's table/city.



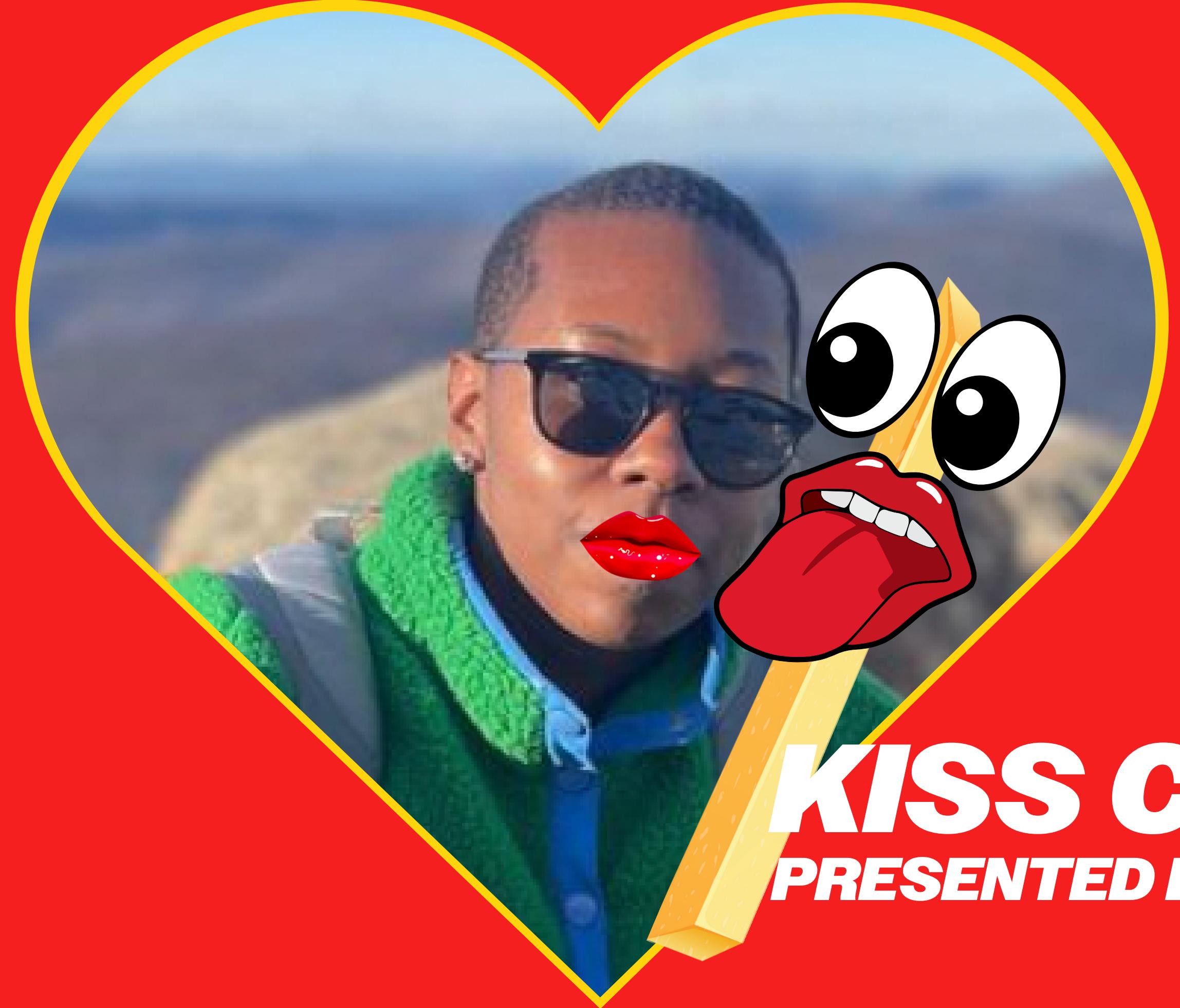
HOW?

Well... let us show you.

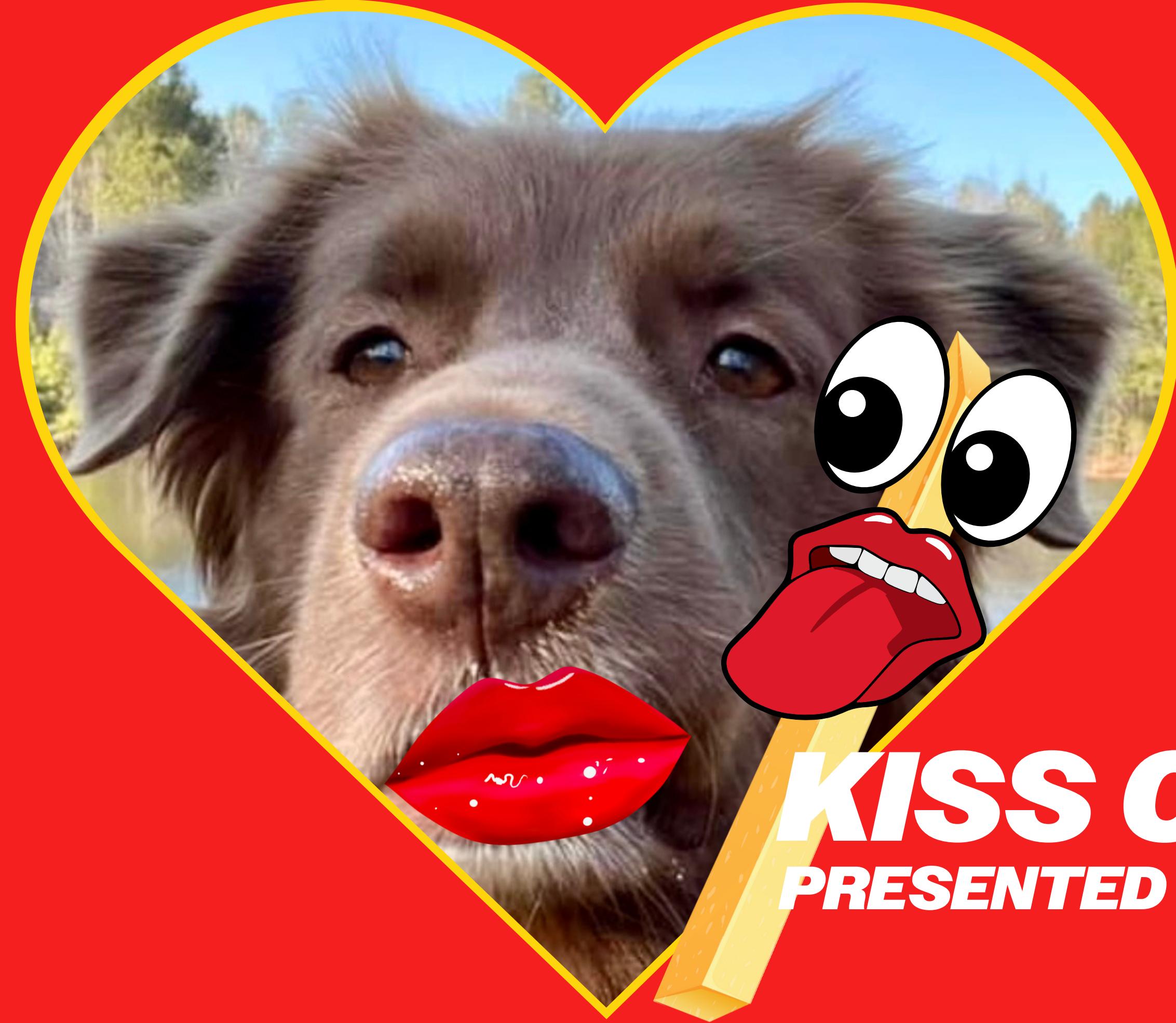




KISS CAM
PRESENTED BY DIFF!



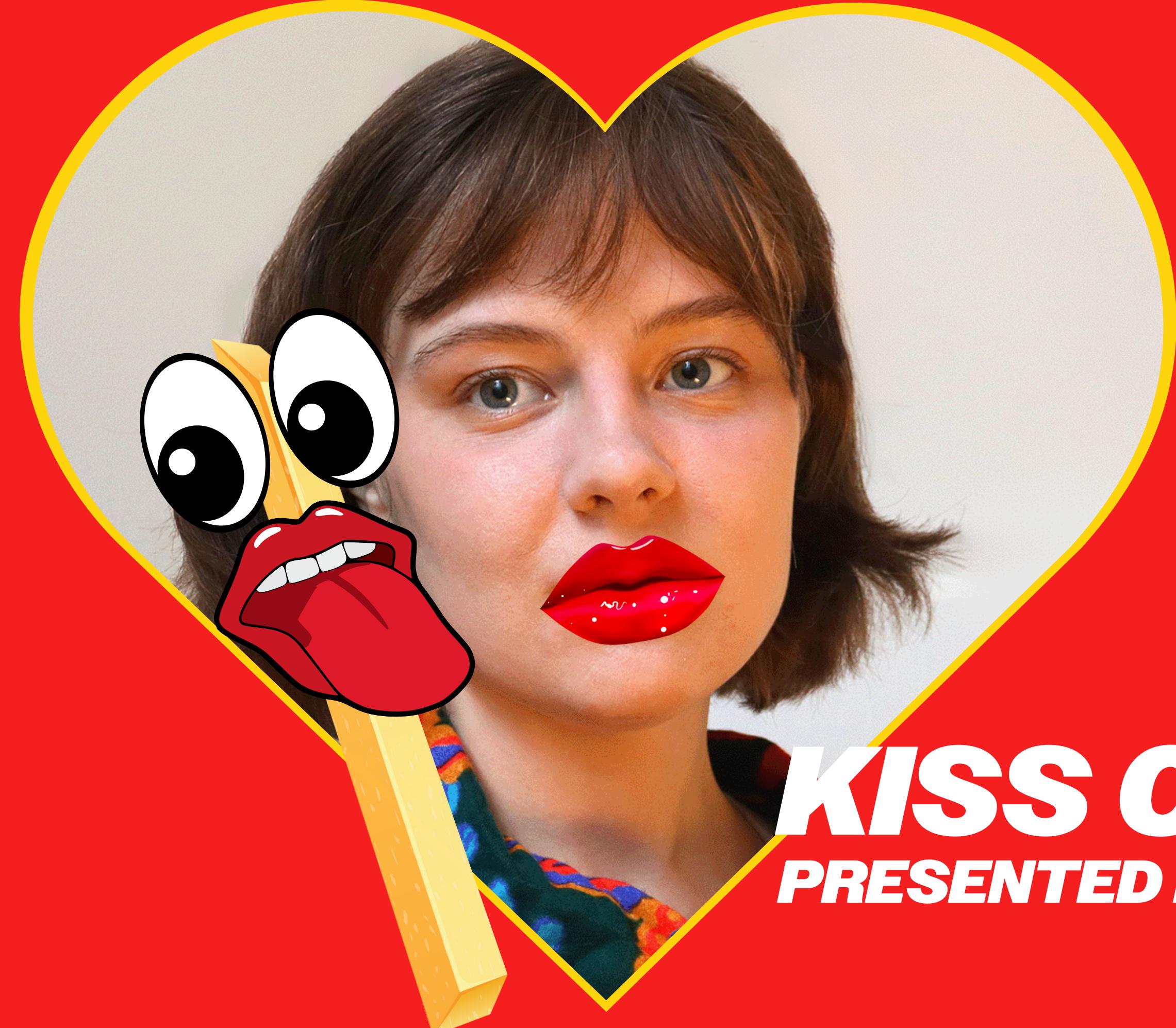
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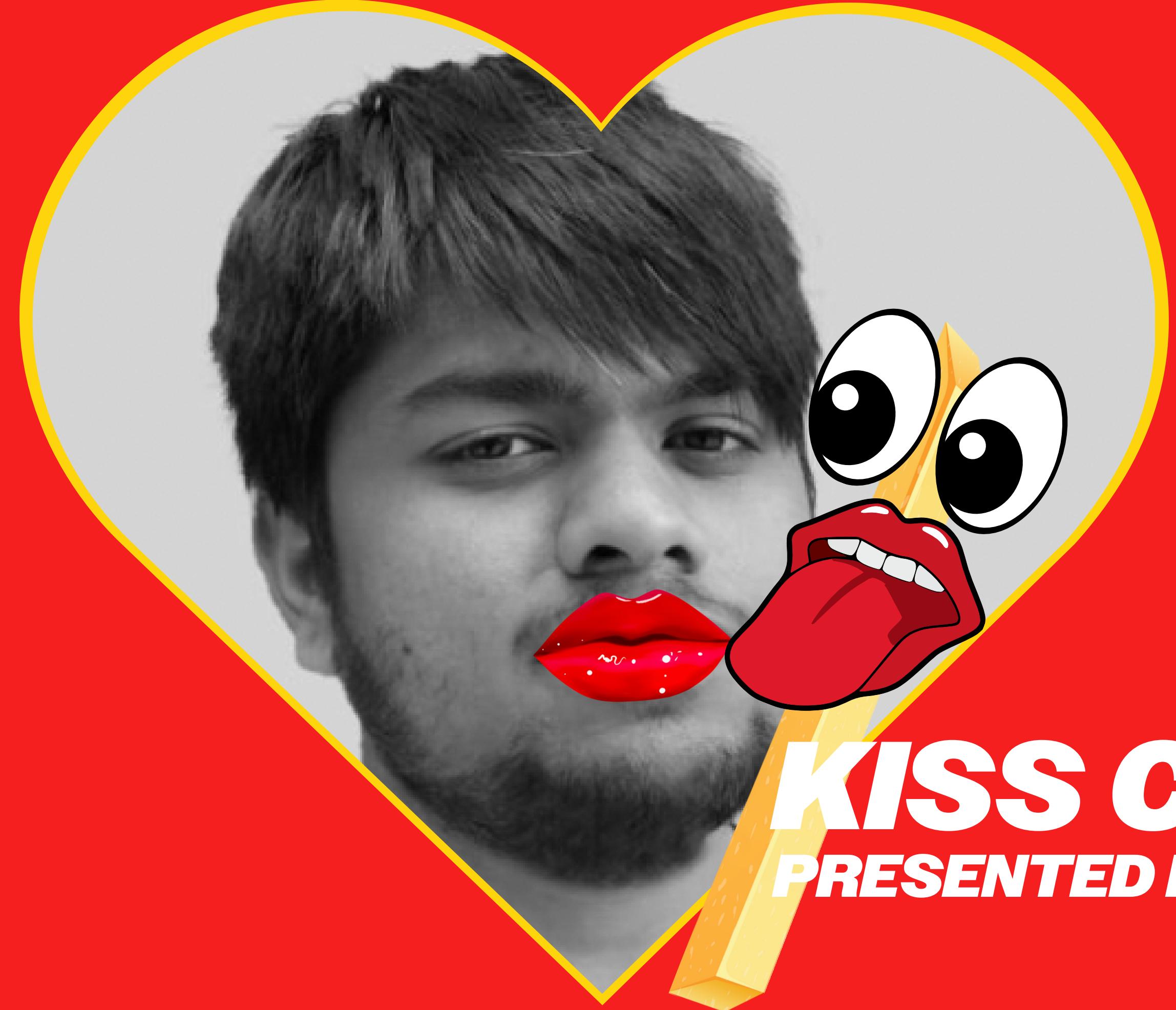
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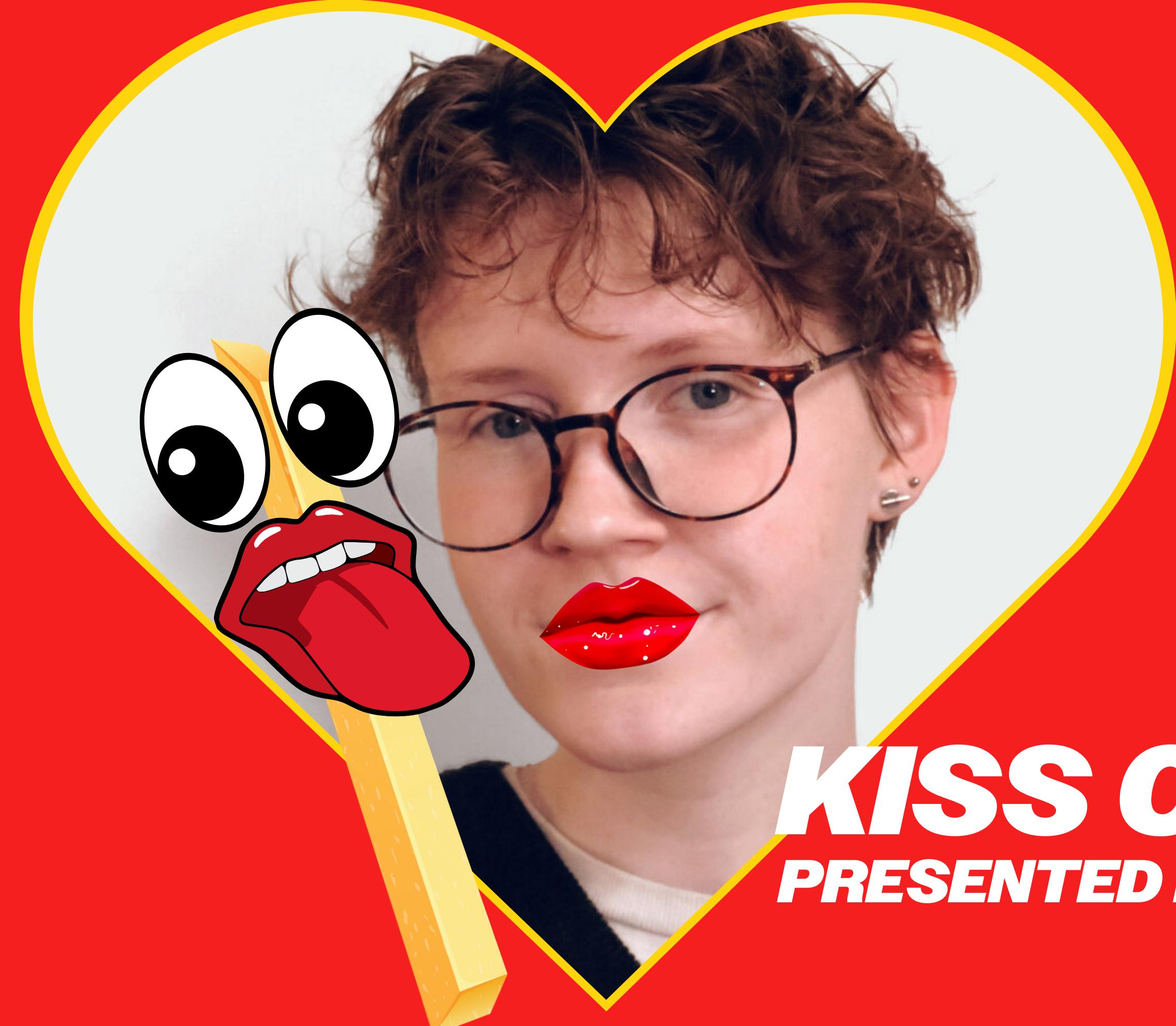
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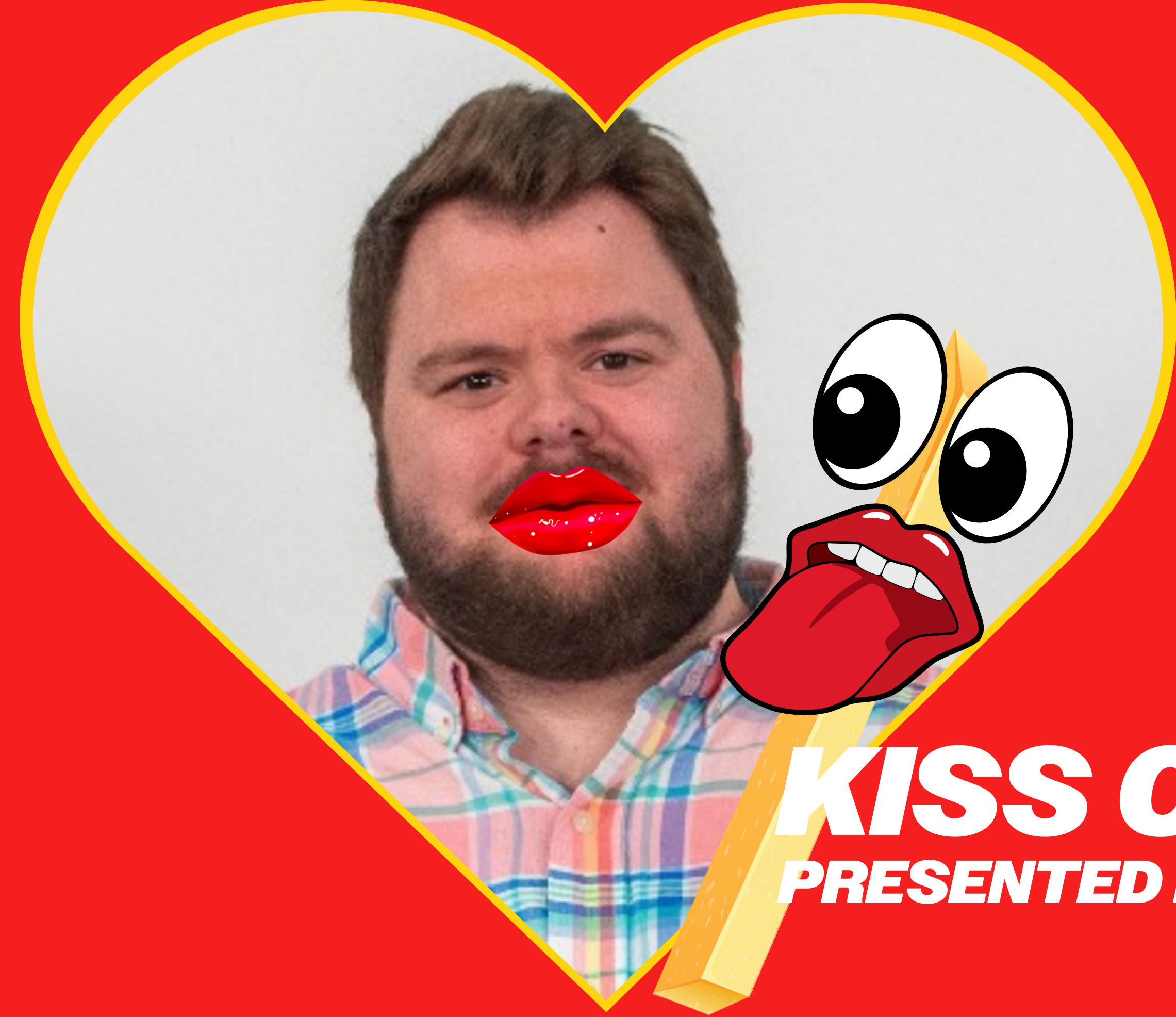
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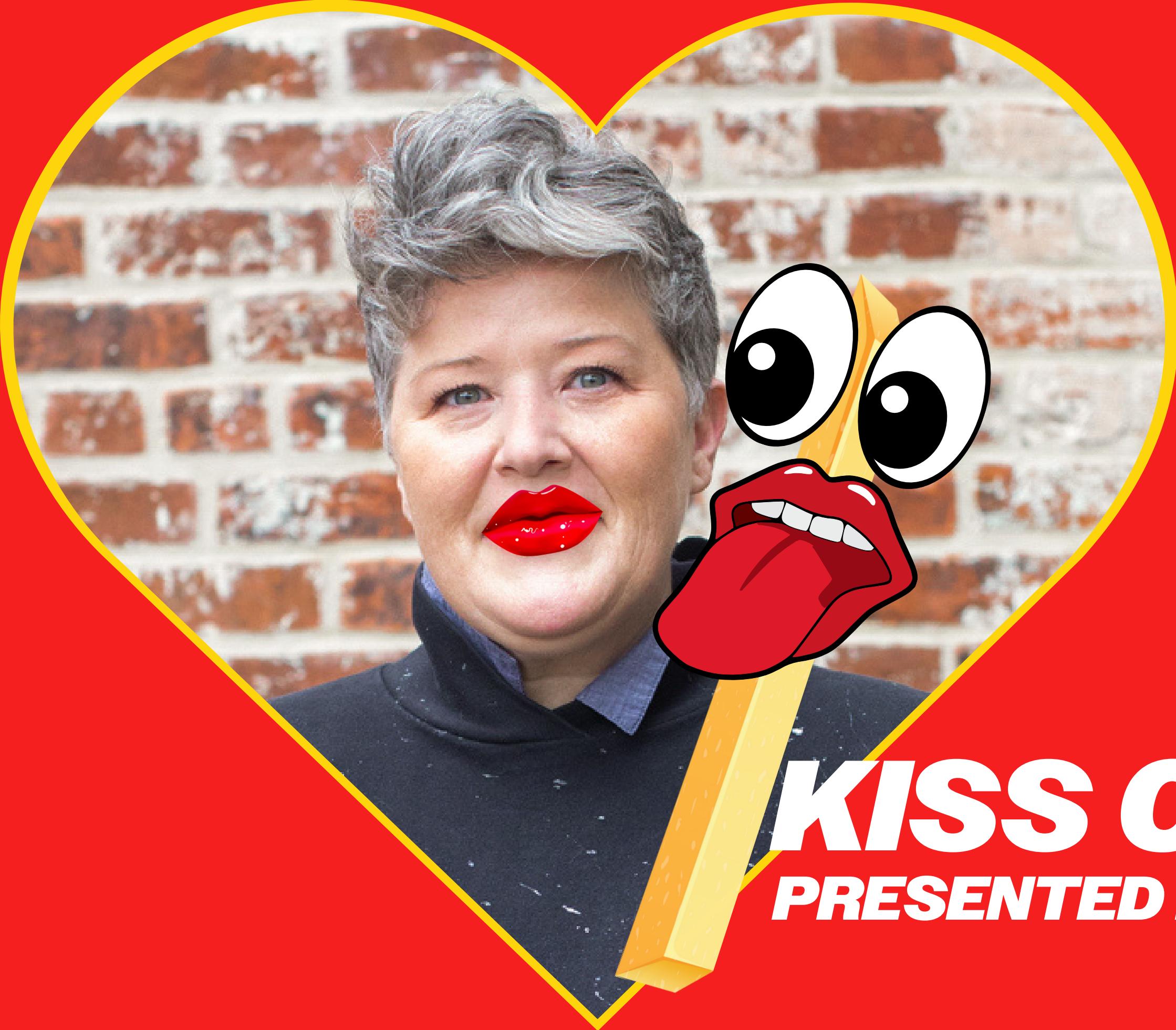
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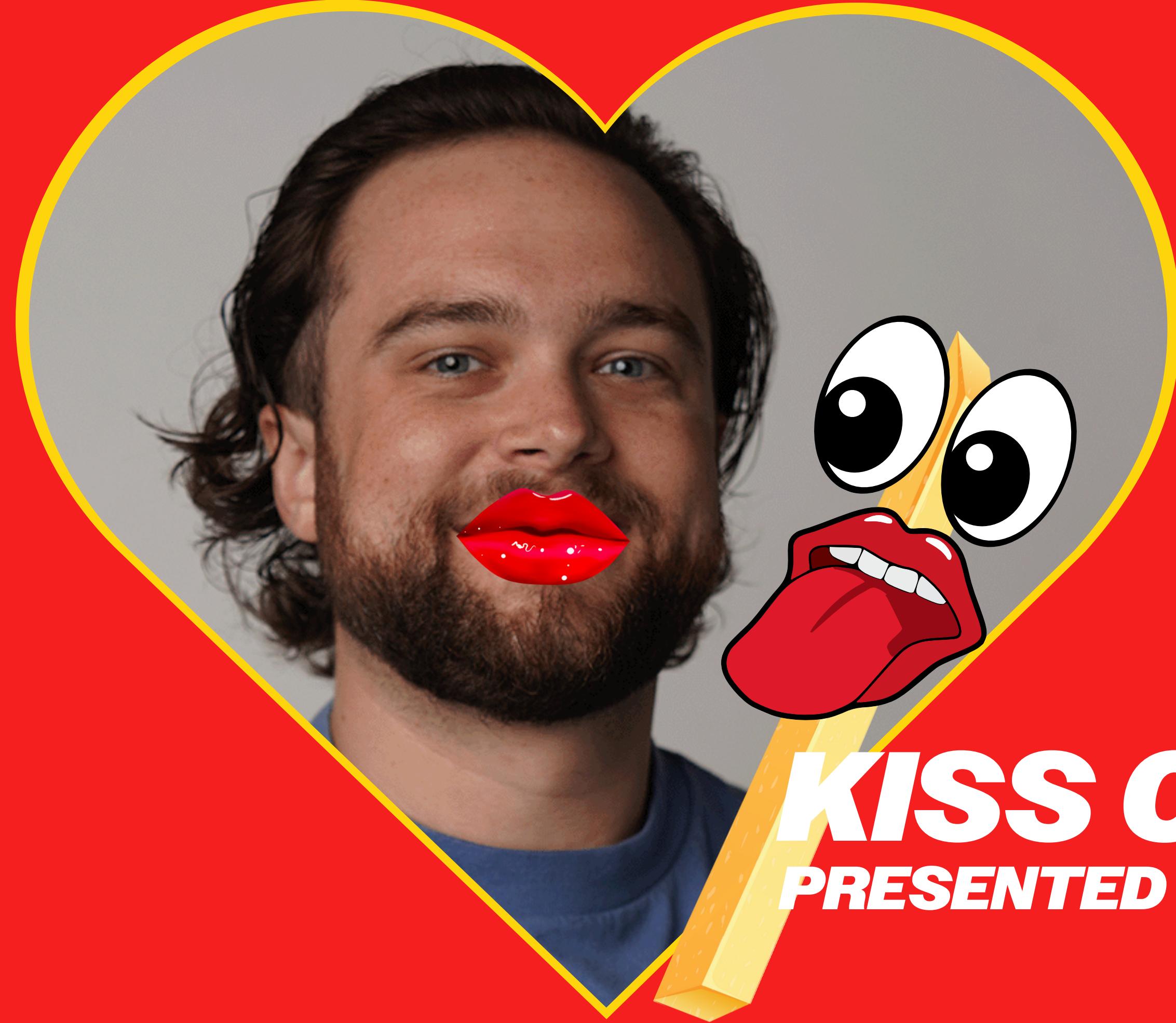
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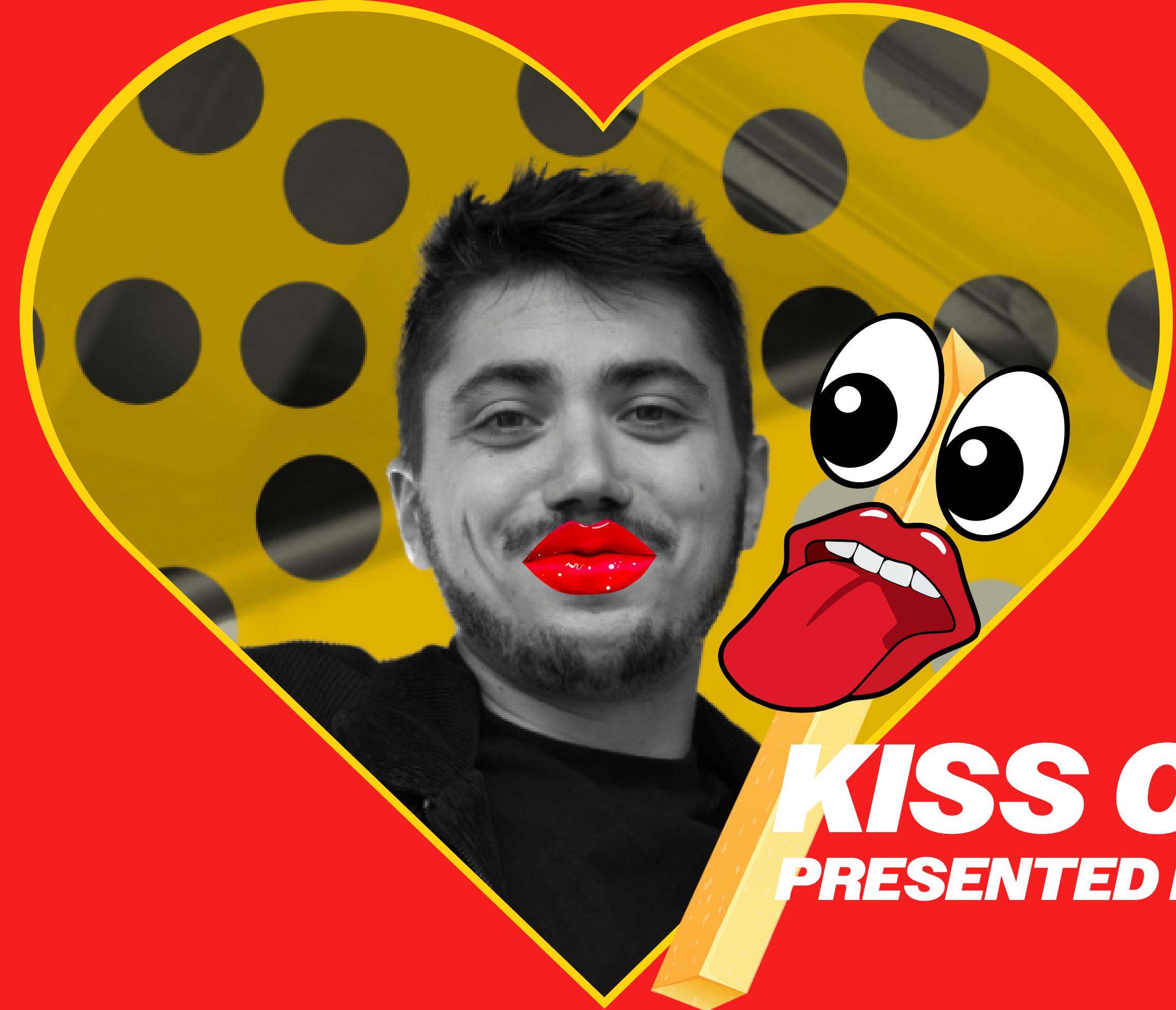
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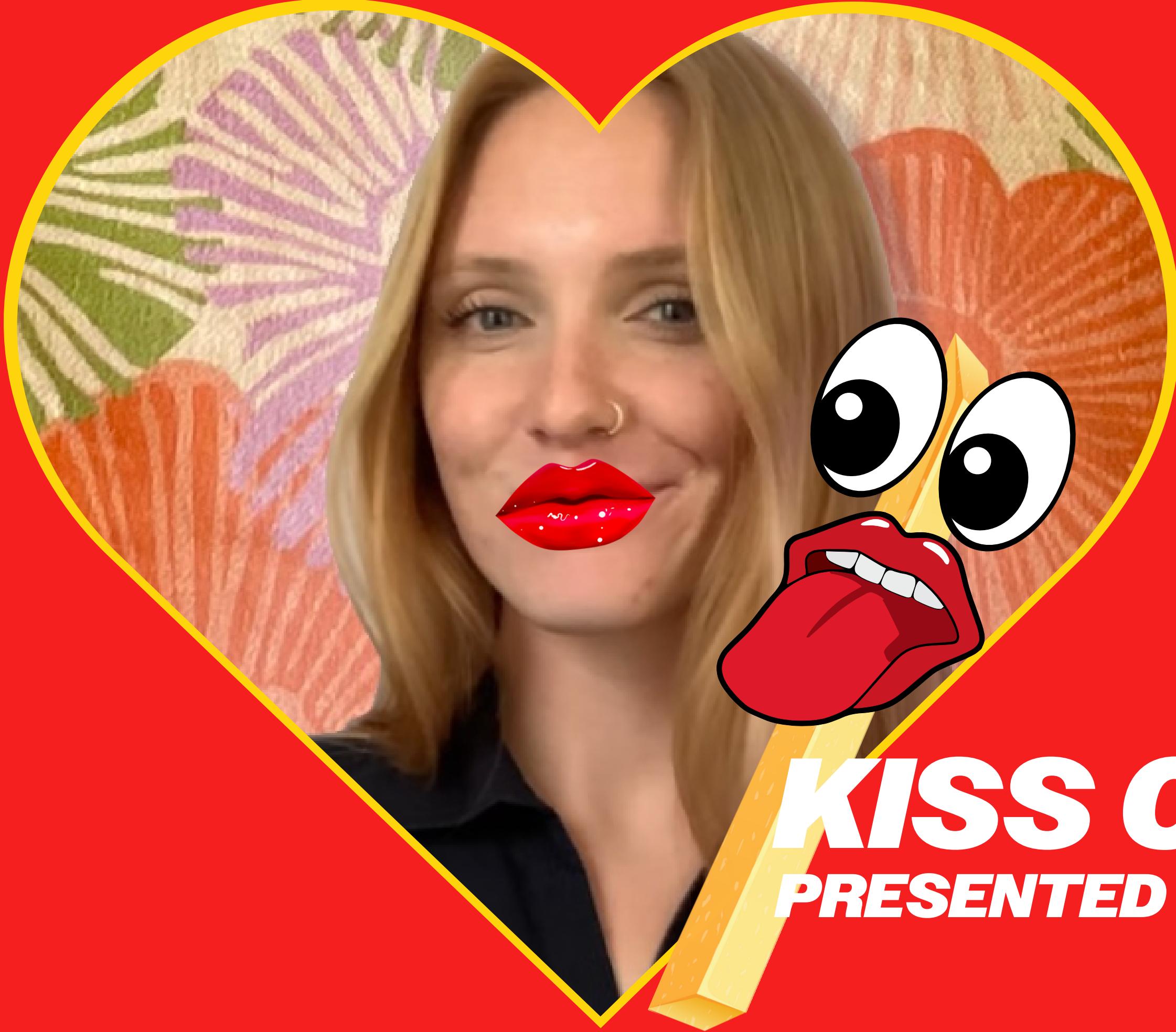
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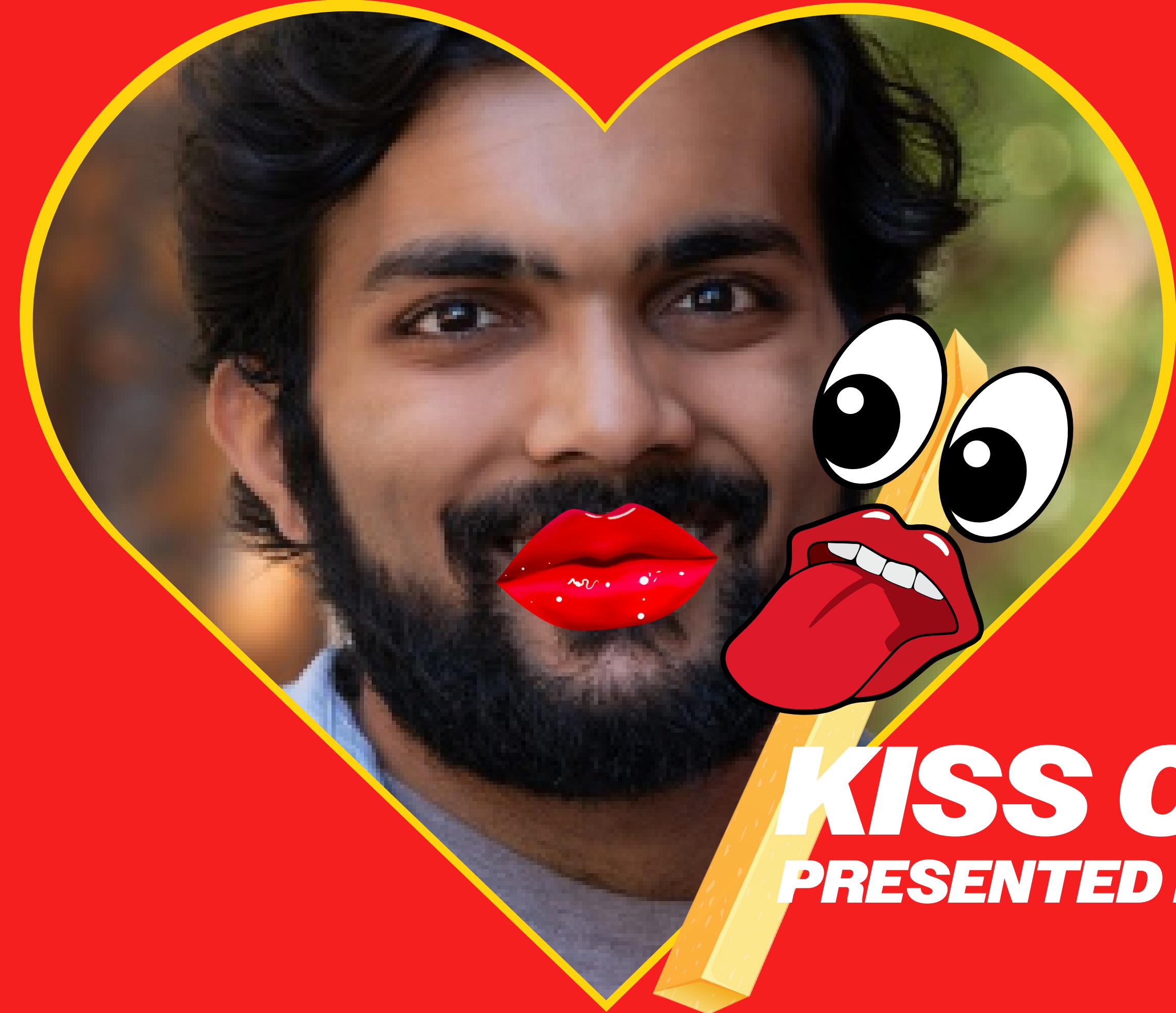
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KERALA DE GAMA

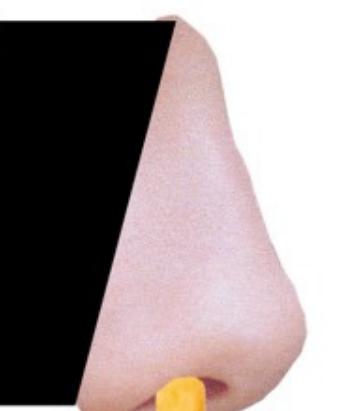
CORIANDER POWDER,
TURMERIC POWDER,
RED CHILI, ADOBO,
MSG, COCONUT
POWDER, DEHYDRATED
GARLIC, KOSHER SALT,
RICE POWDER, ANNATTO

SEOUL UMAMI

ONION POWDER, GARLIC
POWDER, GOCHUJANG,
GINGER POWDER, SESAME
SEEDS, UMAMI POWDER,
MSG, SALT, PEPPER



COOL



KANSAS CITY JAZZ

SMOKED PAPRIKA,
GARLIC POWDER, ONION
POWDER, CAYENNE
PEPPER, BLACK PEPPER,
MUSTARD POWDER,
BROWN SUGAR, SALT,
MSG, AMCHER

hot



DIFF!

