

Simplot

Kitchen Craft™

New!



Cracked
Pepper Fries
WITH SEA SALT AND GARLIC

**BACK-OF-HOUSE STYLE.
FRONT-AND-CENTER FLAVOR.**
On-trend seasoned fries with fresh appeal.





Simplot
Kitchen
Craft™

Welcome to our kitchen

The craft of making a quality fry starts with quality ingredients. New Simplot Kitchen Craft™ fries begin with pure potato flavor and finish with just the right amount of flavorful goodness. Artfully crafted with topical back-of-house-style seasonings and 100% real sea salt, each crisp golden fry is gluten-free and looks as good as it tastes. All straight from our kitchen to free up time in yours!



**A PINCH OF
FLAVOR
AND A DASH
OF CRAFT.**

ROSEMARY FRIES
with Sea Salt and Garlic
Julienne, 5/16" and 3/8"

CRACKED PEPPER FRIES
with Sea Salt and Garlic
5/16" and 3/8"





Simplot Kitchen Craft™ Rosemary Julienne Cut Fries have a fresh-made look that matches your signature slider, just like these Short Rib Sliders featuring kimchi slaw and white cheddar.

**Wow
and
Now**

Rosemary
80% growth since
2012 as a fry topping

**Cracked Pepper
& Sea Salt**
71% growth since
2012 as a fry topping

Datassential MenuTrends,
Four-Year Review



Simplot Kitchen Craft™ Cracked Pepper Fries give this Pittsburgh Steak Salad a kick in the pants. Serve Cobb style to show off your new signature fries!

**Yum
and
Fun**



**Oh
and
My**

Simplot Kitchen Craft™ Cracked Pepper Fries wrapped in bacon. What? Pepper & Bacon? Oh yes you did!

Signature sauces!

Signature fries deserve signature sauces.
And what could be better with new
Kitchen Craft™ Fries than on-trend
chef-inspired complements.
Enjoy our creations and find
complete recipes online at
simplotfoods.com/kitchencraft.

Lebanese Garlic Dip

Russet Potatoes
Garlic
Lemon Juice
Salt
Canola Oil

Kimchi Dip

Kimchi
Mayonnaise
Ketchup
Yellow Mustard
Gochujang

Blueberry Ketchup

Oil
Shallots
Ginger
Garlic
Blueberries
Red Wine Vinegar
Dark Brown Sugar
Salt & Pepper

Thai Green Pepper Sauce

Serrano Peppers
Garlic
Fish Sauce
Brown Sugar
Lime
Water

Flapper Dip

Mayonnaise
Worcestershire Sauce
Black Pepper
Ketchup
Garlic

Harissa Ranch Dip

Ranch Dressing
Harissa

Beer & Cheddar Cheese Sauce

Cheese Sauce
Beer
Half & Half
Garlic
Cayenne Pepper
Smoked Paprika

Cranberry Orange Sauce

Whole Berry Cranberry Sauce
Orange Juice
Orange Zest
Ground Cinnamon

Gochujang Sauce

Mayonnaise
Gochujang
Lemon Juice
Lemon Zest

Avocado Chimichurri

Parsley
Garlic
Olive Oil
Lime Juice
Red Wine Vinegar
Oregano
Red Pepper Flakes
Avocado Pulp
Salt & Pepper

Smokin' Sauce

Mayonnaise
Ketchup
Creamy Horseradish
Smoked Paprika
Oregano
Cayenne Pepper
Salt & Pepper

Garlic & Chive Dip

Greek Yogurt
Onions
Chives
Garlic
Cayenne Pepper
Salt & Pepper

Simplot Kitchen Craft™
Rosemary Fries take your gyro plate to the next level of flavor. This simple twist on a classic favorite creates a signature dish your customers will love.

**Twist
and
Shout**





Craft more attention!

Contact your broker representative today to get started with customizable table tents or posters for your operation.

Put our kitchen to work in yours.

Simplot
Kitchen
Craft

Specifications

Preparation

							Preparation		
PRODUCT NAME	SKU	PACK SIZE	WEIGHT (LB.) NET/GROSS	CASE DIMENSIONS	CASE CUBE	CASE/ LAYER	TEMP/MIN		
							DEEP FRY	CONVECTION	CONVENTIONAL
Rosemary Fries WITH SEA SALT AND GARLIC									
JULIENNE 3/16", SKIN-ON	036647	6/5 lb.	30/32	16.125"x13.375"x12.875"	1.61	9/7	345°F/2-2½	400°F/7-12	425°F/22-25
STRAIGHT CUT 5/16", SKIN-ON	036395	6/5 lb.	30/32	16"x13"x9.875"	1.16	9/7	345°F/3-3½	400°F/12-20	425°F/27
STRAIGHT CUT 3/8", SKIN-ON	036418	6/5 lb.	30/32	16"x13"x9.375"	1.13	9/8	345°F/3-3½	400°F/13-22	425°F/25-35
Cracked Pepper Fries WITH SEA SALT AND GARLIC									
STRAIGHT CUT 5/16", SKIN-ON	036425	6/5 lb.	30/32	16"x13"x9.875"	1.16	9/7	345°F/3-3½	400°F/12-20	425°F/27
STRAIGHT CUT 3/8", SKIN-ON	036401	6/5 lb.	30/32	16"x13"x9.375"	1.13	9/8	345°F/3-3½	400°F/13-22	425°F/25-35

CALL 1.800.572.7783 OR VISIT SIMPLOTFOODS.COM/KITCHENCRAFT

Simplot potatoes | avocados | fruits | vegetables | grains