

# Simplot

# Kitchen Craft™

**New!**



Rosemary  
Fries  
WITH SEA SALT AND GARLIC

Cracked  
Pepper Fries  
WITH SEA SALT AND GARLIC

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





# 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](http://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



**Simple 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.**



**Specifications**

**Preparation**

PRODUCT NAME	SKU	PACK SIZE	WEIGHT (LB.) NET/GROSS	CASE DIMENSIONS	CASE CUBE	CASE/LAYER	TEMP/MIN		
							DEEP FRY	CONVECTION	CONVENTIONAL
<b>Rosemary Fries WITH SEA SALT AND GARLIC</b>									
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
<b>Cracked Pepper Fries WITH SEA SALT AND GARLIC</b>									
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](http://SIMPLOTFOODS.COM/KITCHENCRAFT)**