

Gilmours

Edgell Supa Crunch[®] Fries



Exclusive to
Gilmours

0800 270 414

orders@gilmours.co.nz



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Edgell Supa Crunch® Fries

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THE SUPA CHIP TO MAKE YOUR BUSINESS FAMOUS

The Edgell Supa Crunch® range really is Supa in delivering incredible mouth-watering taste and texture that will delight your customers and keep them coming back for more.

The Supa Crunch® range is made with the best A-grade Tasmanian potatoes for quality and consistency every time.

The special Supa Crunch® seasoned coating delivers a number of key benefits to add value to your business and minimise waste.



FLAVOUR

Our famous Supa Crunch® seasoned coating enhances the flavour of the fries for delicious taste, that will keep those customers coming back for more.



SUPERIOR HOLD TIME

With the takeaway and delivery channel growing there is a real need for your fries to retain their heat and crunch. Eliminate complaints from your customers and say no to soggy fries.



CRUNCH

The coating on the fries enhances the texture to deliver that enviable crunch that your customers crave.

YIELD MORE FRIES PER CARTON

- Our high quality specification together with the coating, yields more serves per carton than uncoated

* Example based on same carton configuration of 6 x 2kg

EDGELL
COATED
10mm



SERVES (CUPS)
PER CARTON

VS



SERVES (CUPS)*
PER CARTON

EDGELL
UNCOATED
10mm

North Shore | Mt Roskill | Manukau | Hamilton | Tauranga | Central | Wellington

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7mm Shoestring Fries 5277567

★★★★
HOLD TIME



- Coated in the famous Supa Crunch® batter for delicious taste, hold and crunch.
- Fastest cook time
- Excellent yield product - Lattice affect enables more servings per carton.
- Versatile usage



10mm Ultrafast Fries 5248366

★★★★
HOLD TIME



- Popular 10mm cut is thin and crispy and is versatile in application.
- 30min hold time – stays hot and crunchy.
- This thin cut delivers an amazing eating experience - soft and fluffy potato on the inside with delicious crunch.
- It is 2x crunchier than Edgell 10mm uncoated.



10mm Skin-On Fries 5277567

★★★★
HOLD TIME



- Rustic homemade style appearance – saves you prep time in the kitchen.
- 30min hold time – stays hot and crunchy.
- Differentiate your menu with a popular 10mm cut that is visually appealing and delivers delicious authentic potato taste.
- It is 2x crunchier than Edgell 10mm uncoated.



13mm Classic Fries 5277570

★★★★
HOLD TIME



- The 13mm cut has more potato flavour, due to thicker cut which makes it the perfect fish and chip offer.
- Great hold - stays hot and crunchy.
- Excellent plate coverage to reduce your plate costs.



10mm x 19mm Steakhouse Fries 5117115

★★★★
HOLD TIME



- The steakhouse is densely cut, for delicious potato taste.
- Great hold time – stays hot and crunchy.
- Perfect to pair as a side or with a steak for excellent plate coverage.

INNER 6 X 2KG OUTER 12KG

PREPARATION METHOD



Key: Convection Oven

Deep Fry

Hold Time

Hold Time

Hold Time

Vegetarian

Vegan

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Which fries are best for you?

The role of cut type

Extra Crispy
Higher Yield
Faster Cook Time



More Potato Flavour
More Hold Time
Better Heat Retention
Best Plate Coverage



5277569 **7mm Shoestring Chips**

- Fastest cook time
- Excellent (highest) yield
- Extra crispy texture
- Flavour hit due to low ratio of potato to batter
- Rough texture picks up seasoning better than uncoated

Best suited for: **Cafes, QSR**



5248366 **10mm Ultrafast Chips**

- Quicker cook time
- Good yield
- Versatility
- Crunchy texture
- Best hold time due to heat and crunch sweet spot
- Rough texture picks up seasoning better than uncoated

Best suited for: **Takeaway Shops, Burger Takeaways**



5277567 **10mm Ultrafast Skin-On Chips**

- Quicker cook time
- Good yield
- Skin-on looks rustic for home made look.
- Crunchy texture
- Best hold time due to heat and crunch sweet spot
- Great potato taste (skin adds flavour)
- Rough texture picks up seasoning better than uncoated

Best suited for: **Burger Takeaways, QSR**



5117115 **10mm x 19mm Steakhouse Chips**

- Quick cook time
- Excellent plate coverage
- 'Hand cut' appearance
- Great potato flavour
- Rough texture picks up seasoning better than uncoated

Best suited for: **Restaurants, Steakhouse, Fine Dining**



5277570 **13mm Classic Chips**

- Thicker cut chip
- Superior potato flavour/ ratio
- Good plate coverage
- Great hold time
- Better internal heat retention due to thicker cut
- Rough texture picks up seasoning better than uncoated

Best suited for: **Fish & Chip Shops, Restaurants**