



For Release After June 12th – NEW Product Launch from Aviko

Super Crunch Mega Fries

The emergence of an increased number of Gastro & Bistro Pubs and a rising demand from operators in the hotel and restaurant sectors for a premium quality, added value chip with distinguishing features gave the Aviko development team a real challenge. The brief was to come up with an innovative product which demonstrated modernism, offered a real improvement on the current choices available in the market and utilised Aviko's recent advancements in technology.



At 18mm x 18mm and longer than average, compared to a standard Aviko frozen chip, **NEW Super Crunch Mega Fries** not only look different (the nearest competitor product measures in at only 11mm x 11mm) but this new cut size allows for the chips to be



presented in inventive ways; for instance, try stacking on the plate in a style reminiscent of a well known game played with wooden blocks to add an interesting twist to the presentation of your food. Why not serve **Super Crunch Mega Fries** as part of a 'sharing platter' as a component ingredient in their

own right, rather than simply offering a cursory bowl of chips on the side, so adding value to the overall meal offer.

Super Crunch Mega Fries are finished with a special coating which keeps the product crispier for longer and gives an exceptional, superior taste. The special process used to coat the Fries confirms that Aviko's position is firmly at the forefront of the development chain.

All in all, this new chip will enhance the customer experience but it will also deliver improvements for the caterer. Lower wastage is achievable due to the enhanced crispiness and a 50% longer hold time* and the **Super Crunch Mega Fries** can deliver up to 65% savings in oil consumption*. The **Super Mega Crunch Fries** will also have broad kitchen appeal as they can be prepared by deep frying or oven baking.

* compared to a standard Aviko frozen chip

As most meals eaten out of home are a chance for customers to indulge, chips will always feature on menus and customers will always chose them as a treat, but operators can now offer a great tasting chip without compromising health as the **Super Crunch Mega Fries** are also a healthier option. The chunkier cut size means a low 3.0% fat content pre-fried, only 5% fat content after frying for 4 minutes at 175°C and only 3.8% fat content after baking in an oven for 24 minutes at 200°C, compared to a standard Aviko frozen chip.



To find out more on Aviko's extensive range of potato products call 01442 239 536, email ukdesk@aviko.com or visit www.aviko.co.uk

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Notes to Editors:

- Super Crunch Mega Fries are available in cases of 4 x 2.5kg
- Also available are Super Crunch Fries, 9.5mm x 9.5mm
- **Aviko** is ranked amongst the largest producers of potato products in the world, with a market share in Europe of 20%