

GOLD

STANDARD

HASH BROWNS


*Make the most of the
growing breakfast
opportunity with Aviko
Hash Browns*



**Consumers prefer
Aviko Hash Browns**



Share our passion for potatoes!

 @AvikoUK

www.aviko.co.uk

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Hash Browns



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✓ INDEPENDENT CONSUMER RESEARCH

shows consumers prefer Aviko hash browns*

✓ AVIKO HASH BROWNS

beat the market leading brand in an independent consumer taste test*

✓ LARGER THAN AVERAGE

Aviko hash browns offer a great platefill

*Leatherhead Food Research, June 2012, Based on a consumer group of 50



WAKING UP YOUR PROFITS!

- The number of out-of-home breakfast occasions has surged by 8,4% in 2012 to 1.14 billion
- Breakfast makes up just 10% of the UK market (compared to 20% in North America and 25% in other European countries), presenting a big growth opportunity
- Breakfast occasions in the quick service sector, including coffee chains and fast food outlets, grew by 10.5% in 2012 to 553m
- Full Service Restaurants saw a 7.8% rise in early morning traffic to 70.4m breakfast occasions
(Source: NPD Crest 2013)

Why not replace protein on your breakfast by hash browns for a better platefill and lower cost = more margin!

ALSO AVAILABLE FROM AVIKO



Hash brown bites. Use as a profitable 'add-on' to a breakfast order.

Share our passion for potatoes!



HASH BROWNS – NOT JUST FOR BREAKFAST!

- Use Aviko hash brown bites as an on-the-go snacking option
- Offer hash brown bites as a bar snack, served with a dip
- Stack an Aviko hash brown on a burger, as a topping
- Serve hash brown bites with a sandwich

Aviko's gluten free hash brown bites offer more portions per kg than the market leader.

	Portion	Grams per portion	Portions per kg
Aviko	13g x 6 pieces	79g	13
McCain	15g x 6 pieces	90g	11

MORE PORTIONS PER kg = MORE PROFIT

HASH BROWN *range*

HASH BROWNS – A GREAT BRITISH FAVOURITE AND A MUST-HAVE FOR YOUR BREAKFAST MENU.

Choose from our classic hash browns triangle, hash rounds or hash brown bites.



PRODUCT INFORMATION

Item #	Hash Brown Triangles 803586	Hash Brown Rounds 803564	Hash Brown Bites 804160
Logistics			
▪ Pack	2500g	2500g	2500g
▪ Case	4 x 2500g	4 x 2500g	4 x 2500g
▪ Cases/layer	12	12	12
▪ Layers/pallet	7	7	7
▪ Pallet	840kg	840kg	840kg
Nutritional values*			
▪ energy	165	166	172
▪ protein	2	2	1.7
▪ carbohydrates	22.5	22.5	22.9
▪ fat	7	7	8
Ingredients	potatoes, sunflower oil, salt, dextrose, onion powder, spices and stabiliser E450		potatoes, sunflower oil, dextrose, onion powder, salt, stabiliser E450
Cross-contamination	milk		
Shelflife**	24 months		
Preparation	Deep fat frying : 3 - 5 mins at 175°C Oven: 15 - 20 mins at 220°		

* on average per 100g deep-frozen product

** after production