

A GUIDE TO CRRROCK'N

「CRR
ROCK'N」
FUNKY
CRUNCHY
POTATOES



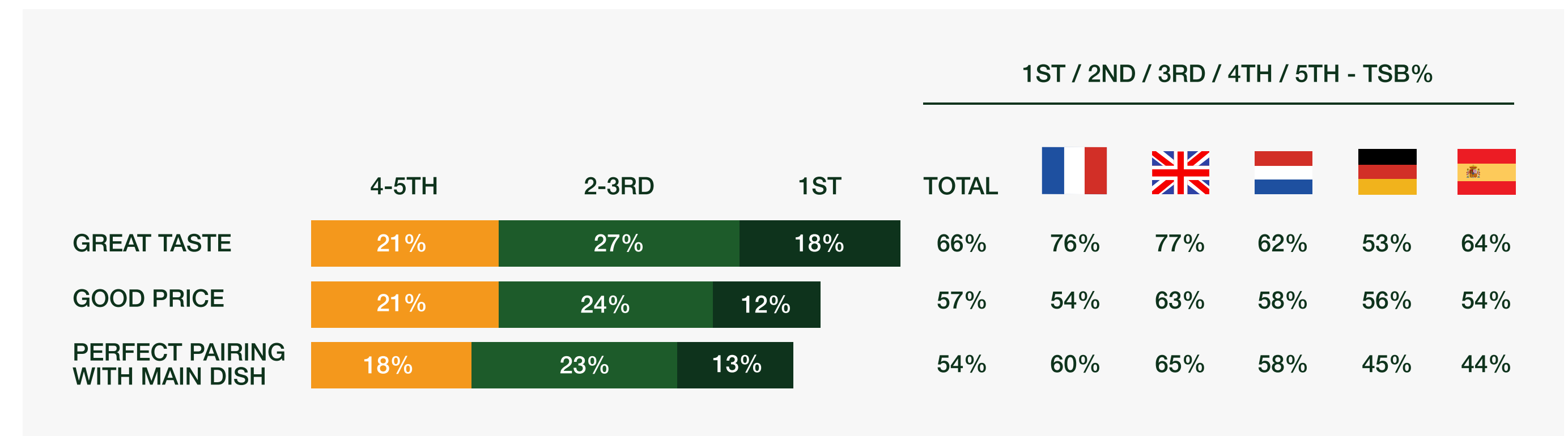
INTRODUCTION

Chefs all around keep looking for the perfect fusion of flavor and texture. The texture people crave the most? One that stimulates the senses: a combination and contrast of creaminess and crispness. Super crispy foods are often associated with freshness and quality. Meeting the ever-evolving demands of chefs and consumers, Crrrock'n offers an unrivalled super crispy experience.

CRAVING SUPER CRISPY POTATO PRODUCTS

IDENTIFYING GROWING MARKET DEMAND

Extensive research in five of our main markets revealed that great taste remains the top priority for consumers when choosing potato-inspired products in restaurants. Good price comes in second, while the ability to perfectly pair the product with the main dish completes the podium.



01

DEFINING GREAT TASTE

Taste is defined by a multitude of factors, besides the perfect temperature. Here are the key aspects that play a crucial role in taste perception:

01

Aromas and sensations: Taste is experienced through the combination of aromas and sensations. They can trigger (positive) memories and emotions, enriching our eating experiences. Up to 80% of what we perceive as taste actually comes from smell. This is why when people have a stuffy nose, their ability to taste food is greatly diminished.

02

Visual aspect: Visual cues, including color, shape, and presentation, set expectations for taste and flavor. For instance, brightly colored foods, such as our yellow-golden potato-inspired products, are often perceived as more flavorful, even when the taste compounds remain the same.

03

Shape and texture: Different shapes influence people's perception of texture, how fries hold seasoning and sauces, and the ratio of crispy exterior to fluffy interior. For example, waffle-cut fries, with their deep crevices, are known to hold more seasoning and sauces compared to traditional fries.

02

THE IMPORTANCE OF TEXTURE

This brings us to arguably the most significant factor of what defines great taste: texture. The feel of food in our mouths can make or break the overall enjoyment of food. People crave textural contrast, like adding the crunch of a crouton to a creamy soup. The same goes for many potato-inspired products. Both elements, crispness and creaminess, need to be abundantly present.

A high level of crispness acts as a positive stimulant in texture and, consequently, taste perception. Multiple studies show that crispness contributes significantly to taste perception and that consumers often prefer products with high crispness. They are consistently rated better for taste and overall enjoyability.

03

MASTERING TEXTURAL CONTRAST

Providing ample contrast is what Crrrock'n excels at. Our products demonstrate that you do not have to compromise on the pure potato element when doubling down on crispness. Crrrock'n products fully honor the attributes of the potato, using potato starch or natural potato components to form a crispy layer. Other producers may tend to mimic the crispness effect, by adding pea protein for example.

03

A MULTISENSORY EXPERIENCE

Agristo goes a step further. We do not only optimize products for crispness but also for crunchiness. While crispness focuses on bite, crunchiness is all about the sound and auditory cues. We truly believe flavor is a multisensory experience. As sound and pleasantness are highly correlated: the more we enjoy the sound of a food, the more we tend to rate it positively. We have developed a method, eliminating subjective human parameters, to determine the level of crunchiness of our products.

IN CONCLUSION

In conclusion, super crispy potato products offer several specific benefits for the food service industry:

- **Enhanced customer satisfaction:** The satisfying crunch and texture of super crispy potato products elevate the overall dining experience, leading to higher customer satisfaction and repeat business.
- **Versatility in menus:** These products can be easily paired with a wide range of dishes, from gourmet burgers to elegant entrees, making them a versatile addition to any menu. Certainly as consumers expect to have the option to choose their side to pair with the main dish.
- **Operational efficiency:** Super crispy products maintain their texture and quality even after being held for a period, reducing waste and ensuring consistent quality for customers.
- **Increased profit margins:** Due to their popularity and premium appeal, super crispy potato products can command higher prices, contributing to increased profit margins for food service establishments.

TOP CRRROCK'N CHEF PERSONAS

A wide array of chefs face even a bigger plate of challenges. Let's have a focused look at 3 types of chefs, the unique challenges they face and how Crrrock'n caters to their specific needs, enhancing their menus and appealing to the tastes of contemporary consumers. This section is a practical guide that showcases the versatility of these chefs and the solutions that help them succeed in today's competitive culinary landscape.

01

FAST CASUAL & TAKEAWAY CHEF



DESCRIPTION

This chef specializes in creating dishes that bring the restaurant experience to the comfort of one's home. They understand that the true test of a takeaway meal is not just how it tastes when it leaves the kitchen, but how it holds up upon arrival.

Fast casual and takeaway chefs face two primary challenges: delivering consistent products and maintaining a rapid pace of service.

01

Consistency: Ensuring that every dish meets the same high standards across all establishments in a chain is crucial. Variations in taste, texture, or appearance can lead to customer dissatisfaction and damage the brand's reputation.

02

Speed: The fast-paced nature of the takeaway industry demands quick preparation and service times. Any delays can lead to longer wait times for customers, reducing overall satisfaction and potentially impacting repeat business.

01

FAST CASUAL & TAKEAWAY CHEF



SOLUTIONS

Crrrock'n offers innovative solutions to address these challenges, ensuring that chefs can deliver top-quality products efficiently.

01

Consistency: By removing some of the variables in the cooking process, we help maintain uniformity. For instance, our pre-salted fries eliminate the need for manual seasoning, reducing the risk of inconsistencies and ensuring a consistent taste every time.

02

Speed: To meet the demands of a fast-paced kitchen, reducing cooking times is essential. Crrrock'n products can be defrosted the day before (in a controlled +5°C fridge) , cutting down preparation time by half a minute. In an industry where the standard prep time is around three minutes, this reduction is significant, allowing chefs to serve more customers quickly and efficiently.



DESCRIPTION

Operating out of a compact space, this chef creates culinary wonders on wheels. They have a loyal following and a reputation for innovative dishes that defy the expectations of street food. Their challenge is to keep the line moving while wowing patrons with unforgettable flavors.

Food truck chefs face a unique challenge: ensuring that every fry served is hot and crispy, even during peak times.

Serving Temperature: The risk of serving tepid fries is a significant concern. With customers often waiting in line, maintaining the ideal serving temperature is crucial to ensure satisfaction and uphold the food truck's reputation.

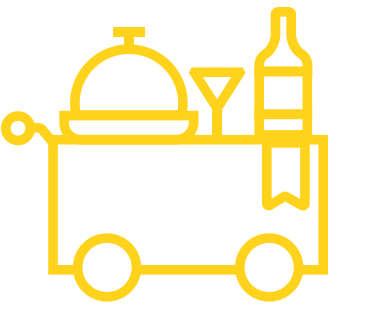


SOLUTIONS

Crrrock'n provides an effective solution to this challenge, ensuring that food truck chefs can deliver consistently hot and crispy fries.

Long Holding Times: Crrrock'n fries are designed with superb heat retention, allowing them to stay hot and crispy for up to 30 minutes. This extended holding time ensures that even the last customer in line receives fries that are just as crispy and delicious as the first.

03 THE CATERING CHEF



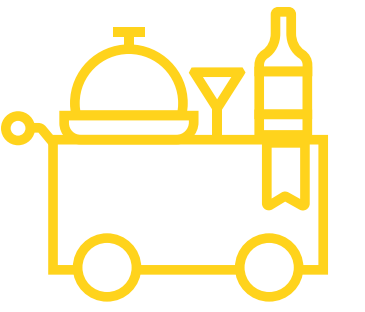
DESCRIPTION

Catering chefs are the unsung heroes of events, often preparing food for hundreds, if not thousands, of guests. Their work is a delicate dance of timing and logistics, with the expectation that every plate served is as perfect as the last.

Catering chefs face the demanding task of preparing large quantities of food that must remain warm and crispy over extended periods.

Maintaining Quality: Ensuring that a large volume of fries stays warm and crisp without degrading in quality is a significant challenge. This is crucial for maintaining customer satisfaction during events where food is served over several hours.

03 THE CATERING CHEF



SOLUTIONS

Crrrock'n offers practical solutions to help catering chefs overcome these challenges, ensuring that their fries remain top-notch throughout the event.

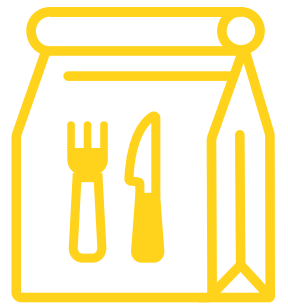
- 01 Preparation and Holding:** Crrrock'n fries can be prepared in large quantities ahead of time and still retain their quality. Thanks to their excellent heat retention, these fries can be reheated or held at the desired temperature without any loss of crispiness or flavor.
- 02 Versatility:** Our fries are designed to withstand multiple reheating cycles, making them ideal for catering events. They can be kept warm at a consistent temperature of 40°C in ovens or under heat lamps, ensuring that every serving is as delicious as the first.



THE CRRROCK'N FIT

Our Crrrock'n range has some niche products for all kinds of chefs and kitchen situations. Having a look at our current chef personas, we propose to offer certain game-changing products for their specific needs and wants.

01 FAST CASUAL & TAKEAWAY CHEF



PRODUCT: 10 MM SKIN-ON FRY

The 10 mm skin-on fry is perfect for fast casual and takeaway chefs who want to stand out from typical quick service restaurants. This thicker, rustic fry is considered the typical Belgian cut, offering a perfect balance between pure potato taste and a crispy exterior. It helps differentiate their menu with a premium feel, appealing to customers looking for a more authentic and hearty fry experience.

02 THE FOOD TRUCK CHEFY CHEF



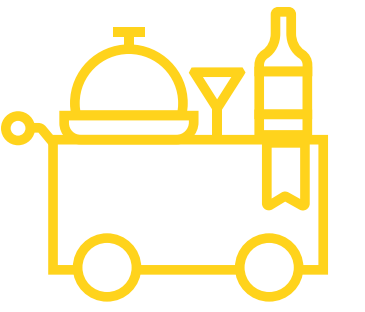
PRODUCT 1: ALLUMETTES FRIES

Allumettes fries are thin cuts that fry quickly, making them ideal for the fast-paced environment of a food truck. Their thinness allows them to nestle into each other, providing better plate coverage and yield, akin to the McDonald's effect. This means food truck chefs can serve more portions efficiently and maximizing their output.

PRODUCT 2: CRUNCHIES

Crunchies offer a unique twist on traditional fries, perfect for food truck chefs looking to differentiate their offerings. These reimagined potato products stand out at food truck festivals where variety is key. They provide a novel experience for customers.

03 THE CATERING CHEF



PRODUCT: SUPER CRISPY SEASONED WEDGES

Crrrock'n super crispy seasoned wedges are a game-changer for catering chefs. These wedges can be reheated multiple times, maintaining their crispiness and flavor. They can be fried and held on an oven plate or prepared in the oven, accommodating the varying equipment available at events. Their ability to stay crispy over long holding times ensures that every guest enjoys a high-quality product, regardless of when they are served.

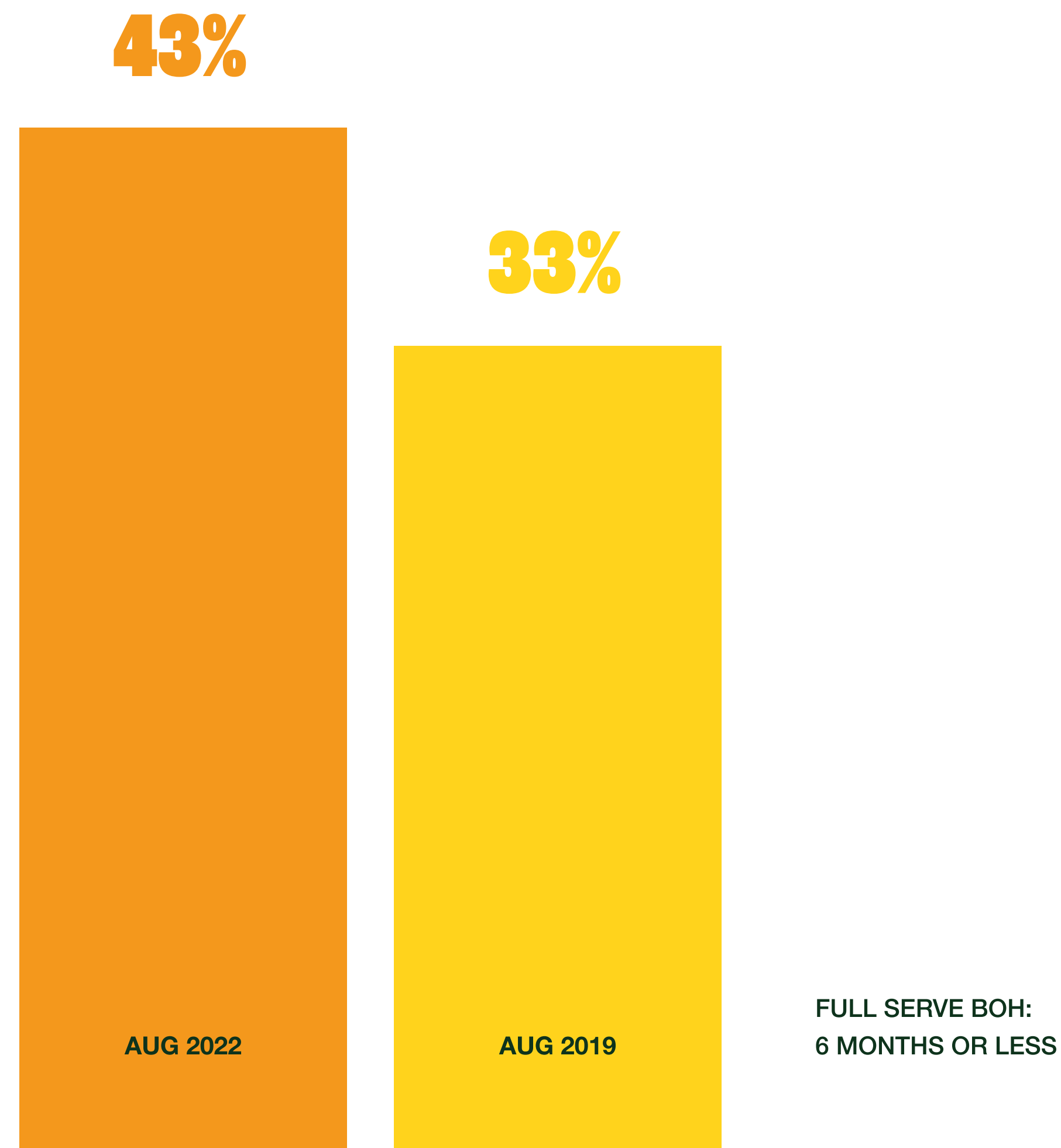




HELPING OUT YOUR CHEFS

The myth has been busted a long time ago: good products don't automatically sell themselves. Great products, marketed well, do. In cooperation with Agristo, we can provide you the necessary tools and deliverables to educate and inspire your target audiences.

01 FRYING FINESSE



In the fast developing food service scene, it's key to educate chefs on the correct process to prepare our fries to perfection. According to insights provider Black Box, we see the trend of kitchens with undertrained staff increase rapidly. Whereas in 2019 about 33% of kitchen staff held a tenure of 6 months or less, this increased to 43% in 2022.

01 FRYING FINESSE

However, even for more experienced chefs we notice that frying the perfect portion of fries is not a matter of course. By providing a brief visual explanation of our six-step process, you can already teach chefs valuable lessons. Additionally, address the importance of defrosting the products the evening before, saving extra frying time.

THE 6-STEP GUIDE TO PERFECT FRIES



01. Fill the basket halfway

To avoid crumbs in the oil, place the basket next to the fryer and fill it halfway.



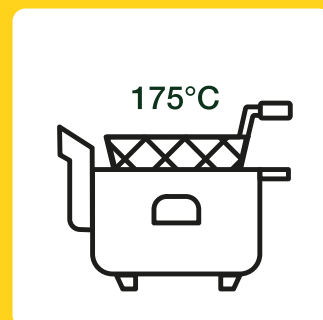
03. Lift and shake

After 30 seconds, lift the basket and shake firmly.



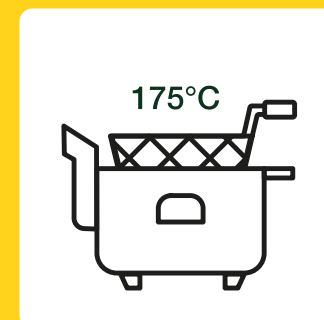
05. Drain

Lift the basket, shake and wait 10 to 15 seconds to drain excess oil.



02. Start frying

Drop the basket in the oil (temp. 175°C) and switch on your timer (cfr. cooking instructions)



04. Continue frying

Drop the basket and fry according to the remaining cooking instructions.



06. Serve

Keep hot in holding unit or serve directly in a tray lined with paper so any remaining oil may be absorbed.

02

INSPIRATION THAT DRIVES PROFITS

Providing premium potato inspired products is a first good way of creating added value for chefs. The Crrrock'n range is filled with signature products that can premiumize chef's menus and improve plate coverage and/or turnover rates thanks to faster cooking times. But as a supplier, chefs expect thought leadership beyond the product itself.

You can visit the Agristo website and be inspired by a wide range of potato concepts, showing chefs novelties and opportunities for various markets and niches. Besides the perfect fry, we also try to co-create with our clients, in search of added value throughout the entire process. For example, on top of serving premium potato inspired products, we encourage chefs to experiment with toppings and sauces to further increase margins.



03

SUPERIOR SIDE AS THE MAIN STAR

Food pairing matters. Being able to perfectly match the side with the main is now the second most important drive for customers, after taste. In comes your second, superior fry or premium potato product. Not just sloppy seconds, but an opportunity to set yourself aside. Showing chains how they can elevate their menus, we propose to let the fry stand out on all fronts and points of contact.



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