



# Waffle Waffle **Fries**



**Sysco Imperial Waffle Cut Waffle Battered Sweet Potato Fries** are cut from orange sweet potatoes and then lightly coated with a waffle batter. The result is a delicious sweet waffle baked flavor, and a tender yet crispy texture. Serve as is or with unique toppings for multiple menu applications and across all day parts (e.g., breakfast, dessert, snack or side). These sweet fries leverage the growing popularity of waffles – nothing like it!

**Features and Benefits**

- Provides a unique solution to address the growing all-day breakfast and snacking trends.
- Appeals to emerging consumer generations (e.g., Millennials) who are looking for new and interesting breakfast, snack and dessert alternatives.
- Versatile and can be executed in sweet or savory applications.
- Serve quickly by simply deep frying for a few minutes and adding a prepared topping.
- Cost per serving is competitive to any breakfast, snack or dessert application, especially when considering the labor savings.
- Waffle cut, across both sweet and white flesh potatoes, is growing at 10.3%<sup>1</sup>. When you combine this with 13% growth in waffles menus over the past 12 months<sup>2</sup>, the product is poised to be a winner in the foodservice marketplace.

1. Feb – Apr '16 (Potato Track)  
2. 2015 Technomic Breakfast Consumer Trend Report

**Menu Ideas**

- Savory or Sweet Sliders
- Vegetarian Sliders
- Pig “on” a Blanket
- Serve as a side for premium brunch offerings
- Top with local fruits, powdered sugar, maple syrup and whipped cream
- **Chicken & Waffles\***
- **Waffle Fry Crostini\***
- **BBQ pulled pork, cheese and bacon signature nachos\***
- **Powdered Sugar Beignet\***
- **Breakfast or brunch skillet\***

*\*pictured*

**Preparation Instructions**

Simply deep fry for 3-3 1/2 minutes at 350° F or to desired level of crispness.

SUPC	Pack/Size	Brand	Description
4390807	5 / 3 LB	SYS IMP	POTATO FRY SWEET WFFL WFFL