



WAM & McCain Foods C-store Program

Company Profile: McCain Foods is the world's largest manufacturer of frozen potatoes and a leading supplier of frozen appetizers. A company admired for our quality, people and customer dedication. McCain produces and markets a vast assortment of products to consumers and customers in the retail and foodservice sectors globally.

McCain offers a variety of potato and appetizer items, available within the WAM program.

- On the potato side, options vary from hash browns, tater tots, fries, wedges and more.
- Within the appetizer offerings, you can choose from 20 different items, ranging from cheesy favorites like Mozzarella sticks and Mac n' Cheese wedges to Onion Rings, Jalapeno Poppers, and more.
- These items are tried and true consumer favorites, making menuing any of these options a slam dunk.



C-store consumers want snacks!!

+4.1%

C-stores traffic grew during the PM snacking daypart between lunch and dinner over past 6 months

79%

of consumers seek out familiar favorites at their C-Stores, & sizzling snacks from *McCain*[®] CREATE FAN FAVES FAST.

Visit us at www.mccainusafoodservice.com for more information





McCain products puts convenience store profits front and center.

Preferred for our quality products that are fresh, delicious and easily portable, McCain continually delights consumers' taste buds. Fries that stay crispy and snacks that stay appetizing on the go, increase their craveability factor-which keeps consumers coming back for more.

Equipment:

All of McCain's products taste delicious:

- Fresh out of a **fryer** (our recommended way to recon method)
- Many of these products are **bakeable** and can be prepared in **conventional ovens** or **high speed ovens**



*Speaking of profits...
Our products drive high value for you:*

- *Potatoes deliver 60-70% of profits to your bottom line*
- *Appetizers bring in 50-60% profits*
**based on retail pricing*

TIP! Promote your to-go programs using FREE downloadable social media assets from McCain.

Download assets [here!](#)

