

WE KNOW PUB CUSTOMERS LOVE CHIPS

But sometimes they are disappointed



TOO GREASY

SOGGY

BURNT

FLAVOUR-LESS

DRIED OUT



WENT TO

to put their range of chips to the test



24,000 people over 4 days

**Higginson Park, MARLOW
17-20 May 2018**



We interviewed 100 people



We served over 5,000 portions

We sampled...



We blind tasted our range of chips to see how they stacked up with the discerning customers of Marlow and vs the competition



100% liked the McCain chips they tried

99% would be happy if the chips they were served were consistent quality



99% would be happy to be served them in a pub

100% preferred them to the competitor chips



What they liked about them...

CRISPY ON THE OUTSIDE

FLUFFY IN THE MIDDLE

MORE FLAVOUR

STAY HOTTER FOR LONGER

Are your chips crowd-pleasers? Make the change.
www.mccainfoodservice.co.uk



[@McCainFoods_B2B](https://twitter.com/McCainFoods_B2B)

[LinkedIn](#)

[@McCain Foodservice \(GB\)](#)