

THRIVE WITH...

**SAFRIES**



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SERIOUS QUALITY

SATISFYING VALUE

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## Intro to SAFRIES

There's no doubt people love their fries. From the post-swim chip to the classic combo of simple fried fish and tasty potatoes, the humble hot chip is the unsung hero of many good times.

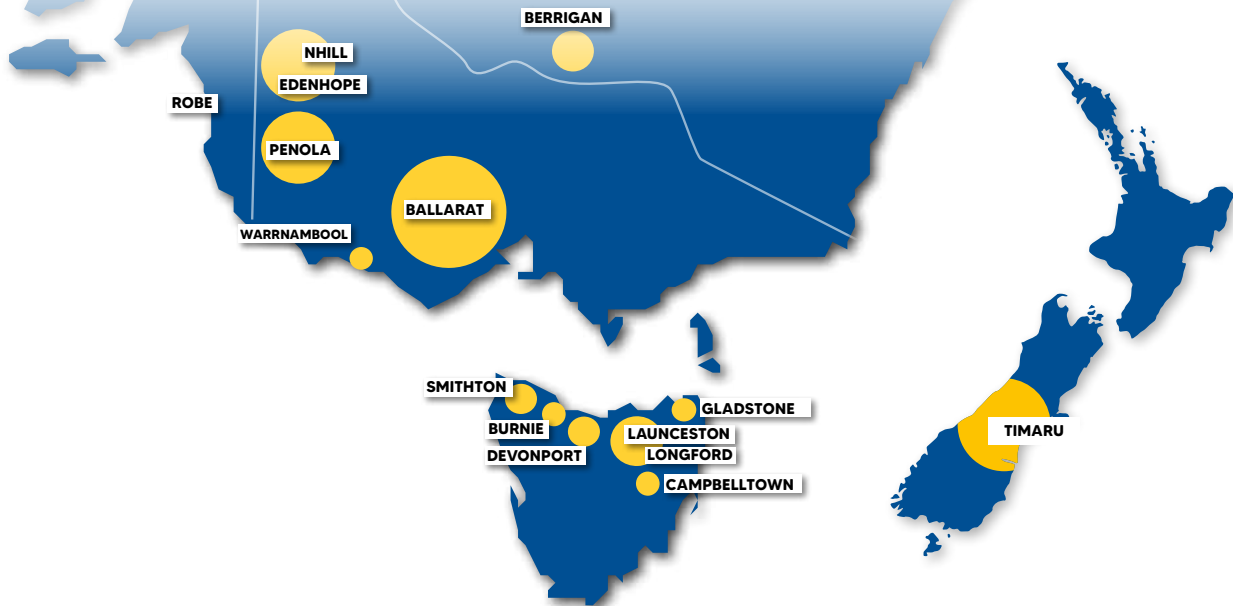
SAFRIES' first processing facility in Penola, South Australia; marked the beginning of frozen fry production back in the 80's. We wanted to make good quality local fries available to everyone.

Since then, reinforced by McCain, we've spent over 30 years perfecting our fries, helping our local growers, communities and small businesses thrive along the way. Our fries are super crispy, reliably consistent, and delightfully clever.

Thrive with SAFRIES means that through every interaction with us, our customers should feel confident, supported and at ease knowing we've got their back. That's why today and always; we are committed to delivering the ultimate combination of quality, taste and value that keeps everyone happy.

**Welcome aboard, you're officially a chip loving wingman in fries.**

# Our sustainable spuds grow here



## Helping our Distributor Partners thrive

At SAFRIES we aim to keep things fun and simple.

Like you, we are the unsung hero, the reliable option, the one who is always there with a consistent, expected product and service.

When you seek to add value to your customer, SAFRIES reliably deliver an unmatched combination of quality, taste and value that's good for business.

You can thrive with our reliable product, service and supply. From good quality at fair prices, to responsive local reps and quick turnaround times, SAFRIES is your true wingman in fries.

**CRUNCHY, CONSISTENT, CLEVER**

# Our Impact

Our fries aren't just locally grown; they're sustainably grown, and our energy comes from the sun. We're like the cool kids on the sustainability block, leading the way since 2020 with Australia's largest renewable energy system. We believe in delicious, planet-friendly food that leaves a tasty imprint, minimising a carbon footprint.



# SOLAR INSTALLATION IN BALLARAT



# REDUCING CO<sub>2</sub> EMISSIONS



## ZERO WASTE



## SUSTAINABLE PACKAGING

Our commitment to energy efficiency isn't just a trend, it's the heart and soul of our fry operations.





# Our Line Up



Keeping  
**EVERYONE HAPPY**  
everyday



## HASH BROWN OVALS

Big on crunch, big on comfort. Our Hashbrown Ovals deliver a golden crunchy outer with soft centres customers will come back for. Perfectly portioned to perform across every menu daypart.

**PRODUCT CODE 1000013900**  
**COOKING TIME: 4 MINS**



## 9MM SUPERCRISPY FRIES

Thanks to our hush-hush special coating, and incredible hold time - they're the "last chip standing" when it comes to staying crunchy and tasty.

**PRODUCT CODE 1000009435**  
**COOKING TIME: 2-3 MINS**



## 7MM SHOESTRING FRIES

From frozen to filling bellies in a flash – under 2.5 minutes to be exact. The ultimate multitasker, delivering speedy satisfaction without compromising on taste. Ideal for quick service.

**PRODUCT CODE 1000010331**  
**COOKING TIME: 2-2½ MINS**

## BEER BATTER FRIES

Where flavour meets brew. They're big, bold and packed with crunch, thanks to their crispy beer batter coating that guarantees total plate domination.

**PRODUCT CODE 52290**  
**COOKING TIME: 3-4 MINS**







## 13MM CRINKLE CUT FRIES

A fun, distinctive retro fry, bringing crispy back with an excellent crisp-fluff ratio.

**PRODUCT CODE 1000010318**  
**COOKING TIME: 3-4 MINS**

## 10MM STRAIGHT CUT FRIES

Like the Swiss Army knife of potato fries, it's the perfect all-rounder chip that delivers in texture, length and appearance. Crunchy, Consistent, Clever.

**PRODUCT CODE : 1000010332**  
**COOKING TIME: 3-4 MINS**



## 13MM STRAIGHT CUT FRIES

Fries that take their job seriously. Crisp and all business on the outside, but light and fluffy on the inside. The perfect chip to please the crowd.

**PRODUCT CODE 1000010319**  
**COOKING TIME: 3-4 MINS**





## **GURU BHATHAL**

### **Head Chef**

#### **CSI Club Southport**

I like SAFRIES chips because of its texture, flavour and taste, which our locals enjoy; but the best thing about SAFRIES, is that it holds the heat which helps us with our takeaway orders.

## **MADE@LUKES**

### **Cromer NSW**

SAFRIES fries are very high quality and are always consistent and stay crisp. The impact for our business using these fries are the comments we get on the crispness of our fries and return business.



## **SEAFOOD AT THE BEACH**

### **Deewhy NSW**

Since I started using SAFRIES, customers have made comments on the flavour of the fries we use and sales have increased. There is never an issue with SAFRIES so it makes my day to day running of my business seamless.

# Product Information

| Product Code | Product                         | Pack Size | Carton Dimensions | Cartons per layer | Cartons per Pallet | Gross Weight | TUN Number     |
|--------------|---------------------------------|-----------|-------------------|-------------------|--------------------|--------------|----------------|
| 52290        | SAFRIES Beer Battered Fries     | 6x2kg     | 517x315x174       | 8                 | 48                 | 12.6kg       | 19310174522900 |
| 1000009435   | SAFRIES 9mm Supercrispy Fries   | 6x2.5kg   | 517x315x240       | 8                 | 32                 | 15.6kg       | 19310174194350 |
| 1000010332   | SAFRIES 10mm Straight Cut Fries | 6x2.5kg   | 517x315x210       | 8                 | 40                 | 15.6kg       | 19310174103321 |
| 1000010319   | SAFRIES 13mm Straight Cut Fries | 6x2.5kg   | 487x315x210       | 8                 | 40                 | 15.6kg       | 19310174103192 |
| 1000010331   | SAFRIES 7mm Shoestring Fries    | 5x3kg     | 517x315x255       | 8                 | 32                 | 15.6kg       | 19310174103628 |
| 1000010318   | SAFRIES 13mm Crinkle Cut Fries  | 6x2.5kg   | 517x315x210       | 8                 | 40                 | 15.6kg       | 19310174103185 |
| 1000013900   | SAFRIES Hash Brown Ovals        | 5x2kg     | 397x297x227       | 9                 | 36                 | 10.5kg       | 19310174139009 |

# Nutritional Information

| Product Code | Product                         | Energy (KJ) | Protein (g) | Total Fat (g) | Saturated Fat (g) | Carbs (g) | Sugars (g) | Sodium (mg) |
|--------------|---------------------------------|-------------|-------------|---------------|-------------------|-----------|------------|-------------|
| 52290        | SAFRIES Beer Battered Fries     | 636         | 2.9         | 5.5           | 0.4               | 21.7      | 0.5        | 230         |
| 1000009435   | SAFRIES 9mm Supercrispy Fries   | 688         | 2.6         | 5.2           | <1.0              | 25.8      | <1.0       | 190         |
| 1000010332   | SAFRIES 10mm Straight Cut Fries | 625         | 2.8         | 4.9           | 1.4               | 22.4      | 0.2        | 35          |
| 1000010319   | SAFRIES 13mm Straight Cut Fries | 573         | 2.7         | 4.3           | 1.2               | 20.7      | 0.2        | 27          |
| 1000010331   | SAFRIES 7mm Shoestring Fries    | 600         | 2.4         | 4.5           | 0.3               | 22.2      | 0.4        | 44          |
| 1000010318   | SAFRIES 13mm Crinkle Cut Fries  | 548         | 2.4         | 3.4           | 0.3               | 21.6      | 0.3        | 33          |
| 1000013900   | SAFRIES Hash Brown Ovals        | 513         | 1.3         | 6.5           | <1.0              | 15.4      | <1.0       | 166         |





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