

THRIVE WITH...

SAFRIES



safries.com.au



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.

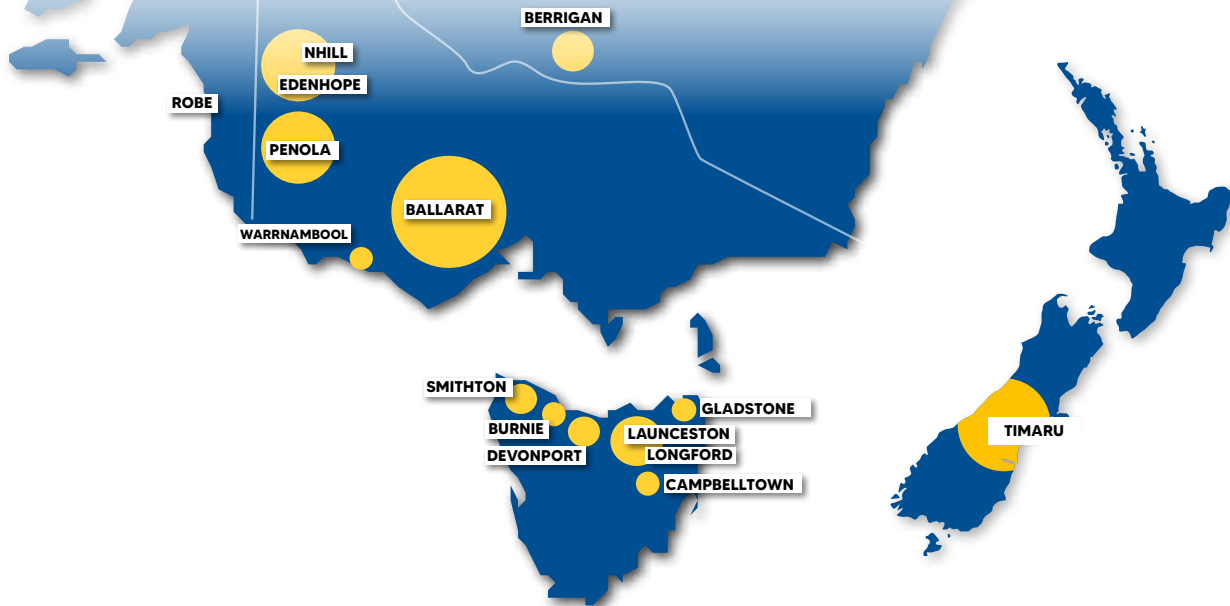
SAFRIES' first processing facility in Penola, South Australia; marked the beginning of frozen fry production back in the 80's. We wanted to make good quality local fries available to everyone.

Since then, 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 Operator Partners Thrive

At SAFRIES we aim to keep things fun and simple.

Fries are about enjoying the moment, connecting with friends and family and keeping life simple. That's exactly what we strive to bring to your customer's lives by embodying joy and simplicity in the SAFRIES brand, and the products and service we provide.

When you are looking to run your business on a budget but don't want to compromise on quality, SAFRIES reliably deliver an unmatched combination of quality, taste and value that's good for business.

Your business can thrive with our reliable product, service and supply. From A-grade quality at fair prices, to tailored orders and quick turnaround, 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 CO₂
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





9MM SUPERCRISPY FRIES

REUBEN FRYDAY

Opportunity: LTO Sandwich

Environment: Casual Dining

Insight: Reuben very on trend, with a twist

SERIOUS QUALITY

PER SERVE

- 2 slices thick cut rye bread
- 50g SAFRIES 9mm, fried until golden
- 1 slice Swiss cheese
- 100g thinly sliced corned beef
- 100g sauerkraut
- 1 tbsp thousand island dressing
- Rocket and large dill pickle, halved to serve



SATISFYING VALUE

Place fries and cheese on one slice of rye. Place this, plus plain rye slice under salamander until cheese is melted and bread toasted. Top cheesy side with corned beef, sauerkraut and dressing then other rye slice. Finish with some rocket for colour, and skewer with a pickle through the entire sandwich to serve.

***Tip:** replace sauerkraut with a red cabbage slaw incorporating the dressing, and some rocket for more colour.

PRODUCT CODE 1000009435
COOKING TIME: 2-3 MINS





10MM STRAIGHT CUT FRIES

FULLY LOADED MEXICAN FRIES

Opportunity: Great starter with good profit margin

Environment: Quick Service Takeaway

Insight: Mexican on trend / Loaded fries on trend



PER SERVE

- 1 avocado, mashed
- 2 tbsp lemon juice
- 200g SAFRIES 10mm, cooked until golden
- 100g grated mozzarella cheese
- 4 cherry tomatoes, quartered
- 80g taco sauce
- 1 cup (250mL) light sour cream
- 2 tsp Cajun or Mexican seasoning
- Coriander leaves and lime wedges to serve

Combine avocado with lemon juice. Place cooked fries on serving plate and top with mozzarella. Place under a salamander until cheese is melted. Top cheesy fries with dollops of avocado, cherry tomatoes, taco sauce and sour cream and sprinkle the entire dish with seasoning. Serve hot sprinkled with fresh coriander and lime wedges.

***Tip:** add grilled shredded chicken and jalapeno before grilling cheese, to create a main.



PRODUCT CODE : 1000010332
COOKING TIME: 3-4 MINS

13MM STRAIGHT CUT FRIES

PHILLY CHEESESTEAK SUB

Opportunity: Signature LTO

Environment: Burger

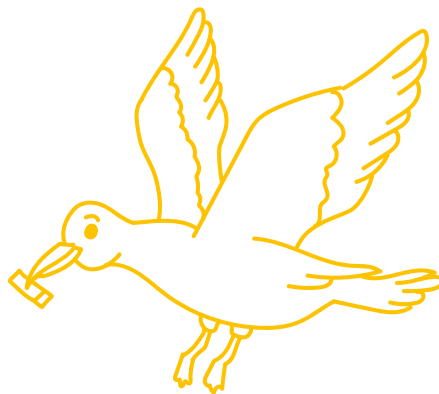
Insight: Oozy and loaded

PER SERVE

- 2 tbsp oil
- 1 small onion (125g), finely sliced
- 2 tsp sugar
- 80g thinly sliced ribeye fillet
- 2 slices provolone cheese, halved
- 1 x sub roll, split and lightly toasted
- 1 small Lebanese cucumber, finely sliced into strips
- 150g SAFRIES 13mm, fried to golden

Heat 1 tbsp oil and fry onion on a low heat until softened. Add sugar and allow to caramelise for 5 minutes. In a second pan, heat remaining oil on high and flash fry beef slices until just cooked. Open out sub roll and fill with provolone cheese, ribeye and caramelised onions, then flash under the salamander to heat through. Top with cucumber and serve with extra SAFRIES fries.

***Tip: Slice ribeye when deep chilled or frozen for a super fine cut. This will give the sub a generous fully loaded look and great eat.**



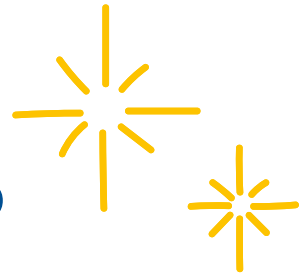
PRODUCT CODE 1000010319
COOKING TIME: 3-4 MINS





BEER BATTER FRIES

STUFFED AND LOADED GARLIC BREAD WITH CHEESY FRIES



Opportunity: Upsell side that is super easy

Environment: Pubs and Clubs

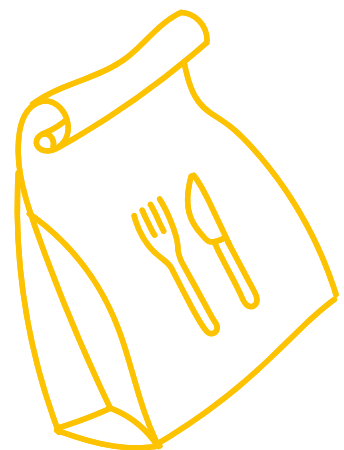
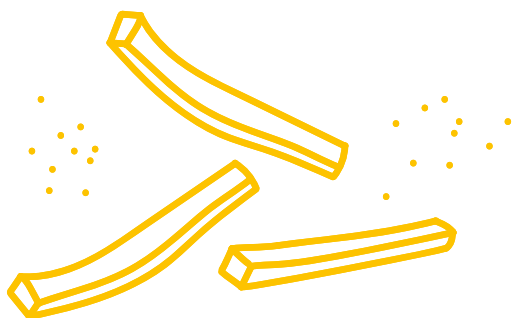
Insight: Unique, loaded and cheesy PLUS looks impressive

PER SERVE

- 1 x prepared garlic loaf, sliced into approx.12
- 80g SAFRIES Beer Batter, fried to golden
- 80g grated cheddar mozzarella blend

Heat garlic loaf as per normal. Unwrap and load with cooked SAFRIES Beer Batter in between the slices. Top entire loaf and fries with cheese and place under the salamander until cheese is melted. Serve hot sprinkled with garnish such as spring onions, or sprinkled with fresh parsley.

***Tip: add jalapenos and chili flakes then serve with a dipper salsa for a spicier option.**



PRODUCT CODE 52290
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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