



FALL 2017 | TREND TO TABLE

Celebrate

FESTIVE FUN *seasonal tastes...* 4-5

GATHER TOGETHER *shareable inspiration...* 6-7

TOAST THE SEASON *fall refreshments...* 8-9



\$2,000
FALL
SAVINGS

Best of the Harvest —
menu ideas to savor,
sip & share *(inside cover)*



A season for savings!

As you welcome excited guests to experience your culinary creativity, we're grateful to support your inspiration. Featuring on-trend flavors and versatile ingredients, we hope our **Fall Trend to Table Insights Guide** and **\$2,000 Fall Savings** will make menu inspiration a little easier for you.

More insights, inspiration and excitement:
fall.simplotfoods.com



COVER — TASTES FROM THE TABLE

- | | |
|--------|--|
| sides | Challah Bread featuring Farmhouse Originals™ Roasted Sweet Potato Mashed; Simple Goodness™ Haricot Vert with garbanzo beans and goat cheese |
| drink | Raspberry Whisky Sweet with Simple Goodness™ Raspberries and grilled orange slice |
| entrée | Ribeye steak with compound butter; new Kitchen Craft™ Rosemary Fries; Risotto with RoastWorks® Flame-Roasted Corn & Jalapeño Blend and Good Grains™ Red Quinoa; harissa glazed Simple Goodness™ Brussels Sprouts and Parisian Carrots and pistachios |



Holiday FAVORITES WITH Flair



Satisfy patrons looking for healthier options with Roasted Squash Soup featuring **Good Grains™ Hearty Grains & Wild Mushrooms.**



Consumers crave more spice in their food. Add a little heat to something sweet like Gochujang Sauce and red pepper flakes with our **Farmhouse Originals™ Roasted Sweet Potato Mashed.**

SWEET POTATO
menu mentions have grown
OVER 40%
in the last four years

Datassential, Comfort Foods, April 2017

Meet the demand for sweet and savory with Oven Roasted Pork Tenderloin and **Simple Goodness™ Mango Cubes.**



29% of Thanksgiving Day meals include one to-go item that's
FULLY PREPARED

NPD, Top 6 Home Entertaining Trends of Holiday 2016



MORE INSIGHTS
& INSPIRATION
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HOME FOR THE HOLIDAYS



Offer on-trend seasonal sides to go for patrons looking for easy options to serve their guests as they celebrate at home, like these **Simple Goodness™ Parisian Carrots** and **Simple Goodness™ Brussels Sprouts with Harissa Sauce.**



13% MENU INCREASE IN SHAREABLE FRY APPETIZERS

Datassential Appetizer PPT Overview, May 18, 2017



THE SOCIAL SEASON

As more patrons share their eating experiences on social media, serve standout dishes that demand attention like these Loaded Pizza Fries featuring **NEW! Kitchen Craft™ Rosemary Fries** with sea salt and garlic.



PASS THE HAPPINESS



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SLIDERS
on the menu are
UP 30%
in the last four years

Datassential, Appetizer, April 2017



As the shareable demand grows, boost profits by adding Harvest Fresh™ Avocado Pulp to Buffalo Chicken Sliders for a perfect plate to pass around.



On-trend seasonal LTOs drive traffic and increase check averages. Satisfy the sweet teeth around the table with a shareable dessert featuring chocolate, panna cotta and the fall flavors of **Simplot Select Recipe® Fries** and **Simplot Sweets® Sweet Potato Fries**.

The average sports bar consumer craves french fries, customization and bold/spicy flavors.* Try these loaded BBQ Nachos featuring Carolina Pulled Pork on **SIDEWINDERS™ Fries** featuring **SeasonedCrisp®** Smokey BBQ batter.

**Technomic Countdown to Super Bowl LI, Dec 2016*



Stir Up — THE — GOOD TIMES

2017 HOT TREND CRAFT & ARTISAN SPIRITS

AS RATED BY **70** OF ACF MEMBERS
PERCENT

NRA, What's Hot 2017

More patrons look for crafted spirits. Twist their favorite with this Cherry Old Fashioned Smash featuring **Simple Goodness™ Dark Sweet Cherries**.



35%

OF CONSUMERS SAY
THEIR BEVERAGE
PREFERENCES CHANGE
WITH THE SEASON.

Technomic Consumer Trend Reports, 2017



MORE INSIGHTS
& INSPIRATION
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Moscow Mules have grown over **500%** on menus in the last 4 years.* Capitalize with a fall-inspired naturally flavored Mule featuring **Simple Goodness™ Marionberries**.

*Datassential Alcoholic Beverage PPT Overview, May 18, 2017

Celebrate the season with Sparkling Rosemary Berry Sangria featuring **Simple Goodness™ Pacific Berry Blend**.



CRAFTED FOR THE SEASON



House-made specialty drinks showcasing fall flavors and on-trend ingredients create perfect LTO items. Drive sales with artisan cocktails like Raspberry Whisky Sweet with **Simple Goodness™ Raspberries** and a Blueberry Hot Toddy featuring **Simple Goodness™ Blueberries**.



CELEBRATE THE Goodness OF FALL.

Discover all kinds of culinary insights and inspiration to help you promote and profit using the complete portfolio of products, only from Simplot.

fall.simplotfoods.com

VIDEOS

Chef-inspired dishes and ideas to help your menu shine.

TRENDS

Get the latest trends and insights throughout the foodservice industry.

INSPIRATION

See how you can take Simplot products to a whole new level.



Save up to \$2,000

SEPTEMBER 1 - DECEMBER 31, 2017

EVERYDAY FRY REBATE

\$2.50 per case (max \$250) OR \$5.00 per case (max \$500) if 5 or more value added cases are purchased

BRAND (see back for eligible listing)	CASES PURCHASED
Simplot Select Recipe® Fries	
Original Cut SIDEWINDERS™ Fries, featuring Bent Arm Ale® brand Craft Beer Batter	
TOTAL CASES (MAX 100)	(A)

VALUE ADDED REBATE

\$10.00 per case, \$250 per category

CATEGORY (see back for eligible listing)	CASES PURCHASED
Avocado (max 25 cases)	
Fruit (max 25 cases)	
Grains (max 25 cases)	
Potato - Fries (max 25 cases)	
Potato - Mashed (max 25 cases)	
Vegetables (max 25 cases)	
TOTAL CASES (MAX 150)	(B)

CALCULATE YOUR SEASONAL SAVINGS

Everyday Fry Rebate - Standard
Total Cases (A) _____ x \$2.50 = \$ _____ (max \$250)

OR, I have qualified for the \$5 per-case rebate by purchasing 5 or more Value Added cases (B)

Everyday Fry Rebate - BONUS
Total Cases (A) _____ x \$5.00 = \$ _____ (max \$500)

Value Added Rebate
Total Cases (B) _____ x \$10.00 = \$ _____ (max \$1,500)

Total Rebate (A+B) \$ _____ (max \$2,000)

MAIL REBATE TO:

Name: _____ Title: _____
Operation Name: _____
Street Address: _____
City: _____ State: _____ Zip: _____
Phone: () _____ Fax: () _____
Email Address: _____
☐ Yes, I would like to receive offers, product and program information via email.
Primary Distributor: _____
City: _____ State: _____
Simplot Sales Person: _____

TO GET REBATE:

Completely fill out this original form (incomplete or photocopied coupons will not be accepted). Attach your distributor invoice with the eligible product(s) circled as proof-of-purchase or distributor velocity reports that contain manufacturer item numbers, specific invoice numbers, dates and purchase prices between September 1, 2017 and December 31, 2017.

Mail this form along with proof-of-purchase by January 31, 2018 to:

Simplot Fall Offer • P.O. Box 2030 • Brownsdale, MN 55918-2030

Or for express 3-4 week processing, simply upload your distributor proof of purchase to: fspromos4u.com/simplot

Access Code: **17FALL2000**

REBATE RULES

Rebate offer has a maximum redemption limit of \$2,000 and applies only to qualifying purchase of those Simplot products listed. Rebate claims must be accompanied by distributor invoice(s) or distributor velocity report(s) that include manufacturer item numbers, specific invoice numbers, dates and purchase prices. Rebate offer valid on qualifying case purchases between 9/1/17 and 12/31/17. Rebate claims must be postmarked/submitted online no later than 1/31/18. This rebate may not be combined with any other Simplot offer. Only one rebate will be fulfilled per eligible operation or location. Offer does not apply to bid, contracted or national restaurant chains/QSR accounts but does apply to contracted non-commercial accounts and K-12 schools/districts not on bid for these offered products during the promotion period. All requested information must be complete for rebate to be processed. The J.R. Simplot Company is not responsible for lost, late, damaged, misdirected or postage-due mail. This rebate contains a unique code and may not be copied or altered in any way. Rebate void where taxed, prohibited or restricted, or distributed through unauthorized channels. Rebate offer good only in USA. Please allow 4-6 weeks for processing. Simplot reserves the right to cancel this rebate at any time.

The foregoing trademarks are owned by the J.R. Simplot Company. SIDEWINDERS™ Fries is a trademark of the J.R. Simplot Company. Our uniquely cut SIDEWINDERS™ Fries are proprietary and patented under one or more patents and pending patent applications. See www.simplotfoods.com/patents for more details.



QUALIFYING EVERYDAY FRY SKUs

\$2.50 per case (max \$250) OR \$5.00 per case (max \$500)
if 5 or more **VALUE ADDED** cases are purchased

Simplot Select Recipe® Fries

SKU 10071179

028635	Julienne 3/16", Skin-On
232100	Shoestring 1/4", Skin-On
232018	Straight Cut 5/16", Skin-On
231080	Straight Cut 3/8", Skin-On
021872	Straight Cut 1/2", Skin-On
233015	Steak 3/8" x 3/4", Skin-On
022473	Chunks, Skin-On

026136	Chips 1/8" Slice, Skin-On
028079	Loop 1/4", Skin-On
021889	Crinkle Cut Wedge 10-Cut, Skin-On
023920	Shoestring 1/4", Skin-Off
023821	Straight Cut 5/16", Skin-Off
023937	Straight Cut 3/8", Skin-Off
026952	Thick Crinkle Cut 1/2", Skin-Off

Simplot SIDEWINDERS™ Fries

029182	Original Cut SIDEWINDERS™ Fries, featuring Bent Arm Ale® brand Craft Beer Batter
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QUALIFYING VALUE ADDED SKUs

\$10.00 per case, \$250 per category (max \$1500)

AVOCADOS

Simplot Harvest Fresh™ Avocados

SKU 10071179

030294	Zesty Guacamole
021087	Especial Guacamole
936220	Avocado Pulp 6/3 lb. bags
932260	Avocado Pulp 12/1 lb. bags

FRUITS

Simplot Simple Goodness™ Fruits

199007	Blueberries
026662	Dark Sweet Cherries
199021	Golden Delicious Apple Slices
035084	NEW! Mango Cubes
003489	Marionberries
019404	Pacific Berry Blend
199199	Raspberries, in Syrup
199410	Raspberries
016311	Triple Berry Blend

GRAINS

Simplot Good Grains™

035046	NEW! Ancient Grains & Kale Blend
012931	Couscous, Red Quinoa & Vegetable Blend
012948	Exotic Grains & Fire-Roasted Vegetables
012955	Hearty Grains & Wild Mushrooms
020462	Multi-Grain Orzo, Garbanzo & Kale Blend
020479	Multi-Grain Orzo, Red Quinoa & Vegetable Blend
038009	NEW! Red Quinoa
035053	NEW! Thai Style Red Quinoa & Vegetable Blend

POTATO - FRIES

Simplot Bent Arm Ale® Beer Battered Fries & Onion Rings

027850	Straight Cut, 5/16"
027867	Entrée Cut, 1/4" x 1/2"
027874	Lattice Cut
029328	Onion Rings, 3/8"
029342	Onion Rings, 5/8"

Simplot SIDEWINDERS™ Fries

032175	Original Cut SIDEWINDERS™ Fries, featuring SeasonedCrisp® brand JR Buffalos® batter
032182	Original Cut SIDEWINDERS™ Fries, featuring SeasonedCrisp® brand Smokey BBQ batter
032168	Original Cut SIDEWINDERS™ Fries, featuring Conquest® brand clear coating

NEW! Simplot Kitchen Craft™ Fries with Sea Salt & Garlic

036647	Rosemary Julienne, 3/16"
036395	Rosemary Straight Cut, 5/16"
036418	Rosemary Straight Cut, 3/8"
036425	Cracked Pepper Straight Cut, 5/16"
036401	Cracked Pepper Straight Cut, 3/8"

POTATO - MASHED

Simplot Traditions® Dehydrated Mashed Potatoes

022817	Simply Reds Redskin Mashed
022770	Mashed 12/26 oz. Bag
022848	Mashed 24/13 oz. Bag

Simplot Farmhouse Originals™ Frozen Mashed Potatoes™

034537	Roasted Sweet Potato Mashed
034520	Roasted Sweet Potato Pulp
299257	Plain Mashed
022398	Seasoned Mashed
299264	Home Cooked Mashed
291190	Roasted Garlic Mashed
299202	Redskin Mashed
299271	Roasted Garlic Redskin Mashed

VEGETABLES

Simplot RoastWorks® Corn

034841	Flame Roasted Corn & Jalapeño Blend
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Simplot Simple Goodness™ Vegetables & Sauced Vegetables

035770	NEW! White Cut Corn 1/20 lb.
603337	Antigua Blend
183297	Brussels Sprouts
662662	Catalina Blend
522768	Edamame, Shelled
016380	Edamame Succotash Blend
003236	Edamame, Whole
016397	Haricot Blend de Deux
816775	Haricot Vert
607762	Kyoto Blend
606024	Midori Blend
035060	NEW! Mirepoix Blend
601012	Monaco Blend
016304	Monterey Blend
035077	NEW! Normandy Blend
737339	Parisian Carrots
009634	Provence Blend
003762	Sonoma Blend
602026	Tuscan Blend
035589	NEW! White Cut Corn
019367	Edamame Succotash with Buttery Sauce
024378	Green Beans with Smoky Bacon Sauce
877660	Sweet Cut Corn with Buttery Sauce
019398	Santa Fe Blend with Mexicali Sauce
019343	Whole Baby Carrots with Brown Sugar Glaze



SAVE UP TO
\$2,000



potatoes | avocados | fruits | vegetables | grains