

RESPECT THE CHIP

THE ULTIMATE GUIDE TO SERVING
THE PERFECT CHIP



Edgell 10mm Supa Crunch® Ultrafast 6 x 2 kg
Product Code 40729



GIVING YOU THE EDGE®

GRADING & SPECIFICATIONS

CHIP GRADING STANDARD

The U.S.D.A established its criteria for grading fries in 1967. In Australia we don't have these regulations but will still follow these rules to provide the best chip we possibly can to our customers and consumers.

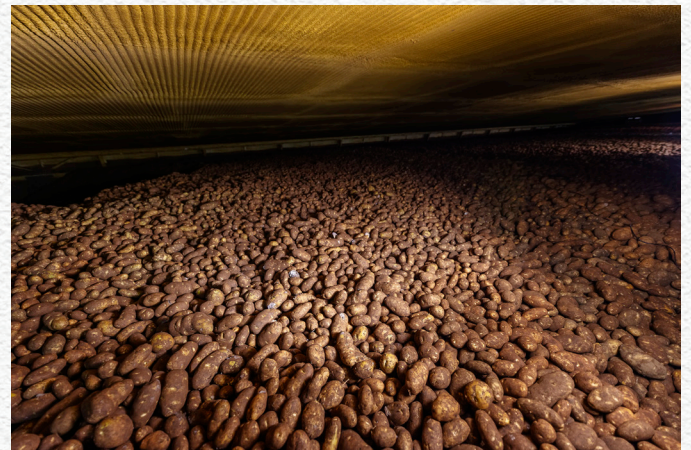
To be considered A Grade, chips must score 90/100 and meet the following criteria:

- ✓ Have good flavour
- ✓ Have good colour
- ✓ Are practically uniform in size & symmetry
- ✓ Are practically free from defects
- ✓ Possess a good texture



CHIP SPECIFICATIONS

- ✓ Farmed
- ✓ Stored
- ✓ Processed
- ✓ Length profile
- ✓ Defects



HANDLING



STORAGE

Correct shipping, stacking and delivery help eliminate thawed or broken chips. Below are some tips to ensure your chips maintain their quality from shipping to delivery.

1. Ensure your stock is delivered frozen (-18°C).
2. Handle stock with care. Avoid improper loading and unloading.
3. When a carton of frozen chips is dropped just 3 feet, up to 35% of the pieces can break. If chips are dropped 8 feet, breakage can be up to 52%.
4. Look for damaged boxes. Cartons should not be crushed, pierced, soft or ice-covered.
5. Open the carton and examine the chips. There should be no ice crystals, excessive breakage, block freezing or partially thawed chips.
6. Don't stand on or stack heavy items on the cases.
7. Thawing prior to cooking will ruin the texture.



HANDLING DO'S AND DON'TS



**Do stack product away from walls and off the floor.
Do store on racking for maximum airflow.**

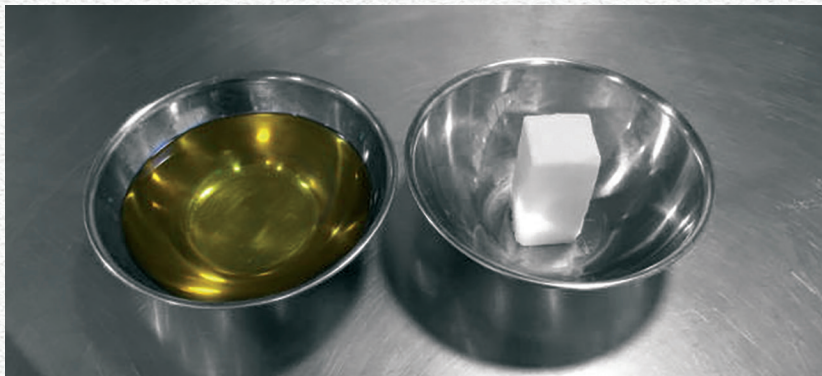


Don't stack directly in front of a blower unit or under leaking, dripping defrost trays.

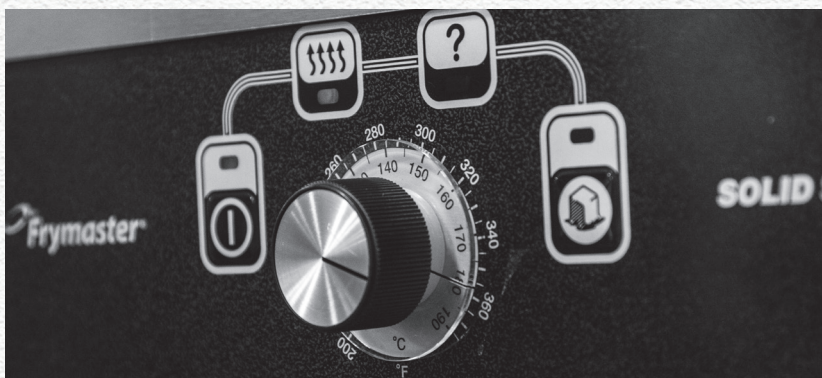
OIL

Every serving of chips can contain up to a tablespoon of your cooking oil. To keep your chips tasty, choose a highly stable oil. Keep your oil fresh, at the correct temperature.

1. Choosing your oil. Whether your oil of choice is liquid, creamy or solid, purchase a good quality, highly stable frying product.



2. The smoke point should be a minimum of (218°C). Speak to your oil supplier representative to discuss the best oil for you.



3. Oil breaks down more quickly at higher temperatures. Recommended temperatures for frying are between 175°C and 185°C. If you fry at over 185°C, the chips and your oil can suffer.



**When the heat goes up,
your oil breaks down,
costing you money!**

Temperature	Oil breakdown COMPARED TO 180°C
180°C	Base
190°C	2 to 3 times
200°C	4 to 9 times
210°C	8 to 27 times

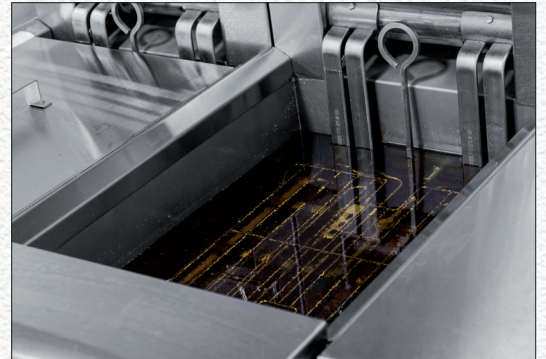
EQUIPMENT

If your equipment is faulty, your chips will be too. Clean your fryer and the baskets, filter your oil and check if your fryer is working properly to keep your operation running smoothly.

MAINTENANCE:

1. Cleaning

- Filter your oil daily with a commonly available filter paper.
- Set up a weekly cleaning schedule for your fryer.
- Thoroughly wash away detergent and dry before refilling with clean oil.
- Keep fryer covered once cooled down after use.
- Remember that darkened, foaming, smoking or smelling oil indicates the end of your oil's life.
- Use only good quality oil.



2. Does your fryer need a tune up?

You'll need:

- A digital temperature probe.
- A stopwatch.

To test:

- Turn fryer to 130°C or the lowest setting.
- Leave for 10 minutes.
- Insert temperature probe 2.5cm down the centre of the fryer.
- Turn temperature dial to highest setting.
- When temperature reaches 135°C, start the stopwatch.
- When temperature reaches 165°C, stop the stopwatch.



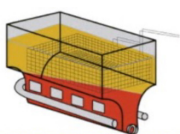
What your results mean:



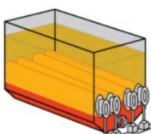
If it takes 1:55 to 2:10 minutes to go from 135°C to 165°C your fryer is recovering in the recommended amount of time.



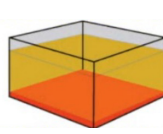
If it takes 2:10 minutes or more to reach 165°C, call your service representative for a formal evaluation.



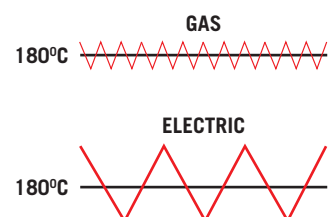
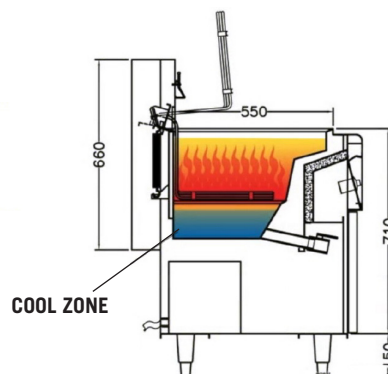
OPEN POT
DEEP FRYER



TUBE STYLE
DEEP FRYER



FLAT BOTTOM
DEEP FRYER



COOKING & HOLDING



GOLDEN TRIFECTA

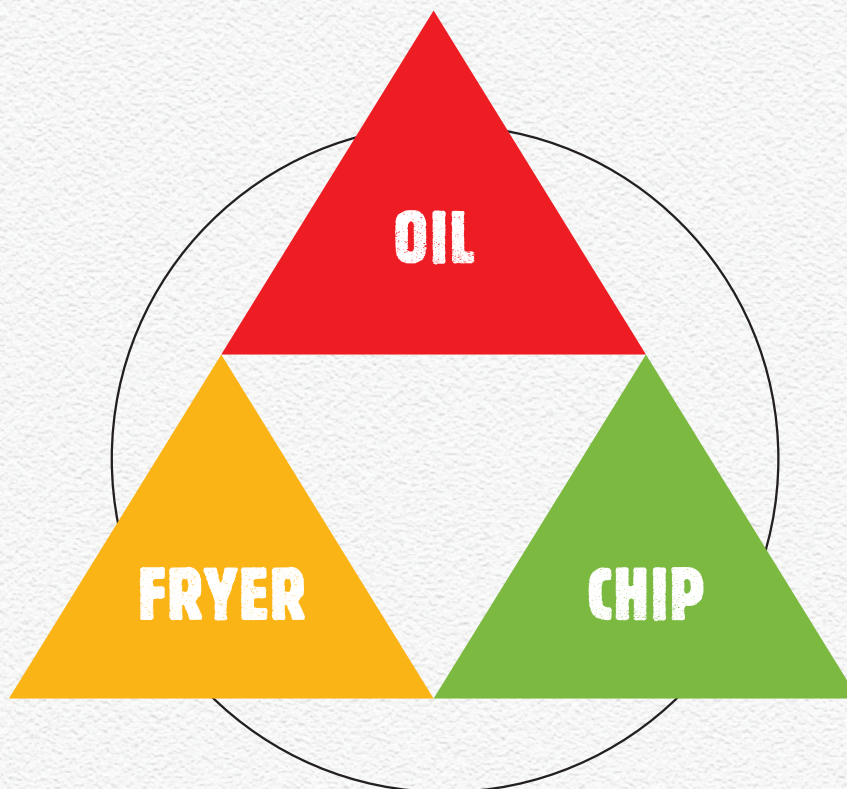
GOLDEN TRIFECTA

Most venues operate under the guise that their staff know how to cook frozen chips correctly. As we are now experiencing a skilled labour shortage and what they don't know can hurt you.

Think of a café with bad coffee. Do you return?

If chips are your most profitable food item their quality does matter to consumers. Sogginess, overcooking, off-flavours can directly impact your bottom line.

It pays to know how to fry the perfect chip.



PREPARATION

Make every serving of chips hot & crisp. Good preparation can reduce oil costs and increase customer satisfaction.

HOW TO COOK BETTER CHIPS:

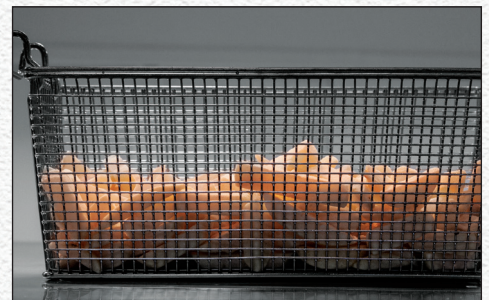
1. Before you fry

- Designate one fryer for chips only. Frozen chips absorb the flavours and odours of other foods like fish.
- Turn on the fryer to the proper temperature (usually 180°C)
- Keep chips frozen. Thawed chips break easily. Broken ends absorb more oil, damaging texture and soaking up cost.
- Check recommended cook. time and temperature on the packaging.



2. Filling your baskets

- Load basket away from fryer.
- Do not fill baskets over the fryer. Slivers, chaff and ice crystals end up in your fryer.
- Fill baskets only half full. When baskets are overloaded, your oil can't circulate and the temperature drops. Oil absorption increases and the outside of your chips become overcooked before the centres are done.



3. Single basket drop

- Drop in one basket first.
- Let oil temperature recover for 30 seconds before dropping the second basket. If these directions are not followed, the oil will not be hot enough and your chips will take longer to cook.
- Skim your oil to remove debris and slivers throughout.

While you fry: Shake the basket of chips while submerged in the oil 30 seconds after their initial drop. If the fryer is not being used, turn it off or down to 120°C to save on energy and to prolong the life of your oil.



HOLDING CHIPS

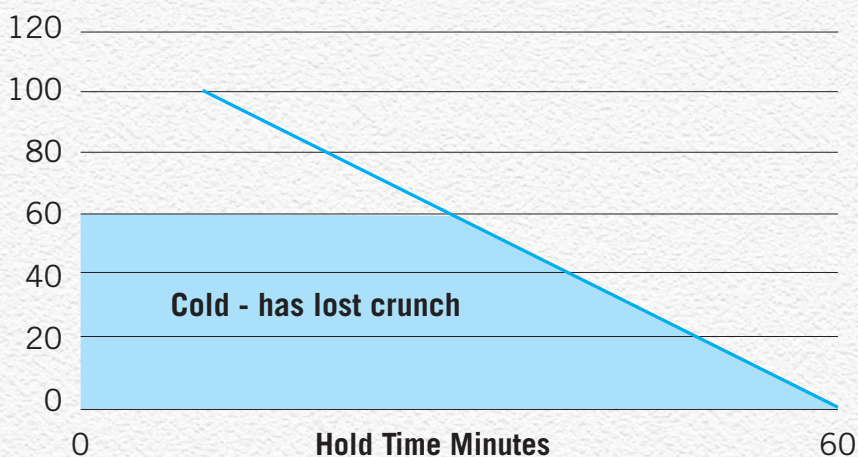
Don't hold chips over the fryer. Instead transfer to holding station or heat lamp.

HOLDING CHIPS UNDER A HEAT LAMP:

1. • Hold chips at (60°C to 80°C) in a perforated gastronome tray to improve air circulation. Chips become cold and limp when held at a cooler temperature. At warmer temperatures, they continue to cook, causing steam resulting in soggy chips.
2. • Do not pile chips too high in the holding tray.
3. • First in first out strategy rotate chips; separate chips that are just out of the fryer to one end of the tray and use the older chips first. This will reduce the number of chips you will need to dispose of.
4. • Enforce a consistent method for seasoning.
5. • Don't serve chips that exceed the recommended holding time:
 - Edgell chips - 7 minutes
 - Edgell Supa Crunch chips - 15 minutes.



Temperature °C



When the temperature drops so does the perception of crunch.

Hot and crunchy go hand in hand. Your chips need to be hot and crunchy. Cold and crunchy doesn't work.

TROUBLESHOOTING

Temperature: 180°C or follow recommended cooking temperatures
Oil – Filter daily, skim often, cover and evaluate change

UNDERCOOKED

CHARACTERISTICS

- Light outer
- Hard centre
- Greasy appearance
- Limp

CAUSES

- More than ½ basket
- Cook time less than recommended
- Fry temperature less than 180°C
- Fryer recovery too slow
- Recommended cook times not followed



OVERCOOKED

CHARACTERISTICS

- Dark colour
- Hollow centres
- Tough or too crisp

CAUSES

- Less than ½ basket
- Cook time longer than recommended
- Fry temperature higher than 185°C
- Product thawed too long
- Oil needs replacement
- Recommended cook times not followed



JUST RIGHT

CHARACTERISTICS

- Golden brown texture
- Baked – potato texture inside
- Not too limp or crispy
- Potato flavour

CAUSES

- ½ full basket
- Cook time as per recommendation
- Cooking temperature is 180°C
- Product thawed correctly
- Good quality oil
- Served with recommended holding time



YIELD & PROFIT



YIELD- WHAT IS IT?

Simply, yield is the number of servings and operator can sell from a case of product.

Yield drives profit- profit doesn't come from the cost of the case.

Where operators tend to be swayed by these cheaper carton pricing they aren't seeing the profit there is to be made. The difference between a bargain chip and a premium Simplot chip is yield.

DIFFERENT CHIPS PROVIDE DIFFERENT YIELD

- Not all cuts do the same job.
- Some are designed to yield well and some are designed to cover plates.

CHEAP CHIPS VS EDGELL PREMIUM CHIPS

CHEAP CHIPS		
Defects	95g	4.7%
0-25mm	13g	0.7%
25-50mm	210g	10.5%
50-75mm	1136g	56.8%
75-100mm	449g	22.5%
100mm+	97g	4.8%

EDGELL PREMIUM CHIPS		
Defects	18g	0.9%
0-25mm	0g	0%
25-50mm	97g	4.8%
50-75mm	530g	26.5%
75-100mm	768g	38.4%
100mm+	587g	29.4%

Short chips = bad yield

CHOOSING YOUR CHIP



THE RIGHT CHIP FOR THE RIGHT JOB

“If shoestring offers the highest yield, fastest cook time and lowest cost per serving, why isn’t every operator using them?”

As important as yield is, it’s only one consideration. Operators have to make trade-offs based on how well a cut matches their service format, theme of venue and customers expectations

Higher yield
Less hold time
Faster cooking
Less potato flavour



Lower yield
More hold time
Slower cooking
More potato flavour



SHOESTRING



STRAIGHT CUT



STEAK HOUSE

HOW TO PICK THE RIGHT CHIP

Profit is important to every operator but it's not the only driver.

THINGS TO CONSIDER

FRY LENGTH	It takes fewer long fries to cover a plate or fill a cup
FRY SHAPE	Think Edgell Supa Crunch 13mm Classic Chips vs Edgell Beer Battered Sidewinder Chips
FLAVOUR	Some establishments focus on this
WHAT DOES THE CHIP NEED TO DO?	Example delivery, room service, bain marie holding, quick service
FUNCTIONALITY	Cooking method, ways of being consumed
COOK SPEED	For some venues high volume means fast cooking is critical so opt for a thinner chip.



NOTES

This image shows a full page of blank, lined paper. It features approximately 20 evenly spaced horizontal black lines across its entire width, providing a guide for handwriting or typing. The background is a solid off-white color.



A COMPLETE RANGE TO SUIT YOUR BUSINESS NEEDS.

VALUE

B-GRADE VALUE
EVERYDAY



TRUSTED ORIGINALS

UNCOATED
A-GRADE QUALITY



PERFECT PERFORMERS

COATED FOR ADDED
PERFORMANCE



SPECIALTY

UNIQUE CUTS & VARIETIES
FOR WOW FACTOR

