

Guest Feedback

On behalf of the Farm Frites Australia management team — Kieran Prestidge, Adam Bell and Richard Laffy — and all our colleagues both front and back of house, we extend our heartfelt thanks for being part of the Farm Frites Cultural Tour 2025 in The Netherlands.

We sincerely appreciate your time, enthusiasm, and engagement throughout this experience. Your feedback plays a vital role in helping us refine and enhance future tours, ensuring they continue to deliver exceptional value to our customers and partners.

This brief survey focuses on your personal experience during the program and should take approximately 8–10 minutes to complete.

At Farm Frites Australia, we are genuinely committed to continuous improvement across every touchpoint of the customer journey. Your honest and constructive feedback is deeply valued and will help us continue raising the bar in food service innovation.

Please respond to survey by 5th November 2025.

Date	Oct 24, 2025
Business / Venue / Group	Rattle Cairns
Name	Leslie Shearer
Email	shearer250@gmail.com

PRODUCT FEEDBACK

Overall Experience

Q1. How would you rate your overall experience of the Farm Frites Cultural Tour?	Excellent
Q2. How likely are you to recommend participating in future Farm Frites tours to your peers?	5 - Extremely Likely
Q3. What was the most valuable part of the program for you?	Passion , Family Values , Great Product

Flights Transfers & Logistics

Q4. How satisfied were you with your booking airport transfers and logistics coordination by Sarah?	Good
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Q5. How easy was it to navigate meeting points and transfers?	Very Easy
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Hotel Accommodation

Q7. How would you rate the Haven Hotel Rotterdam?	Excellent
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Q8. How would you rate the Inntel Hotel Amsterdam?	Good
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Activities & Experiences

Day 1 — Sunday

Day 1. Water taxi sightseeing tour — Rotterdam	Good
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Day 1. Dinner at Gauchos — Rotterdam	Good
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Day 2 — Monday

Day 2. Farm Frites Introduction & Corporate Presentation	Excellent
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Day 2. Sustainability Presentation	Excellent
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Day 2. Lunch Tasting Product Range	Excellent
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Day 2. Marketing Presentation	Excellent
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Day 2. Dinner at Kaat Mossel	Excellent
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Day 3 — Tuesday

Day 3. Farmers Experience — Kees Trouw	Excellent
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Day 3. Agro Presentation	Excellent
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Day 3. Factory Tour — Oudendoorn	Excellent
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Day 3. Food Trend Tour — Rotterdam	Excellent
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Day 3. Dinner at De Pijp	Excellent
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Day 4 — Wednesday

Day 4. Portlantis Boat Tour	Excellent
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Day 4. Lunch at Routiers	Excellent
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Day 4. Amsterdam Canal Tour	Good
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Day 4. Dinner at Le French Café	Good
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Day 5 — Thursday

Day 5. Hanos Amsterdam Tour	Excellent
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Day 5. Day 5. Dinner at Polly Goudvisch	Excellent
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Tour Structure & Content

Q10. How relevant and engaging did you find the presentations and site visits?	Excellent
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Q11. How balanced was the program between professional content and networking experiences?	Well Balanced
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Q12. Was the pace of the program comfortable?	Yes, very comfortable
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Culinary & Dining Experiences

Q14. How would you rate the overall quality of the food and dining venues during the tour?	Good
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Q15. Which dining experience stood out to you the most?	De Pijp was exceptionally and serious history
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Tour Engagement & Team

Q17. How would you rate the engagement and support from the Farm Frites team during the tour?	Excellent
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Q18. Please provide general feedback on Farm Frites as a global Potato Supplier.	Leader in their field
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Q19. Did you feel your input and experience as a valued guest were acknowledged throughout the tour?	Yes
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Q20. Any comments for the Farm Frites team?	Very professional and motivated Team an absolute pleasure and motivational
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Final Thoughts

Q21. What would you keep the same for next year's tour?	Yes
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Q23. Any additional feedback?	Very well organised tour covering all aspects of the product and origins of the production and distribution
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 *Thank you for taking the time to share your feedback. Your insights will shape the next Farm Frites Customer Tour to deliver even greater value and experience.*

Would you be comfortable in continuing to be part of our alumni?	Yes
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Date	Oct 27, 2025
Business / Venue / Group	Sun Tourism
Name	Jon Hasler
Email	jon@suntourism.com.au

PRODUCT FEEDBACK

Overall Experience

Q1. How would you rate your overall experience of the Farm Frites Cultural Tour?	Excellent
Q2. How likely are you to recommend participating in future Farm Frites tours to your peers?	5 - Extremely Likely
Q3. What was the most valuable part of the program for you?	The passion and how much everybody cares about the product

Flights Transfers & Logistics

Q4. How satisfied were you with your booking airport transfers and logistics coordination by Sarah?	Good
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Q5. How easy was it to navigate meeting points and transfers?	Easy
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Hotel Accommodation

Q7. How would you rate the Haven Hotel Rotterdam?	Good
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Q8. How would you rate the Inntel Hotel Amsterdam?	Good
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Activities & Experiences

Day 1 — Sunday

Day 1. Water taxi sightseeing tour — Rotterdam	Good
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Day 1. Dinner at Gauchos — Rotterdam	Good
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Day 2 — Monday

Day 2. Farm Frites Introduction & Corporate Presentation	Excellent
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Day 2. Sustainability Presentation	Good
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Day 2. Lunch Tasting Product Range	Good
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Day 2. Marketing Presentation	Good
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Day 2. Dinner at Kaat Mossel	Below Expectations
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Day 2. Comments	I was sick 🤒
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Day 3 — Tuesday

Day 3. Farmers Experience — Kees Trouw	Good
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Day 3. Agro Presentation	Good
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Day 3. Factory Tour — Oudenhorn	Excellent
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Day 3. Food Trend Tour — Rotterdam	Good
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Day 3. Dinner at De Pijp	Excellent
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Day 4 — Wednesday

Day 4. Portlantis Boat Tour	Good
Day 4. Lunch at Routiers	Good
Day 4. Amsterdam Canal Tour	Good
Day 4. Dinner at Le French Café	Good

Day 5 — Thursday

Day 5. Hanos Amsterdam Tour	Good
Day 5. Day 5. Dinner at Polly Goudvisch	Average

Tour Structure & Content

Q10. How relevant and engaging did you find the presentations and site visits?	Good
Q11. How balanced was the program between professional content and networking experiences?	Mostly Balanced
Q12. Was the pace of the program comfortable?	Yes, very comfortable

Culinary & Dining Experiences

Q14. How would you rate the overall quality of the food and dining venues during the tour?	Good
Q15. Which dining experience stood out to you the most?	De Pijp


Tour Engagement & Team

Q17. How would you rate the engagement and support from the Farm Frites team during the tour?	Good
Q18. Please provide general feedback on Farm Frites as a global Potato Supplier.	I’m extremely happy to be a part of the Farm Frite family, really love the product and so do our customers

Q19. Did you feel your input and experience as a valued guest were acknowledged throughout the tour? Yes

Final Thoughts

Q21. What would you keep the same for next year’s tour? I think the last restaurant in Amsterdam was abit ordinary

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Would you be comfortable in continuing to be part of our alumni? Yes

Guest Feedback

On behalf of the Farm Frites Australia management team — Kieran Prestidge, Adam Bell and Richard Laffy — and all our colleagues both front and back of house, we extend our heartfelt thanks for being part of the Farm Frites Cultural Tour 2025 in The Netherlands.

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Date	Oct 24, 2025
Business / Venue / Group	Yupi Foods USA
Name	Mike O'Donnell
Email	mike@yupifoods.com

PRODUCT FEEDBACK

Overall Experience

Q1. How would you rate your overall experience of the Farm Frites Cultural Tour?	Excellent
1. Comments	The seed to shelf explanation of this business was well thought out and delivered in a way all could appreciate. The plant and process are truly amazing. Great team all around.
Q2. How likely are you to recommend participating in future Farm Frites tours to your peers?	5 - Extremely Likely
2. Comments	I've been to dozens of plant tour/ sales seminars. This is without peer.

Q3. What was the most valuable part of the program for you?	I th8nk that my biggest take away is that Quality is Job 1. Procceses, people and initiatives must align with top quality results.
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Flights Transfers & Logistics

Q4. How satisfied were you with your booking airport transfers and logistics coordination by Sarah?	Excellent
Q5. How easy was it to navigate meeting points and transfers?	Very Easy
Q6. Do you have any additional feedback on logistics and transfers?	No. Well done.

Hotel Accommodation

Q7. How would you rate the Haven Hotel Rotterdam?	Excellent
Q8. How would you rate the Inntel Hotel Amsterdam?	Good
Q9. Do you have any additional feedback on accommodation?	Stairs next to my bed were" interesting ". But the location, breakfast, etc were all great.

Activities & Experiences

Day 1 — Sunday

Day 1. Water taxi sightseeing tour — Rotterdam	Excellent
Day 1. Dinner at Gauchos — Rotterdam	Excellent
Day 1. Comments	Gauchos had a tough evening back of the house, but the group rallied and it was a great night.

Day 2 — Monday

Day 2. Farm Frites Introduction & Corporate Presentation	Excellent
Day 2. Sustainability Presentation	Excellent
Day 2. Lunch Tasting Product Range	Excellent
Day 2. Marketing Presentation	Excellent
Day 2. Dinner at Kaat Mossel	Excellent

Day 2. Comments	Give me oysters and escargot and you've got a friend for life.
<i>Day 3 — Tuesday</i>	
Day 3. Farmers Experience — Kees Trouw	Excellent
Day 3. Agro Presentation	Excellent
Day 3. Factory Tour — Oudenhorn	Excellent
Day 3. Food Trend Tour — Rotterdam	Excellent
Day 3. Dinner at De Pijp	Excellent
Day 3. Comments	Top shelf. Great choice
<i>Day 4 — Wednesday</i>	
Day 4. Portlantis Boat Tour	Excellent
Day 4. Lunch at Routiers	Good
Day 4. Amsterdam Canal Tour	Excellent
Day 4. Dinner at Le French Café	Excellent
Day 4. Comments	Wow, watching the chef do crepes and Dover sole from my seat eas amazing.

<i>Day 5 — Thursday</i>	
Day 5. Hanos Amsterdam Tour	Excellent
Day 5. Day 5. Dinner at Polly Goudvisch	Excellent
Day 5. Comments	Just top choices all around!

Tour Structure & Content

Q10. How relevant and engaging did you find the presentations and site visits?	Excellent
10. Comments	I truly enjoyed the Hanos Store Tour. Appreciate a look at that concept. Fantastic.
Q11. How balanced was the program between professional content and networking experiences?	Well Balanced

11. Comments	Great to talk with chefs as well as retail focused attendees.
Q12. Was the pace of the program comfortable?	Yes, very comfortable
12. Comments	Never felt rushed. Plenty of time to ask and answer questions.
Q13. Do you have any additional feedback on program structure?	I loved to product review Geoff put on with the Team. Not just preparing the product, but building items up to appetizers and entrees. The plant tour was really great. Never saw a whole truckload of product on- boarded without someone driving a lift truck. Understanding the sustainability process also very important.

Culinary & Dining Experiences


Q14. How would you rate the overall quality of the food and dining venues during the tour?	Excellent
Q15. Which dining experience stood out to you the most?	The French Cafe!
Q16. Any suggestions to improve the culinary program?	It was top shelf. Unless a chef sent word ahead for a specific application of one of the products, I'm not sure what you could add to make it better.

Tour Engagement & Team

Q17. How would you rate the engagement and support from the Farm Frites team during the tour?	Excellent
Q18. Please provide general feedback on Farm Frites as a global Potato Supplier.	It is great to be partnered with tremendous, Passionate Professionals.
Q19. Did you feel your input and experience as a valued guest were acknowledged throughout the tour?	Yes
Q20. Any comments for the Farm Frites team?	You passion showed through in all aspects of the meeting.

Final Thoughts

Q21. What would you keep the same for next year's tour?	Next year I want to bring a major customer!
Q22. What would you change or improve?	Since you can't control the weather, not a thing.
Q23. Any additional feedback?	Please reach out anytime if I can be of service in any way. I truly appreciate the effort and applaud the execution.

 *Thank you for taking the time to share your feedback. Your insights will shape the next Farm Frites Customer Tour to deliver even greater value and experience.*

Would you be comfortable in continuing to be Yes
part of our alumni?

Guest Feedback

On behalf of the Farm Frites Australia management team — Kieran Prestidge, Adam Bell and Richard Laffy — and all our colleagues both front and back of house, we extend our heartfelt thanks for being part of the Farm Frites Cultural Tour 2025 in The Netherlands.

We sincerely appreciate your time, enthusiasm, and engagement throughout this experience. Your feedback plays a vital role in helping us refine and enhance future tours, ensuring they continue to deliver exceptional value to our customers and partners.

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Date	Oct 23, 2025
Business / Venue / Group	Farm Frites
Name	Geoff
Email	Geoff.meade@farmfrites.com.au

PRODUCT FEEDBACK

Overall Experience

Q1. How would you rate your overall experience of the Farm Frites Cultural Tour?	Excellent
1. Comments	Complete Package
Q2. How likely are you to recommend participating in future Farm Frites tours to your peers?	5 - Extremely Likely
2. Comments	Must do

Q3. What was the most valuable part of the program for you?	Listening to all the stories from the group
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Flights Transfers & Logistics

Q4. How satisfied were you with your booking airport transfers and logistics coordination by Sarah?	Excellent
Q5. How easy was it to navigate meeting points and transfers?	Very Easy
Q6. Do you have any additional feedback on logistics and transfers?	no

Hotel Accommodation

Q7. How would you rate the Haven Hotel Rotterdam?	Excellent
Q8. How would you rate the Inntel Hotel Amsterdam?	Excellent
Q9. Do you have any additional feedback on accommodation?	no

Activities & Experiences

Day 1 — Sunday

Day 1. Water taxi sightseeing tour — Rotterdam	Excellent
Day 1. Dinner at Gauchos — Rotterdam	Good
Day 1. Comments	Slow to deliver meals

Day 2 — Monday

Day 2. Farm Frites Introduction & Corporate Presentation	Excellent
Day 2. Sustainability Presentation	Excellent
Day 2. Lunch Tasting Product Range	Excellent
Day 2. Marketing Presentation	Excellent
Day 2. Dinner at Kaat Mossel	Excellent

Day 2. Comments	Too Much food for one day
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Day 3 — Tuesday

Day 3. Farmers Experience — Kees Trouw	Excellent
Day 3. Agro Presentation	Excellent
Day 3. Factory Tour — Oudendoorn	Excellent
Day 3. Food Trend Tour — Rotterdam	Excellent
Day 3. Dinner at De Pijp	Excellent
Day 3. Comments	All

Day 4 — Wednesday

Day 4. Portlantis Boat Tour	Excellent
Day 4. Lunch at Routiers	Excellent
Day 4. Amsterdam Canal Tour	Excellent
Day 4. Dinner at Le French Café	Excellent
Day 4. Comments	All Good

Day 5 — Thursday

Day 5. Hanos Amsterdam Tour	Excellent
Day 5. Day 5. Dinner at Polly Goudvisch	Excellent
Day 5. Comments	All Good

Tour Structure & Content

Q10. How relevant and engaging did you find the presentations and site visits?	Excellent
10. Comments	All Good
Q11. How balanced was the program between professional content and networking experiences?	Well Balanced

11. Comments	All Good
Q12. Was the pace of the program comfortable?	Yes, very comfortable
12. Comments	All Good
Q13. Do you have any additional feedback on program structure?	Well Balanced

Culinary & Dining Experiences


Q14. How would you rate the overall quality of the food and dining venues during the tour?	Excellent
Q15. Which dining experience stood out to you the most?	BBQ
Q16. Any suggestions to improve the culinary program?	all good

Tour Engagement & Team

Q17. How would you rate the engagement and support from the Farm Frites team during the tour?	Excellent
Q18. Please provide general feedback on Farm Frites as a global Potato Supplier.	Eye Opener
Q19. Did you feel your input and experience as a valued guest were acknowledged throughout the tour?	Yes
Q20. Any comments for the Farm Frites team?	No

Final Thoughts

Q21. What would you keep the same for next year's tour?	Yes
Q22. What would you change or improve?	no

<div><div></div><div><i>Thank you for taking the time to share your feedback. Your insights will shape the next Farm Frites Customer Tour to deliver even greater value and experience.</i></div></div>	
Would you be comfortable in continuing to be part of our alumni?	Yes

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Please respond to survey by 5th November 2025.

Date	Oct 24, 2025
Name	Ginge
Email	mmunro@harvesthospitality.com.au

PRODUCT FEEDBACK

Overall Experience

Q1. How would you rate your overall experience of the Farm Frites Cultural Tour?	Excellent
Q2. How likely are you to recommend participating in future Farm Frites tours to your peers?	5 - Extremely Likely
Q3. What was the most valuable part of the program for you?	Understanding the process holistically and being able to empower staff with my knowledge.

Flights Transfers & Logistics

Q4. How satisfied were you with your booking airport transfers and logistics coordination by Sarah?	Good
Q5. How easy was it to navigate meeting points and transfers?	Easy

Hotel Accommodation

Q7. How would you rate the Haven Hotel Rotterdam?	Good, Excellent
Q8. How would you rate the Inntel Hotel Amsterdam?	Below Expectations

Activities & Experiences

Day 1 — Sunday

Day 1. Water taxi sightseeing tour — Rotterdam	Good
Day 1. Dinner at Gauchos — Rotterdam	Below Expectations

Day 2 — Monday

Day 2. Farm Frites Introduction & Corporate Presentation	Good
Day 2. Sustainability Presentation	Good
Day 2. Lunch Tasting Product Range	Good
Day 2. Marketing Presentation	Good
Day 2. Dinner at Kaat Mossel	Excellent

Day 3 — Tuesday

Day 3. Farmers Experience — Kees Trouw	Good
Day 3. Agro Presentation	Good
Day 3. Factory Tour — Oudendoorn	Good, Excellent
Day 3. Food Trend Tour — Rotterdam	Good
Day 3. Dinner at De Pijp	Excellent

Day 4 — Wednesday

Day 4. Portlantis Boat Tour	Below Expectations
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Day 4. Lunch at Routiers	Average
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Day 4. Amsterdam Canal Tour	Excellent
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Day 4. Dinner at Le French Café	Excellent
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Day 5 — Thursday

Day 5. Hanos Amsterdam Tour	Excellent
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Day 5. Day 5. Dinner at Polly Goudvisch	Good
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Tour Structure & Content

Q10. How relevant and engaging did you find the presentations and site visits?	Good
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Q11. How balanced was the program between professional content and networking experiences?	Mostly Balanced
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Q12. Was the pace of the program comfortable?	A little rushed
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Culinary & Dining Experiences

Q14. How would you rate the overall quality of the food and dining venues during the tour?	Excellent
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Q15. Which dining experience stood out to you the most?	Le French cafe
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Tour Engagement & Team

Q17. How would you rate the engagement and support from the Farm Frites team during the tour?	Excellent
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Q18. Please provide general feedback on Farm Frites as a global Potato Supplier.	Very knowledgeable and far more engaging than other suppliers
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Q19. Did you feel your input and experience as a valued guest were acknowledged throughout the tour?	Yes
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Final Thoughts

Q21. What would you keep the same for next year's tour?	Possibly remove the Rotterdam port tour.
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Q22. What would you change or improve?	As above
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Would you be comfortable in continuing to be part of our alumni?	Yes
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Guest Feedback

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Date	Oct 27, 2025
Business / Venue / Group	TMG
Name	Nadia Malone
Email	nadiamalone82@gmail.com

PRODUCT FEEDBACK

Overall Experience

Q1. How would you rate your overall experience of the Farm Frites Cultural Tour?	Excellent
Q2. How likely are you to recommend participating in future Farm Frites tours to your peers?	5 - Extremely Likely
Q3. What was the most valuable part of the program for you?	The factory tour was my favourite

Flights Transfers & Logistics

Q4. How satisfied were you with your booking airport transfers and logistics coordination by Sarah?	Excellent
Q5. How easy was it to navigate meeting points and transfers?	Very Easy

Hotel Accommodation

Q7. How would you rate the Haven Hotel Rotterdam?	Good
Q8. How would you rate the Inntel Hotel Amsterdam?	Good

Activities & Experiences

Day 1 — Sunday

Day 1. Water taxi sightseeing tour — Rotterdam	Good
Day 1. Dinner at Gauchos — Rotterdam	Below Expectations
Day 1. Comments	Food and service were bad

Day 2 — Monday

Day 2. Farm Frites Introduction & Corporate Presentation	Good
Day 2. Sustainability Presentation	Good
Day 2. Lunch Tasting Product Range	Good
Day 2. Marketing Presentation	Good
Day 2. Dinner at Kaat Mossel	Average

Day 3 — Tuesday

Day 3. Farmers Experience — Kees Trouw	Good
Day 3. Agro Presentation	Good
Day 3. Factory Tour — Oudendoorn	Excellent
Day 3. Food Trend Tour — Rotterdam	Good

Day 3. Dinner at De Pijp	Good
Day 3. Comments	Food was average but the ambience was very cool
<i>Day 4 — Wednesday</i>	
Day 4. Portlantis Boat Tour	Average
Day 4. Lunch at Routiers	Average
Day 4. Amsterdam Canal Tour	Good
Day 4. Dinner at Le French Café	Excellent
<i>Day 5 — Thursday</i>	
Day 5. Hanos Amsterdam Tour	Average
Day 5. Day 5. Dinner at Polly Goudvisch	Good
Tour Structure & Content	
Q10. How relevant and engaging did you find the presentations and site visits?	Good
10. Comments	Loved the farm to your table concept . Very impressive the lengths a simple potato takes to get to you and your customer
Q11. How balanced was the program between professional content and networking experiences?	Well Balanced
Q12. Was the pace of the program comfortable?	Mostly comfortable
Culinary & Dining Experiences	
Q14. How would you rate the overall quality of the food and dining venues during the tour?	Average
Q15. Which dining experience stood out to you the most?	Le French cafe had the best food Le Pip the best ambience
Tour Engagement & Team	
Q17. How would you rate the engagement and support from the Farm Frites team during the tour?	Excellent

Q18. Please provide general feedback on Farm Frites as a global Potato Supplier.	After seeing the production and knowing the story you do feel more committed to using the product . I can see why these tours are valuable to a purchaser.
Q19. Did you feel your input and experience as a valued guest were acknowledged throughout the tour?	Yes

Final Thoughts

Q21. What would you keep the same for next year's tour?	The factory and farm tour
Q22. What would you change or improve?	The drinking was a bit much for me after being 12 months sober 😂🙄

✔️ *Thank you for taking the time to share your feedback. Your insights will shape the next Farm Frites Customer Tour to deliver even greater value and experience.*

Would you be comfortable in continuing to be part of our alumni?	Yes
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