

Building better menus with the right potato partner

In foodservice, potato products are more than a side – they're a cornerstone of the menu. From classic chips and wedges to modern tapas-style bites and comfort-food favourites, the right potato range helps operators deliver consistency, speed and customer satisfaction. Farm Frites Australia supports this with a broad portfolio designed for different menus, equipment and service styles.

The current promotion highlights a selection of standout products that illustrate the versatility of the range. At the top end sit the Coated products, recognised as the superior chips in the Farm Frites portfolio. Crispy Coated Steakhouse and Crispy Coated 10mm deliver robust, golden exteriors and a satisfying bite with extra crunch, making them ideal for delivery meals, pubs, clubs and casual dining venues where hearty, high-quality chips are expected. Lightly Coated 10mm Skin On offers a more natural look and texture, appealing to customers who appreciate visible potato character and a less processed appearance, while still delivering the performance and consistency kitchens rely on.

Finest 7mm and Finest 10mm remain customer favourites across many venues. These cuts provide excellent colour and crispness, suiting a wide range of settings from upmarket cafés and bistros to busy restaurants. The thinner 7mm cut works beautifully for classic shoestring style chips, while the 10mm offers a more substantial chip that retains a refined feel.

Seasoned Wedges add another dimension, bringing flavour and visual interest to the plate. Their rustic shape and seasoned coating make them a natural fit for share plates, bar snacks and modern sides that complement grilled meats, burgers and plant-based mains. Oval Hashbrowns, meanwhile, tap into the enduring popularity of breakfast and all-day dining. Their consistent shape and golden finish help kitchens deliver reliable results during busy morning services or as a comforting side later in the day.

Another Farm Frites favourite from the specialties range is Patata Brava and Potato Mash, showcasing how far frozen potato products have evolved. Patata Brava's crunchy cubes are ideal for Spanish-inspired tapas, grazing boards and contemporary small plates, giving chefs a versatile base for sauces, spices and signature toppings. Potato Mash offers convenience without compromising on comfort, providing a smooth, creamy side that pairs well with roasts, pies and hearty mains – particularly valuable in venues where labour and time are tight.

Together, these products demonstrate how a thoughtfully chosen potato range can support menu innovation while simplifying kitchen operations. Frozen potato products help reduce prep time, minimise waste and ensure consistent results across every service. For distributors and their customers, the promotional offer provides an opportunity to experience this quality firsthand and identify which products best suit their menus.

Farm Frites Australia backs its range with dedicated sales expertise and nationwide warehousing and logistics capabilities. For New South Wales customers, a local sales team provides responsive support, helping operators select the right products for their concept, equipment and service model.

To explore the full Farm Frites Australia range visit www.farmfrites.com.au and make contact with your friendly sales team.