

Fry Toss

Flavor Delivery Platform

A unique flavor delivery platform that utilizes our CrispKeeper technology to season your favorite fried sides while keeping them crispy, crunchy and craveable.

Features & Benefits

- Fortifies texture of any fry, adding flavor while keeping the crisp factor
- Fry Toss flows evenly in application, allowing for uniform flavor dispersment
- High-margin, limited-liability SKU – simply add to your current fries for menu versatility
- Easy to apply BOH – squeeze it, dunk it or toss it for desired flavor effect
- Flexible packaging opportunities to support the needs of your unique operation
- Extended shelf-life, 4-months ambient and 6-months refrigerated



62 specialty fry LTOs have launched on U.S. restaurant menus in the past 12 months.
- Datassential, 2023





Why Operators Love Fry Toss



Fries Are In-Demand

French fries were the #1 most ordered item on DoorDash in 2023 for the 3rd year in a row.



Specialty Fries Drive Traffic

52% of Datassential surveyors said they would purchase a specialty fry LTO if it were available.



Explosive Margin Growth

QSRs are charging up to 97% more for specialty fries compared to plain, standard fries.



Low Risk, High Reward

Rubix Fry Toss is a low-cost solution to flavoring your existing fried sides without stealing space in your kitchen or margin.



You Gotta Read It to Believe It

Scan to view our Fry Toss Case Study!