# **Fry Toss**

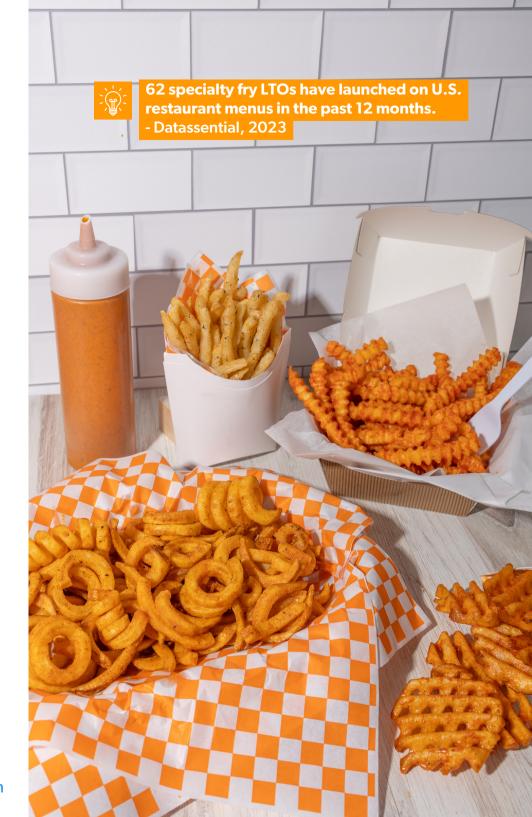
# **Flavor Delivery Platform**

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 dispersement
- 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









# **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!

RubixFoods.com