

**Clockless eating**



**“We say we love potatoes, but we really really do.”**

## **Together we make your brand(s) thrive with our potato inspired solutions**

Our goal is to make our clients' brands grow & thrive. Since the world changes at a fast pace, our product managers are increasingly looking for the latest consumer trends. By capitalizing on these trends we ensure that you can go to market proactively.

One of these upcoming trends is **Clockless eating** - Someone craving for fries at 10 am? Then let's have fries at 10 am! Today's consumers choose for themselves what, when and where they eat. Snacking as well as dining throughout the day. And it

needs to be yummy, worldly and – on occasion – in good company. But above all: effortless. Is that even possible?

**Agristo unpeels the trend of clockless eating for you.**

**“We want our client to grow more quickly than the market, and we are ready to grow with them.”**

*Sofie Sercu, International sales director*



# Clockless eating

It's not that today's consumers eat 24 hours in a row. It's that they want to be able to eat breakfast granola at 8 pm. And fries at 10 am.

Clockless eating is about eating what you want, when and where you want. Whether it's a snack or a full plate: consumers want it to be yummy, but without much preparation. Instant. But top quality. This food trend is here to stay. High time to understand what's going on.

**Clockless eating is  
about eating  
what you want,  
when and  
where you want.**







# Why people are eating clockless?

Based on 3 sociological evolutions:



## Different eating moments throughout the day

Today's consumers combine online and offline, work and home, children and pets, hobbies and informal care, friends and family. Flexible timing helps to juggle these aspects throughout the day. No fixed hour for lunch nor dinner! We'll eat when we feel like eating.

At home or on the go. A snack or an entire meal with portion controlled components that we can quickly prepare. As long as it's nutritious and delicious.



## Celebrate togetherness

Post Covid times are coming! Most of us don't want to return to busy calendars filled with back to back social activities, but we do long for quality time with close friends and family. They can pop in any time, we'll serve them bubbles accompanied with appetizing dippers. Let's celebrate life together by gathering around tasty shareable tapas. The ability to put it all on the table right now guarantees we enjoy our precious social encounters to the max.



## World influences

Traveling restrictions? Even when they're gone, we want to be able to travel from home. Everyday a holiday! Jalapeños, batata, manioc, feta cheese, soy and seaweed take you to all five continents. In search for bigger and bolder flavors people get inspired by authentic local cuisine. We love a quick experiment of food pairing in our home kitchen. And we'll try all kinds of new combinations when we go out. The world on our plate, without any hassle.



# How can you meet this trend?

## New effortless top quality

Agristo reinvented a variety of products. With their divine taste and ultimate portion control these recipes are three in one: the perfect quick bite, a hassle free shareable snack and a quick succulent side dish.

Our products answer to your customer's needs both in retail as well as in food service.

Curious about our full Trend report and the right potato products that come with it?

Get in touch!

## Our retail solution

Let consumers experience the food truck feeling all the way to their home. Our Retail solution offers delicious fries with a heartwarming sauce. Dishes don't get much more delicious than this.

### Delicious fries, fully loaded. Ready-to-use and two-in-one

French fries and ketchup are a match made in heaven, but they lack a little something-something. Loaded fries are the real deal: french fries with complementary toppings such as meat, vegetables, aromatic spices, and sauces. We just know that you will love one of these three mouth-watering combos:

- Bacon & cheddar cheese sauce
- Belgian beer stew sauce & pulled beef
- BBQ sauce & pulled chicken

#### Get inspired...

Discover our packaging inspiration



### Loaded fries, your trusty fry with a little extra

Ready for more? More fun, more flavor ... Time to live life to the fullest again. Don't miss out on these scrumptious golden french fries with your choice of delicious toppings.

No muss, no fuss: ready to cook straight out of the freezer. Treat yourself or share them with friends. Let's celebrate life! This is why loaded fries are the next big thing



A quick snack? A full meal? Comfort food? Loaded fries are **always a good idea**. Make yourself a lazy lunch, a quick snack, or tapas for two (or three, or ten, ...).



**Easy peasy.** Take your loaded fries out of the freezer, preheat the oven, and pop in your fries and toppings. In just 20 minutes, you will have delicious french fries straight from the oven with tasty toppings to boot. P.S. Keep a napkin close, you'll need it.





## Dippers

Serve these fabulously extra crispy potato dippers, in perfect dipping-sized pieces, as a side dish or a fun appetizer.

Our delicious dippers are part of our **CRRR'SP** <sup>ever</sup> range.



Extra crispy



Perfect to share



Original shape



Season to taste



Trendy



## Seasoned wedges

Delicious seasoned skin-on potato wedges, ideal as starter, snack or as addition to platters. Just perfect to impress your guests. Crispy on the outside, soft on the inside!



Extra crispy



Side dish



Tasty & Trendy



Gluten-free

## Seasoned waffle cut fries

These crispy seasoned waffle cut fries taste great and are ideal as snack or side order.

Our delicious waffle cut fries are part of our **CRRR'SP** <sup>ever</sup> range.



Extra crispy



Perfect to share



Original shape



Tasty & Trendy



Gluten-free



## Hash brown mini waffle

Hash browns with a great texture and a perfect bite without added ingredients, perfect as potato burger.

Try out our mini hash browns waffles and you'll be convinced! A real potato experience: soft potato inside and crispy outside.



Extra crispy



Clean label



Perfect bite



Authentic taste







## Hash brown canapés with vegetables

These hash brown canapés taste great and are perfect to create your own starters.

Success guaranteed.



Extra crispy



Clean label



Perfect bite



Authentic taste

## Hungry for more?

### Loaded fries with peanut sauce

#### Ingredients:

- 5 chicken legs
- Chicken Broth
- 50 gr Atjar Tjampoer
- 3 Mini Cucumber
- Spring onions
- Peanuts
- Coriander

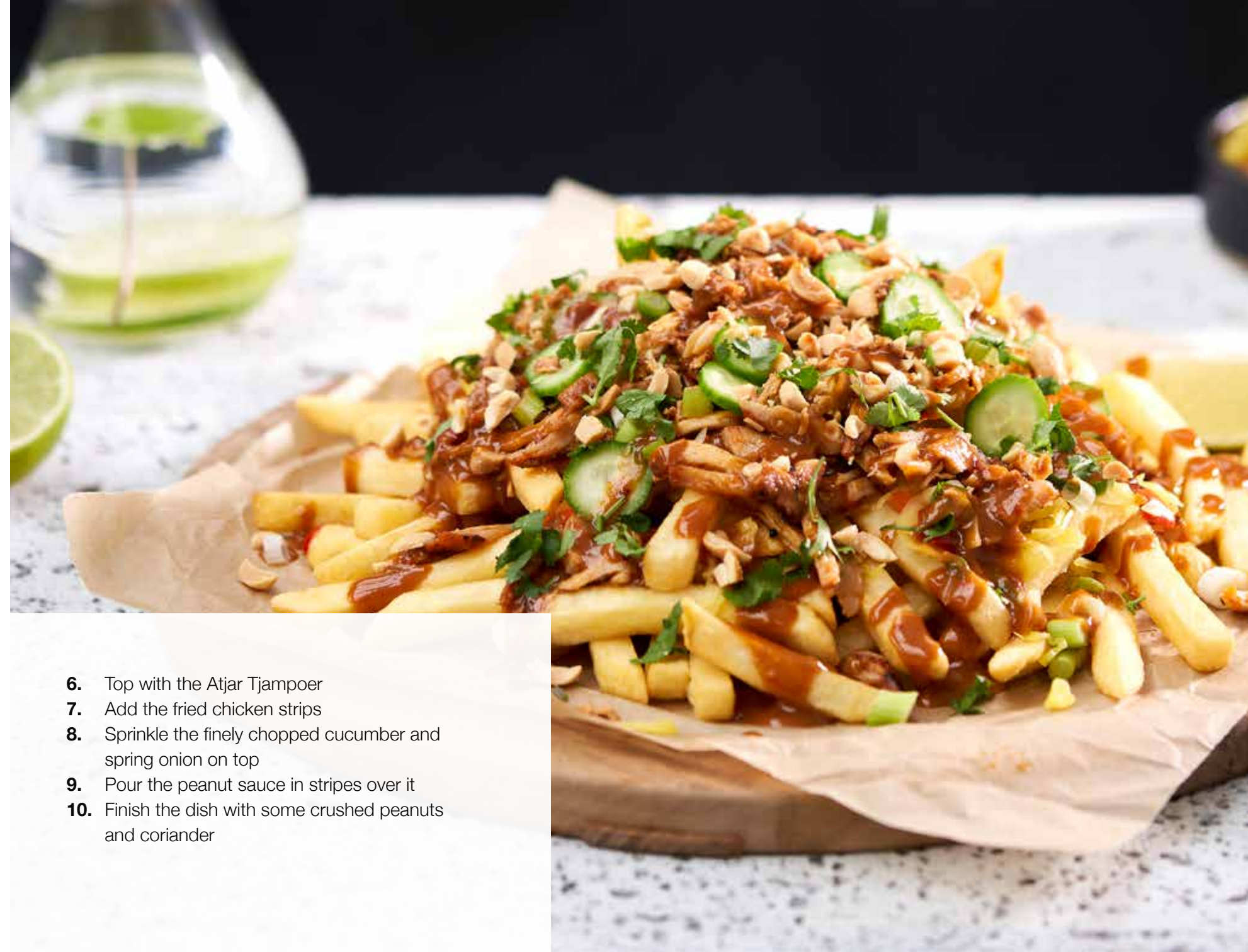
#### Ingredients garlic sauce:

- 5 large tablespoons peanut sauce
- 2 teaspoons Sambal Oelek
- 1 tablespoon brown sugar
- 3 tablespoons Ketjap Manis

#### Method

1. Mix the peanut sauce, Sambal Oelek, brown sugar and Ketjap Manis and add a little water to dilute
2. Cook the chicken legs in chicken broth
3. Once done, detach the meat so you have fine strips
4. Fry them in a pan
5. Prepare the fries according to the instructions

6. Top with the Atjar Tjampoer
7. Add the fried chicken strips
8. Sprinkle the finely chopped cucumber and spring onion on top
9. Pour the peanut sauce in stripes over it
10. Finish the dish with some crushed peanuts and coriander



# Why Agristo?

## Category experts

Customer brands are our core business. We think in solutions and help building your brand.

We are trained to understand the sense of urgency and communicate with speed.

## Tailor made

You name it, we make it.

Together with our customer we pick up market trends fast and act upon them. Agristo keeps investing in new capabilities and additional capacity in the most efficient ways in order to help you win.

## Efficiency is key

Owning the cold stores has big advantages: flexibility, just-in-time supply models. We maintain control, traceability and quality without compromise.

In every sense of the way, our automatic cold stores are a marvel of engineering that provide Agristo great versatility, competitive edge, efficiency and makes us more sustainable than ever before.

## Leader in customer brands

We focus on customer brands, while challenging the status quo. We are convinced A-Brands innovate too slow versus consumer needs.

## Consistent quality

Making quality potato products during the full season is our craftsmanship, both in sourcing the potatoes as in the production.

We have the best machines and experts to deliver a consistent quality all season long, at large scale. This is our point of differentiation in our segment.

## Farmers

Our most important raw material is the potato. We invest in long term relationships with our farmers across Belgium, The Netherlands, France and Germany.

We are located in the center of the potato belt. Our farmers are maximum 150km away from our factories, which is positive for both quality, cost and sustainability. Sea climate and the right type of soils give us the perfect conditions to get nature's best. Long history in profound knowledge give us a competitive advantage globally.

## Quality Standards

As 'private label' producer Agristo is the partner of retail and food service players worldwide. Not one day goes by without being challenged, our BRC A++ and IFS scores guarantee you don't have to worry about quality.

## Logistics

With 30.000 truckloads transported each year, maintaining control in logistics is paramount for successful and timely delivery of our products to our customers worldwide destinations. At Agristo we are well aware of our social and environmental impact. Alternative multimodal transport is one of our key strengths.

## R&D and innovations

Having a qualitative & tasty product is great. But at the end, it's answering to the needs of buyers and end consumers. We translate global trends into local wishes, both for product and packaging. With Agristo you can count on pro-active contacts, innovative products and solutions to increase your consumer loyalty. Differentiation is key. We continuously innovate our broad product range and offer you the right product for your needs.



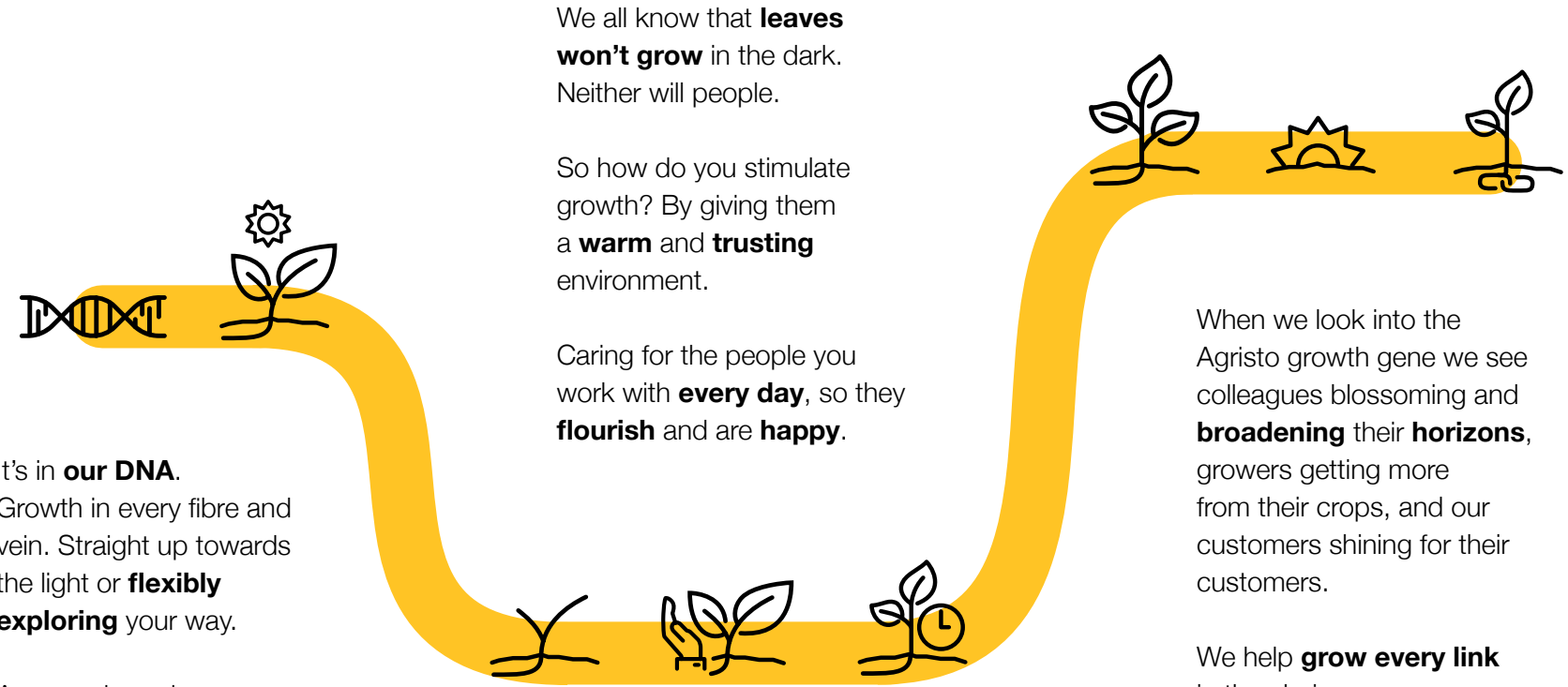
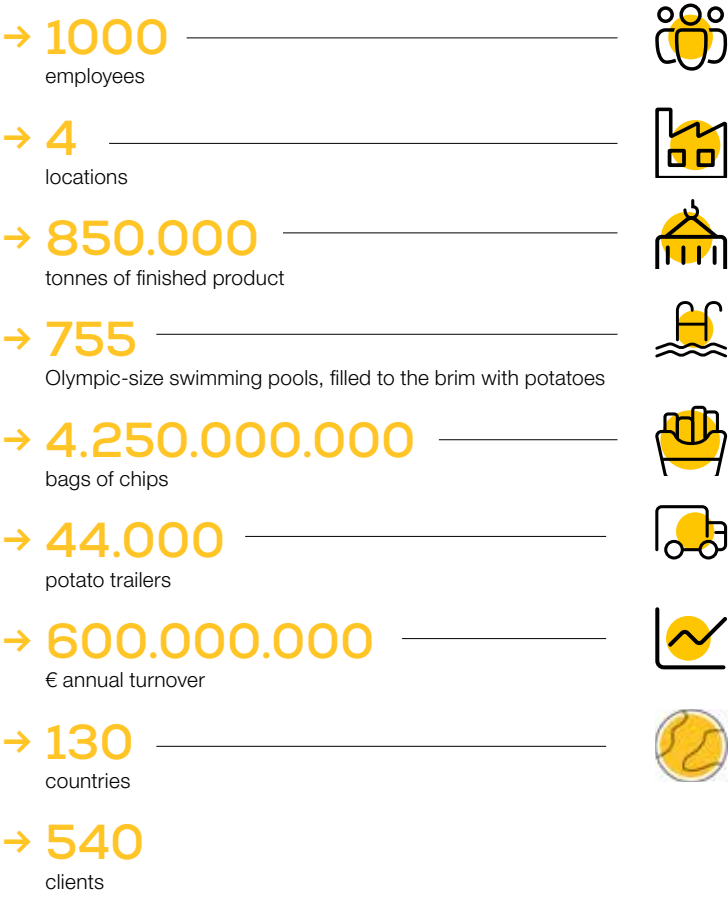


# Who is Agristo?

From earthy tubers to golden yellow fries: Agristo is crazy about potatoes. And has been since 1986. Then, a modest family business in frozen potato products; today, a world player. Same values, growing numbers. More than 540 own label customers in 130 countries receive; the best quality, the most beautiful packaging, the fastest delivery time and the most efficient logistical support.

Our pre-fried fries, crispy croquettes and other potato products are authentic. Customization and an annual capacity of 800,000 tons of finished product? Yes, Agristo delivers pleasure and conviviality thanks to deliberately sustainable, fully automated production. From seed potatoes to distribution, from customer service to market research; more than 1000 “Potatoholics” are committed every day at our four high-tech branches in Belgium and the Netherlands.

A crispy croquette with a five-star review, a French fries waffle in ecological packaging or a new dipper to lick your fingers and thumbs... In retail and foodservice, Agristo goes for one hundred percent taste and atmosphere.



## We make you grow

And that's why we make you grow. We are proud to belong to the Agristo family. At the root of it all, we're **potatoholics**.











Waterstraat 40  
8531 Harelbeke - Belgium

[www.agristo.com](http://www.agristo.com)