

Est. 1926



PREMIUM - CHOICE - A GRADE

RESPECT *the* CHIP

GARDENLAND - WEDGES

“The ultimate guide to serving the perfect chip!”



HANDLING

Correct shipping, stacking and delivery help eliminate thawed or broken chips. Below are some tips to ensure your chips maintain their quality from shipping to delivery.

1. Ensure your stock is delivered frozen (-18°C).
2. Handle stock with care. Avoid improper loading and unloading.
3. When a carton of frozen chips is dropped just 3 feet, up to 35% of the pieces can break. If chips are dropped 8 feet, breakage can be up to 52%.
4. Look for damaged boxes. Cartons should not be crushed, pierced, soft or ice-covered.
6. Open the carton and examine the chips. There should be no ice crystals, excessive breakage, block freezing or partially thawed chips.



HANDLING DO'S AND DON'TS



Do stack product away from walls and off the floor.

Do store on racking for maximum airflow.



Don't stack directly in front of a blower unit or under leaking, dripping defrost trays.

OIL

Every serving of chips can contain up to a tablespoon of your cooking oil. To keep your chips tasty, choose a highly stable oil. Keep your oil fresh, at a good temperature and avoid factors that break it down.

1. Choosing your oil. Whether your oil of choice is liquid, creamy or solid, purchase a good quality, highly stable frying product.



2. The smoke point should be a minimum of (218°C). Speak to your oil supplier representative to discuss the best oil for you.



3. Oil breaks down more quickly at higher temperatures. Recommended temperatures for frying are between 175°C and 185°C. If you fry at over 185°C, the chips and your oil can suffer.



WHEN THE HEAT GOES UP, YOUR OIL BREAKS DOWN WHICH COSTS YOU MONEY!

Temperature	Oil breakdown COMPARED TO 180°C
180°C	Base
190°C	2 to 3 times
200°C	4 to 9 times
210°C	8 to 27 times

EQUIPMENT

If your equipment is faulty, your chips will be too. Clean your fryer and the baskets, filter your oil and check if your fryer is working properly to keep your operation running smoothly.

MAINTENANCE:

1. Cleaning

- Filter your oil daily with a commonly available filter paper.
- Set up a weekly cleaning schedule for your fryer.
- Thoroughly wash away detergent and dry before refilling with clean oil.
- Keep fryer covered once cooled down after use.
- Remember that darkened, foaming, smoking or smelling oil indicates the end of your oil's life.
- Use only good quality oil.



2. Does your fryer need a tune up?

You'll need:

- A digital temperature probe.
- A stopwatch.

To test:

- Turn fryer to 130°C or the lowest setting.
- Leave for 10 minutes.
- Insert temperature probe 2.5cm down the centre of the fryer.
- Turn temperature dial to highest setting.
- When temperature reaches 135°C, start the stopwatch.
- When temperature reaches 165°C, stop the stopwatch.



What your results mean:



If it takes 1:55 to 2:10 minutes to go from 135°C to 165°C your fryer is recovering in the recommended amount of time.



If it takes 2:10 minutes or more to reach 165°C, call your service representative for a formal evaluation.

PREPARATION

Make every serving of chips hot & crisp. Good preparation can reduce oil costs and increase customer satisfaction.

HOW TO COOK BETTER CHIPS:

1. Before you fry

- Designate one fryer for chips only. Frozen chips absorb the flavours and odours of other foods like fish.
- Turn on the fryer to the proper temperature (usually 180°C)
- Keep chips frozen. Thawed chips break easily. Broken ends absorb more oil, damaging texture and soaking up cost.



2. Filling your baskets

- Do not fill baskets over the fryer. Slivers, chaff and ice crystals end up in your fryer.
- Fill baskets only half full. When baskets are overloaded, your oil can't circulate and the temperature drops. Oil absorption increases and the outside of your chips become overcooked before the centres are done.



3. Single basket drop

- Drop in one basket first.
- Let oil temperature recover for 30 seconds before dropping the second basket. If these directions are not followed, the oil will not be hot enough and your chips will take longer to cook.

While you fry: Shake the basket of chips while submerged in the oil 30 seconds after their initial drop. If the fryer is not being used, turn it off or down to 120°C to save on energy and to prolong the life of your oil.



4. Holding chips under a heat lamp

- Hold chips at (60°C to 80°C) in a perforated gastronome tray to improve air circulation. Chips become cold and limp when held at a cooler temperature. At warmer temperatures, they continue to cook, causing steam resulting in soggy chips.
- Do not pile chips too high in the holding tray.
- Rotate chips; separate chips that are just out of the fryer to one end of the tray and use the older chips first.
- Don't serve chips that exceed the recommended holding time:
 - Edgell chips - 7 minutes
 - Edgell Supa Crunch chips - 15 minutes.



TROUBLE SHOOTING

Temperature - 180°C or follow recommended cooking temperatures
Oil – Filter daily, skim often, cover and evaluate change

UNDERCOOKED

Characteristics

- Light outer
- Hard centre
- Greasy appearance
- Limp

Causes

- More than ½ basket
- Cook time less than recommended
- Fry temperature less than 180°C
- Fryer recovery too slow
- Recommended cook times not followed



OVERCOOKED

Characteristics

- Dark colour
- Hollow centres
- Tough or too crisp

Causes

- Less than ½ basket
- Cook time longer than recommended
- Fry temperature higher than 185°C
- Product thawed too long
- Oil needs replacement
- Recommended cook times not followed



JUST RIGHT

Characteristics

- Golden brown texture
- Baked – potato texture inside
- Not too limp or crispy
- Potato flavour

Causes

- ½ full basket
- Cook time as per recommendation
- Cooking temperature is 180°C
- Product thawed correctly
- Good quality oil
- Served with recommended holding time



THE FACTS



“If you want to make an impact then Edgell Premium Chips can’t be ignored.”

PRODUCT FEATURES	ADVANTAGES	OUTCOME
100% Quality Tasmanian Potato	Supports Australian farmers	Consumer trends moving toward Australian grown products
High Specification Standards	Ensures consistency of product at all times	Consumers are satisfied every time
Unique Offering	Creates a point of difference	Customers coming in for “that” chip - Increased profit
Premium Plate Presence and Appearance	Ability to offer a 2nd chip to your menu and upsell to a premium product	Charge a higher price and make more money per serve
Par-cooked in 100% Canola Oil	Canola oil is naturally cholesterol free	Growing trend towards healthier alternatives
Consistent Quality All Year Round	Delivers consistently to meet expectations	Happy consumers come back - Less complaints
Defect Removal	Ensures the majority of defects are removed at the plant	Consistency with appearance - Reduces wastage
Halal Certified	The ability to cater for religious beliefs and requirements	No need to have 2 different chips to cater for different customer religious/dietary requirements.
Moisture Removal	Improves solid to moisture ratio	Improves heat holding time - Enhances crispness with less limpness

– UNIQUE BENEFITS –

1. Unique offering to create a point of difference on your menu
2. Premium plate presence and appearance
3. Only 100% quality Tasmanian potato

THE FACTS

Edgell A Grade Choice Chips

📷 *Choice 13mm Chips served with roast spatchcock & winter veg.*

“Designed to be cooked from thaw so you get a consistent quality result every time.”

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100% Tasmanian Potato	Supports the Australian economy	Consumer trends moving toward Australian grown products
Consistent Quality All Year Round	Delivers consistently to meet expectations	Happy consumers come back - Less complaints
High Specification Standards	Ensures consistency of product at all times	Consumers are satisfied every time
Defect Removal	Ensures the majority of defects are removed at the plant	Consistency with appearance - Reduces wastage
Cook From Thaw	Enables the chips to be kept in a fridge and cooked with confidence of a quality product.	Better quality cooked chips for your customers' satisfaction.
Multi-Storage Options	Can be kept frozen, refrigerated or ambient	Frees up room in freezer - Enables a quicker cook time
Moisture Removed	Improves solid to moisture ratio	Improves heat holding time - Enhanced crispness
Par-cooked in 100% Canola Oil	Canola oil is naturally cholesterol free	Growing trend towards healthier alternatives
Halal Certified	The ability to cater for religious beliefs and requirements	No need to have 2 different chips to cater for different customer religious/dietary requirements.
Browning Resistant/ Enduring Composition	Will not brown if thawed	Reduces wastage - Can cook at off-location venues

– UNIQUE BENEFITS –

1. Cook from thaw
2. Only 100% quality Tasmanian potato
3. Multi-storage options from fridge to freezer

THE FACTS

Edgell A Grade Chips



📷 *Steakhouse Chips with basil mayo.*

“If quality is important, then Edgell is your chip.”

PRODUCT FEATURES	ADVANTAGES	OUTCOME
“A” Grade Quality Potato	Consistent high quality product	Improved store yield due to high potato solids
Consistent Quality All Year Round	Delivers consistently to meet your expectations and requirements	Customers receive the quality they expect
High Specification Standards	Ensures consistency of product at all times	Consumers are satisfied every time
Par-cooked in 100% Canola Oil	Canola oil is naturally cholesterol free	Growing trend towards healthier alternatives
Defect Removal	Ensures the majority of defects are removed at the plant	Consistency with appearance - Reduced wastage
Halal Certified	The ability to cater for religious beliefs and requirements	No need to have 2 different chips to cater for different customer religious/dietary requirements.
Moisture Removed	Improves solid to moisture ratio	Improves heat holding time - Enhanced crispness


– UNIQUE BENEFITS –

1. “A” grade quality potato
2. High specification standards
3. Defect removal to ensure quality & consistency

THE FACTS

Gardenland B Grade Chips



10mm chips served with battered flathead & lime 

“Gardenland, the great all-rounder of the chip world.”

PRODUCT FEATURES	ADVANTAGES	OUTCOME
Available in 10mm & 13mm cuts	13mm has longer heat holding 10mm has quicker cook time	A chip cut that best suits your needs
Par-cooked in 100% Canola Oil	Canola oil is naturally cholesterol free	Growing trend towards healthier alternatives
Halal Certified	The ability to cater for religious beliefs and requirements	No need to have 2 different chips to cater for different customer religious/dietary requirements.

THE FACTS



Edgell Wedges

Spicy Battered Wedges 📷

“The perfect bar snack or 2nd chip offering.”

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Consistent Quality All Year Round	Delivers consistently to meet your expectations and requirements	Customers receive the quality they expect
High Specification Standards	Ensures consistency of product at all times	Consumers are satisfied every time
Par-cooked in 100% Canola Oil	Canola oil is naturally cholesterol free	Growing trend towards healthier alternatives
Plate Presence and Appearance	A 2nd sides offering to your menu or a large potato snacking option.	Snacking options for out of traditional service time slots. Create the ability to charge a higher price and make more money per serve.



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