

Lamb Weston Introduces Waffled Hash Browns

November 22, 2019

Made from real Idaho shredded potatoes and baked to crispy perfection, new Waffled Hash Browns don't require a fryer to serve potato goodness

EAGLE, Idaho--(BUSINESS WIRE)-- Consumers love a twist on a classic comfort item. So, Lamb Weston is serving up something unexpected. Introducing Lamb Weston Waffled Hash Browns – a unique take on Belgian-style waffles, these savory waffles are made with real Idaho shredded potatoes and can be baked or fried to crispy perfection. The Waffled Hash Browns are easy to add to any menu as a creative breakfast item, a handheld snack, a sandwich carrier or in a creative appetizer application.

This press release features multimedia. View the full release here:

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Lamb Weston Introduces Waffled Hash Browns (Photo: Lamb Weston)

“Our goal was to give our operator partners a new way to serve a crispy potato product and our new savory Waffled Hash Browns hits the mark. The Waffled Hash Browns were designed to cook up crispy in the oven, making this a quick and easy option for coffee, sandwich, bakery and convenience stores,” said Kim Cupelli, Vice President of Marketing.

Try something new with Waffled Hash Browns, available now to foodservice operators. Visit www.lambweston.com for more information.

About Lamb Weston

Lamb Weston is a leading supplier of frozen potato, sweet potato, appetizer and vegetable products to restaurants and retailers around the world. For more than 65 years, Lamb Weston has led the industry in innovation, introducing inventive products that simplify back-of-house management for our customers and make things more delicious for their customers. From the fields where Lamb Weston potatoes are grown to proactive customer partnerships, Lamb Weston always strives for more and never settles. Because, when we look at a potato, we see possibilities. Learn more about us at lambweston.com.

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Source: Lamb Weston

