

### **Small-Scale French Fry Production**

## **Starting French fry production with low financial risk**

### **in countries with little experience in the field of potato processing**

Some interested parties wanting to start production of French fries in their country (with little experience in the field of potato processing) balk at the financial risk or have difficulties regarding the financing of an industrial plant to produce pre-fried French fries.

How can one minimise the risk and keep the investment within limits?

You rent a suitable sales room in a good business location and put one of DORNOW's recommended gas-heated deep-fat fryers with 2, 3, or 4 frying vats in it. Besides that, you invest in a good small peeling machine and a suitable cutting machine (motor-driven or hand-operated).

You put the deep-fat fryer in the sales room – and the peeling and cutting machines and any further machines in a back room.

When things are quiet, you pre-fry French fries and store them on a storage shelf above the deep-fat fryer or on a table provided for this purpose.

When customers come into the sales room, then you can quickly final fry the pre-fried French fries and sell them in paper bags for example.

You can, however, also pack the pre-fried French fries in, for example, cardboard boxes and sell them to restaurants and other snack bars...

With the proposed investment, therefore, you can achieve two things: (1) direct sales to "occasional customers" and (2) sales to "bulk buyers".

If business goes well, then you can later set up a more industrial French fry production plant at another site.

You will almost certainly be successful if you use suitable potatoes and suitable fats or oils.



We also recommend the purchase of 2 laboratory devices which you can take with you in the car when buying potatoes, e.g. on the way to potato merchants or producers.

- (1) A machine to ascertain the water content of the potatoes (Art. No. 1161) and
- (2) a test deep-fat fryer (Art. No. 1163).

Interested parties can find useful articles on the Internet at [www.dornow.de](http://www.dornow.de) in the section called "French Fry Production".

Ask us for a quotation for the above-mentioned equipment.

A list of interesting articles and essays regarding the topics of the preparation and processing of tubers and vegetables and associated specialist areas can be found at our Internet site at [www.dornow.de](http://www.dornow.de), Treatises.

This paper contains non-committal notes. We do not lay claim to completeness. Alterations reserved.

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