

A photograph of a buffet station with several stainless steel trays of food. From top to bottom, the trays contain: sliced meats, mashed potatoes with green herbs, glazed chicken pieces, and french fries. In the foreground, there are two small white bowls containing dipping sauces, one red and one white. The background shows a blurred restaurant setting with tables and chairs.

**SAVOURING
THE SEAS**

A day of dining at Sea

Life on board a cruise ship is shaped by a series of culinary moments throughout the day. From the first breakfast overlooking the ocean to relaxed sharing bites enjoyed with friends, every meal contributes to the overall guest experience. Cruise dining combines variety, efficiency and pleasure, offering options that suit every moment and every guest — from family-friendly favourites to premium plated dishes.

In this brochure, we explore the key dining moments that structure life on board and the potato solutions designed to support them: Breakfast & Brunch, Main Dining & Buffets, Specialty Dining, Kids Moments and Sharing & Snacking. Because on a cruise, great food is not just about the plate — it's about sharing the voyage.



The Cruise Industry: A growing global opportunity

The global cruise industry has experienced strong growth in recent years and remains one of the most dynamic segments of the tourism sector. In 2024, 34.6 million passengers took an ocean cruise worldwide, representing a 9% increase compared with 2023, and forecasts suggest the sector will reach around 37.7 million passengers in 2025 and more than 41 million by 2028.

Although cruise travel represents less than 3% of global tourism, it continues to expand faster than many other travel segments thanks to high guest satisfaction and strong repeat rates. New-to-cruise travellers are also driving demand: around 31% of passengers in recent years were first-time cruisers, showing the sector's ability to attract new audiences.

Regionally, North America remains the largest source market, with over 20 million cruise passengers, followed by Europe with more than 8 million travellers. Meanwhile, Asia-Pacific is emerging as a fast-growing market as cruise infrastructure expands.

Destinations also shape the market: the Caribbean accounts for around 43% of global cruise itineraries, while Mediterranean and European cruises remain among the most popular options worldwide. With increasing ship capacity, new destinations and evolving onboard experiences, cruise lines are continuously investing in food and hospitality — making dining a central element of the passenger journey.

Breakfast on board

It's time to take the time...

Breakfast is one of the most frequent and high-volume meal moments on board. Lutosa's Rustic Hash Browns, Oval Crunchy Hash Browns and Rösti are perfectly suited to breakfast and brunch thanks to their crispy exterior, soft interior and uniform cooking.

These products deliver the comfort and familiarity expected by North American guests, while rösti adds a more European, artisanal touch for premium brunch concepts. Their frozen, ready-to-cook format ensures fast service, food safety and consistent results, even during early-morning peak hours.

The breakfast food market size has grown strongly in recent years. It will grow from \$483.86 billion in 2025 to \$512.88 billion in 2026 at a compound annual growth rate (CAGR) of 6.0%. The growth in the historic period can be attributed to urbanization-driven lifestyle changes, growth of packaged food consumption, expansion of modern retail outlets, rising working population, increased breakfast meal skipping trends.

The breakfast food market size is expected to see strong growth in the next few years. It will grow to \$633.73 billion in 2030 at a compound annual growth rate (CAGR) of 5.4%.

What about potato products for breakfast?

Shredded potato products, particularly frozen hash browns, are experiencing a significant resurgence in the breakfast sector, driven by a 15.6% increase in breakfast potato servings in 2023. This growth is fueled by a combination of high demand for convenience foods, the rapid expansion of QSR (Quick Service Restaurant) breakfast menus, and the need for labor-saving, consistent products in the food service industry.

Other Lutosa's products ideal for breakfast and brunch :

Oval Crunchy Hash Brown



Crunchy Hash Brown

Rösti Onion



Rösti Burger

Rustic Hash Brown





Main dining

Buffet and main dining venues demand potato products that can withstand high volumes, long service windows and international guest expectations. Lutosa's Xtra-Crispy range, available in skin-on and skin-off, is specifically designed to deliver extended crispiness and consistent texture, even under heat lamps or during peak service.

Classic cuts and cut products offer a recognisable, reassuring experience for guests from all markets, while skin-on options add a more rustic, premium visual cue. Thanks to their reliable performance and ease of preparation, these products help crews serve large numbers efficiently while reducing waste and re-fires.

Our coated fries, the star of buffets on the water

CRISPY

entry level crispiness FS,
ethnic fast food, retail

X-TRACRISPY

longer holding times: take-away,
street food, pub snacking, loaded

ULTRACRUNCHY

top-notch crunchiness long serving
times: tapas/snacking/outdoor
service/street food/casual dining



Coating levels



The Art of fine Dining at Sea

Elevating the plate, effortlessly

In specialty dining, side dishes must enhance the plate while meeting strict service standards. Lutosa's Gourmet Mash delivers a smooth, indulgent texture and consistent quality, ideal for pairing with meat, fish or vegetarian premium dishes.

Duchesses and Croquettes bring elegant shapes and refined presentation, while the Ultra-Crunchy range offers maximum crispiness and premium bite for plated service. These products allow chefs to focus on creativity and plating, without sacrificing consistency or adding workload in the galley.



Duchesses



What is with high end restaurants obsession with mash potatoes?

Purées, croquettes, and duchess potatoes are experiencing a resurgence in premium dining, driven by a focus on texture, artistic plating, and elevating comfort food. These techniques allow chefs to showcase precise, high-quality preparation in fine dining, with pureed foods expected to grow at a 5.8% CAGR by 2032.

Mash potatoes are heavily used to create depth of flavor, color, and artistic plating, creating harmony between, for example, a protein and its sauce. They are central to modern, refined presentations.

Croquettes and Duchesses are used to add necessary textural contrast (crispy exterior, soft interior) to otherwise soft dishes. They allow chefs to utilize high-quality ingredients in a refined, deep-fried format.

Croquettes



Mash potatoes



Young Explorers' Dining

Cubes 12/12/12 mm



Potato Crunchies
"Tater Tots"



Noisettes



Mash potatoes



Crinkle fries



ADD CODES

Simple, fun and reassuring

Kids' dining areas require products that are easy to recognise, easy to eat and easy to serve. Lutosa's Noisettes, cubes and mash specialities provide soft textures, mild flavours and playful shapes that appeal to younger guests.

The Xtra-Crispy range and potato crunchies offer a satisfying crunch while maintaining a clean, simple profile appreciated by both children and parents. These products are easy to portion, quick to prepare and ideal for stress-free family dining moments.

KID'S BUFFET



Sharing the journey, sharing the plates

Cruise dining is increasingly shaped by sociability and discovery. Across casual venues, pool decks, food halls and themed restaurants, the demand for tapas-style dining and sharing concepts continues to grow. Guests are looking for relaxed, interactive experiences where they can taste, share and explore multiple flavours in one sitting.



Crinkle Spicy Fries

Onion Rings

Cheezy Crunchies

Sea Salt & Pepper Crinkle Wedges

5 Key advantages :

- Built-in flavour profile
- Consistent taste across services
- High visual impact
- Extended crispiness
- Versatility across themes

Discover our large range of perfect products for tapas in this brochure

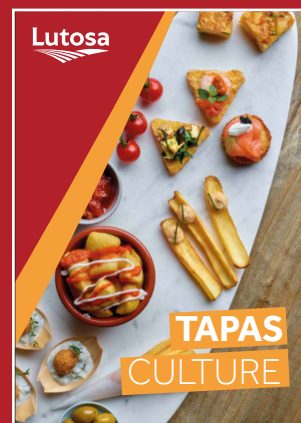
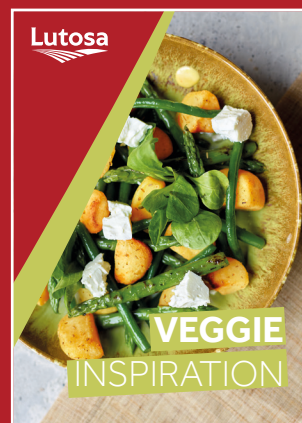




At Lutosa we've dedicated more than 40 years to championing the delicious, versatile potato. Transformed into tasty products, ours potatoes are perfectly suited to breakfast.

Their high level of potassium, vitamin C, folic acid, iron and fiber, make them an ideal product to start the day. Used as ingredients or served on their own, they will enhance your recipes and level up your plates.

Discover also our others thematic brochures.



Potatoes to the world

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