



POTATO FLAKES

The recipe for success: our tailor-made solutions



Two strong family brands, One joint strategy



In 1957, the four McCain brothers, founded McCain Foods in their hometown of Florenceville, Canada. As sons of a third-generation farmers, they used their family knowledge of agriculture and combined it with innovation. Today, McCain Foods remains a family owned and operated business.

Lutosa was founded in 1978 by the Van den Broeke family and has over 40 years of history and expertise in the potato sector.

Although the company has grown internationally, Lutosa has always preserved its family character.

Since 2013, Lutosa has been part of the McCain group of companies.

Together, McCain and Lutosa are well-known brands all over the world with products sold in more than 160 countries. We act as true partners with our customers, providing them with solutions and inspiration to create great food experiences.

Potato expertise at your service

More than half a century of know-how and expertise

We offer you our unique know-how in flakes with more than 50 years of experience, 6 factories in Continental Europe and a dedicated team of experts at your service to meet your needs.

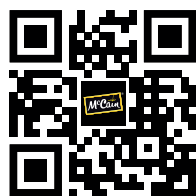
We partner to deliver the best solutions whether you are an industrial, food service or retail business.

Tailor-made solutions

We have experts following market trends and regulations, and who can identify the right product for your business. We produce a large and complete range of recipes (plain, clean label, with milk, organic, etc.) with different granulometry and density, and with a wide range of packaging sizes from 125g retail packs to 1.000 kg Big Bags.

Increased capacity

In order to support our customers' sustained growth and the increasing demand for flakes across the world, a new state-of-the-art flakes production unit was built at our Lutosa plant in 2022. This important investment has significantly increased our production capacity to a combined total of 75,000 MT per year, and will enable a wider range of possibilities.



Potato Flakes production sites

- France ① Béthune
- ② Harnes
- ③ Matougues
- Belgium ④ Leuze-en-Hainaut
- ⑤ Sint-Eloois-Vijve (Waregem)
- The Netherlands ⑥ Lelystad





Quality

Quality is fully embedded in our culture. Our products are trusted and chosen by millions of customers all over the world. This trust is based upon our reputation for consistently delivering high-quality products.

We apply the internationally recognized HACCP (Hazard Analysis and Critical Control Point) system to ensure food safety. This analysis takes into account all physical, chemical and microbiological hazards that may affect the safety of the final products and therefore need attention and control.

In order to guarantee this commitment for Quality and Safety, Lutosa and McCain are BRC certified to prove the conformity of our QMS to international standards, ISO norms, laws and regulatory requirements. We are halal certified by HFCE (Halal Food Council of Europe) which audits and supervises the production of halal products in accordance with the halal standards. The Kosher certificate can be delivered according to your needs.

Additionally, most of our formulas are gluten & lactose free, and suitable for vegetarians & vegans. and suits with general trend of vegetalization.



Focus on quality, food safety and regulatory requirements

- **Quality by design:** Matching specification with application
- **Process design:** Complete food safety standards across the process
- **Continuous Quality control:** Real-time process monitoring
- **High automation level:** Better consistency and compliance with final specifications
- **Feedback and Analysis:** Understanding and correcting variations to continuously improve
- **Rigorous final quality control:** Physical, chemical and microbiological checks on every batch
- **Agile and responsive processes:** Reduced time to market for new products



Our tailor-made solutions for Industry, Food Service & Retail

Industry

In order to perfectly adapt to your needs, flakes are available with numerous formulations and packaging. The products are constantly optimized, to conform with regulations and with respect for environmental concerns.

Application	Properties	Type of flakes	Packaging
Snacks	Viscosity, reducing sugars	Flakes, milled flakes, Low Leach	<ul style="list-style-type: none"> • Bags of 5, 10, 15, 20, 25kg • Big bags • Tanker
Soups	List of ingredients/additives	Milled flakes	
Ready meals	Particle size, microbiology, color, texture	Flakes or milled flakes	
Prepared pasta	Color, density, microbiology, texture	Flakes or milled flakes	
Mixes	Color, density	Milled flakes	
Repacks	Color, density	Flakes	
Bakery	Water absorption	Flakes or milled flakes	
Pet food	List of ingredients/additives	Flakes or milled flakes	



Food Service

Products for HoReCa
or central kitchens,
packed in bags
of 1, 5, 10, 20 or 25Kg.

Good to know



We need **6kg** of potatoes



to produce
1kg of flakes

Retail

Several recipes are
available :
plain, clean label, with milk,
cream and nutmeg, packed in
250g, 375g, 500g, 750g or
1.000g boxes.

2% fibers

2% proteins

<2% vitamins and minerals

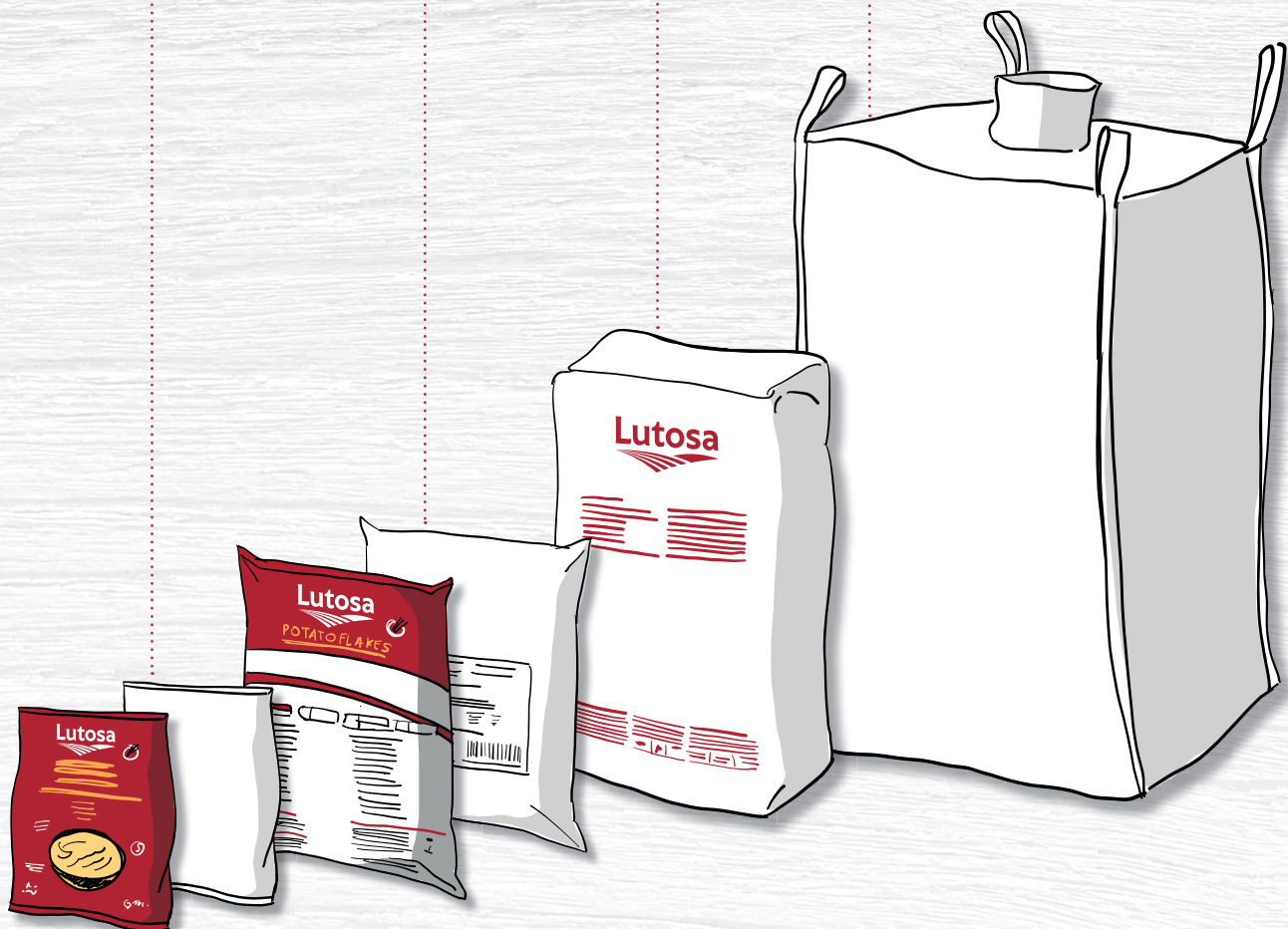
16% starch

78%
water in average

....and a very small
percentage of **fat 0,3%**

Packaging

Market channel	Retail	Food Service	Industry		
			Bags	Big bags	Tanker
Pack size	Bags grouped in a box 250, 375, 500, 750 and 1.000g	Bags of 1, 5, 10, 20kg	10, 15, 20, 25kg	450 to 1.100kg	From 18 to 25 tons, depending on density
Pack material	Aluminium	Aluminium or PE	PE	PP	
Shelf life (month)	12 to 18	12 to 18	6 to 12	3 to 12	





Planet friendly Practices

McCain and Lutosa are strongly committed to reduce their environmental impact and to embrace sustainability throughout the full organization.

Sustainability is at the heart of our purpose and we are set towards producing delicious, planet-friendly food. This means growing food responsibly, reducing our carbon footprint, supporting the communities where we operate and ensuring a sustainable future for generations to come.

The health and **safety** of collaborators and partners is our number one **priority**. We work every day to promote a **culture of safety** and invest in training our people to work safely.

The future of our food systems is at risk against a backdrop of growing global populations, climate change, soil degradation, biodiversity loss, and food waste. Together, our ability to reimagine a more sustainable way to grow our core ingredient is therefore a key part of our journey towards **planet-friendly food**.

We have established targets to **reduce CO2 emissions** in our own operations, purchase **renewable electricity**, move towards **zero waste**, reduce food waste, improve **water efficiency**, and utilize **sustainable packaging**.

We believe that delicious food, especially when shared, can be one of life's great pleasures. Informed choices are key to a healthy and balanced lifestyle. We're committed to providing quality food and **transparent nutrition information**. We're continuing our journey to continuously improve the nutritional profile of our products, offer new **healthier choices**, recognizable ingredients and **transparent communication** about our food, from field to fork.



For more info:
<https://www.mccain.com/sustainability>



For more info:
<https://www.lutosa.com/en/our-csr-commitment>





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