



**A major franchise just opened
next door. The guy down the street
lowered his prices again
and you're out of ideas.
Value added fries just became valuable.**



Now's when you need an edge.
TaterBoy® value-added french fries will give you that edge...all it takes is a little Universal Understanding.
Universal Understands how competitive your business is and the importance of repeat customers. We invented the value-added

french fry category to help you win and keep customers.
TaterBoy, Coated Fries, Crispura and QQQs build profits as fast as they do traffic. We understand that customers will pay more for value-added fries.
And Universal Understanding extends to

sales support. Our merchandising ideas and hard working POP are innovative and designed to build sales.
So if they've got you down, fight back! Dial 1-800-451-1151 for Universal Understanding.



UNIVERSAL FROZEN FOODS