

FRITES
ATELIER
AMSTERDAM

LambWeston®
POSSIBILITIES IN POTATOES



Innovative and Creative

The **Dutch Michelin** starred chef and entrepreneur **Sergio Herman** (1970) is renowned for his passion for Zeeland products, surprising flavour combinations and his impeccable sense of aesthetics.

Starting from a **classical foundation in a continuous quest for innovation** in his creations, he is globally recognized by international top chefs and the trade press as a gastronomic pioneer.

This led to the idea for **Frites Atelier-Frites**.

Sergio Herman

3 STELLE MICHELIN

Sergio Herman invested more **than 18 months** in perfecting the Frites Atelier Frites, **partnering with Lamb Weston**, a world leader in potato refinement.



The idea was born from an entrepreneur's vision, fueling an ambition to **elevate Dutch potato culture** and **expand the legacy of fries worldwide**.



He redefined the essence of indulgence, demonstrating that even a **potato can be transformed into a gastronomic statement**.



We pushed the boundaries of culinary innovation, **merging artisanal techniques with modern production methods** to achieve an unparalleled product.

THREE INGREDIENTS FOR PERFECT FRIES



ELEVATED TASTE PROFILE

Designed for ultimate restaurants experiences



PERFECT GOLDNESS

A refined, golden hue, elevating the presentation of any dish.



ULTIMATE CRISPNESS & TEXTURE

A delicate, crisp shell yielding to a velvety soft centre.

The collaboration with **Lamb Weston**, a world leader in frozen potato products, was crucial in developing the coating of the Frites.

The result is a Frites recipe that is **beautifully crisp** with a **golden exterior**, yielding to a **velvety**, **airy centre**, ensuring a luxurious experience with every bite.





fritesatelier.com

THE PERFECT FRITES, FOR YOUR SIGNATURE DISH.

Product Information

Productcode: **FAA3 - FAA4**
Packaging: **4 x 2,5kg**
Product features:
Halal, Vegan, Gluten Free, No additives, No E Numbers



Sergio Herman, the Dutch 3-Michelin-starred chef and co-founder of Frites Atelier, shares his essential instructions for the perfect serve with "Fry from Frozen".

Sergio's preparation method



Sergio's baking guidelines for the perfect golden crunch:
Maintain oil at a consistent 175°C throughout frying

1. Fry in hot oil for 2:15 minutes
2. Shake well for 10 seconds
3. Return to fryer for another 2:15 minutes for a final crisp.

Pro Tip: Adjust the timing slightly for your fryer and your chef's eye for a golden look and crispy taste.

IMPORTANT: Each vat must have a minimum power of 17 kW to ensure that the temperature does not drop by more than 10°C for a maximum of 20 seconds when frying frozen frites. This is essential for maintaining quality and consistency.

FRITES ATELIER AMSTERDAM

LambWeston POSSIBILITIES IN POTATOES