

Let's make it!

Crispy Chicken Korean BBQ CrissCuts



Crispy CrissCuts with Korean chicken, kimchi, and gochujang mayo.

Average Portion cost: £1.75
Suggested price: £12.00*

Why it works

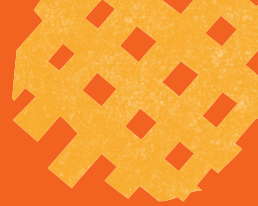
Protein-driven dish with trending global flavours. Strong "hero dish" potential to draw traffic and justify premium pricing.

* All costs and suggested pricing are indicative only and may vary based on ingredient sourcing, operational setup, and local market conditions.

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POSSIBILITIES IN POTATOES 

Crispy Chicken Korean BBQ CrissCuts



INGREDIENTS

- 200g CrissCut Fries (frozen)
- 60g Korean-style fried chicken bites (pre-cooked or freshly fried)
- 20g kimchi, roughly chopped
- 1 tbsp gochujang mayo (1 part gochujang paste to 2 parts mayonnaise)
- 1 tsp toasted sesame seeds
- 1 spring onion, finely sliced diagonally

VALUE & PREMIUMISATION:

Consumers remain price sensitive but are willing to pay more for “experiential food” - indulgence, global flavours, premium ingredients.

Global Data united-kingdom-pub-club-bar-ta-2028

Loaded fries offer visible value (large sharable portions) while toppings deliver premium cues (steak, truffle, Korean BBQ).

Fries are a low-cost base that allow operators to premiumise menus without driving up costs excessively.

UK-Eating-Out-Market-Report-2025

METHOD

- Cook the fries: Deep fry the CrissCuts at 175°C for 3.5–4 minutes, or oven-bake at 200°C for 20 minutes, until crisp.
- Prepare toppings: If using pre-cooked chicken bites, reheat in oven/fryer until piping hot (core temp 75°C). Chop kimchi into bite-size pieces. Mix gochujang paste with mayonnaise in a squeeze bottle.
- Plate up: Place fries into a serving basket or shallow bowl.
- Add chicken: Layer hot chicken bites evenly across fries.
- Add flavour: Scatter kimchi on top. Drizzle gochujang mayo generously in zig-zag lines.
- Finish: Sprinkle sesame seeds and sliced spring onion.
- Serve immediately for maximum crunch and heat.

