

Let's make it!

Mediterranean Mezze Twisters



Why it works

Nostalgic British flavour with a modern twist. Easy pub/bar menu win, with broad appeal for groups.

Lamb Weston[®]

POSSIBILITIES IN POTATOES 

Mediterranean Mezze Twisters

INGREDIENTS

- 200g Twister Fries (frozen)
- 40g feta cheese, crumbled
- 30g roasted red peppers, sliced (jarred or freshly roasted)
- 20g olives, halved and pitted
- 20g cucumber, diced into small cubes
- 1 tbsp tzatziki
- 1 tsp fresh parsley, finely chopped

METHOD

- Cook the fries: Deep fry the Twister Fries at 175°C for 3–3.5 minutes, or oven-bake at 200°C for 18–20 minutes, until golden and crispy.
- Prep toppings: While the fries cook, dice cucumber, halve olives, and slice roasted peppers. Crumble feta into small pieces.
- Plate up: Place fries onto a wide sharing plate or shallow bowl, spreading them out for maximum coverage.
- Add toppings: Evenly sprinkle feta, roasted peppers, cucumber, and olives over the fries.
- Finish: Drizzle tzatziki across the dish in thin lines and sprinkle with chopped parsley.
- Serve immediately, ensuring fries remain hot and crisp.

SOCIAL & SHARING BEHAVIOURS:

Socialising is the #1 driver for eating-out visits across Europe, while functional/ solo meals are declining.

Circana State of the EU Foodservice Industry 2024

Sharing formats are popular with 18–34 year olds, who over-index on group occasions.

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

Operators are leaning into small plates and sharers to encourage dwell time and higher spend per person.

Lumina Intelligence, August 2024

Pubs-Bars-Market-Report-2024

