Lamb Weston launches ‘The DUKES, a Proper British Chip that is a cut above the average!

Monday 6 January, 2020

It’s the moment the entire country has been waiting for – discerning citizens rise up and prepare to rejoice in this great British occasion as Lamb Weston launches ‘The DUKES’, elegantly exciting, perfect pub chips – with chips this good, one can see why the British started queuing!

Allow us to introduce to you The Dukes of Chippingdom – Proper British Chips. Distinctively natural, gloriously golden, royally rustic, thick-cut chips – made from 100% British potatoes - The Dukes are more British than a British bulldog in a union jack waistcoat, spiffing!

We all know that everyone loves chips, and none more than pub goers; more than half (56.2%) of pub dinner occasions include chips, fries or wedges as a side, and chunky, thick-cut chips are the most ordered potato product in pubs*.

In a recent consumer test^ almost 40% declared their love of chips as a side, more than 60% said they prefer skin-on in a pub, and a whopping 72% said they are willing to pay a bit more in a pub for a British sourced product. The most important attributes of a chip were cited as having a crispy outside, being thick cut with a fluffy inside and a having a hand-cut appearance.

Enter, The DUKES!

Brought to you by innovative global leader, Lamb Weston, The DUKES are super tasty, irregularly thick cut to appear homemade and distinctive in character. With gloriously golden edges, and a richly rewarding taste, Dukes will grace every plate with a guarantee of quality that’s as firm as a gentleman’s handshake.

These little beauties have been irregularly cut, with feathered, golden edges. They are beautifully crispy on the outside – even though they’re non-coated – fluffy on the inside, are available with skin-off and skin-on, and they’re ready to make their grand entrance, gracing pub plates across the land.

So come on, let’s make this chip nation proud! Be upstanding and make some noise for The DUKES! So far, they have already earned their place in the Craft Guild of Chefs highly esteemed Product Endorsement gallery, with an above average rating, they are Red Tractor certified and gluten free.

These are like no ordinary chips; they are the ultimate quintessentially British menu item with a proud and distinguished British heritage. 100% satisfaction guaranteed. Chippingdom’s finest creation are proper pub chips, cut from British potatoes.

Step aside, pretenders to the throne, make way for the Proper British Chip. The DUKES are remarkably reliable, fabulously fry-able, marvellously moreish and British, through and through. Characterful in their cut, they’re fluffy and light, yet as reliable as a gentleman’s character and as crisp as his tailoring.

The Dukes Website

** LW research 2019 & MCA Eating Out Panel 2018*

^ Consumer survey, 9th September 2019, London. 42kg of chips sampled with 310 consumers

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