

Singapore's McCain Foods launches SureCrisp Max

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McCain Foods, a world leader in prepared potatoes, unveiled the McCain SureCrisp Max at the FHA-Food & Beverage 2025 in Singapore. This product addresses the evolving needs of the foodservice industry, delivering unmatched crispiness, extended hold time and consistent quality – reinforcing McCain's leadership position as a trusted partner for modern dining solutions.

The original McCain SureCrisp range is known for its exceptional taste, texture, and crispness that lasts up to 30 minutes - ideal for dine-in, takeaway, and delivery. Building on this success, McCain SureCrisp Max features a unique battered coating that enhances flavour, appearance, and crispiness, delivering consistent quality across all dining formats.

McCain SureCrisp Max features proprietary coating technology that delivers maximum crispiness for up to 30 minutes, helping operators serve consistently excellent quality across dine-in and delivery.

"In today's competitive foodservice landscape, operators require more than our quality products – they need a trusted partner who can offer consistency, innovation, and value," said Pablo Melo, Managing Director, Japan, Korea, South East Asia & Taiwan, McCain Foods. "McCain is dedicated to delivering comprehensive solutions that help our partners thrive."