

A FREE
PUBLICATION

LORD OF THE FRIES

MADE ON
Recycled Paper

THE BEST FRIES YOU'LL EVER TRY

MAY 2007

THE LORD'S STORY

The idea behind Lord of the Fries began early in 2004. Mandy (Toronto) and Mark (Melbourne) met while living in Taiwan (Tainan). Their love for fries drew them closer and gave them the idea to perfect the chip.

Landing in Melbourne in August 2004, the concept was to take 'the best fries you will ever try' to the people! What better way than a mobile chip van... all they needed was a name.

This is where Sam (Marks' brother) comes into the story. Being the creative wiz that he is, he crowned the venture LORD OF THE FRIES. The Lord was born.

The van was on the road by October...and they were travelling around the country serving up golden, crunchy, fries in a cone, with homemade sauces inspired by flavours found across the globe.
The people rejoiced!

Finally a fry that was NOT drowned in beef tallow and juiced up with gluten; NOT cooked in the cheapest oil money can buy; NOT smothered in watered down tomato sauce and sitting in a bain marie since the beginning of time.

Late 2005, they got a permanent locale – in the heart of Melbourne...they added burgers to the menu to compliment the large saucy coned fries. Now you can decide for yourself, are they the best fries you've ever tried?

We turn up the expectations... fry lovers of the world unite...looking for the perfect fry... the Lord is here!

BURGER NEWS FLASH

Now you can have lettuce in your burgers. "Lettuce" know if you want it added to yours.

SAUCE OF THE MONTH SAN FRANCISCO

Our Uncle Mervs, **Jalapeno Mayonnaise** is our May sauce of the month.

It's a creamy, spicy mayo, with a real tangy kick. We make it ourselves and we use only the best ingredients.

It's a family secret that we are lucky enough to bring to the streets of Melbourne.

Regards from SF (and Uncle Merv)

Email us a recipe for sauce of the month and if we use yours, you receive a hefty prize.

info@lotfries.com.au

QUALITY GUARANTEED

We use high quality vegetarian ingredients.

- Our fries are **gluten free**
- Our sour cream has **no gelatine**
- Our cheese is **rennet free**
- Our eggs are certified **free range**
- Our **buns** are **vegan**
- Our **patties** have no **egg, garlic** or **onion**

THERE'S NO MEAT IN OUR FOOD!

MAY FAVOURITES

FILM – Grindhouse / Spiderman 3 at IMAX

GIG – Secret Chiefs / Melbourne Int. Jazz Festival

MUSIC – Dinosaur Jr – Beyond / Tinariwen – Aman Iman

THING TO DO – Free Tai Chi lessons at Federation Square every Tuesday in May (7:30-8:30am)

WORD OF THE LORD 1:1

In the beginning there was the potato,

The lord saw the potato and said it was good, Blessed is he, he took the potato, and washed the potato. The lord continued "You will last for all eternity, and once washed, cut and fried you will be known as fries, and you will be given to the people to consume and enjoy, and you will be the best tasting fries they have ever tried, and you will be covered in sauces and flavours inspired by the people from all over the world, and this will be my gift to them, for they have accepted me as being the one true Lord of the Fries".

CUSTOMER STATS

NAME: Lez

Birthplace: Gunnedah, NSW

Fave menu item: African Box

Fave movie: Danger Diabolik

Fave season: Winter (likes canoodling)

Favourite album:

Jesus Christ Super Star (original recording)

Turn a celeb into a sauce:

Box of Shatner (William)

Hobby: Work (it's part time)

Football team: I have a degree in theatre...that's not for me.

Favourite TV show:

Battlestar Galactica

STAFF STATS

Name: Ricky

Birthplace/Year: Punjab (India) '83

Original or Spicy?: Original

Fave movie: Exorcist & Titanic

Fave season: Winter

Fave music type: Punjabi sad songs

Fave holiday: Switzerland

Footy team: Essendon

Fave TV show: Mr Bean

WHY THEY ARE THE BEST FRIES YOU'LL EVER TRY

POTATOES

We use the highest grade Australian grown potatoes – fresh not frozen. We leave the skins on to preserve vital nutrients.

OIL

NO Trans Fat! The oil is of the same high standard as the potatoes. We use cottonseed oil. It's light in taste and appearance and a far healthier option than other oils.

METHOD

We are set up for fries! You can see baskets all over the walls in our kitchen; we are one of a kind in Australia. Our fries are cooked initially at a lower temperature – the flavours of the potato are sealed in and the grease is locked out; this is cooking the potato at a higher temperature creating golden fries that are crisp on the outside, and soft in the centre.

TRIVIA

1. Who killed Laura Palmer?
2. Where does Kona coffee come from?
3. How many points did West Coast win the 2006 GF by?
4. When was Dylans' 'Blonde on Blonde' released?
5. Which country first gave women the vote?
6. Name 2 Jim Jarmusch films starring John Lurie?
7. What was April's sauce of the month?

ANSWERS

1. Leland Palmer while he was possessed by Killer Bob. 2. Hawaii 3. 1 point. 4. 1966. 5. New Zealand, in 1893. 6. Stranger Than Paradise & Down By Law. 7. Utah

LOCATION / DETAILS

Cnr Elizabeth and Flinders St,
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ADVERTISEMENT

If you love their Fries, wait till you try their graphic designer.

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