

OPERATORS FINDING 24/7 SOLUTION WITH CRISPY COMFORT & CRAVEABLE STUFF TOTS

In the ever-evolving world of foodservice, operators face a constant challenge: finding menu items that feel fresh and fun without requiring a complete kitchen overhaul. That's where products like Stuff Tots came into play, offering innovation in a simple, practical format.

Foodservice operators, particularly in convenience stores, quick service restaurants (QSRs), and other high-volume settings, are always on the lookout for new menu items that balance excitement with practicality. The key is finding items that offer a fresh take without overwhelming back-of-house operations.

Operators across the U.S. are creating a buzz about Stuff Tots, crispy filled bites that deliver bold flavors in a portable, easy-to-serve format. Stephen Caldwell, President & CEO of Stuff Tots, said, "Menu fatigue is real—and we're here to wake things up. Operators are constantly looking for something that's fresh, fun, and doesn't require a complete kitchen overhaul. That's where our crispy filled products come in."

"Versatility is what operators appreciate most. They can introduce something new without reworking their entire menu." — Stephen Caldwell

Stuff Tots were born from a simple craving: why hasn't anyone made a stuffed hash brown in the U.S.? After tasting a similar concept overseas, Stephen Caldwell couldn't get the idea out of his mind. "I came home, couldn't stop thinking about it, and decided to create it myself," Caldwell noted. The result? Crispy on the outside, melty and cheesy on the inside—a perfect comfort bite.

Stuff Tots are clean label, gluten-free, and made with 100% U.S.-sourced ingredients. They've quickly become popular in thousands of convenience stores and foodservice programs nationwide.

What makes Stuff Tots truly unique is that we're the first and only to market with a crispy, hand-held potato bite that's stuffed from the inside out with a U.S. patent. It's not just about being different—it's about solving a real need. Operators want something fast, exciting, and premium without the prep or mess.

Versatility and novelty set these products apart. From breakfast to late-night snacks, Stuff Tots fit seamlessly into diverse menus without requiring significant changes in operations. Operators love that they're fully cooked, portion-controlled, and can be heated in minutes—either in an oven, fryer, or hot case.

Caldwell continued, "Our products are designed to fit anywhere on the menu, whether it's a breakfast box, a side for sliders, or a late-night hot case snack. For breakfast, they're a grab-and-go hero—quick out of the oven, no utensils needed, and packed with proteins like bacon, egg, and cheese. At lunch, they're a fun side or add-on to sandwiches and bowls. In the afternoon, they serve as a premium snack, especially in convenience and campus settings. And by late night, they're the star—craveable, indulgent, and perfect for that hot-case moment when people want something satisfying, fast, and familiar... but different. Operators love that they can plug our tots bites into existing menus without changing a thing—and suddenly they've got something fresh, premium, and margin-friendly."

The flavor variety is a major selling point. From classic Ham & Cheese to bold Bacon, 3 Cheese & Jalapeño, the options cater to a wide range of tastes and meal occasions. This makes them ideal for operators looking to keep menus fresh throughout the day.

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One standout success came with Circle K's Holiday Station Stores in the

Midwest. Initially planning for an eight-week supply of "Spud Kicks" (a branded Stuff Tots offering), the stores sold out in just days, leading to a rapid reorder. "We moved 220,000 lbs in just 8 weeks across 600 stores—400% over forecast," Caldwell detailed.

Operators are seeing impressive margins ranging from 30–50%+ with the Stuff Tots. The secret lies in their efficiency. Our products are fully cooked, portion-controlled, and designed for low-labor, low-waste prep. There's no need for added ingredients or complex assembly—just heat and serve. This simplicity enhances speed, consistency, and profitability. "Compared to other popular sides like fries, mozzarella sticks, or breakfast sandwiches that demand more prep or have tighter margins, our crispy filled bites consistently deliver superior menu appeal and stronger bottom-line performance. Plus, with clean label ingredients and gluten-free certifications, they meet today's consumer demands for both quality and convenience."

Operators are getting inventive with how they incorporate Stuff Tots into their menus. One popular approach is the Loaded Tot Nachos—replacing traditional chips with crispy filled tots, piling on the toppings, and creating an indulgent, shareable hit. For breakfast, many operators serve Breakfast Boxes featuring tots paired with fruit, yogurt, or a boiled egg—perfect for grab-and-go convenience.

C-stores and QSRs are also leveraging Stuff Tots as Slider Sidekicks—adding two or three tots as a premium upsell with mini sandwiches or burgers. Late

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