

Potatoes[®]
USA

Notes from the Kitchen

FOODSERVICE SOLUTIONS BOOK



TURNKEY POTATO Techniques Inspire Your Menu!

As America's favorite vegetable,¹ not only are potatoes utterly craveable, they hold a special place in the hearts of patrons and chefs alike. From familiar classics to contemporary new dishes, potatoes play across every menu and daypart. As one of the most affordable and versatile items on the menu, potatoes are a staple in foodservice. Whether for a fine-dining restaurant or a quick-service chain, there's a potato solution for everyone. Available in many varieties and formats, including fresh, frozen and dehydrated, there's never been a better time to add more potatoes to your menu.

POTATOES ARE PERFECT FOR FOODSERVICE MENUS

- They are a staple food in almost every culture, and their subtle flavor is uniquely suited to showcase the flavors of nearly every cuisine. Samosas from India, pierogis from Poland and gnocchi from Italy are just a few global examples that show how potatoes are utilized across cuisines.
- Potatoes lend themselves perfectly to takeout and off-premise dining occasions, holding their flavor, structure and texture for long periods of time.
- They are naturally fat free and full of vitamins and minerals, making them the perfect foundation for the increasingly popular plant-based diet.
- Potatoes have a versatile texture—from creamy mashed potatoes to crispy roasted potato wedges and crunchy fried potato skins.



PATRONS LOVE POTATOES!

POTATOES

are two of the top three favorite sides in foodservice.²

CONSUMER DEMAND

is the number one reason operators are incorporating more potato dishes onto menus.³

FORTY-SEVEN

percent of consumers prefer dishes with potatoes.⁴

SEVENTY-EIGHT

percent of consumers report eating potatoes once a week.⁵

Get these recipes and more at [PotatoGoodness.com/foodservice](https://www.potatogoodness.com/foodservice)

1. Potatoes USA. 2019 Consumer A&U Quantitative Report. March 2018. Page 44.
2. Potatoes USA. 2019 Consumer A&U Quantitative Report. March 2018. Page 79.
3. Potatoes USA. 2018 Operator A&U Quantitative Report. January 2018. Page 12.

4. Technomic, Inc. Potatoes Patron Study. January 2017. Page 39.
5. Potatoes USA. 2019 Consumer A&U Quantitative Report. March 2018. Page 33.

POTATO TYPES



FRESH

The quality, consistency and variety of U.S. potatoes is second to none, thanks to favorable soil, ideal growing conditions and exceptional quality control. U.S. growers cultivate more than 200 varieties of potatoes, all within seven potato types—from classic russets to distinctive purples, reds and yellows to petites and fingerlings—there's a potato for every plate.

TYPE	FEATURES
Russet	Thick skin with light and fluffy center
Red	Thin skin and stays firm throughout cooking
Yellow	Buttery flavor with a creamy texture
White	Thin skin with a nutty flavor. Stays firm throughout cooking
Purple	Medium skin with an earthy flavor and vibrant color
Fingerling	Nutty and buttery flavor with a firm texture
Petite	Similar in taste to their larger-sized cousins with more concentrated flavors



FROZEN

High-quality potatoes are selected for frozen products. Available in a variety of shapes and forms, these ready-to-use products help boost your bottom line by reducing prep time, ensuring consistency and conserving costly fryer oil.

TYPE

Frozen Straight-Cut Fries
Tater Drums
Crinkle-Cut Fries
Loop or Curly Fries
Frozen Wedges
Lattice-Cut Fries
Frozen Half Shells
Whole Frozen Baked Potato

FEATURES

Available in a variety of coatings and seasonings that enhance flavor and increase holding times
Crispy outside texture with a fluffy potato inside
Ridged or wavy, with a unique texture
Extended holding time, making them ideal for home delivery and hotels
Thicker cut offers more potato taste per bite
Can be ordered with custom seasonings and batters to create a signature product
Prebaked and quick frozen to provide a fast and wholesome foundation
Come in a variety of sizes to fit any appetite or plate presentation

DEHY



Dehydrated potatoes bring a lot of value to your menu. They save on prep time, storage space and are extremely versatile. Made with 100% real potatoes, dehydrated potato products are high-quality potatoes with the water removed. Whether processed into dices, slices, shreds, flakes, flour or granules, dehydrated potatoes can be used in everything from soups and entrees, desserts, breadings, coatings and baked goods.

TYPE

Standard Flakes
Flakes, Various Grinds
Low-Peel/Low-Leach
Potato Granules, Standard
Potato Slices, Dices, Shreds
Potato Flour

FEATURES

Dry, mealy texture similar to fresh mashed potatoes; ideal all-purpose ingredient for mashed potatoes, breadings/coatings
Perfect ingredient for use as a thickener or binder, especially in baked goods; finer grinds resemble flour
Starchy texture, but unsuitable for mashed potatoes; ideal for baking, particularly cookies, pizza dough, and biscuits
Mealy, fluffy, similar to fresh mashed potatoes; yields consistent quality
Similar in shape, texture and appearance to fresh-cut potato pieces; versatile across applications
Excellent thickener; contributes to a softer, moister texture in most baked goods

POTATO "WINGS"

This twist on an American favorite is perfect for people who want a non-meat option and are trying to incorporate more plant-forward foods into their diet. Potato "Wings" have an extra-crispy outer layer, created with an innovative baking soda technique that provides a great crunch. Dress them up just like classic wings with different sauces, such as buffalo or barbecue, or serve them with a modern dip, such as chimichurri or sriracha honey.

PRO TIP: The ratio of baking soda to water is crucial. Aim for 1 tablespoon for every gallon of water. This method works best with russet potatoes. For optimal results, potatoes must be frozen overnight before frying.

TECHNIQUE

- Start with 6 pounds of fresh russet potatoes. Cut lengthwise into thick rounds about a 1/2-inch thick. (For larger potatoes, cut on the diagonal to create "drums"; the smaller rounds will be your "flats.") Hold in cold water to prevent oxidization.
- Place potatoes in a large pot, cover with cold water, add a 1/4 cup of salt and bring to a boil. Reduce the heat to simmer and cook for 10 to 15 minutes. During the last 5 minutes of cooking, add 1/3 cup baking soda and continue to cook until fork tender.
- Immediately remove from heat, drain and arrange on sheet pans. Freeze for several hours, until completely frozen.
- Preheat oil in a deep fryer to 375°F. Fry the potatoes in batches for 7 to 8 minutes each, until golden brown and very crispy.
- Drizzle or toss with wing sauce or rubs (traditional buffalo, lemon pepper, garlic parmesan or honey sriracha, for example). Serve with dressing for dipping and carrot and celery sticks.



Get these recipes and more at PotatoGoodness.com/foodservice



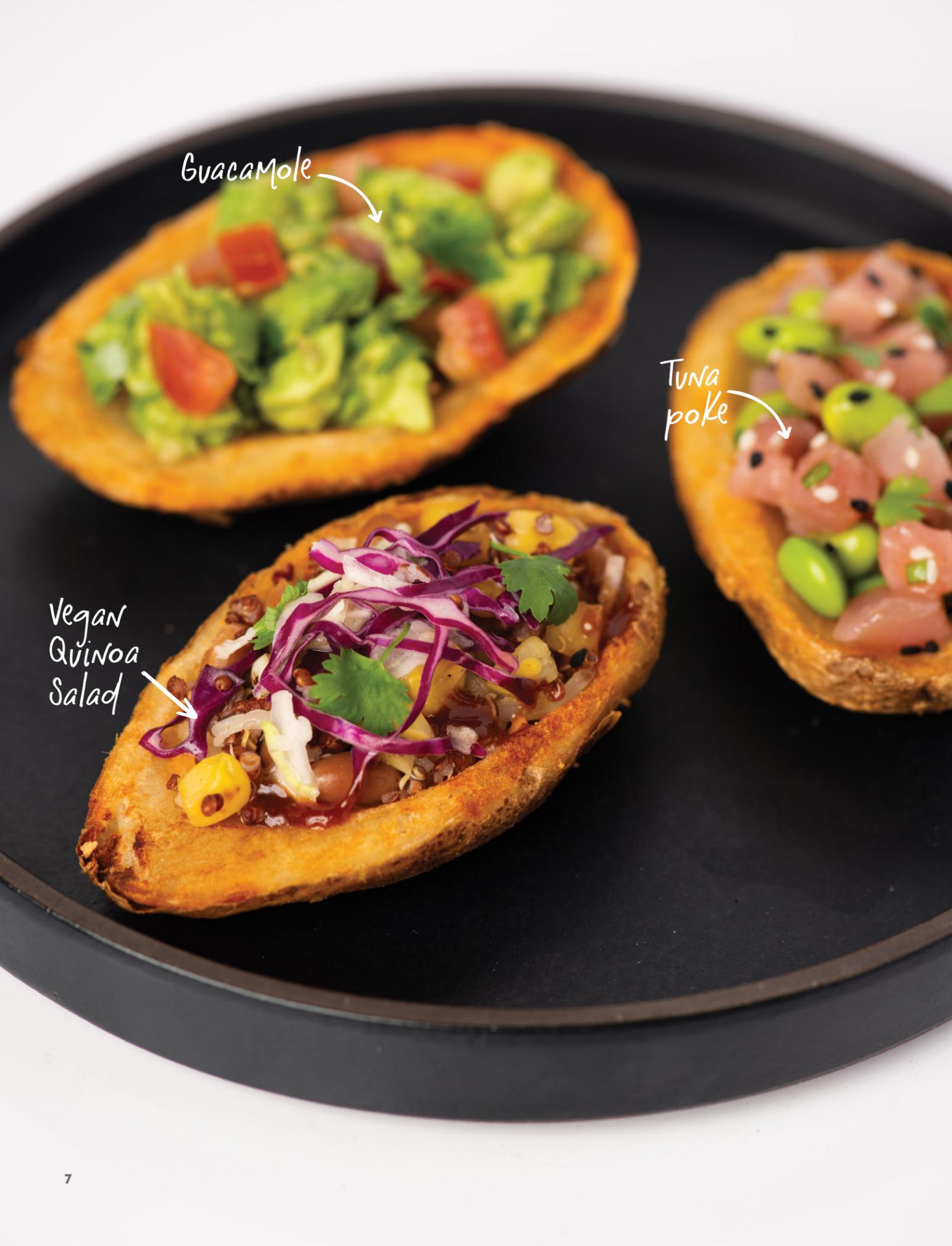
10 Ways with Frozen Half Stells

Potato skins are in! Frozen half shells make for a delicious edible vessel. Fill them with refreshing salads or hearty soups for an appealing appetizer; top with stew or chili for a rustic, homey entrée; or add as a favorite side dish for an enticing accompaniment to any meal. Since these half shells come already frozen, all you have to do is drop them in the fryer for a quick crisp-up and stuff with any of these crowd-pleasing ideas:

- 1 Chili bowls
- 2 Barbecued jackfruit
- 3 Braised brisket or short ribs
- 4 Build-your-own nacho boat
- 5 Buffalo chicken potato bowl (grilled chicken, buffalo ranch, carrots, celery, blue cheese crumbles)
- 6 Tuscan caprese potato bowl (diced roasted red potatoes, Ciliegine mozzarella, basil pesto, fire-roasted Roma tomatoes)
- 7 Niçoise potato bowl (seared ahi tuna, diced potato, cherry tomatoes, blanched green beans, Kalamata olives, and hardboiled egg)
- 8 Steak and potato bowl (grilled flat iron steak, diced or wedge potatoes, steak sauce, sautéed spinach, charred sweet corn, roasted garlic butter)
- 9 Garden ranch bowl (potato wedges, artichoke hearts, tomatoes, carrots, baby kale, cucumber, avocado ranch)
- 10 Backroad bacon bowl (potato drums, thick-cut bacon, bourbon barbecue sauce, cheddar cheese, classic coleslaw)

PRO TIP: Leftover baked potatoes? Cut them in half, scoop them out and—presto!—instant edible bowls to fill with the soup of your choice: chili, clam chowder, creamy tomato and more!

For more tips and inspiration, visit PotatoGoodness.com/foodservice



Hash Brown Spudwiches!?

A NEW-AGE DELI CRAZE



Give your sandwich menu a facelift by replacing bread slices with crispy, golden and naturally gluten-free hash brown patties. This can be easily executed by your back-of-house team if you're already ordering frozen hash brown patties for your operation. Pictured are fan-favorite sandwiches Korean Eggs Benedict (pictured on left) and Reuben and Rachel (pictured on right) on crispy potato cakes. From breakfast to late night, the possibilities are limitless!



ADDITIONAL INSPIRATION



BREAKFAST SANDWICH

bacon
egg
cheese



PATTY MELT

caramelized onions
cheese
blended burger patty
(see page 11)



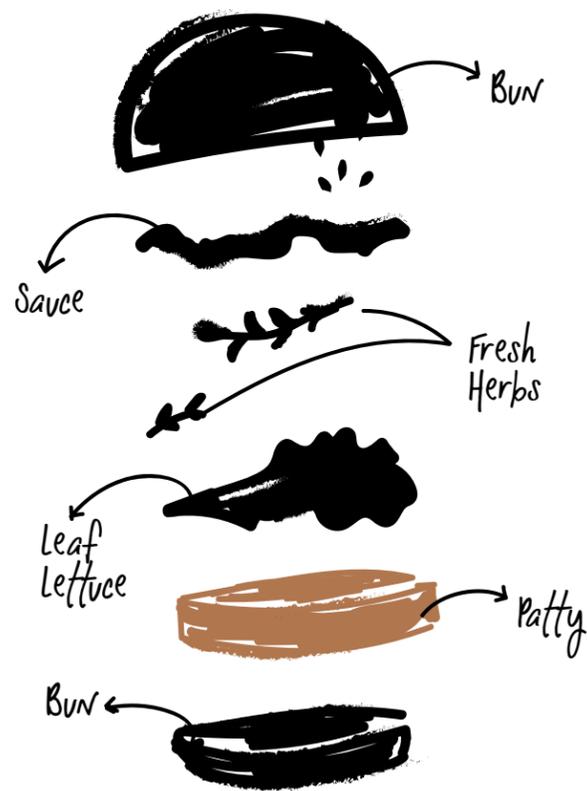
BLT

bacon
lettuce
tomato

Find the full recipe plus even more inspiration
at PotatoGoodness.com/foodservice

"Meat" Your Match

Get your meat and potatoes in one bite! Blended burgers are growing in popularity. Here, potatoes take a starring role and not only reduce the amount of meat in the dish, but also add a complementing flavor. These burgers and sausages blended with potatoes can be combined with other produce items or accented with herbs and spices to create any flavor profile—from good ol’ brisket and potatoes to kielbasa, spicy chorizo, blueberry sage, apple maple and sweet Italian. (Try chicken, turkey, pork or shellfish for a protein alternative.)



Structure of a Burger

BENEFITS OF POTATOES IN MEAT BLENDS

- Gluten and allergen free
- Improved binding
- Cost savings
- Enhanced texture and appearance
- Ability to reduce animal protein and increase vegetable consumption
- Retains moisture
- 39% of consumers are looking to reduce meat, and 69% of consumers are making a conscious decision to eat more veggies.*

*Datassential, Plant + Cellular Research, 2017. Pages 7 and 12.



For more delicious meat and potato recipes, visit PotatoGoodness.com/foodservice

Spice Up Your Fry Offerings

Topped fries couldn't be any hotter right now! It's not just the toppings that create interest and appeal. Wedges can double as dippers and sturdy lattice cuts can stand up to cheese, proteins and gravies. Delicate, crispy shoestrings can be tossed with inventive seasonings. There's a perfect fry to match with every topping. Not only do patrons love loaded fries, but they are an excellent way to use up leftover produce, sauces and proteins while requiring minimal labor!



60% of consumers report they like or love loaded fries;
53% menu growth in the last four years.

Source: Dataessential, Menu Trends, 2018. Page 22.

Playing with Smoke

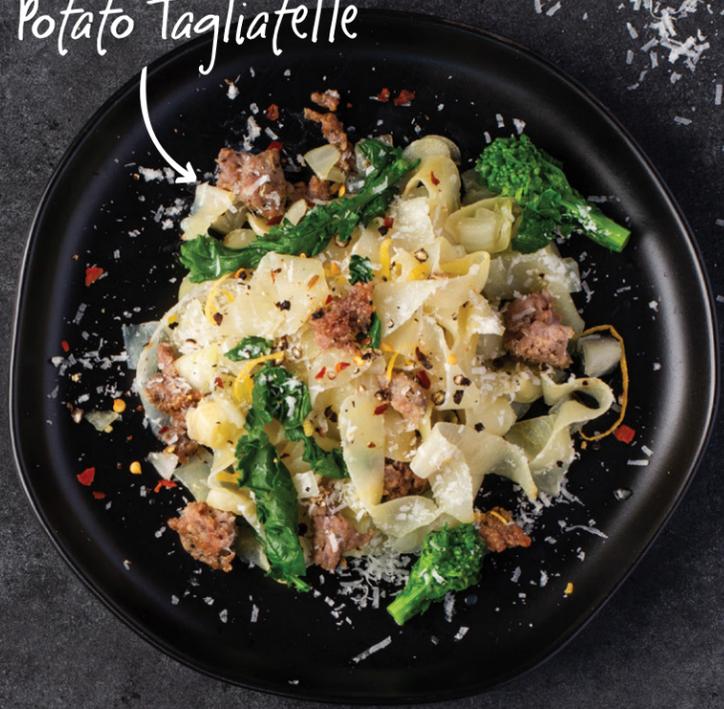
As more and more barbecue spots pop up across the U.S., operators are looking for something that sets them apart from the competition. Offering plant-based menu items is a great way to stand out from the crowd, appealing to a wide variety of patrons. Consider adding "potato burnt ends" to the entrée section of your menu.

Whether hot smoke or cold smoke, potatoes absorb smoky flavors very well. From bowlfuls of potato burnt ends to a plant-based take on traditional German potato salad, smoked potatoes are so uniquely satisfying and flavorful; they're bound to become instant stars on any menu!



Love savory flavors? Visit PotatoGoodness.com/foodservice

Potato Tagliatelle



Potato spaghetti



Potato blended meatball

ADDED BONUS:

Depending on their width, these plant-based beauties cook in about the same amount of time as fresh pasta, so they're easy to integrate onto your life.

Get the full recipes and even more potato ideas at PotatoGoodness.com/foodservice

Perfect POTATO pasta

Potato noodles check all the boxes for the modern consumer: they're gluten free, vegan and delicious. The magic behind these wonders is a vegetable sheeter, an attachment easily added to any standard mixer. This tool creates beautiful thin sheets of potato. (Yellow potatoes are recommended here as their waxy flesh holds up best in the process.) Once you have your sheets, the sky's the limit! Cut the noodles narrow or wide for spaghetti, linguini, tagliatelle, manicotti or lasagna-shaped noodles.



Vegetable sheeter



Potato Manicotti



Red enchilada sauce

Queso Fresco

Potato chips

Vegan chorizo crumbles

Fried egg

Green Tomatillo Sauce

TIME-**SAVING** Potato Ingredients

Frozen potatoes take a slice and dice out of time and labor! Endlessly versatile and available in multiple sizes and varieties, frozen potatoes can be just as easily incorporated into traditional Spanish stews and salads as they are into hearty Italian soups and frittatas or spicy Mexican dishes, such as chilaquiles made with thick-cut potato chips instead of tortilla chips. Or try a sweet-salty potato chip take on marshmallow crispy treats—they're heaven on earth! The only limit to the possibilities is your imagination, so let it run wild.

POTATO **Chorizo** Crumbles

Chorizo. Flavorful, delicious, chewy, add-to-anything chorizo. Now make it completely plant-based by using something you already have in house. Meet your new best friend: potato chorizo. (This "Little Topping That Could" utilizes leftover tater drums.) Simply crumbled, tossed in Latin American seasonings and baked, it's the instant star of tacos, soups, salads, dips and garnishes galore. Meat eaters and plant-based diners alike will be surprised and delighted by this creative accent.

And you'll love using up the leftovers to make it.

For the full recipes and more, visit PotatoGoodness.com/foodservice



Potato Carpaccio

Potato carpaccio is a stunning vegetable-forward celebration of earthy flavors and beautiful colors created with a mélange of potato types that are dressed with a simple citrus vinaigrette. Deliciously on trend and with eye appeal to spare, this fresh, inventive dish brightens any menu.



TECHNIQUES using Citrus & Vinegars

Infusing potatoes with the tangy flavor of citrus juice and vinegar, like lime juice and apple cider vinegar, makes them bright and refreshing. Marinating cooked potatoes offers a pleasing texture, from decadent carpaccio to refreshing ceviche.

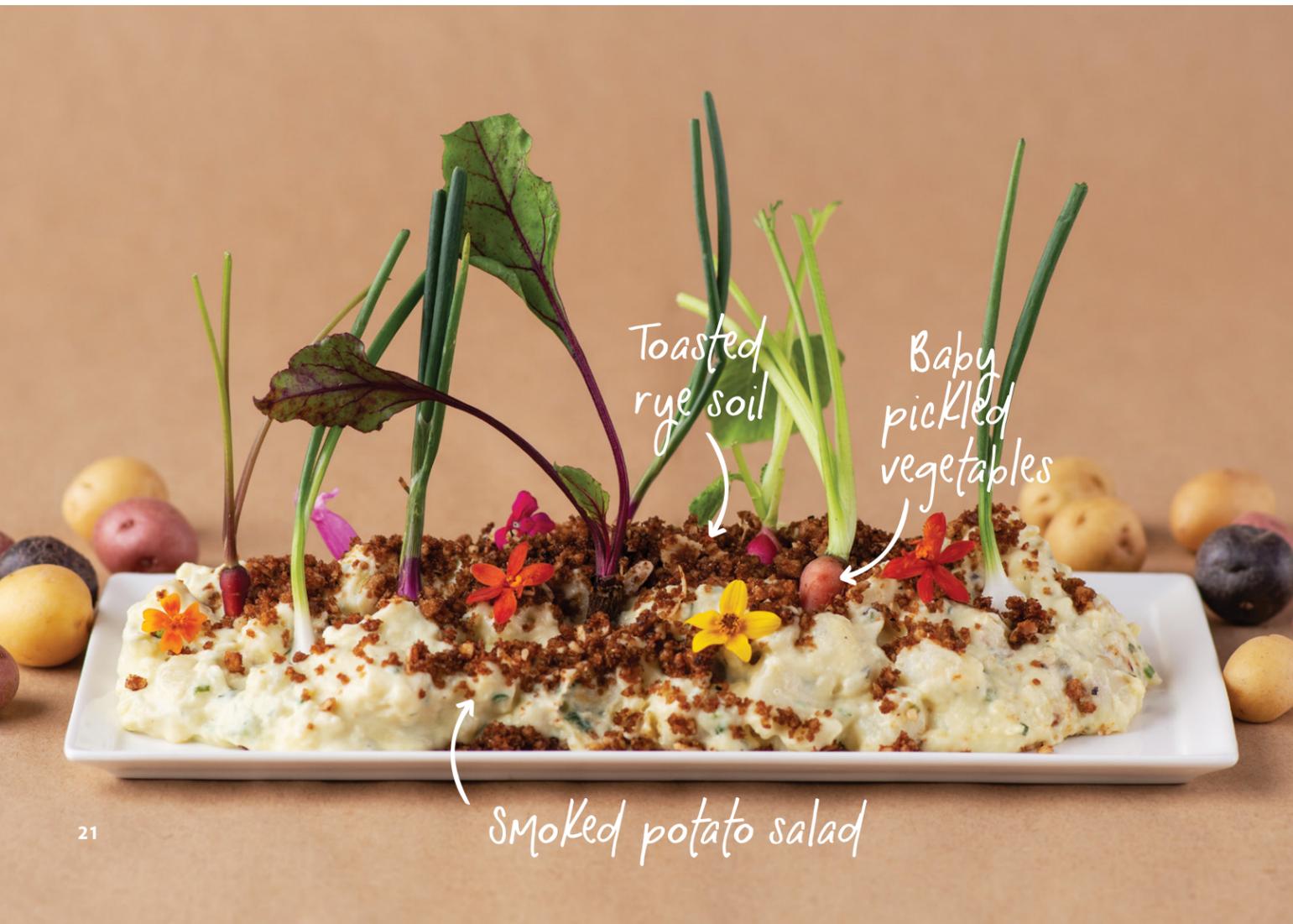
Central American-inspired ceviche is made with traditional ingredients like peppers, radish, avocado and puffed sorghum, but instead of raw fish, we marinate cooked and diced potato cubes in citrus juices. This softens them and gives them a lighter chew, reminiscent of a classic ceviche.



See these recipes, techniques, inspirational ideas and more at PotatoGoodness.com/foodservice

New Age Potato Salads

Potato salad is a favorite side. It's comforting, satisfying and complements most entrées. But as much as we love this classic, why not go out on a culinary limb and take it up a notch or two? Start with a few unusual potato varieties, mix in some exciting global flavors, incorporate some new techniques and—voilà!—simple potato salad goes from ordinary to extraordinary.



WORLD FLAVORS



Try these flavor inspirations the next time you need a perfect potato salad.

- | | |
|---------------------------------------|---------------------------------------|
| 1 Aguachile Verde – Mexican | 5 Niçoise – French |
| 2 Kimchi and Pulled Pork – Vietnamese | 6 Bacon, Vinegar and Parsley – German |
| 3 Curry – Indian | 7 Ethiopian-Inspired Potato Salad |
| 4 Avocado Shrimp – Baja Californian | |

Visit PotatoGoodness.com/foodservice for more inspiration and innovation.



POTATO Powder Bowls

Potatoes are a nutrient-dense, complex carbohydrate with 30% vitamin C and 2 grams of fiber with skin on. Because they're so versatile, potatoes are especially well suited in ever-popular bowls. Use fresh or frozen shreds and dices on their own; or blend with grains and greens for a fully customizable meal.



Winning flavor combinations:

- Roasted tomatoes, spinach, basil, mozzarella cheese
- Kale, onions and roasted red peppers
- Spinach, kale, avocado and egg
- Barbecue bowl with roasted corn, pinto beans, pepitas, queso fresca drizzled with a sweet, tangy barbecue sauce
- Scrambled eggs, crumbled pancetta, swiss chard and goat cheese
- Taco bowl with diced potatoes, jalapeños, black beans, queso fresca, fresh tomatillo salsa

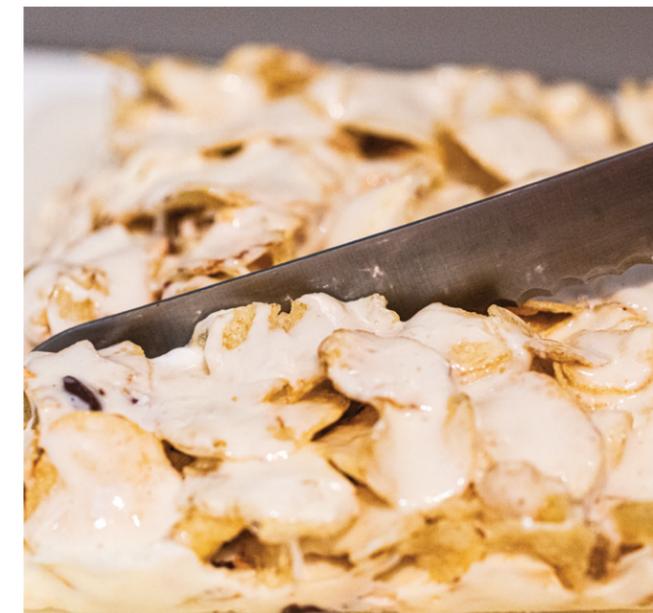
For more flavor ideas,
visit [PotatoGoodness.com/foodservice](https://www.potatogoodness.com/foodservice)





Sweet Finishes

POTATOES FOR DESSERT?
ABSOLUTELY!



DID YOU KNOW:

- Potatoes in baked goods—like muffins, breads and cakes—create a soft, moist crumb and a crisp, golden crust.
- Potatoes deliver a perfectly subtle and satisfyingly sweet and savory bite that keeps customers coming back for more.
- Desserts are a great way to use up leftover ingredients and minimize food costs.
- Baked goods using potatoes deliver results. Potatoes produce a dough that is less sticky and more pliable, which makes it easier to handle and shape, creating a soft dough that absorbs extra moisture in the mixing stage.

DISHES TO INSPIRE YOUR POTATO-BASED DESSERT OFFERING

- Potato Magic Bar
- Potato Churro
- Potato Doughnuts or Italian Zeppole
- Salted Caramel Potato & Apple Tart with Hash Brown Streusel
- Whipped Potato Soft Serve with Potato Chip Brittle
- Potato Sandwich Cream Cookies
- Potato “Rice” Pudding with Macerated Stone Fruits
- Potato Mousse as a Cannoli Filling or Potato Cannoli
- Potato Pancakes with Fruit Preserves
- Potato Gulab Jamun
- Potato Truffles or Cake Pops
- Potato Ice Cream

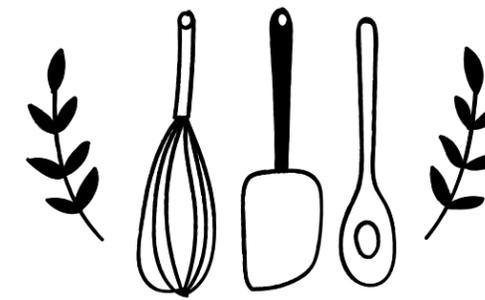
For these potato dessert recipes, visit PotatoGoodness.com/foodservice

POTATO Tips & Tricks



PROPER STORAGE AND HANDLING FOR FRESH POTATOES

- Store potatoes in a cool, well-ventilated place.
- Keep potatoes out of the light.
- Colder temperatures lower than 50°F, such as in the refrigerator, cause a potato's starch to convert to sugar, resulting in a sweet taste and discoloration when cooked. If you do refrigerate, letting the potato warm gradually to room temperature before cooking can reduce the discoloration.
- Perforated plastic and paper bags offer the best environment for extending shelf life.
- Don't wash potatoes before storing. Dampness promotes early spoilage.



POTATO PREPARATION

- Sometimes potatoes that are cut and uncooked take on a pinkish or brownish discoloration. It's due to the carbohydrate in the food reacting with oxygen in the air. Potatoes that become discolored are safe to eat and do not need to be thrown out. The color usually disappears with cooking.
- Preserve the color of cut potatoes by storing them in cold water and add lemon juice or a little vinegar. Limit soaking to two hours to retain water-soluble vitamins.
- When making a baked potato, many people choose to poke a few holes into the potato with a fork or knife. This is not necessary and will provide the same results as an unpoked potato. Wrapping the potato in foil will prevent the baked potato from drying out.
- Steaming and microwaving potatoes prevents nutrients from leaching out into the water. If you do boil potatoes, consider using the leftover water to moisten your mashed potatoes or in soup.

PRO TIP: Salt the boiling water before adding your potatoes for a flavor-filled end product.

WHAT TO DO WITH "GREEN" OR SPROUTING POTATOES

Green spots or patches on potatoes (known as "greening") are a natural result of chlorophyll in the tuber from being exposed to light.

- If there is slight greening, cut away the green portions of the potato skin before cooking and eating.
- Sprouts are a sign that the potato is trying to grow. Storing potatoes in a cool, dry, dark location that is well ventilated will reduce sprouting.
- Cut the sprouts off before cooking or eating the potato.

Source: Woofe JA. *The Potato in the Human Diet*. Cambridge University Press, Great Brittan. pp 162-181 (page 4).

For more tips and tricks, visit PotatoGoodness.com/potato-tips-tricks/



WASTE NOT WANT NOT

Food waste is a growing concern. Consumers are making a concerted effort to reduce their food waste at home and are looking at restaurants to follow suit. Put your leftover potato products to work and reduce food waste while creating delicious menu all-stars! While overhauling your operation's current food-waste situation may seem daunting, there are small changes that can add up to a big difference. Finding ways to utilize leftover ingredients to create new dishes is a simple way to reduce your food waste—and a great way to add innovative dishes to your menu!

BAKED

Scoop out and use as soup bowls, keeping tops for "lids"

Remove flesh and mix with cheese, herbs and toppings. Stuff skins for delectable twice-baked potatoes

Cut in half, scoop out flesh, fry or bake to use as a taco shell or veggie vessel. Fill with proteins, sauces, soups—the list goes on!

MASHED

Add vegetables and spices to make perfect pakoras

Mix in crab, lemon juice and cayenne pepper to make crab cakes

Add ham and cheese, then bread and fry for croquettes

Mix with pate a choux dough and fry up some savory potato churros, or poach the batter to make potato dumplings

Fold with ricotta cheese for a rich, creamy pasta filling

FRIES

Pulse in a blender and add to arancini, fritters or gnocchi for a new bar-bite offering

Dice and fry a second time for a great salad crouton or soup topper

Wrap leftover fries around protein (e.g., shrimp) for a fun appetizer

Steep in cream to create an indulgent gelato

POTATO Ingredients AS BREADINGS & COATINGS

Looking for a crispy, crunchy breading that fries to golden brown perfection AND is gluten free? Look no further. Dehydrated potato products are ideal substitutes for traditional and gluten-free flours and actually perform better, resulting in enhanced browning, improved adhesion and delicious flavor. Use potato flour instead of wheat flour for dredging, and finish with a coating of dehydrated potato flakes or shreds for a gorgeously golden and crunchy texture on chicken, fish or vegetables.

Mashed potatoes make a great gluten-free breading alternative and fry up to golden perfection!



Potato NUTRITIONAL FACTS

One medium-sized (5.3 oz.) potato, skin-on provides:

Vitamin C
 30% of your daily value.

Potassium
more potassium than a medium-sized banana.

110 Calories

  **No Fat No Sodium No Cholesterol**



Carbohydrate

a nutrient-dense complex carbohydrate.

Protein

3 grams of protein. 

Fiber

2 grams of fiber, or 7% of the daily value per serving. 



Potatoes USA is your go-to source for all potato-related needs. From fresh ideas and in-person innovation sessions to consumer and industry trends and BOH training, Potatoes USA is armed to provide you with the support you need to boost your sales.

Contact our foodservice team to learn more about partnerships and promotions and how we can help inspire your next great menu item.

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