

POTATOES
FRESH IDEAS
FOR MENU INNOVATION



Salads, sides and small plates featuring America's Favorite Vegetable

TODAY'S POTATO:
HEALTHFUL AND
HOTTER THAN EVER



YEAR AFTER YEAR, potatoes remain the #1 side dish in foodservice. You've experienced their profit power. You know that baked, mashed, roasted or fried, they have the remarkable ability to sell whatever you serve them with, enhancing presentations and adding value and appetite appeal. So now, let's talk about today's potatoes—and how, now more than ever, they can put you at the forefront of menu trends.

Healthful, global, innovative

As the demand for lighter, healthier menu options and bold global flavors continues to grow, more and more chefs are turning to America's favorite vegetable as the perfect canvas for menu innovation.

Why? Because potatoes are a familiar, comforting foundation that can stand up to today's big flavors and eye-catching presentations. They're available in all kinds of exciting new varieties. And they have a remarkable nutrition story to tell.

Your customers love potatoes, and they demand health, variety and novelty. Now, they can have it all. These fresh ideas for potatoes from some of today's top menu innovators show you how.



As the demand for lighter, healthier menu options and bold global flavors continues to grow, potatoes provide the perfect canvas for menu innovation.

THE HEALTHY POTATO:
THE GOOD NEWS
MAY SURPRISE YOU

The skinny on potatoes

The more you know about potatoes' remarkable health story, the more you can give your customers permission to enjoy them in lighter presentations that deliver big-time satisfaction, bold flavor appeal and outstanding nutrition.

Let's start with the simple fact that potatoes are a vegetable—which means they can help you help your customers get to the 2-4 cups of vegetables a day recommended by current guidelines.

Now consider that a medium-sized potato (5.3 ounces) has just 100 calories, no fat or cholesterol, and more protein than most vegetables.



Only 100 calories

No fat

Excellent source of potassium (with skin on)

Good source of fiber (with skin on)

Rich in Vitamin C

Vegetable	Protein (g)
Potato (1 medium)	4.3
Broccoli (1 large stalk)	3.4
Corn (1 medium ear)	2.9
Green Beans (3/4 cup)	1.5
Carrots (1 large)	0.7

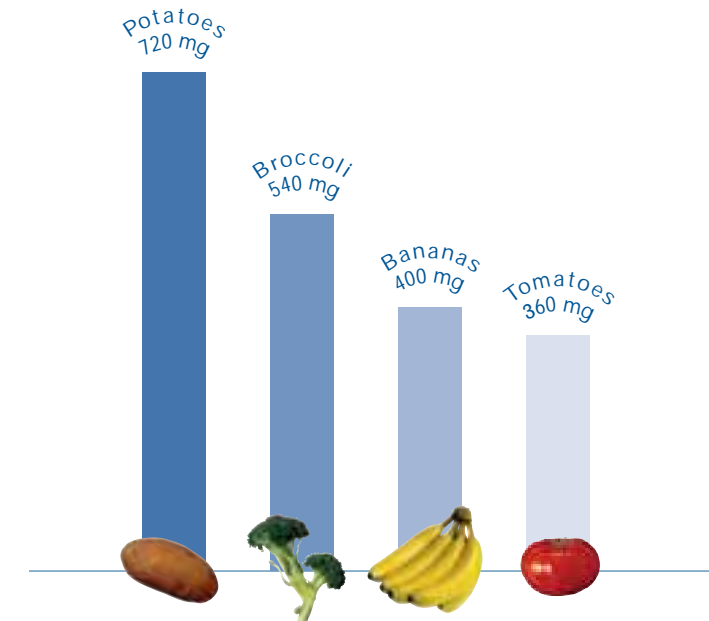
Naturally nutritious.
Always delicious.

The "fully loaded" potato—packed with essential vitamins and nutrients

A single serving of potatoes provides:

- 45% Daily Value (DV) of Vitamin C, or as much as you'll find in a tomato. Vitamin C is an antioxidant that keeps the immune system healthy.
- 21% DV of potassium, which may reduce the risk of high blood pressure and stroke. In fact, with the skin on, potatoes are the highest in potassium among the 20 top-selling fruits and vegetables.

Potassium content per serving*:



- 3 grams of fiber (with skin on), which may aid in weight loss, lower blood cholesterol levels and decrease risk of heart disease.
- Complex carbohydrates, which are vital to health, because they are required fuel for the brain and the preferred fuel for muscles.

Add flavor, not fat

The key to healthy potato menu innovation is keeping a light touch. On their own, potatoes are lean and healthful. By adding light yet flavorful seasonings, from wasabi and chiles to salsa, soy sauce, pesto, olive oil and herbs, you—and your customers—can have it all: better-for-you menu items with the "wow" of today's most exciting flavors.

Healthy potato tips

- Replace some or all of the butter in traditional mashed potatoes with olive oil or broth.
- Mash potatoes in their jackets, since many nutrients lie just below the skin. You'll increase fiber, too.
- Serve oven-baked "skinny fries" made with mono-unsaturated cooking oil spray.
- Offer healthful, low-fat toppings with baked or roasted potatoes, such as salsa, low-fat mayo, vinaigrette or low-fat yogurt flavored with herbs.
- Use fresh puréed, leftover mashed or today's remarkably versatile dehydrated potatoes to thicken soups and sauces—you'll get creamy richness without the fat.

Want more information about potatoes, nutrition and menu innovation? Visit www.healthypotato.com.

*The recommended intake for potassium was recently increased to 4,700 mg from 3,500 per day. Potatoes rank highest among the 20 top-selling fruits and vegetables. Source: United States Potato Board

POTATO RENAISSANCE



Health spud: The U.S. Potato Board's Healthy MR. POTATO HEAD™ character, which made its debut at the Macy's Thanksgiving Day Parade®, has reached millions of Americans with the message that potatoes can be part of a healthy diet.

WHEN IT COMES TO POTATOES AND HEALTH, it's all about perception and reality. The reality is that they fit easily into current dietary guidelines for healthy eating. And the U.S. Potato Board is working overtime to make sure your customers get that message.

Our "spokes-spud," Healthy MR. POTATO HEAD™, has given millions of Americans the skinny on potatoes and nutrition—through everything from school programs to national media tours with cooking and diet experts, retail displays, consumer recipe brochures, and much more.

And on the foodservice side, we offer recipes, promotion partnership opportunities and high-impact point-of-sale materials to help you promote healthy potato menu options.

A variety for every need

America's potato growers are constantly working to bring new specialty potato varieties to market. And that's good news for you and your menu. From brown and gold to red, white and blue, today's potatoes come in more colors, shapes, sizes and flavor profiles than ever. Easy to store and handle, they're one of the most versatile, popular and high-margin staples you can menu.

Russets

This is the most widely used potato variety in the United States. A large majority is grown in the Northwest. They are available year-round. These potatoes are high in starch and are characterized by netted brown skin and white flesh. Russets are light and fluffy when cooked, making them ideal for baking and mashing. They are also wonderful for frying and roasting.

White

Grown and used most often in the Eastern United States, these potatoes are available year-round. Round and long whites are medium in starch level and have smooth, light tan skin with white flesh. They are creamy in texture and hold their shape well after cooking.



High-impact point-of-sale materials help you merchandise healthy potato options.

Regarded as an all-purpose potato, the ultra-versatile round white can be used in most potato preparations.

Yellow

Yellow flesh potatoes are very popular in Europe and increasingly popular in the United States, although they are still not grown in large quantities. They are available in late summer and early fall. They have a dense, creamy texture, and their golden color allows you to use less or no butter for lighter presentations.

Red

Red potatoes are available mostly in late summer and early fall. They are characterized by their rosy red skin and white flesh. They have a firm, smooth, moist texture, making them well suited for salads, roasting, boiling and steaming. Round reds are often referred to as "new potatoes"; however, technically, "new" refers to any variety of potatoes that is harvested before reaching maturity.

Blue/Purple

Blue and purple potatoes originated in South America and are a specialty variety not widely cultivated in the United States. They are most available in the fall. They have a subtle nutty flavor and flesh that ranges in hue from dark blue or lavender to white. Microwaving preserves the color the best, but steaming and baking are also favorite methods of preparation.

Fingerlings

Firm, waxy and flavorful, these small, slender potatoes are finger-sized (2-4 inches in length) and come in different shapes. Varieties are grown in every color—red, gold, yellow and purple—with flavors that run the same gamut as their larger cousins. Mix and match fingerlings with other baby vegetables or use to compose small plates, unique sides and salads.



Russets



White



Yellow



Red



Blue/Purple



Fingerlings

Ongoing health messaging, new varieties and merchandising support are helping operators enjoy a major resurgence in potato popularity.

To find out more about potato merchandising and promotions, visit www.healthypotato.com

FRESH POTATO SALAD IDEAS



Hold the mayo! As salads move from side to center and become a mainstay of menus from casual to fine dining, potatoes are showing up in inventive salads everywhere. And today's potato salads are all about world flavors, fresh, light ingredients and state-of-the-art satisfaction.

NANCY'S "CAESAR" SALAD

RECIPE CREATED BY
CHEF NANCY SILVERTON
LA BREA BAKERY AND MOZZA

Inspired by her love of Caesar salad and salade Niçoise, chef Nancy Silverton created this splashy salad that combines the best of both, with roasted fingerling potatoes and sliced avocados. Layer with tender leaves of romaine hearts, or go upscale with Bibb or Boston lettuce, then garnish with grated hard-boiled eggs and pecorino cheese.

INGREDIENTS

Fingerling potatoes, cut in half lengthwise
Olive oil
Salt
Lemon Vinaigrette*
Tender inner leaves of romaine,
Bibb or Boston lettuce
Avocados
Hard-cooked eggs
Aged pecorino cheese, grated

MEASURES

6 pounds
As needed
As needed
2 cups
6 pounds
12 each
12 each
4 1/2 cups

METHOD

Toss potatoes in oil; season with salt. Spread on sheet pan in one layer; cover with foil. Roast in 400°F oven about 30 minutes; remove foil and roast 15 minutes more or until tender. Toss with 1/2 cup Lemon Vinaigrette.

For each salad, dress 4 ounces lettuce with 1 tablespoon Lemon Vinaigrette. Layer lettuce, 1/2 avocado, cut into wedges, and 4 ounces potatoes on platter or salad plate. Grate 1/2 egg on top and sprinkle with 3 tablespoons cheese.

YIELD: 24 SERVINGS

*To make Lemon Vinaigrette, whisk together 1 cup freshly squeezed lemon juice, 1 cup extra virgin olive oil, 3 tablespoons minced shallots, 1/2 tablespoon salt and 1/2 teaspoon black pepper. (Yield: 2 cups)

POTATO SALAD WITH GRILLED SHRIMP AND HARISSA VINAIGRETTE

RECIPE CREATED BY
CHEF JOYCE GOLDSTEIN
FOOD WRITER AND CONSULTANT

For an extra flavor boost, marinate red potatoes while still warm in a spicy Moroccan harissa vinaigrette. Then toss with roasted peppers, red onions and mint. Top with grilled shrimp for a hearty salad, or serve without shrimp as a side to pita or focaccia sandwiches.

INGREDIENTS

New potatoes
Yellow onions, cut in half
Roasted red peppers, cut into large dice
Finely chopped red onions
Harissa Vinaigrette*
Large shrimp, shelled and deveined
Chopped mint
Green and black olives

MEASURES

6 pounds
4 each
4 cups
4 cups
1 1/4 cups
4 pounds
1 cup
2 cups

METHOD

Simmer potatoes with yellow onions until tender; drain, discard onion. When just cool enough to handle, cut potatoes in quarters. Toss potatoes, peppers and red onions with 3/4 cup Harissa Vinaigrette; marinate for a few hours.

Brush shrimp with small amount of Harissa Vinaigrette. Grill over gas or charcoal grill.

Just before serving, mix in 3/4 cup of the mint. Mound salad in bowl or on individual serving plates. Top with shrimp. Sprinkle with remaining mint and drizzle with Harissa Vinaigrette. Garnish with olives.

YIELD: 24 SERVINGS

*To make Harissa Vinaigrette, whisk together 1/3 cup freshly squeezed lemon juice, 1/4 cup harissa paste and 1/2 teaspoon salt. Slowly whisk in 3/4 cup olive oil. (Yield: 1 1/4 cups)





LIGHT AND LIVELY POTATO SALAD

RECIPE CREATED BY
UNITED STATES POTATO BOARD

Fingerlings are a win-win all around. Their intriguing shapes add instant eye-appeal, they're fun to eat as finger food, their flavor is rich and buttery, and they're operationally easy to store, prep, cook and handle. Here's a better-for-you, Mediterranean-style alternative to traditional potato salad that makes the most of all those qualities. Serve it with sandwiches or entrées, or as a starter. If fingerlings are not available, substitute small Yukon Golds or a mix of small red and white potatoes.

INGREDIENTS

Fingerling potatoes
Champagne vinegar
Whole-grain mustard
Grated lemon zest
Olive oil
Salt and pepper
Thinly sliced celery
Roughly chopped Italian parsley
Roughly chopped pitted green olives
Capers, rinsed
Celery curls*

MEASURES

6 pounds
1/4 cup
2 tablespoons
2 tablespoons
1 cup
As needed
2 cups
2 cups
1 1/3 cups
1 cup
As needed

METHOD

Simmer potatoes until tender; drain and cool. Cut in half widthwise.

In large bowl, whisk together vinegar, mustard and lemon zest. Slowly whisk in oil; season with salt and pepper. Fold in potatoes and remaining ingredients, except celery curls; adjust seasoning. Marinate for a few hours. Mound in bowl or on individual salad plates; garnish with celery curls.

*To make celery curls, with vegetable peeler, shave celery into long strips. Place in ice water for several hours or until strips curl.

YIELD: 24 SERVINGS

SPICY ROASTED POTATO SALAD

RECIPE CREATED BY
UNITED STATES POTATO BOARD

Cubes of russet potatoes are tossed in aromatic spices, roasted until they're golden brown, and then tossed in low-fat yogurt with cucumbers and cilantro to make this Indian-inspired potato salad that's low in fat but high in flavor.

INGREDIENTS

Vegetable oil
Cumin seed
Black mustard seed
Ground ginger
Red chili flakes
Turmeric
Russet potatoes, unpeeled,
cut into 3/4-inch cubes
Salt
Cucumber, peel partly removed in strips,
seeded and sliced 1/4-inch thick
Low-fat yogurt
Chopped cilantro
Seeded, finely chopped serrano chiles

MEASURES

1/2 cup
4 teaspoons
4 teaspoons
2 teaspoons
2 teaspoons
2 teaspoons
6 pounds
1 teaspoon
4 cups
2 cups
1/2 cup
2 tablespoons

METHOD

In large sauté pan, heat oil. Add cumin seed, mustard seed, ginger, chili flakes and turmeric; sizzle about 30 seconds or until fragrant. Add potatoes and salt; toss to coat potatoes with spices.

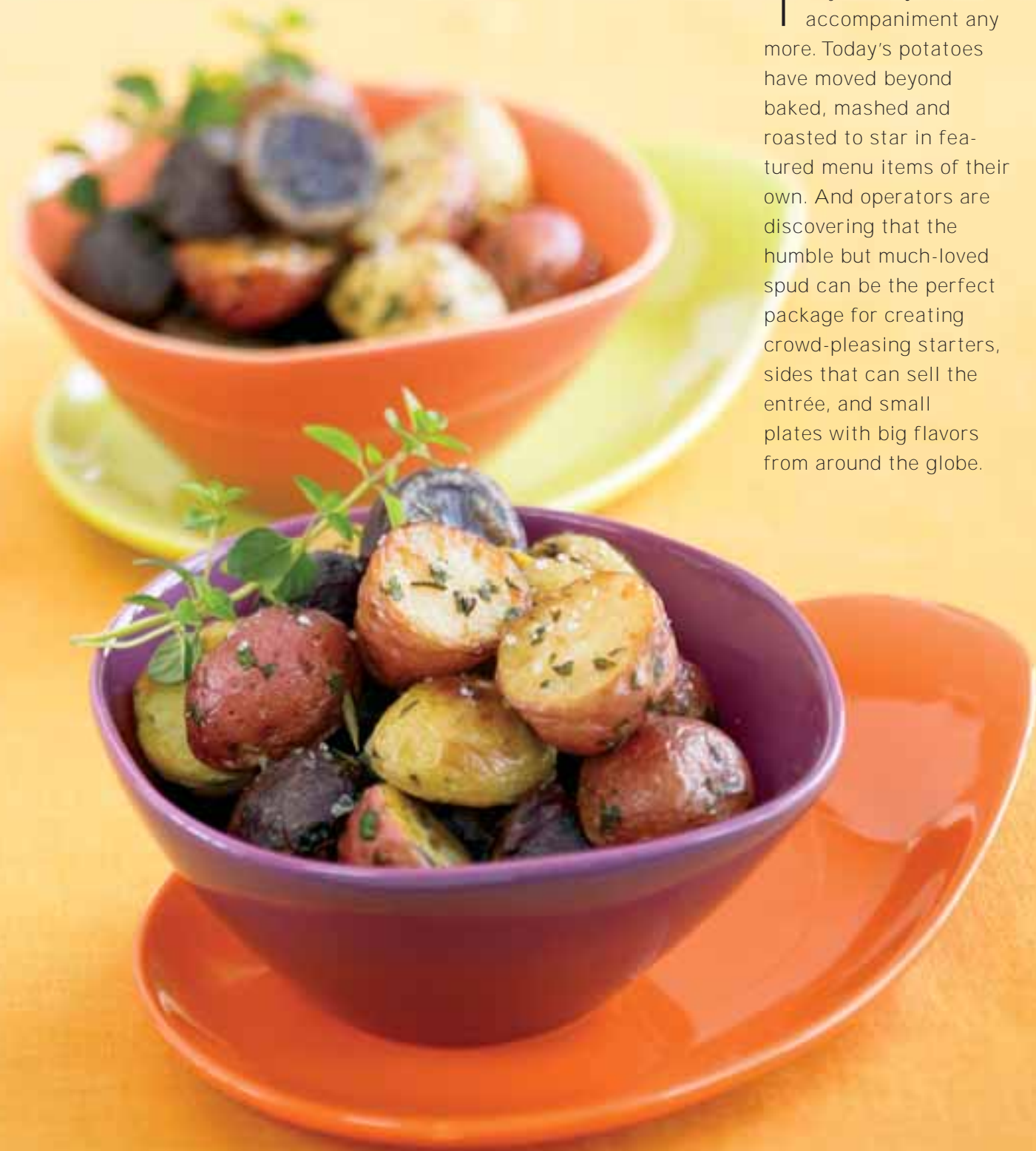
Transfer potatoes to sheet pan; roast in 400°F oven about 30 minutes or until potatoes are golden and tender, stirring occasionally to brown potatoes evenly. In large bowl, combine potatoes with remaining ingredients.

YIELD: 24 SERVINGS



POTATO SIDES, STARTERS & SMALL PLATES

They're not just an accompaniment any more. Today's potatoes have moved beyond baked, mashed and roasted to star in featured menu items of their own. And operators are discovering that the humble but much-loved spud can be the perfect package for creating crowd-pleasing starters, sides that can sell the entrée, and small plates with big flavors from around the globe.



ROASTED SPECIALTY POTATOES WITH HERBS

RECIPE CREATED BY
CHEF WILLIAM WESNER
BLUE SEA GRILL

Here's a colorful new side of potatoes. It's as simple as tossing an assortment of specialty potatoes—red, purple and yellow—with fresh herbs, and roasting. Serve as an accompaniment to just about any entrée or as a small plate with a drizzle of aioli or other flavored mayo.

INGREDIENTS	MEASURES
Small Red Bliss potatoes	4 pounds, 8 ounces
Small Purple Peruvian potatoes	4 pounds, 8 ounces
Small Yukon Gold potatoes	4 pounds, 8 ounces
Olive oil	3/4 cup
Chopped parsley	1/3 cup
Chopped tarragon	1/3 cup
Chopped thyme	1/3 cup
Chopped rosemary	3 tablespoons
Salt	1 1/2 tablespoons
Black pepper	1 tablespoon

METHOD

Cut potatoes in half. Simmer until tender; drain and cool. In large sauté pan, heat oil over high heat. Add potatoes, herbs, salt and pepper; toss briefly to coat potatoes. Transfer to sheet pan; roast in 500°F oven about 5 minutes or until golden.

YIELD: 24 SERVINGS

SMASHED POTATOES WITH TOASTED CUMIN VINAIGRETTE

VINAIGRETTE RECIPE CREATED BY
CHEF JOYCE GOLDSTEIN
FOOD WRITER AND CONSULTANT

Sometimes the simplest ideas are the most smashing, like this fun presentation that's as simple as cooking yellow potatoes until tender, then pressing them under a heavy saucepan until they're lightly flattened and roasting them until golden. To serve, add virtually any big-flavored sauce or drizzle, like the one suggested here—a light vinaigrette with the sizzle of toasted cumin seeds.

INGREDIENTS	MEASURES
Pure olive oil	2/3 cup
Extra virgin olive oil	1/3 cup
Freshly squeezed lemon juice	1/3 cup
Cumin seed, toasted and ground	1/4 cup
Salt and black pepper	As needed

METHOD

Whisk together oils, lemon juice and cumin seeds. Season with salt and pepper.

YIELD: 1 1/2 CUPS





SAUTÉED POTATOES AND GREEN BEANS WITH ROSEMARY AND LEMON

RECIPE DEVELOPED BY THE CULINARY INSTITUTE OF AMERICA
AS AN INDUSTRY SERVICE TO THE UNITED STATES POTATO BOARD

Combining potatoes with other vegetables adds perceived value, color, plate coverage and appetite appeal without much added effort. Here's a veggie side that's good enough to stand on its own: potatoes sautéed with tender green beans, rosemary, lemon and pepper flakes. It's a lively combo that goes with everything from Mediterranean to All-American. For best results, prepare the components ahead of time and sauté to order in batches.

INGREDIENTS

New potatoes
Olive oil
Chopped garlic
Finely chopped rosemary
Grated lemon zest
Red chili flakes
Green beans, trimmed and blanched
Lemon juice
Salt

MEASURES

4 pounds
1 cup
1/4 cup
6 tablespoons
4 teaspoons
1 teaspoon
4 pounds
3 tablespoons
As needed

METHOD

Simmer potatoes until tender; drain and cool. Quarter potatoes lengthwise. In large sauté pan, heat oil; add garlic and sizzle for 30 seconds. Add rosemary, lemon zest and chili flakes; sizzle until fragrant. Add potatoes and beans; sauté until vegetables are hot and coated with seasonings. Sprinkle with lemon juice; season with salt.

YIELD: 24 SERVINGS



ROASTED RUSSET DIPPING WEDGES

Turn simple roasted potato wedges into fun finger food by serving them with an array of tasty sauces for dipping or drizzling. The possibilities are endless, since potatoes go with everything from pesto to salsa.



"TATTOOED" POTATOES

Tattoos are all the rage. Ditto potatoes. Why not combine the two ideas? Simply press sage leaves into the cut sides of fingerling potatoes and roast, cut side down, in a lightly oiled pan. Viola—golden brown potatoes with an eye-catching savory "imprint."



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FOR MORE INFORMATION, VISIT
WWW.HEALTHYPOTATO.COM