

M O D E R N P O T A T O E S

Breakthrough menu ideas with America's favorite vegetable

HEALTHY • GLOBAL • PROFITABLE

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POTATOES: THE ROOT OF INNOVATION

Profitable and versatile, potatoes provide a delicious, healthy canvas for creative menus.



Year after year, potatoes remain the #1 side dish in foodservice.

“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,” says Kathleen Triou, vice president, domestic marketing for the U.S. Potato Board.

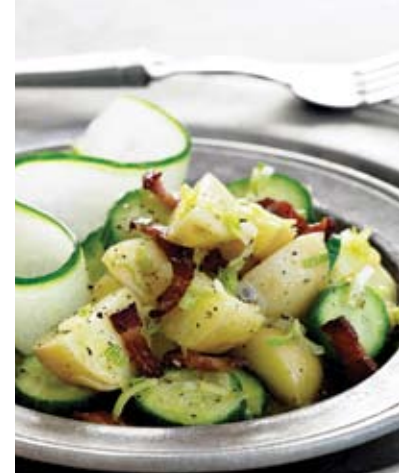
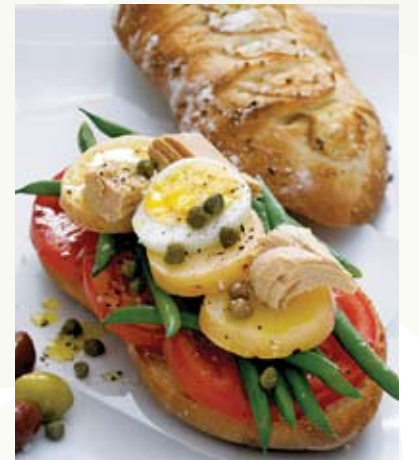
The United States Potato Board is continually working with leading chefs to develop new potato menu ideas. Chefs are amazed at how many truly innovative things they can do with potatoes once they start thinking beyond the familiar. Suddenly, they realize that a potato makes a delicious, healthy “canvas” for creating contemporary appetizers, sides, salads and center-of-the-plate dishes. “Potatoes always have a place on my ever-changing menu,” says Alex Roberts, chef/owner of Restaurant Alma in

Minneapolis. “They’re versatile yet familiar, and with their variety of colors and textures, I always use them when trying new ideas.”

You’ll find inspiration and nutritional information in this booklet to put you at the forefront of menu trends. Meanwhile, know that the U.S. Potato Board, which represents growers and handlers nationwide, is committed to building awareness of the nutritional benefits of potatoes with our multimedia campaign, “Potatoes ... Goodness Unearthed®.”

“We’re here for you with merchandising support, nutritional and handling information, recipes, menu ideas and educational programs, all designed to help you innovate with potatoes—and profit from the appeal of America’s favorite vegetable,” says Triou.

POTATOES
GOODNESS
UNEARTHED



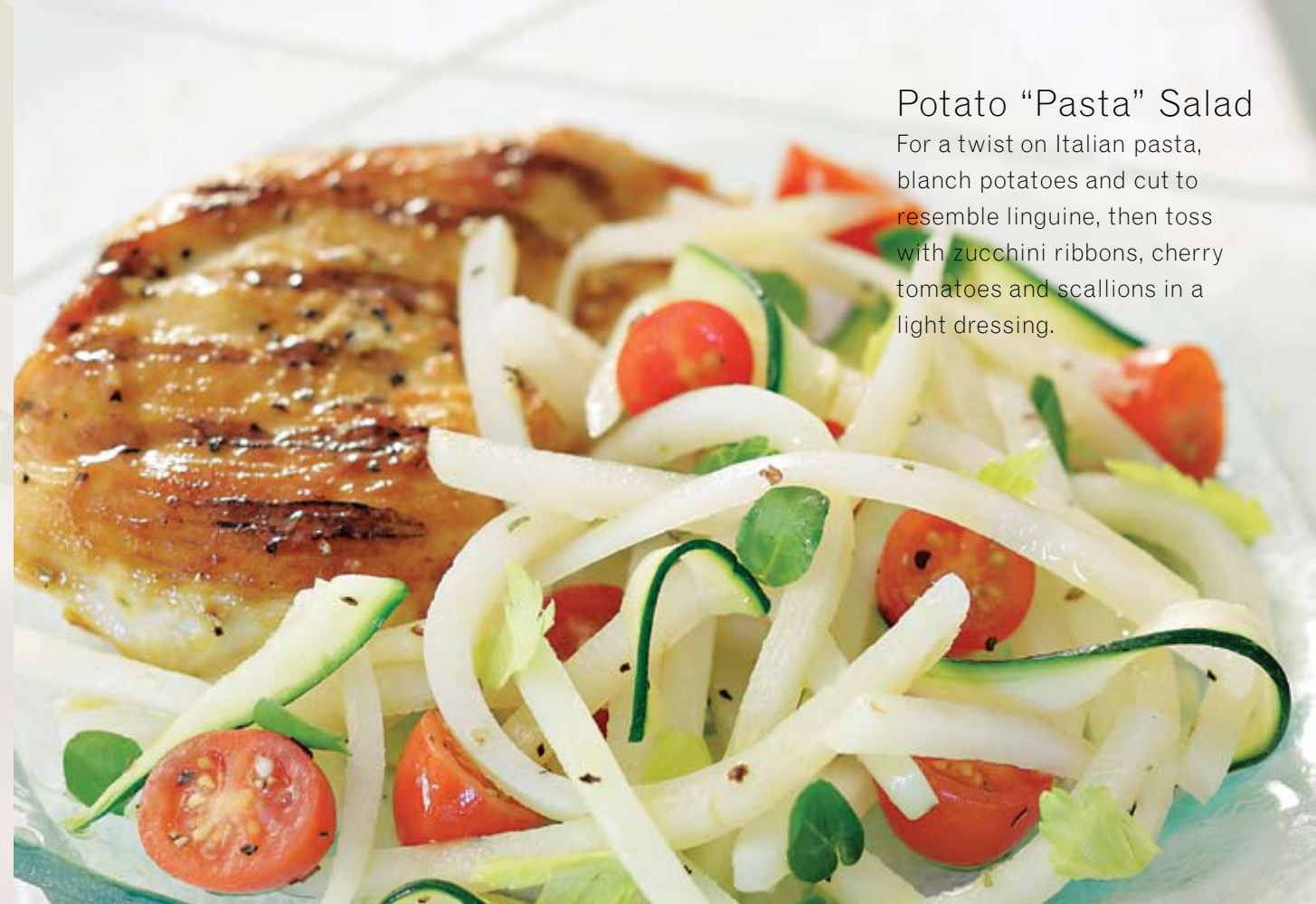
A CANVAS FOR INNOVATION

As demand for healthier menu options and bold global flavors grows, potatoes provide the perfect canvas for menu innovation.



Potato Cigar with Whitefish Salad

Restaurant Alma in Minneapolis wraps creamy Yukon Gold potatoes into phyllo “cigars,” then deep-fries them to a golden crunch. A tangle of lemony frisée and whitefish salad is the perfect complement.



Potato “Pasta” Salad

For a twist on Italian pasta, blanch potatoes and cut to resemble linguine, then toss with zucchini ribbons, cherry tomatoes and scallions in a light dressing.



Vada Pav

For this Indian street food version of a slider, New York City’s Bombay Talkie fills a pao roll with a spicy fried potato patty, and garnishes it with tamarind and mint chutneys.



Patatas con Chipirones al Ajillo

Russet potatoes gently braised with tomatoes and vegetable stock are finished with butter and cream for the ultimate in richness. At California’s Café Gibraltar, they’re topped with calamari in a zesty garlic sauce.



Serenata de Bacalao

A traditional Puerto Rican salad, Serenata de Bacalao combines salt cod and Yukon Gold potatoes with a medley of exotic Caribbean vegetables. Tomatoes, lettuce, green olives, hardboiled eggs and avocado add color and texture.

10 Innovative Potato Ideas

1 VEGETABLE OSSO BUCO



For a vegetarian twist on osso buco, fill a potato "bone" with lentils and surround it with colorful braised heirloom potatoes and vegetables.

2 SMOKED POTATOES



Boil fingerling potatoes, then smoke over wood chips. Or bake and smoke russet potatoes, then mash them with olive oil for a delicious variation on mashed potatoes.

3 SMASHED POTATOES



Smashed potatoes are all the rage—Tom Douglas at Lola in Seattle boils small red potatoes, then gently crushes and roasts them with oregano and garlic until golden and crusty.

4 ARUGULA SALAD WITH POTATOES



Chef Bill Fuller at Big Burrito Restaurant group tosses arugula with vinaigrette and tops it with crispy diced potatoes, pancetta, goat cheese and cremini mushrooms.

5 POTATO POKE SALAD



Potato salad goes Hawaiian, in Ilona O'Brien's version of poke—cubes of potato tossed with green onion, ginger, seaweed, kukui nuts, sesame oil, lemon, oyster sauce and red pepper.

6 NEW YORK REUBEN BAKED POTATO



Stuff a large Yukon Gold potato with corned beef in creamy mustard sauce, top with sauerkraut, Swiss cheese and Russian dressing.

7 DASHI-SIMMERED YUKON GOLDS



A gentle simmering in Japanese dashi broth, soy sauce and mirin turns diced potatoes into an elegant small plate or side dish.

8 HORSE RADISH POTATO SALAD



New Orleans' Cochon Restaurant gives potato salad some Louisiana soul by tossing cubes of russet potato, onion and celery with cayenne pepper, Creole mustard and horseradish mayonnaise.

9 TATTOOED POTATOES



Blanch potatoes and cut in half. Press a sage leaf onto the cut side of each potato and roast cut-side down on an oiled sheet pan. They're equally good as a side or hors d'oeuvre.

10 ROASTED RUSSET DIPPING WEDGES



For a low-fat alternative to french fries, cut russet potatoes into wedges and oven-roast. Serve with an array of trend-worthy sauces, like spicy horseradish ketchup, chimichurri and Sichuan peanut sauce.

Peel Back the Truth: Potato Nutrition Facts

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. It's a surprise for many to discover that one medium potato (5.3 ounces) with the skin on contains 45% of the daily value for vitamin C; as much or more potassium (620 mg) than bananas, spinach, or broccoli; and 10% of the daily value of B₆—all for only 110 calories and no fat. And potatoes have more of what you're looking for than any other vegetable: phenomenal versatility, satisfying flavor, unparalleled popularity, proven profitability and a remarkably healthy story to tell.

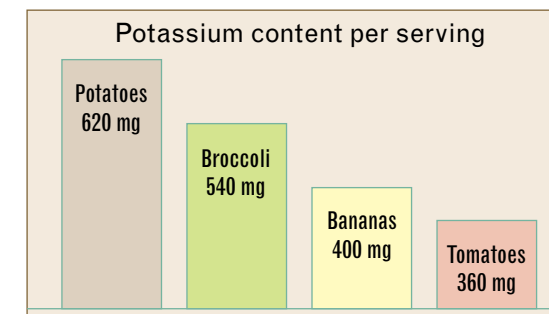
Naturally Nutritious

Ounce for ounce, potatoes are brimming with health benefits.

A medium-size, five-ounce potato with skin on is:

- An excellent source of vitamin C
- A good source of potassium
- A good source of vitamin B₆
- Low in sodium and cholesterol
- Fat free

Potatoes Lead Potassium Produce Picks

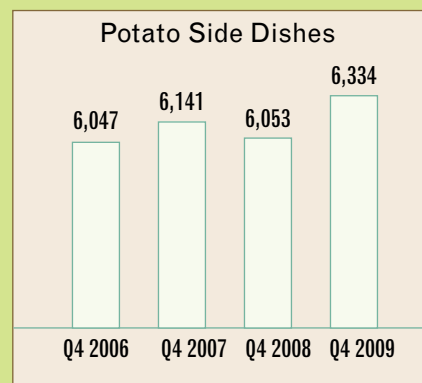


The Power of Potatoes

Potatoes remain the reigning side dish on commercial and noncommercial menus, according to the 2009 R&I Menu Census.

Potatoes have staying power. On the commercial side, straight-cut french fries appear on 54% of menus, followed by baked potatoes at 39% and flavored mashed potatoes at 33%. An impressive 85% of noncommercial operations menu mashed potatoes; baked potatoes are offered on 69% of menus and straight-cut french fries on 68%.

With the popularity of traditional potato side dishes, it's obvious that this familiar and favorite vegetable can also be an essential building block for healthy menu innovation.



Potato side dish offerings at the top 350 chain restaurants increased nearly 7% from Q4 2006 through Q4 2009, Mintel Menu Insights reports.

The U.S. Potato Board's consumer advertising campaign will generate more than 460 million impressions.



For recipes and additional information, go to www.potatogoodness.com



Papas a la Arequipeña
Au gratin meets Latin in this
classic Peruvian-style dish served
at Destino in San Francisco.



UNITED STATES
Potato
BOARD

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