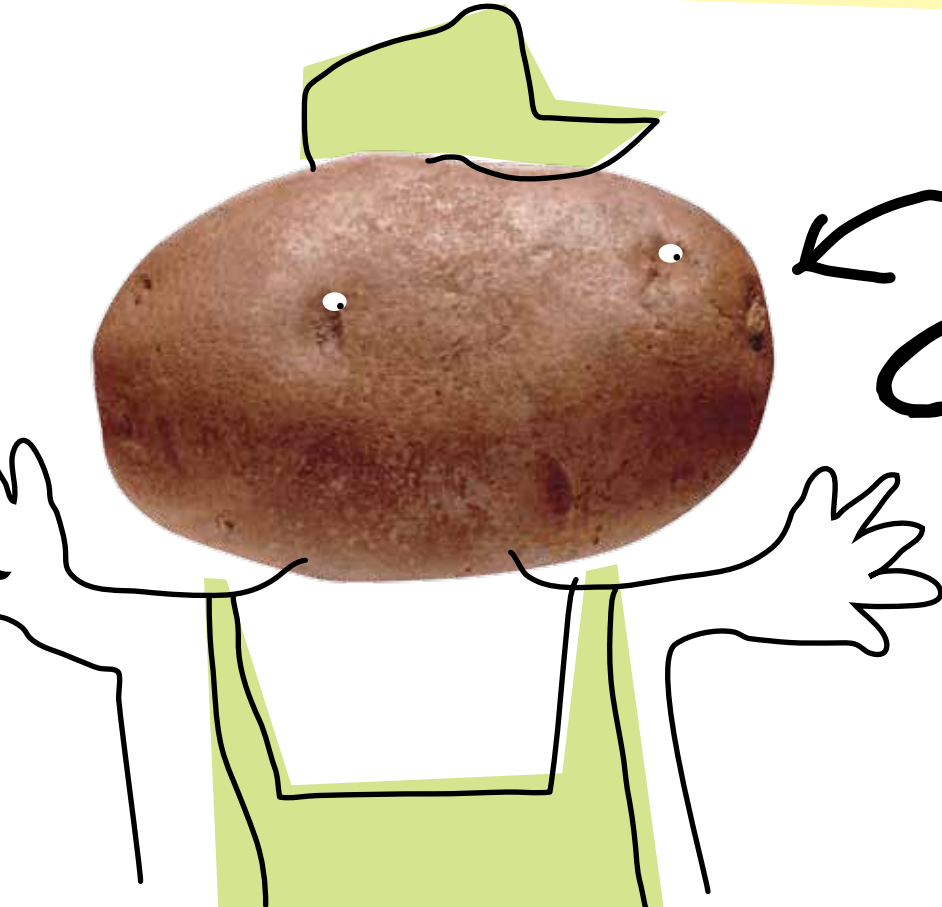


Deli-tested potato recipes and big ideas  
to wow your customers.



← Think  
Creative!

POTATOES   
**GOODNESS**  
**UNEARTHED**

45% Daily Supply of Vitamin C | Naturally Fat Free | Full of Vitamins and Minerals

Today's potato:  
Think popular.  
Think creative.  
Think healthy.

Think about it. Potatoes are one of the main attractions in any deli case. After all, they're America's #1 side dish.<sup>1</sup> And potatoes lead the way in deli sides by a huge margin in both dollars and volume.<sup>2</sup> Why? Simple. People love them. And here's the thing: The opportunities are virtually limitless. Because the more creative you get with potatoes, the more you can tap into their unparalleled appeal.

1. U.S. Potato Board Consumer Attitude & Usage Study, 2011

2. Perishables Group, 2010



5 ways to get  
creative and  
boost sales  
right now

### 1. A little color can add a lot of green.

Studies show that adding greens and other fresh vegetables to potato salads and sides improves their fresh, "just made" appeal—and their sales.

- Add colorful veggies with crunch—like diced bell peppers, snap peas or carrots—to potato salads and sides.
- Instead of using tried-and-true parsley or kale to make borders for trays and tubs, try eye-catching contemporary greens like red endive, rainbow chard, baby bok choy or radicchio.

### 2. Reinvent potato salads.

Sure, classic white potato salad is the ultimate deli mainstay. But don't stop there. Hold the mayo and add ethnic, low-fat or regional American accents.

- **Cubano:** Toss red and purple potatoes with black beans, bell peppers, corn, chopped pickles and olives. Dress with olive oil, lime juice, cumin and chile powder.
- **Rockin' Moroccan:** Toss potatoes with artichoke hearts and chickpeas; season with harissa (Moroccan chile sauce), lemon, cilantro and mint.
- **Ponzu:** Toss potatoes with soy sauce, lemon juice, sesame oil, minced scallions and toasted sesame seeds.

### 3. Think like a chain restaurant.

It's no accident that potato menu mentions in the nation's top 350 chain restaurants have increased 12% since 2006.<sup>1</sup> These companies know what sells, and they're constantly innovating with potatoes—the familiar comfort food that's the perfect canvas for any on-trend flavor accent. Check out these ideas from leading chain menus:

- Baked Potato Pizza
- Chorizo Potato Croquettes with Cholula Crema
- Kimchi Smashed Potatoes
- Vegetarian Stuffed Bakers with Seasonal Vegetables
- Garlic-Parmesan Mashed Potatoes
- Salade Niçoise with Potatoes
- Potatoes Romanoff
- Steak and Potato Salad
- Baked Potato Salad
- Baked Potato Soup

1. Mintel Menu Insights, 2011

## 4. Sell health appeal.

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 and outstanding nutrition.

- Create healthier potato dishes with low-fat yogurt, sour cream or mayo, as well as vinaigrettes, pesto, tapenade and other flavorful dressings. You'll have "better-for-you" potato options that you can really merchandise.
- Prepare classic pasta salads with potatoes to offer a gluten-free alternative.
- When possible, use potatoes with the skin on—many nutrients lie just below the peel.
- Set up a baked potato bar offering healthful, low-fat toppings like salsa, turkey chili or low-fat yogurt flavored with herbs.
- Swap out some or all of the butter in traditional mashed potatoes with olive oil or broth.
- Use spices—especially combos with ethnic flavor profiles like Moroccan and Indian—in reduced-fat potato dishes to add both color and flavor.

## The Healthy Potato

Here's the lowdown for a 5.3-ounce medium potato

Just 110 calories

Rich in vitamin C (45% of daily value)

A good source of potassium (more than a banana)

A good source of vitamin B6

Fat free, sodium free and cholesterol free

Gluten free

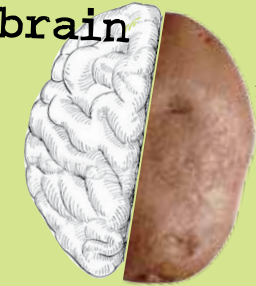


## 5. Spread the word.

Shoppers wait an average of 2 to 2 1/2 minutes at the deli counter before completing their purchase. That's a golden moment to reach them with signage, sampling and recipe handouts that jump-start your new potato offerings.

- Feature meal combos that pair entrees like rotisserie chicken with potato sides and salads.
- Train and incent your staff to recommend profitable potato items as an add-on with entrees.
- Encourage staff to sample new potato items, or set up a sampling station out on the floor.
- Tap into themed sales opportunities like sports events and holidays with a picnic/BBQ program that features potato salads.
- Promote new items with cross-merchandising in non-competitive departments.

Want  
left-brain  
sales



and  
right-brain  
creativity?

Pick a trend. Pick a cuisine. Potatoes can fit right in—and satisfy cravings for comfort and novelty at the same time. Check out these deli-tested, state-of-the-spud recipes and ideas.



Potato-medley side dishes were among the top-scoring concepts in USPB's recent research study. This colorful Italian-style mix of potatoes goes great with chicken and seafood.

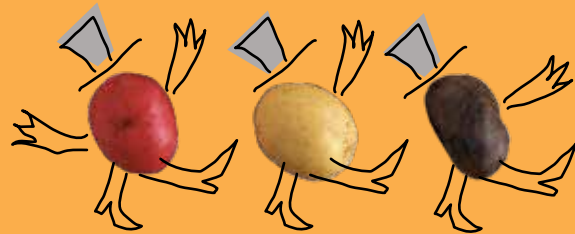
INGREDIENTS	MEASURE
Small red, blue and yellow potatoes, cut in half	10 lb
Onions, cut into 3/4-inch wedges	1 1/2 lb
Olive oil	2/3 cup
Balsamic vinegar	1 1/4 cups
Salt	2 1/2 tsp
Ground thyme	2 1/2 tsp
Black pepper	1 1/4 tsp

#### METHOD

1. In large bowl, mix potatoes and onions with oil, vinegar, salt, thyme and pepper until coated; spread on sheet pan.
2. Roast in 400°F oven for 30 minutes, stirring occasionally.
3. Increase oven temperature to 425°F. Roast for 30 minutes more, stirring occasionally, until potatoes are tender, brown and glazed.

*Tip: Substitute 2 cups bottled balsamic vinaigrette for olive oil and vinegar.*

YIELD: 6 QUARTS



## Balsamic-Roasted Specialty Potatoes



# GREEK POTATO SALAD



“**S**upermarket Guru” Phil Lempert gave a rave review to this healthy combination of potatoes, celery and sun-dried tomatoes tossed in a light, tangy feta dressing.

INGREDIENTS	MEASURE
Yellow-flesh potatoes, peeled and cut into 1/2-inch slices*	10 lb
Fat-free yogurt	1 1/2 cups
Light mayonnaise	1 1/2 cups
Feta cheese	12 ounces
Dried dill	3 Tbsp
Cucumbers, peeled, seeded and diced	4 cups
Sun-dried tomatoes, cut into strips	1 cup

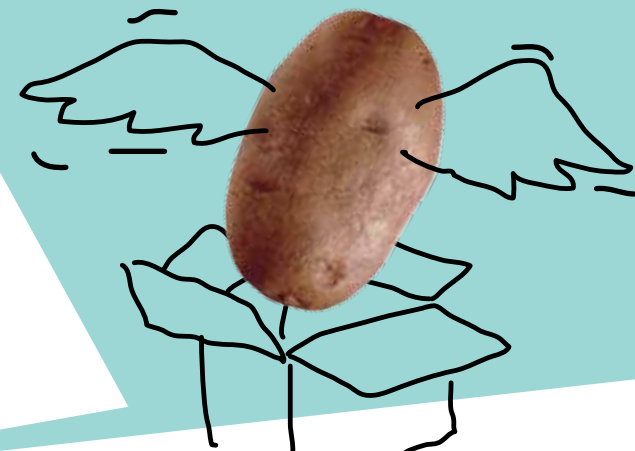
\* Yellow, red or white potatoes (or a mix of all three) work perfectly in this sunny Mediterranean salad.

## METHOD

1. Cover potatoes with cold salted water. Bring to a boil; reduce heat and simmer until just tender. Drain and cool.
2. In food processor or blender, blend yogurt, mayonnaise and feta cheese until smooth; stir in dill.
3. Fold together potatoes, feta dressing, cucumbers and tomatoes.

YIELD: 8 QUARTS

Think outside  
the takeout  
box.



Spicy buffalo wings are a hot ticket at restaurants nationwide. Why not give them a better-for-you makeover and reinvent them with potato wedges? Paired with blue cheese dressing, they're great for tailgates, parties and picnics.

#### INGREDIENTS

Russet potatoes, scrubbed  
and cut into wedges

Vegetable oil

Salt

Black pepper

Butter

Hot sauce

Garlic powder

#### MEASURE

8 lb

1/2 cup

4 tsp

4 tsp

4 ounces

1 cup

4 tsp

#### METHOD

1. In large bowl, toss potatoes with oil, salt and pepper; spread on sheet pan.
2. Roast in 400°F oven for 30 minutes, turning occasionally with spatula, until potatoes are tender and golden brown.
3. Melt butter; whisk in hot sauce and garlic powder. Drizzle over potatoes; shake to coat evenly. Roast for 10 minutes, turning occasionally with spatula.

*Tip: Serve with blue cheese ranch dressing.*

YIELD: 6 POUNDS



# Spicy Buffalo Wedges



# Thai Potato Salad



The sweet-and-spicy flavors of Thai food are a natural fit for potato salad. The creamy flavor of the potatoes is a perfect match for spicy Thai peanut sauce, and green beans and peanuts add color and crunch.

INGREDIENTS	MEASURE
Small yellow potatoes, unpeeled*	8 lb
Peanut satay sauce	3 cups
Low-fat mayonnaise	2 cups
Green beans, cut into 1-inch pieces and blanched	4 cups
Red bell peppers, cut into 1- by 1/4-inch strips	4 cups
Roasted, salted peanuts	4 cups

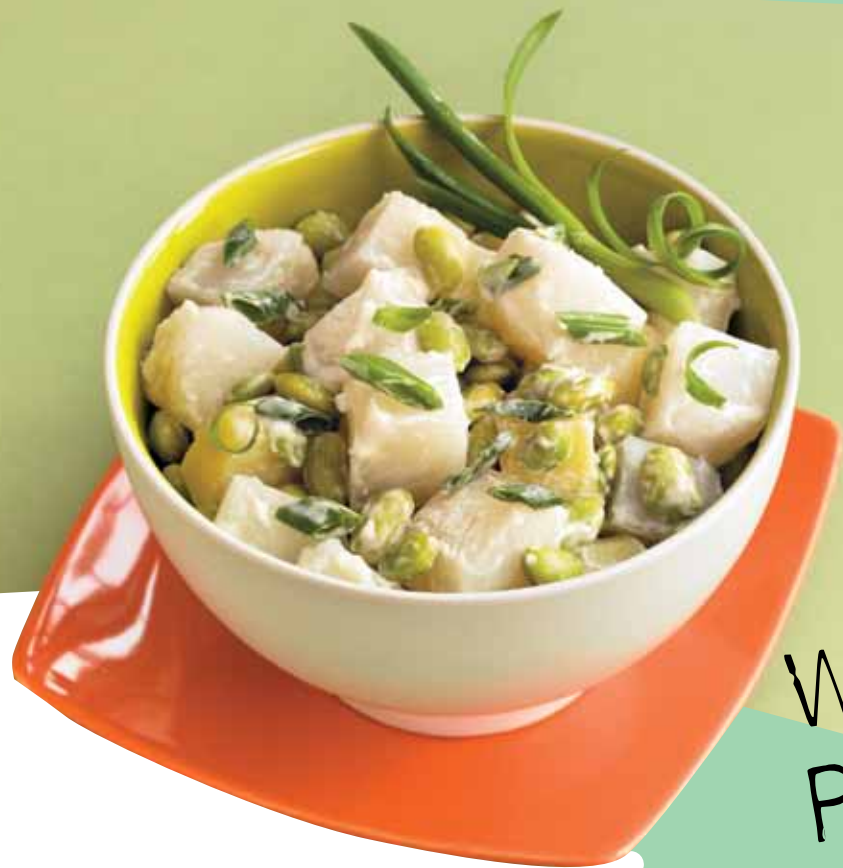
\* Skin-on white or red potatoes also work well here.

## METHOD

1. Cover potatoes with cold salted water. Bring to a boil; reduce heat and simmer until just tender. Drain and cool; cut into quarters.
2. Whisk together satay sauce and mayonnaise.
3. Fold together potatoes, satay-mayonnaise mixture, green beans, peppers and peanuts.

YIELD: 8 QUARTS





## Wasabi Potato Salad

Grab-and-go sushi, teriyaki and other Japanese specialties are on the rise in supermarkets. This salad gets a flavor kick from a wasabi mayo dressing, and extra color, texture and health appeal from bright green edamame.

INGREDIENTS	MEASURE
Russet potatoes, peeled and cut into 1-inch cubes	16 lb
Low-fat mayonnaise	6 cups
Wasabi paste	1/3 cup
Shelled edamame, blanched	8 cups
Chopped scallions	4 cups

### METHOD

1. Cover potatoes with cold salted water. Bring to a boil; reduce heat and simmer until just tender. Drain and cool.
2. Whisk together mayonnaise and wasabi paste.
3. Fold together potatoes, edamame, wasabi mayonnaise and scallions.

YIELD: 8 QUARTS



*Add a healthy halo to the deli case.*

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recipes to help you tap into the profit power of  
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