

# US Mashed Potatoes

Endless Creativity,  
Instant Success



It's easy to create light, fluffy mashed potatoes in minutes using US instant mashed potatoes. And once you've made them, there's no limit to what you can do with them.

US Mashed Potato and Saffron Cake





# ONE SIMPLE INGREDIENT: A WORLD OF POSSIBILITIES

**M**ashed potatoes are one of the world's favorite side dishes. But these days they're moving from the sidelines to take center stage. That's because real US instant mashed potatoes are one of the most versatile ingredients in any foodservice kitchen. This guide has all of the information and inspiration you need to start putting the creative potential and profit power of mashed potatoes to work for you—all day, all across your menu.



Indian Vada Pav made with  
US mashed potatoes

# IDEA GALLERY

**P**otatoes, and especially mashed potatoes, are all about versatility.

Loved the world over, their creamy flavor and texture make them the ideal blank canvas for the kinds of creative presentations and bold flavors that your customers are increasingly demanding.

They're a smart business choice, too, because simple, small touches can add huge value and profit potential to mashed potatoes, especially when you're using US standard potato flakes, standard potato granules and mashed potato mixes.

Just look at this gallery of easy, versatile ideas from all over the world. They prove a simple, powerful point: With US mashed potatoes, it's easy to create profit-building appetizers, side dishes, main dishes and even desserts!

US Mashed Potato Griddle Cakes  
US Mashed Potato & Seafood Pizza



US Mashed Potato Croquettes  
Caesar Salad with US Mashed Potato Croutons





US Mashed Potato Salad  
Crispy US Mashed Potato Quesadillas



US Mashed Potato Crab Cakes  
US Mashed Potato Sandwich



US Mashed Potato Donuts  
US Mashed Potato Chocolate Truffles





# THE EASY WAY TO “WOW”

**M**ashed potatoes taste great on their own. But their real talent is taking on other flavors.

Just by adding a signature accent or two—and the right plating—you can transform them into a masterpiece.

Seasoned and flavored mashed potatoes have become so popular that chefs are now adding mashed potato “flights” (samplers, like the one shown on the cover) to their appetizer and side dish menus.

Experiment with boldly flavored ingredients like fresh and dried herbs, flavored oils, spices, vegetables, cheeses and other accents that vary with the seasons—minced basil and basil oil in the summer, a few drops of truffle oil in the winter. Use ingredients and garnishes that add color contrast and instantly communicate appetite appeal and freshness.

And be sure to make the plating part of the “wow.” Using unexpected dishware, like martini glasses, dessert dishes and contemporary plates in striking shapes and colors, is an easy way to add visual excitement and purchase appeal.

**Kid-friendly:** For kids’ menus, try adding a US Mashed Potato Sundae, two scoops of mashed potatoes covered with meat and gravy, then topped with a cherry tomato and served in a parfait glass.



**It's a wrap:** Wrapping mashed potatoes in a crust or pastry adds tremendous value and pricing possibilities. Here, mashed potatoes and whitefish are wrapped in crispy phyllo dough.



**Morning mashed:** Innovative chefs are turning to mashed potatoes as an alternative to traditional hash browns and rice at breakfast.



**Over the top:** For a dramatic presentation, consider topping a vegetable or protein item with a dollop of cheesy mashed potatoes garnished with bacon and chives.



**Mash-tinis:** Creatively seasoned mashed potatoes served in martini glasses have hit the mainstream.





# ENDLESS POSSIBILITIES

**N**o other ingredient comes close to mashed potatoes in terms of versatility, ease of use and sheer crowd-pleasing potential. And with standard potato flakes, standard potato granules or mashed potato mixes all available and customizable to your kitchen's specifications, US mashed potatoes are more than just a side dish. They offer you a platform for foodservice success.

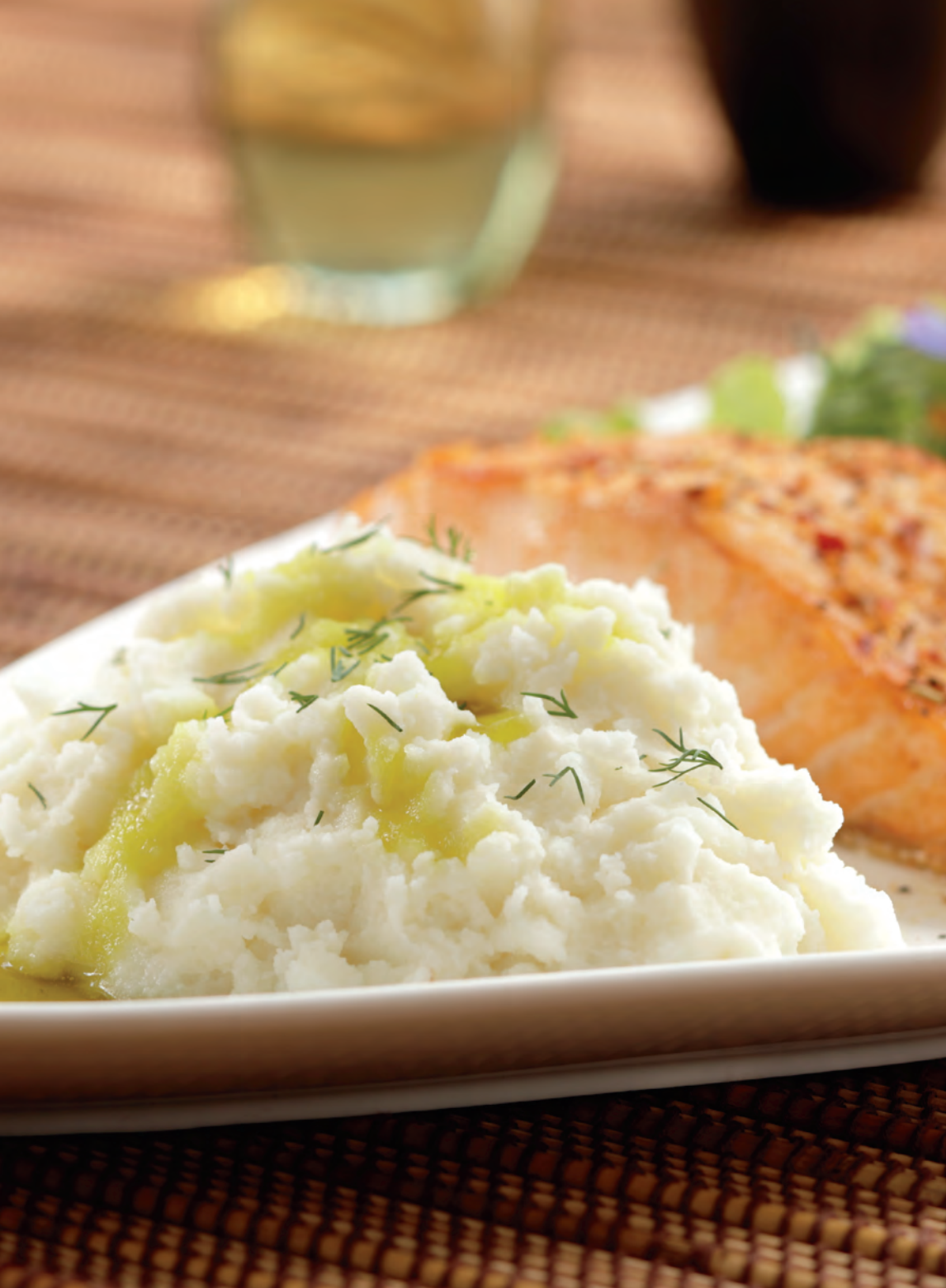
In just five to ten minutes, you can mix up a full steam pan of mashed potatoes—and then use that batch as a base for creating an endless variety of menu items.

- Classic or creative side dishes: All it takes is a simple flavor “stir-in,” like wasabi or cheese and chives.
- Main dishes made with layered mashed potatoes, such as lasagna.
- Toppings for savory gratins like shepherd's pie and moussaka.
- Soups: Use mashed potatoes to thicken, extend and add rich creamy flavor without the fat.
- Salads, sandwiches and burgers: Add appetizing texture and richness.
- Dishes that traditionally call for rice, polenta or even pasta.

- Pizzas: Use to create “pizza bianca” applications without tomato sauce.
- As fillings for baked goods, such as donuts and pastries.
- Breads and doughs: Add moisture and improve texture.
- As an extender for high-quality, high-priced proteins, such as lobster and veal.
- Even desserts: Think mashed potato ice cream!

Once you get started, you'll never look at a pan of mashed potatoes the same way again. Where some see a simple side dish, you'll see endless possibilities.





## A HEALTHY HALO

Today's customers care about nutrition. And US instant mashed potatoes have a great story to tell. They're cholesterol free, fat free, sodium free and gluten free.\* But they also offer fiber, vitamins and minerals—including potassium, vitamin C and antioxidants. Advanced US processing technologies ensure that US dehydrated potatoes retain a significant level of potassium, as well as other vitamins and minerals, like B6 and iron, that they naturally contain.

US dehydrated potatoes are also rich in complex carbohydrates that are important for brain and muscle function. And recent studies show that dehydrated potatoes have the added value of resistant starch, or carbohydrate substances in foods that are resistant to digestive enzymes, and deliver benefits similar to those of fiber. There's also an association of resistant starches with beneficial prebiotic effects on health.

And here's the bottom line: US potatoes and potato products are whole foods, and that's what savvy diners are looking for. No wonder potatoes consistently top the most-popular vegetable list.

\*This refers to plain instant mashed potatoes, not potato mixes. Always check the manufacturer's label for nutritional information.

# CHOOSE THE PERFECT FORM FOR YOU



**STANDARD POTATO FLAKES** have a dry, mealy texture and flavor typical of freshly cooked mashed potatoes. They're versatile and economical, and can be ground to different sizes for different uses. Made from only potatoes, they are more fragile than other dehydrated potato forms, so be careful not to overmix.

## INGREDIENTS

US Standard Potato Flakes	312 gm
Water	1,116 ml
Whole Milk*	549 ml
Butter	100 gm
Salt	11 gm

\*Type of milk used may slightly affect volume. Cold milk brings the water down to a temperature that's ideal for flakes.

## DIRECTIONS

1. Combine water, salt and butter.
2. Heat to a boil; remove from heat.
3. Add cold milk.
4. Gently stir in potato flakes (do not whip).
5. More flakes can be used if a thicker texture is desired.



**STANDARD POTATO GRANULES** are heartier than flakes and reconstitute exceptionally well, with less risk of overmixing and a higher tolerance for boiling liquids. Made from freshly cooked potatoes, they are versatile and economical.

## INGREDIENTS

US Standard Potato Granules	351 gm
Water	1,451 ml
Whole Milk*	303 ml
Butter	58 gm
Salt	6 gm

\*Type of milk used may slightly affect volume.

## DIRECTIONS

1. Bring water, milk and salt to a boil.
2. Pour into mixing bowl.
3. Using a wire whip, mix on slow speed while slowly adding the granules. Mix 1 minute. \*\*
4. Add butter.
5. Scrape down bowl and whip on high speed until fluffy, 5–7 minutes.

\*\*Potato granules are normally prepared by whipping in a mixer for best yield. However, granules can be mixed by hand, if necessary.



**MASHED POTATO MIXES** are fully seasoned with varying levels of milk, butter, salt and other flavorings, making them a great option for kitchen operations that need a super-quick product that's easy to prepare and serve.

## INGREDIENTS

US Mashed Potato Mix  
Liquid  
(see package instructions)

## DIRECTIONS

1. Add water and mashed potato mix together according to package directions.
2. Wait 1–5 minutes, fluff and serve.

Yield for all guidelines above is one 4" deep half steam pan. Please see product preparation instructions for exact yield.



# EASY AS 1-2-3\*

1



Pour water (or another liquid, such as chicken or beef stock) into bowl, pan or steam pan.

2



Slowly pour in US instant mashed potatoes, whether you are using standard potato flakes, standard potato granules or a mashed potato mix.

3



Mix according to directions and you'll have delicious mashed potatoes in minutes!

\* Always check the instructions on the product package.

Note: Some products may call for water to be added to the US instant mashed potato mix.

## POTATO PREP TIPS

Just follow the manufacturer's package directions, and you'll find that US instant mashed potatoes are 100% foolproof. Here are some helpful storage and handling tips:

- Standard potato flakes have fragile potato cells. Using liquids that are too hot, or overmixing, will cause the cells to break down, creating a sticky texture that's difficult to work with and unappetizing.
- Standard potato granules are dried into individual potato cells. The drying process strengthens the cell walls, so boiling water and whipping are required to rehydrate the cells and release the starches that are necessary for light, fluffy mashed potatoes.
- Mashed potatoes can be rehydrated with any liquid. For added flavor, try chicken or beef stock, coconut milk, green tea or fruit/vegetable juice.
- If you want thicker mashed potatoes, add more potatoes. If thinner mashed potatoes are desired, increase the amount of liquid.
- Hold prepared mashed potatoes in a steam table with moist heat for up to two hours.
- When holding prepared potatoes, keep them in deep pans and cover with a lid or plastic wrap. When holding in dry-heat tables, set the pans in a water bath.
- Store unopened packages of US instant mashed potatoes away from intense heat. Unused potatoes can be kept in the package or a container with a tight-fitting lid and stored in a cool, dry place.

# REAL POTATOES, REAL PERFORMANCE

**Y**ear after year, the men and women of the US Potato industry work hard to bring you high-quality, great-tasting instant mashed potatoes. It starts with the growing process. Long days, cool nights, rich soil and the varied climates of America's potato-growing regions all combine to produce potatoes that are full of delicious flavor, one harvest to the next.

Using state-of-the-art processes that maximize quality and performance, these fresh, whole potatoes are then turned into a variety of great-tasting instant potato products. These include standard potato flakes, standard potato granules and mashed potato mixes that are highlighted in this brochure and best known for creating delicious mashed potatoes.

No more washing, peeling, boiling and mashing potatoes! All of the work has been done for you. Classic fluffy mashed potatoes are so simple to prepare that you can focus on using them to create signature specialties that will set you apart from the competition. That's the easy, versatile, profit-building power of US instant mashed potatoes.

## THE REAL DIFFERENCE

Instant mashed potatoes are real potatoes—high-quality, US-grown potato products. There's nothing artificial or fake about them. They typically come from white-fleshed russet potatoes, so they're fluffy and white. All we do is remove the water, leaving behind an economical, high-

performing ingredient that's easy to store and ready to use anytime. Whole US potatoes go through a careful process to create premium instant potato products, known for their consistent taste, texture and visual appeal. You'll notice the difference that US mashed potatoes make in your preparations, too. Day in and out, they retain a consistent moisture level and quality that fresh local potatoes can't achieve.

## HOW US INSTANT POTATOES ARE MADE

- Real, fresh US potatoes are grown and harvested with care, and then washed, steam peeled and washed again.
- The potatoes are sliced, precooked and cooled—a process that gelatinizes the starch and ensures that the finished product has the characteristic mashed-potato texture, with no stickiness when rehydrated.
- The potatoes are then cooked, mashed and dried into flakes or granules.
- Flavorings, such as milk, butter, salt and other ingredients, are added during the processing of the flakes or granules to make mashed potato mixes.





Russet variety  
fresh potatoes





**Poblano Chile & US Mashed Potato Soup:** This creamy, mildly spicy Mexican-style chowder is thickened with standard potato flakes and finished with a clever garnish: more potato flakes, lightly pan-toasted in butter to make a delicately crunchy, nutty-flavored topping.





# LOWER COSTS, HIGHER PROFITS, ENDLESS APPEAL

**P**rofitable, practical and reliably popular, US instant mashed potatoes deliver an excellent return on investment for any operation. They're highly cost efficient because they help you reduce labor, energy costs, waste and storage space. They add value to any menu, because they're popular, satisfying, easy to eat and easy to love. With even the simplest preparation, they have the power to upsell any item you pair them with.

## LESS LABOR

When you use US dehydrated potatoes, there's no more washing, peeling, cutting, boiling and mashing; with complete mashed potato mixes, you can even say goodbye to seasoning. Just add water, mix and serve.

## LESS WASTE

- No waste from peeling or cutting away bad parts of fresh potatoes
- Shelf-stable for up to 12 months
- Longer holding time than fresh-potato products once prepared

## LESS ENERGY AND WATER CONSUMPTION

Dehydrated US mashed potatoes eliminate the need to cook potatoes, reducing your energy and water usage.

## ADDED VALUE

With just a little imagination and a few simple ingredients, you can turn a dish of mashed potatoes into a signature item that commands a higher price. Think new flavors, new mix-ins, new presentations and enticing menu names, and you're instantly on your way to adding "wow" appeal all across the menu.

## WANT MORE?

This guide shows just some of the ways that US mashed potatoes can add variety, value and profit potential to your operation. If you are interested in learning more about US instant mashed potatoes or other dried potato products, such as slices, dices, shreds and flour, please contact the US Potato Board to set up a meeting with a local representative.

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**US Mashed Potato Bowl:** Instead of a rice or noodle bowl, try serving a mashed potato bowl topped with chicken, greens and mushrooms.



Front cover: **Four-Flavor Mashed Potato Flight:** lobster, four-cheese, romesco and basil pesto