

WOW!

*You Can do That*  
**WITH POTATOES?!**



BEHOLD  
*The 9th*  
**WONDER**  
OF THE WORLD







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Left: Crispy Salt & Vinegar Smashed Potatoes

Cover: Japanese Sweet & Savory Potato Bites



# *New Consumer Research on What Americans Eat and How Potatoes Fit*

To learn more about how Americans are eating and how they see potatoes fitting in their cooking repertoire, Potatoes USA conducted a comprehensive study in September 2014. Here are some of the highlights.:

## **CONVENIENCE RULES**

- More than half (57%) of dinners prepared at home do NOT include any dish cooked from scratch using fresh ingredients
- Fast food restaurants have the largest share of dining out occasions at 22%
- Consumers are most motivated to eat more potatoes knowing that there are many ways to prepare them in 30 minutes or less
  - Consumers define convenience for a potato dish as having short prep and cook times

## **WHEN CONSIDERING *WHAT* TO EAT, VALUE, FLAVOR AND FRESHNESS ARE ALSO PRIORITIES**

- Food that is a good value is most important to 50% of consumers, 48% said flavor when considering food in general
- When selecting foods specifically for health, it's important that the food is fresh and unprocessed
- Potatoes get the most credit for being fresh, filling, and good value

## HAVING POTATOES “ON HAND” AT HOME IS KEY TO BEING INCLUDED IN THE MOST COMMON DINNER SITUATIONS

- Two-thirds (66%) of U.S. consumers don't know what they're having for dinner until that day
- Fewer than one in five dinners include foods purchased right before the meal is prepared
- Majority (69%) of consumers planned on purchasing potatoes during their most recent grocery trip
- Consumers indicate buying large bags so potatoes are always on hand (61%)

## FOODSERVICE IS AN ESPECIALLY IMPORTANT CHANNEL FOR POTATOES

- Foodservice accounts for nearly 30% of reported potato occasions
- Potatoes are the most often consumed food in foodservice for dinner

## CONSUMERS ARE STUCK IN A POTATO RUT

- Mashed (42%), baked (34%), and fried (26%) are the most common potato preparations
- Consumers are motivated by recipe and meal ideas and different potato varieties

With all this new information in mind, the U.S. potato industry is embarking on a new mission to deliver what consumers are looking for when it comes to their potatoes. Consumers are looking to be inspired by:

- Recipes that can be made in 30 minutes or less
- New flavors and ethnic preparations
- Fresh and natural ideas
- Chef and restaurant inspiration
- Ideas for breakfast, lunch, dinner and snacking
- Party tips and tricks

*Read on and say “yes!” to  
“Wow! You can do that  
with potatoes?”*



CHAPTER 1

*Make it in*  
**30 MINUTES**  
*or less*



Quick & Healthy Steakhouse Baked Barbecue Fries



*Potatoes are quick to disappear but they are also quick and easy to buy, prepare and serve.*

**TRY MANY OF THE SMALLER POTATO VARIETIES NOW AVAILABLE OR CUT POTATOES INTO SMALL CHUNKS OR SLICES FOR QUICKER COOK TIME**

- New types like fingerlings and petites are available for consumers to prepare in 30 minutes or less. You can now boil or roast potatoes just as quickly as you can put pasta or rice on the table.
- Innovative potato packaging has also entered the marketplace. Washed and ready to cook potatoes right in the bag, accompanied by seasoning packets, are becoming more available and popular with consumers.

**DON'T BE AFRAID TO USE THE MICROWAVE FOR SPEEDING UP ALL OF YOUR DELICIOUS POTATO RECIPES**

- Whether you plan to mash, bake, grill or fry, par cooking in the microwave is a great trick for speeding up your spuds.
- You can also cook potatoes start to finish in the microwave. Visit [PotatoGoodness.com](http://PotatoGoodness.com) for these mouthwatering microwave recipes: Classic Baked Potatoes, Basic Mashed Potatoes, Microwave Roasted Potatoes, Microwave Potato Casserole and Quick and Healthy Baked Pizza Potatoes.



**THROUGHOUT THE STORE THERE ARE  
MANY POTATO OPTIONS TO HELP MEET ANY  
CONSUMER'S TIME REQUIREMENTS**

- Frozen potato products offer many different potato options from wedges, shreds, hash browns and tots to slices, dices, crinkle cut and waffle fries. These products are instantly frozen to lock in taste and nutrients of fresh potatoes, and maintain a longer shelf life.
- Another quick option is to use premium dehydrated potatoes which are a fantastic option for a variety of mashed potatoes. They are also delicious when used to crust a protein, soften a baked item, or thicken a soup.



Left: Mashed Potato Cheese  
Croquettes with Chipotle Sauce

Right: Potato, Black Bean & Swiss Chard Hash  
*Courtesy of Beard & Bonnet*



## CHAPTER 2

*Explore Ethnic*  
**FLAVORS & CUISINES**

## *From China to Chile, the potato is an international culinary delight that is eaten at breakfast, lunch and dinner.*

We say potato, and they say patata, batata, papa, kartoffel, and pomme de terre. Names abound around the globe for the potato because it's featured in nearly every major cuisine. In addition to being a blank canvas for a world of flavors, this 8,000-year-old vegetable has also provided food security and alleviated poverty worldwide.

It's no wonder, then, that 2008 was declared the "International Year of the Potato" by the Food and Agriculture Organization (FAO) of the United Nations. The 365-day celebration recognized the spud as an important food staple in the diet of the world's population because of its outstanding nutritional profile and potential to feed the masses, according to the FAO.

From pierogi, gnocchi and roesti to calcannon, croquettes and cakes, these international potato dishes are becoming more familiar in the U.S. So why not try a new flavor tonight? Visit [PotatoGoodness.com](http://PotatoGoodness.com) for inspiration like a Kootu Curry from India, Red Cooking Pork and Potatoes from China, Ceviche with Potatoes, Halibut, and Mango from Peru, or, of course, Potato Bread from Ireland.





CHAPTER 3

# Create Fresh & NATURAL DISHES



Grilled Potato & Arugula Salad  
*Courtesy of Love and Lemons*



*The fact is potatoes are inherently healthy.*



One medium-sized potato (5.3 oz.) with the skin is:

- An excellent source of vitamin C (providing 45% of the daily value)
- The largest and most affordable source of potassium in the produce department (yes, more than a banana!)
- A good source of vitamin B6
- Low in sodium and cholesterol
- Fat-free
- Gluten-free
- Only 110 calories per serving

And, you don't have to add fat and calories to make potatoes taste great. Roasting and grilling only require a little olive oil, salt and pepper. Substitute the bread for potatoes to make a Potato'zanella!

Bottom line: Keep potatoes fresh and natural by pairing them with healthful accompaniments, other vegetables and lean proteins and they can indeed be a part of healthy diet.



Left: Fiesta Potato Smashers

Right: Grilled Potato Kabobs with Lemon Herb Drizzle





CHAPTER 4

*Inspire*

**CHEFS &**

*Consumers*

*Incredible dishes at home are often inspired from the trends we see in restaurant kitchens.*

### **POUTINE TAKES THE U.S. BY STORM**

- Duck Poutine
- Crab Poutine
- Pierogi Poutine
- Tot Poutine
- Waffle Poutine
- Vermont Poutine
- Woodstock Poutine

### **POTATO PICKLING IS ALL THE RAGE**

- The pickling process creates strong flavors and textures appropriate for the center of the plate

### **TOTS ARE HOT**

- Tater tots have seen a 78% rise in menu penetration over the last four years and are endlessly customizable such as "Totchos" (tots + nachos) or Huevos "tot-cheros" (tots + huevos rancheros)

### **SERVE UP SKILLETS**

- As both QSRs and FSRs move to expand their brunch options, "skillets" are becoming more prevalent on menus



CHAPTER 5

*Build a*  
**BETTER BREAKFAST**

Hashbrown Sliders  
*Courtesy of A Zesty Bite*





## *Potatoes are a breakfast stand out!*

The breakfast sandwich has become a staple of on-the-go mornings. In fact, convenient and high-protein breakfast dishes are rising in popularity, according to a study from Nielsen Perishables Group. Potatoes can serve as the base of a quick, high-protein, low-fat and totally gluten-free breakfast sandwich.



Left: Potato Prosciutto Waffles  
*Courtesy of In Sock Monkey Slippers*

Right: Twice-Baked Potato with Egg on Top  
*Courtesy of Home Cooking Adventure*

It's easy to make Hash Brown Sliders with pre-shredded hash browns as a gluten-free substitute for traditional muffin or bagel-style breakfast sandwiches. Add eggs to the hash brown mixture and include a slice of ham and creamy avocado on the sandwich to create a meal packed with 29 grams of protein per serving.

Have you tried breakfast potato skins or nachos yet? Top skins, fries or tots with scrambled or fried eggs for a breakfast twist on your favorite bar foods. What about waffles? Yes, waffles! Make them savory with potatoes and prosciutto. Brunch will never be the same.





Potato Bruschetta



CHAPTER 6

*Get the*  
**PARTY STARTED**

## *Make something marvelous for your next party!*

Potatoes are well-known as a holiday staple, but they can be the “it” food of cocktail parties, too. With so many sizes, shapes and flavor combinations available today, it’s hard to overlook the potato as a party must-have.

In fact, according to Mary Giuliani, New York caterer to the stars, they’re just too cute (and delicious) to pass up.

For party inspiration, check out Giuliani’s new book, *The Cocktail Party*, which features a do-it-yourself Hash Bash bar featuring hash browns in mason jars with a variety of toppings to choose from and her famous Mashed Potato Popovers. You can find other bite-sized ideas at [PotatoGoodness.com](http://PotatoGoodness.com) like Southwestern Stuffed Potatoes and Potato Bruschetta.

*“Potatoes are my  
favorite party foods  
to dress up...so many  
options and for a  
caterer who’s always  
looking for unique  
food experiences, the  
potato is often my  
best pal.”*

MARY GIULIANI

Hash Bash  
Courtesy of Mary Giuliani







Goat Cheese & Chive Potato Stackers  
Courtesy of Running to the Kitchen



Potatoes  
USA

For these recipes & more, visit:

*PotatoGoodness.com*

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