

POTATO APPLICATION

BREADING, CRUSTING, AND COATING





POTATOES AS INGREDIENTS ARE:

- Gluten free
- Nonallergenic
- Recognizable
- Comply with clean-label expectations
- Mild, neutral flavor
- Grown in the USA

BENEFITS OF POTATOES FOR BREADING, CRUSTING AND COATING

EXCELLENT GLUTEN-FREE OPTION

Potatoes in all forms—fresh, frozen and dehydrated—are perfect alternatives to wheat in many applications, specifically where wheat is typically used in standard breading procedures for breadings and coatings or fried and baked products. Potatoes can create visually appealing and new formats as well as craveable foods for gluten-free consumers.

IMPROVED ADHESION

Potato flour is a wonderful alternative to wheat flour, specifically for the initial step in breading and coating. Because it holds moisture, it creates a nice barrier between the base product and the breading or crusting system. This allows for an evenly coated finished product, which, in turn, allows for even baking or frying and a crispy coating.

ENHANCED BROWNING

When breading or crusting with potato flakes or flour, the result is a golden-brown product that is very uniform and, unlike panko or traditional bread crumbs, it is less prone to burning.

ENHANCED TEXTURE

Potato flakes create a uniform texture with crunch and provide a nice crust while holding moisture in the finished product.

APPEALING FLAVOR

The flavor of the potato really comes through and is a fresh, familiar flavor that is craveable to the American palate. Additionally, it is neutral enough to combine with herbs, seasonings and cheeses to deliver a wide variety of flavor profiles.

APPEALING APPEARANCE

When dehydrated potato flakes, shredded or spiralized potatoes or potato flour are used instead of panko or traditional breadcrumbs, eye-appealing appearance with a more uniform finished product is achieved.

INNOVATIVE APPLICATIONS

Using potatoes in an application can create an unexpected and unique alternative to the norm. The golden-brown color, versatility and flavor can offer an innovative twist or completely new product. Potatoes are not just a substitute; they should be considered an innovative solution to new product development.



Made with potato flour and flakes.

Made with potato flour and panko.

STANDARD BREADING PROCEDURE

Standard breading procedure is used to achieve a breading that adheres well to baked or fried items. It is traditionally a three-step process in which product is dredged in flour, then egg and finished with breadcrumbs. Potatoes are a natural for steps one and three of this process. Replace step one with potato flour and step three with potato flakes to achieve an incredible gluten-free breaded item. The beautiful browning that comes from the natural sugars found in potatoes creates great visual appeal, while the neutral flavor allows for the formulated herbs and seasonings to be carried through. The familiar flavor of the potato still shines, providing a craveable flavor.

IDEAL POTATO PRODUCTS

- Potato flour works as a great alternative to flour in step one of the standard breading procedure. The texture and moisture-adhering qualities help create a strong and even first layer. It also adheres to moisture, aiding in the development of the second “wet” stage in the standard breading procedure.
- Dehydrated potato flakes are a great alternative to panko or traditional breadcrumbs. It mimics the texture and adheres well to create the third outer coating in the traditional standard breading procedure.

SAMPLE STANDARD BREADING PROCEDURE ALTERNATIVE METHOD

FRIED ZUCCHINI

- Slice zucchini on bias.
- Dredge zucchini slices in potato flour.
- Dip in egg wash and coat with dehydrated potato flakes.
- Fry or bake until golden.

POTATO CRUSTING

Crusting and crunch on the exterior of fried and baked products are at the heart of the menu. The traditional batters, breadings and coatings tend to require gluten or other flours. Utilizing potatoes in this new and on-trend way allows for increased eye appeal, texture and presentation. Fresh potatoes can be spiralized or shredded. Frozen or dehydrated potatoes can be rehydrated to create new applications that add flavor appeal as well as gluten-free options. Using potato flour as the first step helps with even and improved adhesion of the final crusting by absorbing moisture.

IDEAL POTATO PRODUCTS

- Potato flour works to adhere additional layers of texture and flavor.
- Fresh or frozen potatoes that have been spiralized or shredded add a unique and eye-appealing crusting.
- Dehydrated potato shreds that have been rehydrated act as shredded potatoes with ease of storage and prolonged shelf life.

SAMPLE METHOD

SAMPLE RECIPE FORMULA: SPIRALIZED POTATO FRIED SHRIMP

- Peel and spiralize fresh potatoes.
- Peel and devein raw shrimp. Dust with potato flour and wrap with spiralized potatoes, fresh or thawed frozen shredded potatoes or rehydrated shredded potatoes.
- Fry or bake until golden.



Made with potato flour and fresh spiralized potatoes.



Made with potato flour and rehydrated shreds.



Made with potato flour and mashed potatoes, and dusted with potato flour.



Made with potato flour and mashed potatoes, and dusted with panko.



Made with potato flour and mashed potatoes, and dusted with dehydrated potato flakes.

CRUSTS

Potatoes are a great replacement for crusts. They can replace pie dough, biscuit dough or batter. By using fresh, frozen or rehydrated potato flakes, a non-tacky consistency can be created, ideal for the specific application. When creating a mashed potato crust, the desired consistency is similar to a biscuit dough, so it isn't sticky. If the mashed potatoes are too wet, potato flour can be used to absorb the extra liquid while maintaining the gluten-free benefits. Applications include enrobed products and top crusts on frozen and ready-to-eat meals.

IDEAL POTATO PRODUCTS

- Fresh or frozen mashed potatoes can be added directly to create finished product. Moisture of prepared or fresh-made mashed potatoes may impact usage level. If moisture is too high, use potato flour to create a dough that isn't tacky.
- Dehydrated potato flakes can be rehydrated to create the perfect texture dough and used as an exterior coating.
- Potato flour works as the perfect dusting for crusted products with moisture to aid in the adhesion of the mashed potato dough.

SAMPLE METHOD

SAMPLE RECIPE FORMULA: DEEP FRIED MOZZARELLA AND POTATO BALLS

- Dust 1 ounce of fresh mozzarella with potato flour.
- Mold 0.5 ounce (15 grams) to 1 ounce (29 grams) of mashed potato around mozzarella.
- Dust with potato flour or dehydrated potato flakes.
- Fry until golden.

TOPPINGS AND COATINGS

As a topping, shredded and diced potatoes create a great moisture barrier, leaving the product moist while delivering a beautiful and even browning when pan seared, broiled or fried. Potatoes are a great alternative to traditional breadcrumbs or cornmeal for toppings and coating in multiple applications. This can be on a traditional mac and cheese or herbed topping for vegetables. The visual appeal, especially when seared or broiled, is a golden-brown finish with a delicious potato flavor that can be seasoned with herbs or hard cheeses. It is a preferred alternative to panko and traditional breadcrumbs, and it is an enhanced presentation when other potato formats are introduced like shredded or sliced to create a differentiated look and texture.

IDEAL POTATO PRODUCTS

- Potato flour works to adhere additional layers of texture and flavor.
- Fresh, frozen or rehydrated dehydrated shredded and sliced potatoes add a unique and eye-appealing crust.
- Dehydrated flakes add a crisp, evenly browned topping or coating.

SAMPLE METHOD

PARMESAN AND HERB POTATO-CRUSTED SALMON

- Dust 6-ounce portion of skinned salmon with potato flour.
- Mustard Butter: 0.1 ounce (50%) butter and 0.1 ounce (50%) of Dijon mustard combined and brushed on presentation side of salmon.
- Combine 0.25 ounce (80%) shredded Parmesan, 0.05 ounce (16%) herbs and 0.1 ounce (4%) potato flakes (or 0.1 ounce fresh shredded potato or 0.3 ounce rehydrated sliced dehydrated potatoes) and press on top of fish.
- Sear in oil, potato side down until golden. Flip and finish cooking to desired temperature.



Panko



Potato flakes



Rehydrated dehydrated slices



Refrigerated shredded potatoes



Potatoes[®]
USA

PotatoGoodness.com
PotatoesUSA.com

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