

POTATO PERIODICAL

In INNOVATION



Today's consumer is looking to satisfy their curiosity through exotic world flavors, new food experiences, and learning the story behind the food.¹ This includes Americans' appetite for Asian foods as it is diversifying. According to IRI, Asian entrées grew two-and-a-half times faster than other frozen dinners or entrées in 2018.³ One of the foods gaining popularity with Americans is siomai, a popular street cuisine in the Pacific Rim. As the siomai has risen in popularity, so does transparency regarding food ingredients. Food transparency has a big influence affecting food behavior today, and consumers tend to look for verification of *real ingredients* on the food label. Using natural ingredients with functional benefits, like potatoes, adds a greater health appeal to consumers.

[**LEARN HOW POTATOES ENHANCE THE SIOMAI >**](#)

In INSPIRATION

Bread and baked goods have sales of \$3 billion which are the fifth-largest gourmet food category and are up 18% over the past two years.⁴ In foodservice, global bread varieties are among the fastest-growing bread on the menu, including the potato roll with a growth of 54% in the last 4 years.⁴ The timing is right to expand global bread offerings and utilizing the benefits provided by the potato. Take the global delicacy the ensaymada, for example. This is one of the most desirable sweetbreads in the Philippines and potatoes can make it even better!

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There are 3.1 million Americans following a gluten-free diet, therefore offering interesting, inspiring, and delicious gluten-free options is vital.⁵ In gluten-free baked goods, a combination of starches and flours are used to replicate the functional properties of gluten-containing wheat flour. Dehydrated potato ingredients are valuable additions to gluten-free baked goods like yeast doughs, cookies, and crackers, including this Mexican delight, the concha. A concha consists of two parts—a yeast sweet bread and a crunchy cookie topping. With the help of potato flakes, those following a gluten-free lifestyle can also enjoy this favorite treat!

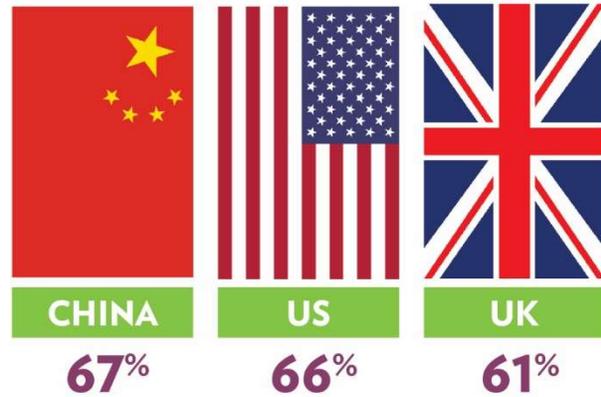
[LEARN HOW POTATOES CAN MAKE A GLUTEN-FREE CONCHA >](#)



DID YOU KNOW

Innova Market Insights has identified the Adventurous Consumer as the number one trend for 2019! Globalization sparks the consumer's curiosity to discover new food and drinks, and consumers love to discover new flavors. The number of new snack and confectionery product launches with global flavors increased 8% from 2014 to 2018.⁷ With 55% of consumers enjoying new global offerings and 48% describing themselves as foodies, it is not surprising that both the origin and originality of foods have become an important factor in food formulations for manufacturers.² Why not let popular international dishes such as the siomai, ensaymadas, and conchas, enhanced with potatoes, inspire new food products?

CONSUMERS LOVE TO DISCOVER NEW FLAVORS¹



Source: Innova Trends Survey (2018)

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