The Perfect Potato: An Overview of Fresh Potato Types for Professional Chefs
Today’s Presenters

Kathleen Triou, VP, Domestic Marketing
United States Potato Board

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Mintel Menu Insights

Chef Bill Briwa, Instructor
The Culinary Institute of America at Greystone
Today’s Topics

• Overview of U.S. Potato Board
• The Truth About Potato Nutrition, Starch and Carbs
• Growth of Potato Types on Menus
• 7 Leading Potato Types & Usage Tips
• Questions & Answers
U.S. Potato Board

• 1,600 growers and handlers nationwide
Mission

Build long-term demand for U.S. Potatoes

1. Educating consumers and food professionals about the nutritional benefits of potatoes
2. Driving potato innovation on menus and in new products
3. Serving as an information and marketing resource – potatogoodness.com/foodservice
U.S. Potato Industry

- 7 main potato types include: russets, reds, whites, yellows, blues/purples, fingerlings and petites
- Per capita consumption is **112 lbs/year**
A medium 5.3 ounce potato with skin-on is:

• **0** Fat, cholesterol, sodium
• Good-for-you fiber
• Rich in vitamin C
• A good source of potassium
• **110** calories
The Truth About Starch and Carbs

• Carbohydrates are sugars, starches and fibers—the primary source of our energy
  ➢ A potato is about 20% carbohydrate, 75% water and 5% protein, vitamins and minerals
• The starch content of a potato differentiates the types and varieties
  ➢ *Potatoes with 22% up to starch content are described as “floury”*
    • Granular, mealy texture; ideal for “fluffy” potato dishes, such as baked or mashed
  ➢ *Potatoes with starch content as low as 13% are known as “waxy” or “boiling” potatoes*
    • Better for applications that call for a creamy texture; remain firm in salads, soups and stews
• Potatoes are naturally low in sugar, but sugar levels vary by type
  • Request potatoes that are low in sugar for frying (excess sugars can turn potatoes black)
  • Follow proper handling instructions: store in cool (45-55°F environment away from light)
GROWTH OF POTATO TYPES ON MENUS

- Potato sides increased by 11.8% from Q4 2012 vs. Q4 2007.
- Casual Dining and Family/Midscale restaurants consistently menu the most potato side items quarter-by-quarter.

<table>
<thead>
<tr>
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<tbody>
<tr>
<td>Casual Dining</td>
<td>2,898</td>
<td>2,773</td>
<td>2,902</td>
<td>3,226</td>
<td>3,295</td>
<td>3,359</td>
<td>18,453</td>
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<td>Family/Midscale</td>
<td>2,373</td>
<td>2,379</td>
<td>2,421</td>
<td>2,529</td>
<td>2,528</td>
<td>2,443</td>
<td>14,673</td>
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<td>Quick Service Restaurant</td>
<td>526</td>
<td>570</td>
<td>680</td>
<td>696</td>
<td>635</td>
<td>658</td>
<td>3,765</td>
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<td>Fast Casual</td>
<td>298</td>
<td>308</td>
<td>283</td>
<td>268</td>
<td>319</td>
<td>340</td>
<td>1,816</td>
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<tr>
<td>Fine/Upscale /Gourmet</td>
<td>81</td>
<td>69</td>
<td>73</td>
<td>90</td>
<td>88</td>
<td>104</td>
<td>505</td>
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<tr>
<td>Total Sample</td>
<td>6,176</td>
<td>6,099</td>
<td>6,359</td>
<td>6,809</td>
<td>6,865</td>
<td>6,904</td>
<td>39,212</td>
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Search Criteria: Ingredient-Potato (excluding sweet potatoes), Side Dishes, Chain Restaurants, Q4, ‘07, ‘08, ‘09, ‘10, ‘11, ‘12

*Source: Menu Insights*

<table>
<thead>
<tr>
<th>Type of Potato</th>
<th>2007-Q4</th>
<th>2008-Q4</th>
<th>2009-Q4</th>
<th>2010-Q4</th>
<th>2011-Q4</th>
<th>2012-Q4</th>
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<tr>
<td>Red Skin Potato</td>
<td>252</td>
<td>336</td>
<td>340</td>
<td>426</td>
<td>345</td>
<td>290</td>
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<tr>
<td>Idaho Potato</td>
<td>159</td>
<td>152</td>
<td>134</td>
<td>114</td>
<td>141</td>
<td>177</td>
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<tr>
<td>Red Potato</td>
<td>71</td>
<td>88</td>
<td>128</td>
<td>152</td>
<td>153</td>
<td>187</td>
</tr>
<tr>
<td>Red Bliss Potato</td>
<td>96</td>
<td>98</td>
<td>78</td>
<td>78</td>
<td>72</td>
<td>70</td>
</tr>
<tr>
<td>Russet Potatoes</td>
<td>15</td>
<td>25</td>
<td>32</td>
<td>27</td>
<td>71</td>
<td>101</td>
</tr>
<tr>
<td>Yukon Gold Potato</td>
<td>32</td>
<td>38</td>
<td>37</td>
<td>19</td>
<td>6</td>
<td>20</td>
</tr>
<tr>
<td>New Potato</td>
<td>27</td>
<td>12</td>
<td>15</td>
<td>26</td>
<td>32</td>
<td>33</td>
</tr>
<tr>
<td>Gold Potatoes</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>14</td>
<td>22</td>
<td>17</td>
</tr>
<tr>
<td>Red Baby Potato</td>
<td>1</td>
<td>2</td>
<td>10</td>
<td>1</td>
<td>9</td>
<td>3</td>
</tr>
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</table>

Search Criteria: Ingredient-Potato (excluding sweet potatoes), Side Dishes, Chain Restaurants, Q4 ‘07, ‘08, ‘09, ‘10, ‘11, ‘12

Source: Menu Insights
Menu Examples Using Potato Type Varietals

**Veggie Skillet**
- Seasoned red-skinned potatoes, fire-roasted peppers and onions, mushrooms and broccoli on a hot skillet topped with two egg whites scrambled with spinach and grape tomatoes. Served with a side of salsa. – *Denny’s Fit Fare Veggie Skillet*

**Yukon Potato & White Bean Basil Burger**
- Veggie burger made with Yukon potatoes and white bean patty, basil aioli, tomato and lettuce on a toasted wheat Kaiser bun - *Burgerville*

**Breakfast Burrito**
- Scrambled eggs, shredded cheddar jack cheese, fresh cut russet potatoes, Hatch Valley green chile and choice of meat: chorizo, bacon, sausage, egg and cheese - *Good Times*

**Fingerling Potatoes with Crispy Bacon**
- Roasted Fingerling Potatoes with Crispy Bacon - *Ruth’s Chris Steak House*

**Texas Iron Skillet**
- A sizzling hot cast iron skillet filled with sauteed mushrooms, red bliss potatoes, green and red peppers, onion and tomatoes with chicken, sirloin and blackened shrimp. - *Texas Roadhouse*
7 Leading Potato Types and Usage Tips
**Russets**


<table>
<thead>
<tr>
<th></th>
<th>Descriptors</th>
</tr>
</thead>
</table>
| **Appearance** | • Medium to large; “baby bakers” available  
• Oblong or slightly flattened oval  
• Light to medium russet-brown color  
• Netted skin  
• White to pale-yellow flesh |
| **Texture** | • Floury, dry  
• Light and fluffy  
• Hearty, chewy skin |
| **Flavor** | • Mild, earthy; low-to-medium sugar content |
Using Russets

Preferred Uses and Benefits:

- **Baking:** Delicate flavor and texture make Russets a perfect canvas for all kinds of toppings; experiment with bold Mediterranean and Latin flavors.

- **Mashing:** Ideal for light, fluffy mashed potatoes.

- **Frying:** Process-type varieties can be used to make crisp, golden fries and chips. Be sure to store between 45-55°F.

- **Roasting:** Cut into planks or wedges to make hearty oven-roasted “fries.”

*Tip:* Bake on a bed of coarse salt to absorb moisture and prevent sides from burning.
## Reds

Common Varieties: Norland, Red La Soda, Chieftain, Sangre, Red Pontiac, Dakota Rose

<table>
<thead>
<tr>
<th><strong>Descriptors</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Appearance</strong></td>
<td></td>
</tr>
<tr>
<td>• Small to medium</td>
<td></td>
</tr>
<tr>
<td>• Round or slightly oblong</td>
<td></td>
</tr>
<tr>
<td>• Smooth, red skin; stay red when cooked</td>
<td></td>
</tr>
<tr>
<td>• White flesh</td>
<td></td>
</tr>
<tr>
<td><strong>Texture</strong></td>
<td></td>
</tr>
<tr>
<td>• Waxy</td>
<td></td>
</tr>
<tr>
<td>• Moist and smooth</td>
<td></td>
</tr>
<tr>
<td>• Creamy</td>
<td></td>
</tr>
<tr>
<td><strong>Flavor</strong></td>
<td></td>
</tr>
<tr>
<td>• Subtly sweet</td>
<td></td>
</tr>
<tr>
<td>• Mild</td>
<td></td>
</tr>
<tr>
<td>• Medium sugar content</td>
<td></td>
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</tbody>
</table>
Using Reds

Benefits:

• Because of their waxy texture, the flesh of red potatoes stays firm throughout the cooking process, so they’re highly versatile

• Their thin, vibrant skins add appealing color and pizzazz to sides, salads and soups.

Preferred Uses:

➢ Roasting
➢ Mashing
➢ Salads
➢ Soups and Stews

Tip: Pack small reds in a mixture of kosher salt and lightly whipped egg whites, then bake. Discard the salt crust. Result: Tender, moist potatoes with great textural integrity.
Whites

Common Varieties: Atlantic, Snowden, Dakota Pearl, Superior, Kennbec, Shepody, Cal White, Pike

<table>
<thead>
<tr>
<th></th>
<th><strong>Descriptors</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Appearance</strong></td>
<td>• Small to medium</td>
</tr>
<tr>
<td></td>
<td>• Round to long shape</td>
</tr>
<tr>
<td></td>
<td>• White or tan skin</td>
</tr>
<tr>
<td></td>
<td>• White flesh</td>
</tr>
<tr>
<td><strong>Texture</strong></td>
<td>• Medium starch</td>
</tr>
<tr>
<td></td>
<td>• Slightly creamy</td>
</tr>
<tr>
<td></td>
<td>• Slightly dense</td>
</tr>
<tr>
<td></td>
<td>• Thin, delicate skin</td>
</tr>
<tr>
<td><strong>Flavor</strong></td>
<td>• Subtly sweet</td>
</tr>
<tr>
<td></td>
<td>• Mild</td>
</tr>
<tr>
<td></td>
<td>• Low sugar content</td>
</tr>
</tbody>
</table>
Using Whites

Benefits:
• Hold their shape after cooking.
• Delicate, thin skins add just the right amount of texture to a velvety mashed potato dish. No need to peel.

Preferred Uses:
- Frying
- Mashing
- Salads
- Steaming/boiling

Tip: Grilling white potatoes brings out a more full-bodied flavor.
# Yellows

Common Varieties: Yukon Gold, Innovator, Yukon Gem, Keuka Gold, Satina

<table>
<thead>
<tr>
<th>Descriptors</th>
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</thead>
</table>
| **Appearance** | • Marble to large sizes  
• Round to oblong shape  
• Light tan to golden skin  
• Yellow to golden flesh |
| **Texture** | • Slightly waxy  
• Creamy  
• Moist |
| **Flavor** | • Subtly sweet  
• Rich  
• Buttery  
• Medium sugar content |
Preferred uses:
- Grilling
- Roasting
- Mashing
- Salads

Benefits:
- The naturally smooth and buttery texture reduces the need for butter so you can create lighter versions of baked, roasted or mashed potatoes.

Tip: Grilling gives yellow potatoes a crispy skin that enhances the buttery flesh, creating a slightly sweet, caramelized flavor.
Specialty Potato Types
## Blues/Purples

Common Varieties: Purple Majesty, All Blue, Mountain Rose, Purple Peruvian, Adirondack Blue

<table>
<thead>
<tr>
<th>Descriptors</th>
<th>Appearance</th>
<th>Texture</th>
<th>Flavor</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>• Small to medium size</td>
<td>• Moist</td>
<td>• Earthy</td>
</tr>
<tr>
<td></td>
<td>• Oblong to fingerling</td>
<td>• Firm flesh</td>
<td>• Nutty</td>
</tr>
<tr>
<td></td>
<td>• Deep purple, blue or slightly red skin</td>
<td>• Exception: All Blues and Purple Peruvian varieties have a higher starch content and a floury texture</td>
<td>• Low Sugar Content</td>
</tr>
<tr>
<td></td>
<td>• Blue, purple, lavender, pink or white flesh</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
Using Blues/Purples

Preferred uses:
- Roasting
- Grilling
- Baking
- Salads

Benefits:
- Most blues/purple potatoes have a firm flesh that retains its shape.
- Their mild, nutty flavor complements greens, while adding a rich, vibrant color.

Tip: Preserve the vibrant purple color by microwaving. Steaming and baking are also great ways to cook blue/purple potatoes.
## Fingerlings

Common Varieties: LaRatte, Banana, French Fingerlings, Rose Finn Apple, Purple Peruvian

<table>
<thead>
<tr>
<th>Descriptors</th>
<th></th>
</tr>
</thead>
</table>
| **Appearance** | 4 inches long  
Finger-shaped or oblong  
Red, orange, purple, yellow or white skin and flesh |
| **Texture** | Waxy  
Firm  
Dry |
| **Flavor** | Buttery  
Nutty  
Earthy  
Low-to-medium sugar content |
Using Fingerlings

Preferred uses:
- Pan-frying
- Roasting
- Salads

Benefits:
- Fingerlings add visual appeal to any dish
- Great option to fries; offer with a variety of dipping sauces, such as spicy ketchup, romesco or sriracha mayo
- Gluten-free alternative to croutons in Caesar salads

Tip: Pan-frying and roasting enhance their robust flavor and showcase their nutty or buttery taste.
Petites

Grade standard based on size; C-size and smaller also referred to as Creamers, Pearls or Marbles

<table>
<thead>
<tr>
<th>Descriptors</th>
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</thead>
<tbody>
<tr>
<td><strong>Appearance and Texture</strong></td>
<td>Same skin and flesh color, shape, texture and sugar content as their larger-sized cousins</td>
</tr>
<tr>
<td><strong>Flavor</strong></td>
<td>Similar but more concentrated than larger-size potatoes of the same color</td>
</tr>
<tr>
<td><strong>Preferred Uses</strong></td>
<td>Salads, Roasting, Frying</td>
</tr>
<tr>
<td><strong>Tips</strong></td>
<td>Gluten-free substitute for pasta; adds nutritional value</td>
</tr>
<tr>
<td></td>
<td>Concentrated flavor and quicker cooking times make petites a good choice for salads, sides and snacks. No prep needed!</td>
</tr>
</tbody>
</table>
QUESTIONS?

For more information and menu ideas, visit: www.potatogoodness.com

Kathleen Triou, Vice President, Domestic Marketing
ktriou@uspotatoes.com

Or visit our website:
http://www.potatogoodness.com/all-about-potatoes/potato-types/

THANK YOU!