Creative ways to profit from America's favorite vegetable

POTATOES
MORE FRESH IDEAS FOR MENU INNOVATION

Creative ways to profit from America's favorite vegetable
Potatoes. The root of innovation.

Year after year, potatoes remain the best-selling side dish in foodservice. They’re familiar and satisfying, easy to eat and easy to love. Even the simplest side of creamy mashed or crispy roasted potatoes has the power to upsell any entrée you pair it with.

That kind of popularity can be your key to building profits all across your menu, because few ingredients are so well-loved and offer such great value for their food cost.

FRESH THINKING. BIG PROFITS.

The United States Potato Board is continually working with leading chefs and operators to develop new potato menu ideas. At our culinary sessions, it happens over and over again: Chefs are amazed at how many truly innovative things they can do with potatoes once they start thinking about it.

It’s all a question of looking beyond the familiar—beyond baked, fried, mashed and hash browns. Suddenly, you realize that a potato makes a delicious, healthful “canvas” for creating big-ticket sides, starters, small plates, salads and even center-of-plate dishes.

Think thinly sliced potatoes in a sandwich to add rich, satisfying flavor and texture—and a novel twist. Toss crispy potatoes into a Caesar to take “croutons” to a whole new level of satisfaction.

Make potatoes the rich, flavorful base for creamy soups—without the cream. Stuff them, top them or layer them to create entrées with big “wow” appeal.

RED, WHITE, BLUE AND HOT!

And now that you can tap into the intriguing shapes, colors and flavors of today’s exciting new potato varieties, from fingerlings to blues, innovation is easier than ever. No wonder so many chefs, from casual to fine dining, are reinventing potatoes in fresh new ways, like the ones you’ll find in this booklet.

so go ahead. Grab a handful of potatoes and start thinking big. After all, the key to creating unique menu items that really sell is to balance the familiar with the new. And there’s no better place to start than with America’s favorite vegetable.

Potatoes…Goodness Unearthed.”

In recent years, consumers have been bombarded with flawed and negative information about many of the foods they love.

That’s why the United States Potato Board has embarked on a major initiative to spread the word that potatoes aren’t just good...they’re good for you.

It’s called “Potatoes…Goodness Unearthed,” and it’s a multimedia campaign that’s reaching millions of consumers nationwide and helping them feel great about enjoying potatoes as part of a healthy lifestyle.

You’ll find more nutritional information and inspiration throughout this booklet. Meanwhile, know your customers are getting the message—at the store, in the media and in foodservice—that today’s potatoes are delicious and nutritious. It’s that combination that makes them truly “goodness unearthed.”

This kind of reassuring message is already helping fuel a major resurgence in potato popularity. And that unearths all kinds of new profit opportunities for you.

For more information and merchandising support, please visit www.potatogoodness.com.
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Blackened Steak and Blue-Potato Spinach Salad

Recipe created by Joseph Mammarrella
Director of Franchise Services
Saladworks

Three favorite steak house flavors—sizzling steak, hearty potatoes and spinach—are reinvented as a light, fresh entrée salad.

**Ingredients**

<table>
<thead>
<tr>
<th>Ingredient</th>
<th>Measure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Small blue potatoes</td>
<td>6 lbs</td>
</tr>
<tr>
<td>Olive oil</td>
<td>As needed</td>
</tr>
<tr>
<td>Flat iron steak</td>
<td>6 lbs</td>
</tr>
<tr>
<td>Blackening spice</td>
<td>As needed</td>
</tr>
<tr>
<td>Sliced Vidalia onions</td>
<td>12 cups</td>
</tr>
<tr>
<td>Chopped garlic</td>
<td>1/4 cup</td>
</tr>
<tr>
<td>Salt and pepper</td>
<td>As needed</td>
</tr>
<tr>
<td>Spinach, stemmed and washed</td>
<td>9 lbs</td>
</tr>
<tr>
<td>Crumbled blue cheese</td>
<td>1 1/2 lbs</td>
</tr>
</tbody>
</table>

**Method**

Simmer potatoes until tender, drain and cool. Cut potatoes in half. Brush cut sides with oil; grill over gas or charcoal until grill marks form.

For each serving, coat 1 (4-ounce) portion of steak with blackening spice. In large sauté pan, heat 1 teaspoon oil; sear steak on both sides to desired doneness. Remove steak from pan and let rest. Wipe-out pan, heat 2 teaspoons oil. Add 1/4 cup onions and 1 teaspoon garlic; season with salt and pepper. Sauté until soft but not browned. Add 6 ounces (about 8 cups) spinach and sauté just until spinach starts to wilt. Mound spinach on plate. Carve steak into thin slices; arrange on top of spinach. Top with 6 potato halves; sprinkle with 1 ounce blue cheese. Serve with blue cheese dressing on the side, if desired.

Yield: 24 servings
How do you take potatoes to a whole new level of "mash appeal"? The answer’s as easy as a stovetop smoker. Smoking cooked potatoes before puréeing them adds depth of flavor, transforming them into a satisfying side dish. Here, they stand in for the smokiness of bacon or sausage in a light, meatless breakfast or small-plate presentation.

**Ingredients**

- Russet potatoes
- Half-and-half, warmed
- Salt and white pepper
- Watercress leaves
- Eggs
- Sourdough bread

**Method**

Bake potatoes in 350°F oven about 30 minutes or until tender. Cool; cut in half lengthwise. Smoke potatoes in a stovetop smoker with soaked hickory chips about 20 minutes or until flesh turns golden brown. Scoop out flesh and pass through food mill into large saucepan. Stir in half-and-half, season with salt and pepper. Keep warm or reheat to order.* (Yield: 12 cups)

In boiling water, blanch watercress about 1 minute or until wilted but still bright green. Drain, reserving some of the blanching water. In blender, purée watercress with enough reserved water to make a thick purée. Keep warm or reheat to order. (Yield: 6 cups)

For each serving, poach 1 egg and toast 1 slice sourdough bread. Place 1/2 cup potatoes and 1/4 cup watercress purée on plate; arrange toast and egg on top.

* As a shortcut alternative, simply add liquid smoke to taste to your favorite mashed potato recipe.
Russet
The most widely used potato variety in the U.S. High in starch; light and fluffy when cooked; ideal for baking, mashing, frying and roasting.

Fresh idea
Big-Flavored Oven Fries—Tap into on-trend ethnic flavors by drizzling russet wedges with olive oil and dusting with seasonings like Spanish smoked pimentón, Japanese shichimi pepper blend or Cajun blackening spices.

Red
Rosy red skin and white flesh. Firm, smooth, moist texture; well suited for salads, roasting, boiling and steaming. Round reds are often referred to as “new potatoes,” but the term “new” technically refers to any variety of potatoes that is harvested before reaching maturity.

Fresh idea
Roast Reds for Salads—Instead of boiling red potatoes for salads, try roasting them, whole or cut up, to intensify their flavor and bring out their sweetness. Then add vinaigrette or a mayo-based dressing.

White
Round and long whites are medium in starch level, with a creamy texture. They hold their shape well after cooking. The ultra-versatile round white can be used in most potato preparations.

Fresh idea
“Borrowed” Potato Salads—To create signature potato salads, just toss cooked white potatoes with dressings and ingredients “borrowed” from other salads, e.g., Caesar dressing and grated Parmesan; or ranch dressing, chopped egg and bacon crumbles.

Blue/Purple
Originated in South America; now becoming popular in the U.S. Subtle, nutty flavor and flesh ranging from dark blue or lavender to white. Microwaving best preserves color, but steaming and baking are also recommended.

Fresh idea
Red, White and Blues—Combine blue potatoes with whites and reds in salads or roasted medleys to make all three colors “pop.”

Yellow
Widely used in Europe; becoming increasingly popular in the U.S. Dense, creamy texture and golden color mean you can use less or no butter for lighter presentations.

Fresh idea
Smashed Potato “Cakes”—Cook yellow potatoes till tender, then press under a heavy saucepan to flatten. Roast or fry until golden and serve with a signature sauce, dressing or seasoned mayo.

Fingerling
Firm, waxy and flavorful, these small, slender potatoes are finger-size (1–2 inches in length) and come in different shapes. Varieties are grown in every color—red, gold, yellow and purple—with flavors like those of their larger cousins.

Fresh idea
Finger-Food Fingerlings—Roast fingerlings whole with olive oil, fresh herbs and coarse salt; serve as a shared appetizer with hot sauce and blue cheese dressing or garlic mayo for dipping.
Potatoes take a walk on the spicy side in this bold yet light side dish or small-plate presentation: cooked red, yellow and purple potatoes, skewered, seasoned with a flavor-packed charmoula (a pesto like sauce), grilled and sprinkled with a Near Eastern spice blend.

INGREDIENTS

Red, yellow and purple potatoes, unpeeled, cut into 1 1/2-inch cubes
Charmoula*
Pickled lemon rind, 1-inch pieces
Bay leaves, fresh or dried
Pitted Kalamata olives
Moroccan Spice Blend**

METHOD

Simmer potatoes until tender, drain and toss with Charmoula. Cool. Thread one cube of each kind of potato onto each of 24 skewers, alternating with 1 bay leaf, 1 piece lemon rind and 1 olive. Grill skewers over gas or charcoal grill, turning to form grill marks on each side. Sprinkle with Moroccan Spice Blend.

* To make Charmoula, in blender, purée 3 cups cilantro leaves, 3 cups parsley leaves, 2 cups lemon juice, 3/4 cup white wine vinegar, 3 cloves garlic, 3 tablespoons kosher salt, 2 tablespoons paprika, 1/2 teaspoon ground cumin and 1/4 teaspoon cayenne pepper. (Yield: 3 cups)

** To make Moroccan Spice Blend, in spice grinder, pulse to a coarse powder 2 tablespoons toasted sesame seed, 1 tablespoon dried marjoram, 1 tablespoon dried thyme, 1 1/2 teaspoons sumac and 1/2 teaspoon salt. (Yield: 1/4 cup)

Nutrition Facts

YIELD: 24 BROCHETTES

Potatoes & health. Good news for your business.

The more you and your staff know about the role potatoes can play in a balanced diet, the more you can pass that reassurance along to your customers, so they can feel great about enjoying the potatoes they love.

NATURALLY NUTRITIOUS

A medium (5 1/3-ounce) potato with skin on is:

- fat- and cholesterol-free
- rich in vitamin C
- a good source of potassium
- 110 calories
- a good source of vitamin B6

HEALTHY POTATO TIPS

On their own, potatoes are lean and healthful. And there are plenty of great ways to make them even more flavorful and appealing without tipping that balance.

- Replace the butter in mashed potatoes with olive oil, broth, yogurt or full-flavored, fat-free ingredients like wasabi or chiles.
- Mash potatoes in their jackets, since many nutrients lie just below the skin.
- Prepare oven-baked “skinny fries” with cooking spray and a sprinkling of coarse salt.
- Substitute potatoes for cream and butter in puréed soups for rich texture and flavor without the fat.
- Offer healthy toppings for baked potatoes, fries or chips, such as salsa, yogurt-based sauces, roasted vegetables, sun-dried tomatoes, olive spread, signature barbecue sauces and fresh herbs.
NIÇOISE SALAD SANDWICH

Recipe created by
United States Potato Board

Niçoise salads have become a menu mainstay. What’s less well known—and just as tasty—is the traditional French sandwich that layers the same ingredients on a baguette. And if you thought potato pizza was popular, wait till you see what your customers think of potatoes in a sandwich.

INGREDIENTS

| Yellow flesh potatoes | 4 lbs |
| Baguette or focaccia rolls | 24 |
| Water pack tuna, drained | 3 lbs |
| Sliced tomatoes | 4 lbs |
| Extra virgin olive oil | 1 cup |
| Capers | 1/2 cup |
| Salt and black pepper | As needed |
| Hard-cooked eggs | 24 |
| Blanched haricots verts | 12 cups |
| Green and black olives | As needed |

METHOD

Simmer potatoes until tender; drain. When cool enough to handle, peel and cut into 1/2-inch-thick slices.

For each sandwich, cut 1 roll in half horizontally. Layer bottom half of roll with 2 ounces tuna, 3–4 tomato slices and 3–4 potato slices. Drizzle with 2 teaspoons olive oil; sprinkle with 1 teaspoon capers, salt and pepper. Close roll or serve open-faced. Garnish plate with 1 sliced egg, 1/2 cup haricots verts and olives.

Yield: 24 servings
**SUBTERRANEAN** SALAD

Recipe Created By
United States Potato Board

Here’s a hearty year-round salad with Mediterranean elements. Instead of traditional croutons or raw vegetables, it combines the refreshing crunch and mild bitterness of frisée with roasted fingerling potatoes and other root vegetables. A tangy vinaigrette balances these earthy elements with plenty of bright, sunny flavor.

**INGREDIENTS**

- Fingerling potatoes: 6 lbs
- Baby beets, trimmed: 3 lbs
- Carrots, peeled and cut into 1-inch pieces: 3 lbs
- Parsnips, peeled and cut into 1-inch pieces: 3 lbs
- Olive oil: 1/2 cup
- Salt and pepper: As needed
- Frisée lettuce: 3 cups
- Lemon-Mustard Vinaigrette:
  - 1/2 cup lemon juice
  - 4 cloves garlic
  - 1/2 cup dijon mustard
  - 3 cups olive oil
  - 1/2 cup wine vinegar

**METHOD**

1. Place potatoes, beets and parsnips in roasting pan. Drizzle with oil; season with salt and pepper. Roast in 400°F oven about 45 minutes or until tender. Cool; cut into 1-inch pieces.
2. Place 2 cups frisée in large bowl. Toss with 1 tablespoon vinaigrette until well coated; mound on plate. Toss 6 potato halves, 3 beet halves, 3 pieces of carrot and 3 pieces of parsnip in remaining vinaigrette until well coated; mound on plate. Toss 6 garlic halves with oil; season with salt and pepper. Divide mixture among 6 plates.
3. Garnish with chives. Cut into 4-inch pieces.

**YIELD:** 24 servings

**LEMON-MUSTARD VINAIGRETTE**

Recipe Created By
United States Potato Board

Prep: 10 minutes, plus refrigeration

(Yield: 3 cups)

1/2 cup lemon juice
4 cloves garlic
1/2 cup dijon mustard
3 cups olive oil
1/2 cup white wine vinegar

To make Lemon-Mustard Vinaigrette, in blender, combine 1/2 cup lemon juice, 1/2 cup dijon mustard and 1/2 cup olive oil until emulsified. Season with salt and pepper. Reserve.

**ROASTED POTATO ACCORDIONS**

Recipe Created By
United States Potato Board

Prep: 15 minutes, plus marinating

(Yield: 2 cups)

3 tbsp olive oil
2 tbsp garlic cloves, minced
8 fresh dill leaves
1/2 cup sun-dried tomatoes, drained and chopped
1/4 cup chopped capers

To make Sun-Dried Tomato Tapenade, combine 1 cup chopped sun-dried tomatoes, 1/4 cup chopped kalamata olives, 1/4 cup lemon-flavored olive oil and 1/4 cup capers. Reserve.

**METHOD**

1. Slice each potato in half lengthwise; remove seeds. Place 1 chile half in each ramekin and fill chile with potato mixture. Cut remaining potatoes in bite-sized pieces.
2. In large bowl, combine potatoes, cheeses, stock, garlic, oregano and aji amarillo chile sauce with sun-dried tomato tapenade, greek feta dip or chimichurri sauce. Reserve.
3. Place potatoes in roasting pan, season with salt and pepper. Bake in 400°F oven about 1 hour or until golden and tender. Serve with salt and pepper and drizzle with oil. Roast in 400°F oven about 1 hour or until golden and tender. Serve with salt and pepper and drizzle with oil. Roast in 400°F oven about 1 hour or until golden and tender. Serve with salt and pepper and drizzle with oil.

**INGREDIENTS**

- Baby red potatoes, diced: 2 1/4 lbs
- Thickly sliced mozzarella cheese: 2 1/4 lbs
- Chopped feta cheese: 1 1/3 cups
- Chopped sun-dried tomatoes: 3/4 cup
- Kalamata olives, pitted: 3/4 cup
- Chopped fresh oregano: 2 tbsp
- Chopped garlic: 2 tbsp
- Medium russet or yellow flesh potatoes: 3 lbs
- Red chilies, seeded and julienned: 6
- Fresh dill leaves: as needed
- Fresh marjoram leaves: as needed
- Thyme leaves: as needed
- Low-sodium chicken stock: 3/4 cups
- Black pepper: as needed
- Olive oil: as needed
- Chopped fresh cilantro leaves: as needed

America’s potato industry. Working hard to help you grow.

The United States Potato Board represents more than 4,000 growers and handlers nationwide. These men and women work hard every day to deliver the best, most nutritious potatoes—and exciting new potato varieties—to the foodservice industry.

We’re committed to building awareness of the nutritional benefits of potatoes with our multi-media campaign, “Potatoes...Goodness Unearthed.” And we’re here for you with merchandising support, nutritional and handling information, recipes, menu ideas and outreach programs, all designed to help you innovate with potatoes—and profit from the appeal of America’s favorite vegetable.

For more information, visit us at www.potatogoodness.com.
PAPA S LA AREQUIPEÑA

INGREDIENTS
- Yellow fresh potatoes, diced: 2 1/2 lbs
- Purple potatoes, diced: 2 1/2 lbs
- Red potatoes, diced: 2 1/2 lbs
- Diced feta cheese: 1 lb
- Diced mozzarella cheese: 1 lb
- Low-sodium chicken stock: 4 1/2 cups
- Chopped garlic: 2 Tbsp
- Chopped fresh oregano: 3 Tbsp
- Aji amarillo chiles, seeded: 6
- Skinned and julienned: 12
- Salt and black pepper:
- Serrano chiles:
- Olive oil:
- Cilantro leaves:

METHOD
In large bowl, combine potatoes, cheeses, stock, garlic, oregano and aji amarillo chiles. Mix well; season with salt and pepper. Divide mixture among 34 (4 1/2-inch) ramkin molds. Cut serrano chiles in half lengthwise; remove seeds. Place 1 chile half in each ramkin and fill chile with oil. Bake in 400°F oven about 45 minutes or until potatoes are tender. Garnish with cilantro leaves.

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