

WHAT IS A NEW POTATO?

After years of consumer confusion about what constitutes a new potato, and after extensive industry-wide consultation, potatoes New Zealand has defined a new potato as “a young potato characterised by soft skin, so delicate it can be easily flicked off with your fingers”.



Thai Potato Salad

POTATOES: THE ROOT OF INNOVATION

Year after year, potatoes remain the best-selling side dish in foodservice. Even the simplest side of creamy mashed or crispy roasted potatoes has the power to upsell any main it is paired with. Make the most of potatoes' popularity to build profits across your menu. Few ingredients are so well-loved and offer such great value for their food cost.

TODAY'S POTATO: THINK POPULAR – THINK CREATIVE – THINK HEALTHY

Think about it:

- Potatoes are one of the main attractions in any menu – they are the most popular side dish
- Potatoes lead by a huge margin in both dollars and volume. Why? Simply because people love them
- The opportunities with potatoes are virtually limitless. Why? Because the more creative you get with potatoes, the more you can tap into their popularity.

5 WAYS TO GET CREATIVE ABOUT POTATOES

1. A little colour can add a lot of green

Studies show that adding greens and other fresh vegetables to potato salads and sides improves their fresh, 'just made' appeal – and their sales.

- Add colourful vegetables with crunch – like diced capsicums, snap peas or carrots
- Replace tried-and-true garnishes like parsley or chives, with eye-catching contemporary greens such as red endive, baby bok choy or radicchio.

2. Reinvent potato salads

Classic white potato salad is a great basic mainstay, but don't stop there. Leave out the mayo and add ethnic, low-fat or regional accents.

- **Cubano:** Toss red and purple potatoes with black beans, capsicums, corn, chopped pickles and olives. Dress with olive oil, lime juice, cumin and chilli powder
- **Rockin' Moroccan:** Toss potatoes with artichoke hearts and chickpeas; season with harissa, lemon, coriander and mint
- **Ponzu:** Toss potatoes with soy sauce, lemon juice, sesame oil, minced spring onions and toasted sesame seeds.

3. Did you know?

That menu mentions of potatoes in the USA's top 350 chain restaurants have increased 12% since 2006.¹ These companies know what sells, and they're constantly being innovative with potatoes.

Potatoes are a familiar comfort food that are the perfect canvas for any on-trend flavour accent. Check out these ideas:

- Baked Potato Pizza
- Kimchi Smashed Potatoes
- Vegetarian Stuffed Baked Potatoes with Seasonal Vegetables
- Garlic and Parmesan Mashed Potatoes
- Salade Niçoise with Potatoes
- Potatoes Romanoff
- Steak and Potato Salad
- Baked Potato Salad
- Baked Potato Soup

¹U.S. Potato Board Consumer Attitude & Usage Study, 2011

4. Sell health appeal

Give your customers potatoes in lighter presentations that deliver big-time satisfaction, bold flavour and outstanding nutrition.

Create healthier potato dishes by:

- Adding low-fat yoghurt, sour cream, mayo, vinaigrette, pesto, tapenade and other flavourful dressings
- Leaving the skin on potatoes – many nutrients lie just below the skin
- Offering baked potatoes with healthy, low-fat toppings like salsa, chilli or low-fat yogurt flavoured with herbs
- Replacing butter in traditional mashed potatoes with olive oil, flavoured oils or stock
- Adding colour and flavour by using spices in reduced-fat potato dishes – try ethnic flavours such as Moroccan and Indian.

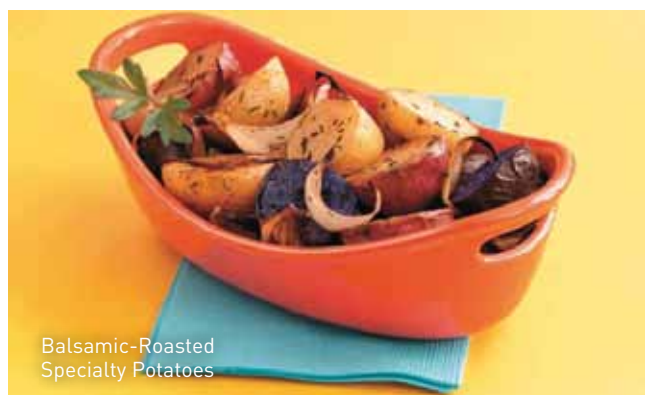
Offer a gluten-free option by preparing classic pasta salads with potatoes.

5. Spread the word

- Influence diners with signage at salad bars, or descriptions on menus that jump-start new potato offerings
- Feature meal combos that pair mains such as chicken with potato sides and salads
- Train your staff and give them incentives to recommend profitable potato items as an add-on with mains
- Make the most of themed sales opportunities, such as sports events, with picnic or barbeque programmes that feature potato salads.

Pick a trend. Pick a cuisine. Potatoes can fit right in – and satisfy cravings for comfort and novelty at the same time.

Try your own state of the spud recipes.



Balsamic-Roasted Specialty Potatoes



Spicy Buffalo Wedges



Greek Potato Salad

EVERYTHING GOES WITH POTATOES! VISIT OUR WEBSITE FOR TASTY MEAL IDEAS...

potatoes.co.nz