


Potatoes<sup>®</sup>  
USA

# Global Potato Innovations

A LOOKBOOK FOR CULINARY PROFESSIONALS





A rustic wooden table with a dark grey napkin, a plate of food, and a bowl of salad. The text is overlaid on the wood.

“ I love how all the different potato formats can be incorporated in one dish. You could really call a lot of these recipes potatoes two ways or even three ways.”

**CHEF DINA PAZ**





Potato Cannoli with Salsa Verde



Stuffed Potato Fritters



Miso Potato Potstickers





Potato Cannoli with Salsa Verde



Potato Power Bars

Every Day. Every Way. Meet Your Menu MVP.

## CROWD-PLEASING, PLANT-BASED PERFECTION

Beloved by consumers, potatoes are one of the most popular, affordable and versatile items on any menu. Available in many varieties and formats, including fresh, frozen and dehydrated, potatoes are always ready to elevate any dish with amazing taste and texture.

With consumer demand increasing for plant-based menu options, now is the time to put more spuds on your menu. Potatoes are a staple in nearly every cultural cuisine, so they're uniquely suited to deliver today's most craved global

flavors. Due to their structure, texture and resiliency, they lend themselves perfectly to takeout and off-premise dining services. Potatoes are also a good source of vitamin C, vitamin B6 and potassium, making them nutrient-dense vegetables.

Potatoes USA partnered with some of today's most innovative chefs to develop cutting-edge new inspirations for every menu and every daypart. Whether you serve a comforting classic or feature a new contemporary cuisine, with potatoes, the possibilities are endless.



For a behind-the-scenes look at the innovation process, firsthand potato tips and insights from the chefs, and all our new recipes, visit [PotatoGoodness.com/foodservice](https://PotatoGoodness.com/foodservice).



Two-Tone Shoestring Fries

“Potatoes can be used in so many applications, every daypart, any type of preparation—whether it be a soup, salad, snack or center-of-the-plate—the possibilities are endless.”

**CHEF RJ HARVEY**

Potatoes USA



“ Potatoes are a comforting, familiar ingredient that gives patrons the security to branch out and try exotic flavor profiles. ”

**CHEF RJ HARVEY**

Potatoes USA





North African Potato Tamales



Light and Airy Tamales

# North African Potato Tamales

**WITH COLLARD GREENS,  
FARMERS CHEESE AND HARISSA**

The stealthy inclusion of potato flakes into a traditional masa dough makes for a lighter, fluffier, more tender tamale. The flakes are added dry, but as they steam, they rehydrate to contribute to the exceptionally moist dough. While a tamale is a Mexican dish, this form can highlight flavors from all over the globe. This mash-up highlights North African flavors like slow-braised collard greens, farmers cheese, sliced almonds, spicy harissa and diced fresh potato. Create a Caribbean or Asian-inspired tamale with various herb and spice combinations, or stick to classic Latin-American flavors like chorizo and cheese. You could also try this dough as an arepa or even a tender corn-and-potato gnocchi.



For these recipes, video footage and more,  
visit [PotatoGoodness.com/foodservice](https://PotatoGoodness.com/foodservice).











Miso Potato Potstickers



75% of consumers  
prefer dishes with  
potatoes over  
those without

“Potatoes can be adapted to so many dishes and are perfectly suited for the plant-based trend.”

**CHEF DINA PAZ**







Curried Potato Chickpea Burger







A Perfect Plant-Based Burger

# Curried Potato Chickpea Burgers

This deliciously spiced and seasoned potato-chickpea patty is a perfect plant-based twist on a traditional burger. The goodness of wholesome potatoes shines in this meat-free burger for a truly delicious and hearty sandwich. Flavored with curry powder, tomato, mustard and herbs, this mixture can also be shaped into fritters for a potato-based spin on falafel. Try topping this dish with a cooling cucumber-yogurt sauce for a craveable treat that delivers on classic Mediterranean flavors, a consumer food trend that continues to be in high demand.

Looking for added inspiration for side dishes? Pair this burger with beautiful two-tone shoestring fries using yellow and purple potatoes for a colorful side dish. From appetizers to takeout, entrées to prepared foods, potatoes are a perfect plant-based solution.



For these recipes, video footage and more, visit [PotatoGoodness.com/foodservice](https://PotatoGoodness.com/foodservice).

Consumer demand is  
the number one reason  
operators are incorporating  
more potato dishes  
onto menus



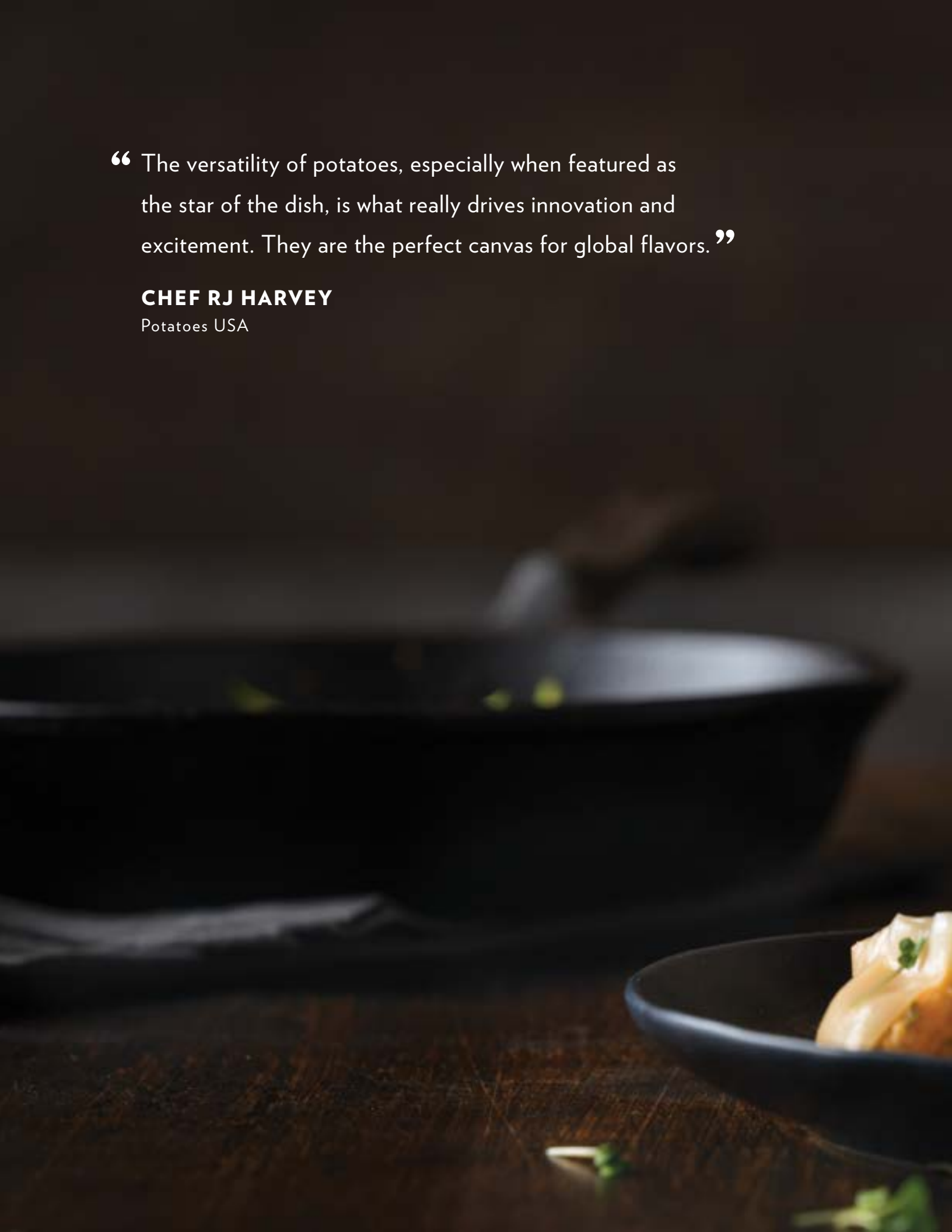


Potato Power Bars: Heirloom Tomato and Herb

“ The versatility of potatoes, especially when featured as the star of the dish, is what really drives innovation and excitement. They are the perfect canvas for global flavors. ”

**CHEF RJ HARVEY**

Potatoes USA







Miso Potato Potstickers

Umami-Rich Potstickers

# Miso Potato Potstickers

**WITH WHITE TRUFFLE  
SHOYU DIPPING SAUCE**

When you combine riced russet potato with a hefty dollop of white miso and parmesan cheese, the result is a fluffy, tender, umami-rich bite. The light-as-air potato filling in these dumplings lends a beloved gnocchi-like texture while still delivering the savory global flavor of gyoza without the meat. Paired with a tangy yuzu and white truffle dipping sauce, this primarily plant-based dish is on trend and sure to be in demand. Combine the riced potato filling with any flavor profile from Italian to Latin American and bring new life to ravioli, tortellini, empanadas, filled dumplings and pockets of all kinds.



For these recipes, video footage and more,  
visit [PotatoGoodness.com/foodservice](https://PotatoGoodness.com/foodservice).







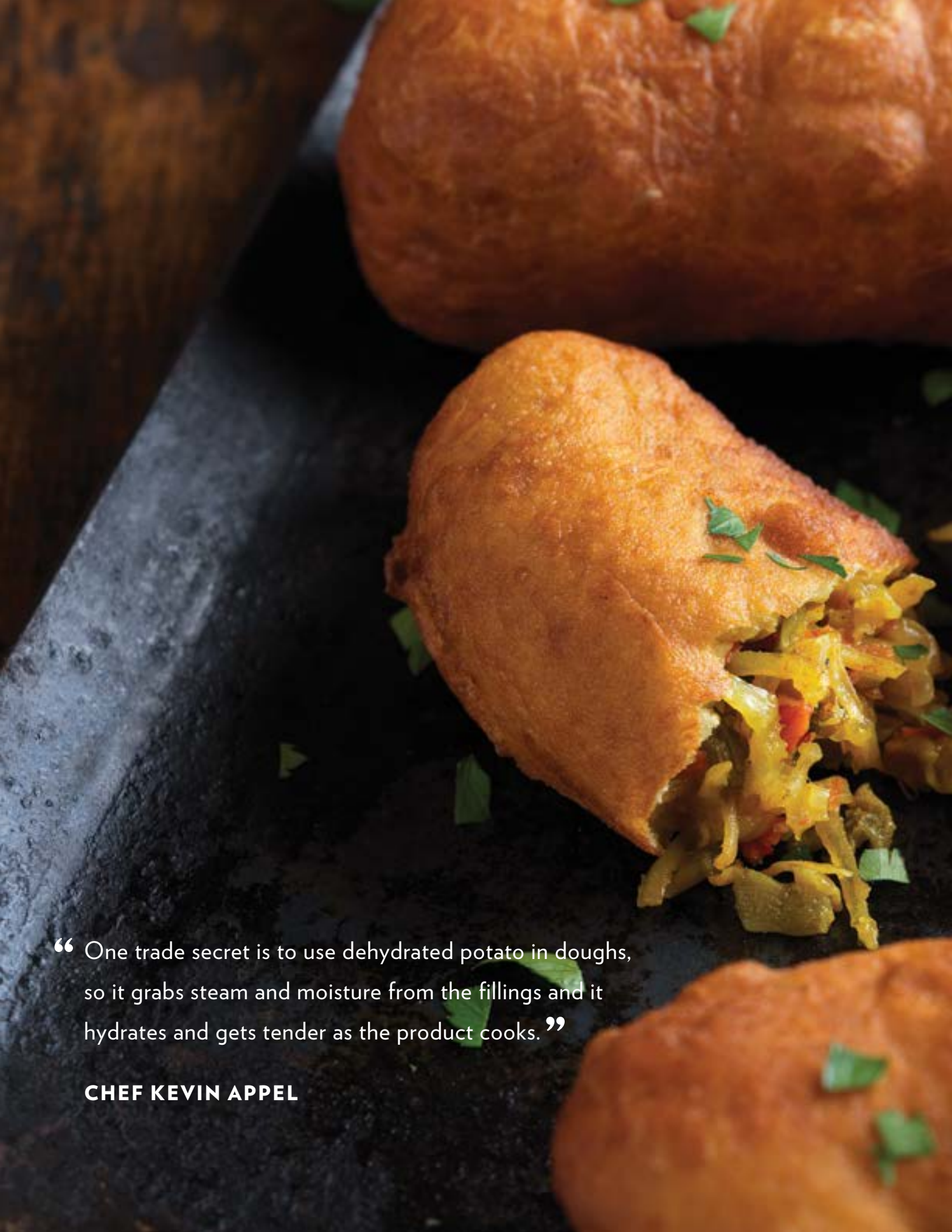




Marbled Potato Maki Rolls



Potatoes are a  
favorite side dish,  
beating pasta and rice



“ One trade secret is to use dehydrated potato in doughs, so it grabs steam and moisture from the fillings and it hydrates and gets tender as the product cooks. ”

**CHEF KEVIN APPEL**





Stuffed Potato Fritters









A New Way to Roll

# Stuffed Potato Fritters

These savory stuffed fritters are boldly flavored and hearty, yet still light and fluffy, thanks to the inclusion of both fresh mashed potatoes and dehydrated potato flakes in the dough. Seasoned with turmeric and chili powder and stuffed with chilies, hash browns and lots of cheese, these vegetarian fritters are inspired by Indian samosas, but the flavor could go in any direction that fits your menu, even sweet. The dehydrated potato in the dough lets you stuff this fritter without it bursting open, even with creamier sauces and cheeses, thanks to its unique ability to absorb excess moisture as the fritter steams and fries.



For these recipes, video footage and more, visit [PotatoGoodness.com/foodservice](https://PotatoGoodness.com/foodservice).

# Potatoes are America's favorite vegetable






North African Potato Tamales







A top-down view of a rustic wooden table. In the upper left, a small black bowl contains a chunky sauce with green herbs and pinkish onions. Below it, a black plate holds several golden-brown potato cannoli, garnished with green microgreens and purple sprouts. The table surface is dark wood with visible grain and texture. Scattered microgreens are also visible on the table.

“ The versatility of the various formats provided so many textural advantages in these dishes. ”

**CHEF JOEL HOLLAND**



# Potato Cannoli

## WITH SALSA VERDE

When feather-light mashed potatoes meet thin and crispy potato chips in a form that resembles your favorite Italian dessert, the result is something magical.

These savory cannoli are made from paper-thin slices of russet potato that are wrapped around a cannoli mold, quickly fried and filled with a mousse-like potato center, thanks to the addition of dehydrated potatoes.

Add a fresh, tangy salsa verde to complement the transcendent texture of the cannoli. Feel free to experiment with other flavors as they are the perfect vehicle for any flavor combination. Try classic pairings like cheddar and bacon or rich butter-poached lobster and tarragon. No matter your food style, you can really let your culinary creativity go wild with potatoes!



For these recipes, video footage and more, visit [PotatoGoodness.com/foodservice](https://www.PotatoGoodness.com/foodservice).









“ In this dish, the addition of potatoes provides a structure and texture that make this a really nice grab-and-go offering. ”

**CHEF DINA PAZ**







Potato Power Bars: Heirloom Tomato and Herb





Potato Power Bars: Blueberry and Toasted Coconut





Power Up with Potatoes

**SWEET OR SAVORY**

# Potato Power Bars

Potatoes equal performance, and they have an amazing story to tell. Potatoes provide the carbohydrates, potassium and energy you need to perform at your best. In fact, one medium-sized potato with the skin contains more potassium than a medium-sized banana and is a quality source of complex carbohydrates, making potatoes the perfect way to start your morning. These breakfast bars are easy to make and a deliciously fun alternative to the ubiquitous breakfast sandwich. They can be sweet or savory, and can be made ahead of time and reheated at the last minute as a portable grab-and-go addition to your menu. These potato bars will power up anyone, any time.



For these recipes, video footage and more, visit [PotatoGoodness.com/foodservice](https://PotatoGoodness.com/foodservice).

“ Potatoes are such a classic staple ingredient, but you can make them contemporary with new techniques and formats. We can draw inspiration from traditional flavor combinations that people love and have become familiar with, and then elevate them to a whole new level to really deliver that ‘wow’ factor. ”

**CHEF KILEY HAGERTY**







Steak with Potato Butter

LOADED

# Potato Butter

It's a pairing as old as time: potatoes and butter. But we've taken the partnership a step further and whipped up a potato compound butter using dehydrated fine potato flakes for a creamy, fluffy spread that holds its form well and resists melting much better than butter alone. This version is inspired by a classic: the loaded baked potato. Blended with sour cream and chives, it makes a decadent topping for steak and an impressive plating for dinner. But blend some maple syrup and bacon into the mix and you've got a sweet and savory breakfast treat; some dill and crème fraîche is perfect for smoked salmon. Whatever flavor is right for your menu, this light and fluffy mixture is a classic reimaged.



For these recipes, video footage and more,  
visit [PotatoGoodness.com/foodservice](https://www.potatogoodness.com/foodservice).









Curried Potato Chickpea Burger



85% of the general  
population considers  
potatoes a vegetable that  
everyone can enjoy



“ One of the best advantages of working with potatoes is their flexibility as an ingredient in the kitchen. Their inherent creaminess makes them a wonderful and indulgent comfort food you can feel good about serving to your customers. ”

**CHEF JOEL HOLLAND**





Marbled Potato Maki Rolls







# Marbled Potato Maki Rolls

Mashed and seasoned purple and yellow potatoes shine in this unique spin on a traditional maki roll. Potatoes not only bring vibrant color, but also a significantly creamier texture. You can fill these with sushi classics, like cucumber, pickled daikon and crab, and even take this dish to the next level and give it a crispy, crunchy, gluten-free coating thanks to finely shredded dehydrated potato flakes. You can keep it traditional or feature cutting-edge flavor combinations, like slow-braised barbecue pork with sweet, juicy mango or bulgogi beef and spicy kimchi. No matter your concept, this is a menu item that will shine as a great shareable dish in a restaurant or as a fresh spin on takeout sushi.



For these recipes, video footage and more, visit [PotatoGoodness.com/foodservice](https://PotatoGoodness.com/foodservice).







## POTATO VERSATILITY

The ever-popular potato is a familiar menu must for consumers. They are available for chefs in many convenient varieties and formats. Experiment until you find the potato that best fits your dish. Whether you choose between yellows and purples, reds or russets, labor-saving frozen options or versatile dehydrated potatoes for your operations, potatoes offer many unique benefits that are sure to satisfy your diners' taste-spuds.

# Fresh

The quality, consistency and variety of potatoes is second to none thanks to favorable soil, ideal growing conditions and an exceptional quality-control program. This is why U.S. potato growers are able to cultivate a broad selection of more than 100 varieties all across the country. From classic russets to distinctive purples, full-sized spuds to petites and fingerlings—there’s a potato for every plate. Here are a few of the most popular varieties:

- *Red Potatoes*: Known for their sturdy, firm texture and an earthier flavor, these are great for stews, braises or longer cooking times
- *Purple and Blue Potatoes*: Bring eye-catching hues and a slight woody taste to any dish
- *Fingerlings and Petites*: Perfect for imparting buttery potato flavor, texture and unique shape into salads and sides of all kinds
- *Russet Potatoes*: The gold standard for baking and frying for its classic potato flavor and texture
- *Yellow Potatoes*: Known for their sumptuous, buttery flavor and moist, creamy texture means you can use less butter for a lighter dish



# Dehydrated

Dehydrated potatoes deliver all the flavor, versatility and nutrition of fresh potatoes because they are just potatoes minus the water. The potato industry has committed itself to delivering quality dehydrated potatoes that maintain a fresh potato texture and flavor when rehydrated. Building on the potato's inherent versatility, dehydrated potatoes are available in dices, slices, shreds, flakes, granules and flours, and can shine in any dish from baked goods to snacks, soups, salads, ready meals, breadings, coatings and desserts. So, forget washing, peeling and boiling—dehydrated potatoes go to work for you straight from the bag. They also make a great gluten-free coating using a standard breading procedure.

# Frozen

With a field-to-freezer philosophy, only the best high-solid potatoes are cut and quick-frozen to consistently lock in taste, nutrition and convenience. All our frozen shapes and forms reduce prep time, ensure consistency and conserve costly fryer oil. Simply put, frozen potatoes boost bottom lines. From fryer staples like fries, hash browns and tots to time-savers like frozen dices, half shells, frozen mashed and baked potatoes, there's a shape, size and style of frozen potato for every menu.



## YOUR RESOURCE FOR ALL THINGS POTATOES

Potatoes USA is the marketing organization representing the 2,500 commercial potato growers operating in the United States. We are your resource for fresh table-stock and many potato products, including frozen, dehydrated, chipping and seed potatoes.

Whether you're looking for fresh new menu inspiration or tips and tricks of the trade, Potatoes USA can provide the support you need so that potatoes can help your organization. Contact our foodservice team to learn more about partnerships and promotions, and how we can help inspire your next great menu item.

[PotatoGoodness.com/foodservice](https://www.potatoesusa.com/foodservice)



For a behind-the-scenes look at the innovation process, firsthand potato tips and insights from the chefs, and all our new recipes, visit [PotatoGoodness.com/foodservice](https://www.potatoesusa.com/foodservice).