



More Than Premium Potatoes

GET TO KNOW IDAHOAN®



A CANVAS FOR YOUR CULINARY CREATIVITY

**Spend less time in the kitchen prepping,
and more time creating signature dishes.**

Scratch-Like Quality | Convenient & Consistent | Labor-Saving | Shelf-Stable



YOUR PANTRY HERO

SCRATCH-LIKE FLAVOR

Idahoan is **the only** major foodservice potato supplier that offers Fresh-Dried™ potato products. We're also the only company that can guarantee our products are made solely with Certified 100% Idaho® Potatoes—the best-tasting potatoes in the world.

Idahoan outperforms the dehydrated competition in terms of flavor, texture, and quality—rivaling that of fresh, frozen, and refrigerated products.

LABOR-SAVING

Idahoan potatoes offer quick and easy prep, saving operators precious time and money while providing products that fit within today's menus and budget constraints.

CONVENIENT & CONSISTENT

Our products offer speed-scratch convenience paired with operational excellence. This allows operators to deliver a product that simply impresses on its own—or can be transformed as a canvas for culinary creativity. For example, Idahoan products are a perfect base for global flavors or trendy bowls.

SHELF-STABLE

Fresh, frozen, and refrigerated potatoes spoil quickly or take up valuable storage space. In contrast, Idahoan's shelf-stable products offer operators flexibility to use only as much product as needed **when** it is needed. Plus, this saves energy required to refrigerate or store frozen items—and Idahoan products require less energy to transport, reducing carbon emissions!



Idahoan's proprietary one-touch cooking method honors the integrity of the potato just as our farmers honor the land. This results in a product that is more pure than other options and as close to the original potato as you can get in a convenient format.



SUSTAINABILITY COMMITMENT

Idahoan is committed to sustainable farming and business practices. With less waste, better resource management, and support of our farmers, we're aligned with the values of today's modern operators and patrons.

Visit idahoanfoodservice.com or call **888.635.8115** to learn more.