

HÖNEST
EARTH®
by IDAHOAN FOODSERVICE

RUSTIC MASHED POTATOES

with Butter & Sea Salt



BETTER FOR YOU, MADE EASY

Rich and hearty, with lumps and peels.

Clean Label • Honest Ingredients • Scratch-Like Taste • Convenient & Consistent



WHOLESOME BOWLS



TEMPTING SIDES

HONESTLY DELICIOUS



MENU HERO

- Plant-Based
- Labor-Saving
- Shelf-Stable
- Easy Prep
- Takeout & Delivery Friendly
- Versatile



Nutrition Facts

32 servings per container
Serving size 1/4 cup dry (23g)
140g prepared

Amount per serving
Calories 80

	% Daily Value*
Total Fat 0.5g	1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 200mg	9%
Total Carbohydrate 17g	6%
Dietary Fiber 2g	7%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 2g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 0.4mg	2%
Potassium 270mg	6%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: IDAHO® POTATOES WITH PEEL, BUTTER, SEA SALT, ACACIA, NATURAL FLAVOR.

CONTAINS: MILK

GLUTEN-FREE



SHELF LIFE is approximately 12 months from date of packaging code (imprinted on the package)



BETTER FOOD FOR A BETTER WORLD

Feel good about serving Honest Earth with:

LESS WASTE

BETTER RESOURCE MANAGEMENT

SUPPORT OF FARMERS

66%

66% of consumers are attracted by specific approaches to promote sustainability.¹



The plant-based category is expected to outperform 100% of all other foods, beverages, and ingredients over the next four years.²

64%

64% of consumers report eating foodservice potatoes (not fries) at least once a month.³

Better-for-You Preparation

1. Add 1 gallon of hot (180° - 190°F) water to a 6" x 1/2 size steam table pan.
2. Add entire pouch of potatoes at once and stir with a wire whip to distribute evenly and wet all potatoes.
3. Let stand 10 minutes. Mix well and serve.

Note: See website for oven preparation.

Indulgent Preparation

1. Heat 3 quarts of water and 1/2 cup of margarine or butter to a boil; remove from heat.
2. Add 1 quart of cold milk and then add one pouch of potatoes while stirring.
3. Let stand 10 minutes or until all liquid is absorbed.
4. Fluff and serve.

Description	GTIN	US DOT Code	Canada DOT Code	Net Wt.	Ship Wt.	Pack Size	Case Cube	Tie/High (40 x 48 Pallet)	Finished (lbs./Case)
Honest Earth® Rustic Mashed Potatoes with Butter & Sea Salt	1 00 29700 00766 6	742108	744206	13.00 lbs.	14.55 lbs.	8/26 oz.	0.92	11x5	79

¹SUSTAINABILITY REPORT 2020, DATASSENTIAL

²THE SNAP FOOD PROFILE 2021, PLANT-BASED, MENU PENETRATION, DATASSENTIAL

³FY20 CONSUMER AAU, FOODSERVICE DIVE, POTATOES USA

Visit honestearthfoodservice.com or call 888.635.8115 to learn more.

©2022 Idahoan Foodservice
 ID0425A