



College & University
SPEED-SCRATCH POTATO SOLUTIONS



Portabella & Asiago Gnocchi

A CANVAS FOR YOUR CULINARY CREATIVITY
**Mashed Potatoes, Hash Browns, and Tater Tumblers—
for the campus dining experience.**

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



Steak & Eggs Hash Brown Bowl

BREAKFAST CLASSICS



Rustic Russets Mashed Potatoes & Tofu Curry Bowl

CLEAN LABEL CONFIDENCE

Take students on a flavor adventure. Idahoan® potatoes are the perfect blank canvas for chefs to work with and students to build upon – allowing them to create craveable classics with a twist. With options for clean label, grab-and-go, dietary needs, global flare, and more, Idahoan potatoes are a menu hero that limits prep time and labor, while delivering scratch-like flavor and quality.



We honor the integrity of the potato through our proprietary cooking method, which preserves the taste, texture, and quality unique to Certified 100% Idaho® Potatoes.



98.8%

of C&U have potatoes on their menus.¹

¹SOURCE: TECHNOMIC, 2022

7 in 10

college students are aiming to increase their intake of fruits & veggies.²

²DATASSENTIAL, 2022

40%

of menu changes at C&U operations have occurred because students are interested in expanding plant-based offerings.³

³SOURCE: DATASSENTIAL L CPP 2024 RESEARCH WINDOW #2: SOCIAL MEDIA MARKETING + C&U DEEP DIVE - MAY 20242



HONEST EARTH
by IDAHOAN FOODSERVICE

CRAVEABLE CLEAN LABEL SIDES

With simple prep, simple ingredients, and honestly delicious flavor, Honest Earth® potatoes make it easy to serve better-for-you sides with pride and confidence. Made without sulfites, preservatives, or artificial flavors and colors, you can be sure you're serving honestly delicious sides, straight from the Earth.

FLAVORFUL FLEXIBILITY WITH IDAHOAN CUPS & RETAIL SIZES:



- ✓ Vending Machines
- ✓ Micro-Markets
- ✓ In-Dorm Food Prep
- ✓ Grab & Go
- ✓ Dining Halls

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 C&U operators and students.

7 in 10 college students consider climate change to be important.⁴

*SOURCE: DATASSENTIAL, 2022

PRODUCT CATEGORIES

Idahoan potatoes offer delicious, scratch-like quality and flavor with added convenience and operational benefits. With offerings for grab-and-go, nutritionally-focused, and more, Idahoan potatoes ensure that you can serve perfect potatoes with pride while saving time and money over fresh, frozen, and refrigerated alternatives.



CREAMY Classic
Mashed Potatoes



CREAMY Flavored
Mashed Potatoes



CREAMY Flavored
Mashed Potatoes
Single-Serve Cups



SMARTMASH[®]
Mashed Potatoes,
Nutritional-Focused



RUSTIC
Mashed Potatoes



HONEST EARTH[®]
Clean Label Potatoes



SHREDS
Hash Browns
and Mixes



SLICES
Flavored
and Unseasoned



FLAKES
Flavored
and Unseasoned



RETAIL Pack Size
Mashed Potatoes

VISIT OUR WEBSITE TO SEE ALL PRODUCTS,
RECIPE IDEAS, ORDERING INFORMATION, AND MORE





OUR PORTFOLIO

Description	Pack Size	GTIN	US DOT Code	Canada DOT Code	Net Wt.	Ship Wt.	Case Cube	Tie/High (40 x 48 Pallet)	Finished (lbs./Case)
CREAMY MASHED POTATOES, Classic (Smooth/Whipped)									
Idahoan® CREAMY Classic Mashed Potatoes	24/13 oz.	1 00 29700 00311 8	548458	737622	19.50 lbs.	21.60 lbs.	1.21	10x4	119
Idahoan® CREAMY Classic Mashed Potatoes	12/26 oz.	1 00 29700 00313 2	548460	737623	19.50 lbs.	21.42 lbs.	1.07	10x4	119
Idahoan® CREAMY Classic Mashed Potatoes	6/3.24 lb.	1 00 29700 20405 8	548487	674893	19.44 lbs.	21.55 lbs.	0.98	8x5	119
Idahoan® CREAMY Classic Mashed Potatoes	1/39 lb.	1 00 29700 00381 1	594513	737631	39.00 lbs.	39.50 lbs.	1.59	5x6	237
CREAMY MASHED POTATOES, Flavored (Smooth/Whipped)									
Idahoan® CREAMY Butter & Herb Mashed Potatoes	8/32 oz.	1 00 29700 00342 2	625499	737636	16.00 lbs.	17.69 lbs.	0.83	11x5	79
Idahoan® CREAMY Buttery Homestyle® Mashed Potatoes	8/32 oz.	1 00 29700 00341 5	613916	737633	16.00 lbs.	17.69 lbs.	0.83	11x5	79
Idahoan® CREAMY Extra Rich Mashed Potatoes	8/31.5 oz.	1 00 29700 00305 7	697236	737643	15.75 lbs.	17.10 lbs.	0.80	11x5	79
CREAMY MASHED POTATOES, Flavored Single Serve Cups (Microwaveable)									
Idahoan® Buttery Homestyle® Mashed Potatoes	10/1.5 oz.	1 00 29700 33141 9	641472	N/A	0.94 lbs.	1.74 lbs.	0.29	9x15	5
SMARTMASH® MASHED POTATOES, Nutritional-Focused (Smooth/Whipped)									
Idahoan® SMARTMASH® Classic Mashed Potatoes with Vit C	12/26 oz.	1 00 29700 22313 4	548489	737628	19.50 lbs.	21.30 lbs.	1.09	10x4	119
Idahoan® SMARTMASH® Low Sodium Mashed Potatoes with Vit C	12/25.2 oz.	1 00 29700 25313 1	572474	737629	18.90 lbs.	20.75 lbs.	1.10	10x4	119
Idahoan® SMARTMASH® Reduced Sodium Loaded Baked® Mashed Potatoes with Vit C	12/31 oz.	1 00 29700 00348 4	603325	737632	23.27 lbs.	24.94 lbs.	1.23	10x4	119
Idahoan® SMARTMASH® Very Low Sodium Dairy-Free Mashed Potatoes	6/4.69 lb.	1 00 29700 00316 3	548463	668950	28.13 lbs.	30.53 lbs.	1.18	8x4	178
RUSTIC MASHED POTATOES (Lumps and/or Peels)									
Idahoan® RUSTIC Baby Reds® Mashed Potatoes	8/32.85 oz.	1 00 29700 00344 6	625498	737635	16.43 lbs.	18.12 lbs.	0.83	11x5	79
Idahoan® RUSTIC Buttery Golden Selects® Mashed Potatoes	8/32.85 oz.	1 00 29700 00349 1	625497	737634	16.43 lbs.	18.12 lbs.	0.83	11x5	79
Idahoan® RUSTIC Homestyle Mashed Potatoes	12/28 oz.	1 00 29700 00365 1	548474	737624	21.00 lbs.	23.00 lbs.	1.21	10x4	121
Idahoan® RUSTIC Russets Mashed Potatoes	8/28 oz.	1 00 29700 00366 8	683374	737641	14.00 lbs.	15.80 lbs.	0.83	11x5	80
Honest Earth® Clean Label Potatoes									
Honest Earth® Creamy Mashed Potatoes with Butter & Sea Salt	8/26 oz.	1 00 29700 00713 0	692268	737642	13.00 lbs.	14.55 lbs.	0.83	11x5	79
Honest Earth® Hash Brown Shredded Potatoes with a Hint of Sea Salt & Pepper	8/1.25 lb.	1 00 29700 00718 5	742110	744207	10.00 lbs.	11.80 lbs.	1.08	12x3	40
SHREDS, Hash Browns and Mixes									
Idahoan® SHREDS Fresh Cut Hash Browns with Seasoning	6/2.125 lb.	1 00 29700 00808 3	548477	668947	12.75 lbs.	15.00 lbs.	0.98	8x5	57
Idahoan® SHREDS Hearty Cut Hash Browns with Sea Salt & Cracked Black Pepper	6/2.25 lb.	1 00 29700 20816 2	592485	737630	13.50 lbs.	15.70 lbs.	0.99	8x5	54
Idahoan® SHREDS Tater Tumblers® Original Mix with Spices	4/32.9 oz.	1 00 29700 00390 3	613918	737644	8.23 lbs.	9.00 lbs.	0.56	18x5	24
Idahoan® SHREDS Tater Tumblers® Unseasoned Mix	4/31.2 oz.	1 00 29700 00393 4	759678	768087	7.78 lbs.	8.61 lbs.	0.56	18x5	24
SLICES, Flavored and Unseasoned									
Idahoan® SLICES Au Gratin Potatoes	12/20.35 oz.	1 00 29700 00888 5	548481	737626	15.26 lbs.	17.85 lbs.	1.52	9x4	63
Idahoan® SLICES Scalloped Potatoes	12/20.35 oz.	1 00 29700 00889 2	548483	737627	15.26 lbs.	17.85 lbs.	1.43	9x4	63
Idahoan® SLICES Unseasoned Potatoes	4/5 lb.	1 00 29700 00882 3	548479	737625	20.00 lbs.	22.17 lbs.	2.21	6x3	80
FLAKES, Flavored and Unseasoned									
Idahoan® FLAKES INSTAMASH® Mashed Potatoes Mix	12/28 oz.	1 00 29700 00301 9	548457	737621	21.00 lbs.	23.38 lbs.	1.63	9x3	119
Idahoan® FLAKES Unseasoned Potatoes	6/5 lb.	1 00 29700 00203 6	548455	737620	30.00 lbs.	33.39 lbs.	1.89	6x4	196
Idahoan® FLAKES Unseasoned Potatoes	1/40 lb.	1 00 29700 00206 7	433031	737619	40.00 lbs.	41.21 lbs.	2.02	3x8	259
RETAIL, Mashed Potatoes (Smaller Packs)									
Idahoan® Applewood Smoked Bacon Mashed Potatoes	12/4 oz.	1 00 29700 02150 1	636227	N/A	3.04 lbs.	3.60 lbs.	0.24	38x5	15
Idahoan® Baby Reds® Mashed Potatoes	10/4.1 oz.	1 00 29700 00138 1	636672	N/A	2.60 lbs.	3.10 lbs.	0.29	38x5	12
Idahoan® Baby Reds® w/ Roasted Garlic & Parm Mashed Potatoes	10/4.1 oz.	1 00 29700 00139 8	636225	N/A	2.60 lbs.	3.10 lbs.	0.29	38x5	12
Idahoan® Buttery Homestyle® Mashed Potatoes	12/4 oz.	1 00 29700 02141 9	626618	N/A	3.04 lbs.	3.60 lbs.	0.24	38x5	15
Idahoan® Buttery Homestyle® Mashed Potatoes Family Size	8/8 oz.	1 00 29700 13141 5	731117	N/A	4.15 lbs.	4.49 lbs.	0.29	35x5	20
Idahoan® Four Cheese Mashed Potatoes	12/4 oz.	1 00 29700 02145 7	608080	N/A	3.04 lbs.	3.60 lbs.	0.24	38x5	15
Idahoan® Loaded Baked® Mashed Potatoes	12/4 oz.	1 00 29700 02148 8	626394	N/A	3.04 lbs.	3.60 lbs.	0.24	38x5	15
Idahoan® Roasted Garlic Mashed Potatoes	12/4 oz.	1 00 29700 02147 1	626732	N/A	3.04 lbs.	3.60 lbs.	0.24	38x5	15
Idahoan® Sour Cream & Chives Mashed Potatoes	12/4 oz.	1 00 29700 02142 6	636226	N/A	3.04 lbs.	3.60 lbs.	0.24	38x5	15

Visit idahoanfoodservice.com or call 888.552.2515 to learn more.