

# SIMPLY POTATOES<sup>®</sup>



EVERYTHING YOU NEED.™

**MICHAEL**  
**FOODS**<sup>INC.</sup>



83%

of consumers believe refrigerated potatoes are fresh.\*

93%

of consumers rate freshness of food as important when selecting a restaurant.\*

## FRESH MADE FAST.

Simply Potatoes® refrigerated potatoes are all about offering you scratch-quality, never frozen, menu options that will impress guests while cutting out the labor-intensive peeling, slicing, mixing and mashing that typically accompanies homestyle taste. Elevate your menu with the fresh flavor, consistent quality, and trusted goodness of *Simply Potatoes* products.

### 100% REAL POTATOES

Always made from fresh potatoes, never frozen or dehydrated.

### CONSISTENT QUALITY

The great taste of scratch, with the consistent quality and reliable performance of the *Simply Potatoes* brand.

### A STEP AHEAD OF SCRATCH

Already cleaned, peeled and sliced, mixed or mashed for you. Simply cook and serve.

### BRAND INTEGRITY

*Simply Potatoes* is a known and trusted grocery retail brand, with loyal consumers across the U.S.

## PROFIT MADE PERFECT.

With *Simply Potatoes*, you're supported by quality products, unmatched labor savings, and a commitment to bringing you innovative menu solutions. We're as dedicated to offering you high-margin menu solutions as we are passionate about our potatoes. The success of *Simply Potatoes'* business-building programs has helped operators do more, earn more, and sweat less.



### SWITCH TO SIMPLY™

If you're not using our refrigerated potatoes, you could be sacrificing quality, convenience, time and profits. Use our online tools to calculate how much you can save by switching to *Simply Potatoes*.



### CENTER YOUR SIDES™

Discover how *Simply Potatoes* can help you drive traffic and increase profits by adding dozens of unique, memorable potato recipes to complement your traditional menu favorites.

\*Datassential February 2014 Omnibus

# PRODUCT DETAILS




## MASHED



CODE	DESCRIPTION	PACK SIZE (LBS.)	SHELF LIFE (DOM)	NET WT (LBS.)	GROSS WT (LBS.)	CASE CUBE	VARIETY	DETAILS
20169-15010	Traditional Mashed	4/6	50	24	25.22	0.51		Made with peeled Russet potatoes, skim milk and salt
20169-15080	Seasoned Mashed	4/6	50	24	25.22	0.51		Made with peeled Russet potatoes, skim milk, butter, salt and white pepper
20169-15750	Homestyle Mashed	4/6	50	24	25.22	0.51		Made with peeled Russet potatoes, milk, butter, salt and black pepper
20169-15770	Deluxe Mashed	4/6	50	24	25.22	0.51		Made with peeled Russet potatoes, milk, butter, natural sour cream flavor, salt and black pepper
20169-15190	Red Skin Mashed	4/6	50	24	25.22	0.51		Made with skin-on Red potatoes, skim milk, butter, natural sour cream flavor, salt and white pepper
20169-15880	Red Skin Roasted Garlic Mashed	4/6	50	24	25.22	0.51		Made with skin-on Red potatoes, skim milk, butter, salt, roasted garlic and white pepper
20169-18750	Northern Gold™ Mashed	4/6	50	24	25.22	0.51		Made with peeled Yellow potatoes, milk, butter, and salt
20169-17700	Sweet Potato Mashed	4/6	50	24	25.22	0.51		Made with peeled Sweet potatoes, skim milk, brown, sugar, margarine and cinnamon

## HASH BROWNS



CODE	DESCRIPTION	PACK SIZE (LBS.)	SHELF LIFE (DOM)	NET WT (LBS.)	GROSS WT (LBS.)	CASE CUBE	VARIETY	DETAILS
20169-15100	Shredded Hash Browns, 3/16" wide	2/10	35	20	21.87	0.57		Classic Shred 1/8" x 3/16," peeled Russet potatoes
20169-15105	Shredded Hash Browns, 3/16" wide	1/10	35	10	11.80	0.35		Classic Shred 1/8" x 3/16," peeled Russet potatoes
20169-30001	Special Cut Hash Browns, 3/8" wide	2/10	35	20	21.87	0.57		Special Shred 1/8" x 3/8," skin-on Russet potatoes




# DICED







CODE	DESCRIPTION	PACK SIZE (LBS.)	SHELF LIFE (DOM)	NET WT (LBS.)	GROSS WT (LBS.)	CASE CUBE	VARIETY	DETAILS
20169-15110	5/8" Southern Style Diced	2/10	35	20	21.87	0.57		Diced 5/8" x 5/8" x 3/4," peeled Russet potatoes
20169-15115	5/8" Southern Style Diced	1/10	35	10	11.80	0.35		Diced 5/8" x 5/8" x 3/4," peeled Russet potatoes
20169-15150	3/4" Large Diced	2/10	35	20	21.87	0.57		Diced 5/8" x 3/4" x 7/8," peeled Russet potatoes
20169-15140	7/8" Extra Large Diced	2/10	35	20	21.87	0.57		Diced 7/8" x 7/8" x 3/4," peeled Russet potatoes
20169-15170	5/8" Red Skin Diced	2/10	35	20	21.87	0.57		Diced 5/8" x 5/8" x 3/4," skin-on Red potatoes
20169-15300	3/4" Large Red Skin Diced	2/10	35	20	21.87	0.57		Diced 5/8" x 3/4" x 7/8," skin-on Red potatoes
20169-32001	1-1/2" Extra Large Red Skin Diced	2/10	35	20	21.87	0.57		Diced 1/2" x 1-1/2" x 3/4," skin-on Red potatoes

# SLICED



CODE	DESCRIPTION	PACK SIZE (LBS.)	SHELF LIFE (DOM)	NET WT (LBS.)	GROSS WT (LBS.)	CASE CUBE	VARIETY	DETAILS
20169-15120	American Home Fries Sliced, 1/8"	2/10	35	20	21.87	0.57		Sliced 1/8" thick, peeled Russet potatoes
20169-15125	American Home Fries Sliced, 1/8"	1/10	35	10	11.80	0.35		Sliced 1/8" thick, peeled Russet potatoes
20169-15270	Hearty Cut Sliced, 3/4"	2/10	35	20	21.87	0.57		Sliced 5/8" to 3/4" thick, peeled Russet potatoes

## WEDGES & WHOLE

CODE	DESCRIPTION	PACK SIZE (LBS.)	SHELF LIFE (DOM)	NET WT (LBS.)	GROSS WT (LBS.)	CASE CUBE	VARIETY	DETAILS
20169-12587	Small Red Skin Wedges, 8-cut	2/10	35	20	21.87	0.57		8-cut wedges from B-sized, skin-on Red potatoes
20169-15870	Red Skin Wedges, 8-cut	2/10	35	20	21.87	0.57		8-cut wedges from A-sized, skin-on Red potatoes
20169-12590	Quartered Red Skin Wedges	2/10	35	20	21.87	0.57		4-cut wedges from B-sized, skin-on Red potatoes
20169-15340	Whole B Potato, Peeled	2/10	35	20	21.87	0.61		Whole peeled, B-sized Russet potatoes

## FARM FRESH™

CODE	DESCRIPTION	PACK SIZE (LBS.)	SHELF LIFE (DOM)	NET WT (LBS.)	GROSS WT (LBS.)	CASE CUBE	VARIETY	DETAILS
20169-30210	Skin-on Shredded Hash Browns, 3/16"	2/10	35	20	21.87	0.57		Classic Shred 3/16" wide, skin-on Russet potatoes
20169-83210	Shredded Hash Browns, 3/16"	2/10	35	20	21.87	0.57		Classic Shred 3/16" wide, partially peeled Russet potatoes
20169-33210	Skin-on Special Cut Hash Browns, 3/8"	2/10	35	20	21.87	0.49		Special Shred 3/8" wide, skin-on Russet potatoes
20169-83230	Special Cut Hash Browns, 3/8"	2/10	35	20	21.87	0.49		Special Shred 3/8" wide, partially peeled Russet potatoes
20169-80220	1/2" Diced	2/10	35	20	21.87	0.49		Diced 1/2" x 1/2" x 3/4", partially peeled Russet potatoes
20169-90210	1/2" Skin-on Diced	2/10	35	20	21.87	0.49		Diced 1/2" x 1/2" x 3/4", skin-on Russet potatoes
20169-91210	3/4" Skin-on Diced	2/10	35	20	21.87	0.49		Diced 3/4" x 3/4" x 1", skin-on Russet potatoes
20169-71210	3/4" Red Skin Diced	2/10	35	20	21.87	0.49		Diced 1/2" x 3/4" x 1", skin-on Red potatoes
20169-74210	3/4" Large Red Skin Diced	2/10	35	20	21.87	0.49		Diced 1-1/2" x 3/4" x 1/2", skin-on Red potatoes
20169-40230	Skin-on Cottage Fries Sliced, 1/8"	2/10	35	20	21.87	0.49		Sliced 1/8" thick, skin-on Russet potatoes
20169-20210	Skin-on Sliced, 1/4"	2/10	35	20	21.87	0.49		Sliced 1/4" thick, skin-on Russet potatoes
20169-84210	Sliced, 1/4"	2/10	35	20	21.87	0.49		Sliced 1/4" thick, partially peeled Russet potatoes

All Products are Certified Kosher, Gluten-Free, Sulfite-Free, and contain 0 grams trans fat per serving. Farm Fresh™ Potatoes are available for Western Distribution only: AZ, CA, ID, MT, NM, NV, OR, UT, WA