

**MICHAEL  
FOODS** INC.

# *Fresh* **Delicious** Mashed Potatoes

Simply Potatoes®  
Refrigerated Mashed  
Potatoes are made with  
real potatoes and **quality  
ingredients** to provide a  
homemade taste customers  
are sure to love.

## **Convenience and Quality, Simply**

**SIMPLY  
POTATOES**®

We know that **time, labor, and exceeding customer expectations** are your biggest challenges.

**Never frozen or dehydrated** and made from  
100% real potatoes.

Completely prepared, refrigerated, fresh-tasting,  
and **ready to cook**.




And with **less prep and labor**, combined with **better  
yield, safety, and consistency**, they're  
great for your **bottom line**.

For ordering, information, or customer service assistance,  
call 800-328-5474 or visit [michaelfoods.com](http://michaelfoods.com).

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FOODS** INC.

# Compare for yourself.

You'll see that switching to Simply Potatoes® Refrigerated Mashed Potatoes

	 <input checked="" type="checkbox"/> <b>Scratch</b>	 <input checked="" type="checkbox"/> <b>Frozen</b>	 <input checked="" type="checkbox"/> <b>Dehydrated</b>	<b>SIMPLY POTATOES®</b> <input checked="" type="checkbox"/> <b>Refrigerated</b>
TASTE	<ul style="list-style-type: none"> <li>Can vary in taste... both from raw <b>inconsistency</b> and back-of-house labor</li> </ul>	<ul style="list-style-type: none"> <li>May <b>compromise guest satisfaction</b> - Refrigerated mashed preferred almost 3 to 1 over frozen*</li> </ul>	<ul style="list-style-type: none"> <li>May contain <b>artificial flavors...</b> try them against refrigerated and taste the difference in freshness</li> </ul>	<ul style="list-style-type: none"> <li>Made from real potatoes &amp; quality ingredients so they <b>taste like scratch</b></li> <li>Never frozen or dehydrated</li> </ul>
CONVENIENCE & SAVINGS	<ul style="list-style-type: none"> <li>Time and labor intensive... it takes <b>5X longer to prepare</b> mashed potatoes from scratch compared to refrigerated**</li> <li>Scratch mashed can have a <b>20% yield loss</b>**</li> </ul>	<ul style="list-style-type: none"> <li>Many culinary applications require product to be <b>slacked out before use</b></li> </ul>	<ul style="list-style-type: none"> <li>Rehydrating dehydrated products is <b>time consuming and messy</b></li> </ul>	<ul style="list-style-type: none"> <li>Arrive prepared and <b>ready-to heat</b> - no cleaning, peeling or mashing</li> <li><b>Immediate usability</b> in any culinary application</li> <li><b>No waste</b></li> </ul>
PERFORMANCE & SAFETY	<ul style="list-style-type: none"> <li>Raw supply can change frequently</li> <li><b>Kitchen staff can injure themselves</b> while peeling and cutting</li> <li>Can carry <b>pathogens</b> that can be spread throughout the kitchen</li> </ul>	<ul style="list-style-type: none"> <li>Freezing potatoes breaks down the natural starch structure which can lead to <b>poor consistency</b> and excess water</li> </ul>	<ul style="list-style-type: none"> <li>Hurried staff and rehydrating errors can lead to <b>product variation</b> and even make product unusable</li> </ul>	<ul style="list-style-type: none"> <li><b>Consistent, high-quality product</b> thanks to over 40 years our experts have spent perfecting the refrigerated process</li> <li>Prevents risk of injury from sharp knives and reduces risk of crosscontamination from pathogens on raw potatoes</li> </ul>

\*Technomic Consumer Brand Metrics  
 \*\*MFI Internal Time-Yield Audit: boiling, peeling, cutting and mashing 50 lbs. of raw potatoes

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