

# Simply Potatoes

simply more profitable  
than **scratch**



**W**e know time and labor are two of your biggest challenges. That's why using Simply Potatoes® makes so much sense.

*Simply Potatoes* fresh-tasting, refrigerated potatoes are **100% real potatoes**, so they have true scratch taste, but require less time and labor to prepare. They arrive prepared, refrigerated, and ready to cook for your convenience. And less prep and labor, combined with **better yield, safety, and consistency** means they're more profitable for you!

Available in mashed, hash browns, diced, sliced, wedges and whole peeled. Varieties include russets, reds, yellows, and sweets.

Switch  
to  
Simply

EVERYTHING YOU NEED.™

MICHAEL  
FOODS  
INC.

# Compare for yourself. You'll see that Simply Potatoes® are simply better than scratch.

## Simply Potatoes®



VS.

## Scratch Potatoes



### SCRATCH TASTE

Taste just like scratch potatoes because they're made from fresh potatoes, then refrigerated; never frozen. Our **IntegraChill™** Freshness Assurance process protects the natural flavor, moisture content and integrity of all our cut potatoes.



Scratch potatoes are the standard for taste, but can vary in consistency throughout the crop year.

### CONVENIENCE & SAVINGS

**Immediate usability.** *Simply Potatoes* are already prepared and ready to cook in your culinary applications. So you eliminate waste, and kitchen employees can use the added time to perform other tasks. **Easy!**

**Time and labor.** Scratch potatoes require time and labor to clean, peel, cut and mash.

- It takes about **2.5 hours longer\*** to prepare 50 lbs. of **mashed** potatoes from scratch
- It takes up to **4 hours longer\*** to prepare 50 lbs. of **cut** potatoes from scratch

**Yield loss.** Scratch potatoes lose yield to peels, bruises, and hurried employees. Plus, the hidden cost of waste removal.

- **20% yield loss\*** when preparing **mashed** potatoes from scratch
- **16% yield loss\*** when preparing **cut** potatoes from scratch

### CONSISTENCY

Product consistency from shipment to shipment, thanks to our long-standing potato farming partnerships, contracted crop supplies and **state-of-the-art** warehouse and production facilities. Count on reliable, high-quality products year 'round.

Scratch potatoes can **vary** from shipment to shipment throughout the year.

In addition, kitchen preparation means your potatoes can vary in size and taste.

### DEPENDABILITY

You can always **count on** *Simply Potatoes'* dependable supply, regardless of market conditions.

Availability and/or price may change with the **fluctuating market.**

### VARIETY

**A wide variety,** which are always on-hand and ready to use.

Must start from scratch for every menu item.

### SAFETY

**Reduces** the risk of cross-contamination from pathogens entering the kitchen on potato skins.

**Prevents** the risk of injury from sharp knives.

Our processing facilities follow HACCP procedures for **food safety.**

Can carry pathogens on the skins that can be spread throughout the kitchen.

Kitchen staff can injure themselves while peeling and cutting potatoes.

\*MFI Internal Time-Yield Audit: peeling, cutting, boiling and mashing 50 lbs. of raw potatoes.  
†MFI Internal Time-Yield Audit: boiling, peeling and cutting (dicing) 50 lbs. of raw potatoes.

**Michael Foods, Inc. is committed to bringing you total value.** Our category leading brands and extensive distribution network deliver the consistent performance you expect, along with real-world efficiencies in the kitchen, unsurpassed food safety, versatility and profitability. It is our goal to help you succeed with great products, innovative solutions and dedicated people.

**For ordering, information, or customer service assistance,  
call 1-800-328-5474 or visit [www.michaelfoods.com](http://www.michaelfoods.com).**