

# Simply Potatoes

simply better  
than frozen



**W**e understand the problem you face: your customers expect **fresh, high quality, flavorful dishes**. Yet those kinds of items can take a long time to prepare, and time is something you don't have. What if there was a more convenient option?

Simply Potatoes® fresh-tasting, refrigerated potatoes bring everything you need: the **quality** and **great taste** your customers expect, plus the **convenience** of a refrigerated product. *Simply Potatoes* deliver true scratch taste because they're **100% real potatoes**. . . already prepared, refrigerated, and ready to cook. They're never frozen, so they provide your customers with fresh-tasting quality.

**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.

# What makes Simply Potatoes® better than frozen? Here are the cold hard facts.



## Simply Potatoes®



VS.

## Frozen Potatoes



### SCRATCH QUALITY

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



Taste them side-by-side and you'll see for yourself that *Simply Potatoes* are superior to frozen. Freezing potatoes causes water to release from the starch structure of the potato, compromising the natural texture and leading to weeping.

### CONVENIENCE

Prepared and ready to cook in your culinary application. **Easy!**  
Does not take up **valuable** freezer space.

May need to be slacked out before use. Some even need to be slacked out overnight.  
Must be stored in the freezer.

### CONSISTENCY & DEPENDABILITY

You can count on high quality, consistent products each and every time, thanks to our long-standing potato farming partnerships, contracted crop supplies and **state-of-the-art** warehouse and production facilities.

Fragile, which may lead to breakage in the distribution process. Must be handled with care.

### CONSUMER PREFERENCE

Fresh-tasting items are on-trend. Research shows that consumers prefer refrigerated mashed potatoes almost **3 to 1** over frozen mashed potatoes.\*



Frozen potatoes may not meet your guests' expectations for fresh-tasting items. In fact, **90%** said "freshness of food" influences their restaurant choice.†



\* Datassential, April 2010 Consumer Omnibus  
† Mintel's Attitudes Toward Healthy Foods Report, June 2012

**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).**