Basic American Foods™

EARN POINTS FOR EVERY CASE OF QUALIFYING PRODUCTS

BRINGING YOU VALUE. REWARDING YOUR LOYALTY.
A Better Way With Potatoes and Beans.

The Basic American Foods Difference

Family owned and operated since 1933, Basic American Foods is the industry leader with over 40 patents for shelf-stable innovations. Our products are made from fresh potatoes and beans that are cooked then dried using our proprietary processes to lock in flavor and texture for that “from scratch” taste in every batch. When you want the best in taste and convenience rely upon Basic American Foods every time.


- Our trademark Potato Pearls® are made from 100% potatoes sourced from U.S. farmers according to long held quality specifications
- Attention to detail in every step of our proprietary process locks in the farm fresh flavor and natural texture
- The Potato Pearls® exclusive shape allows a quick refresh that delivers the delicious mashed potato flavor and texture patrons crave

HASHBROWNS & CUT POTATOES


- Award winning taste
- Our Golden Grill® hashbrowns have many operational advantages versus frozen; 
  - Grills 3 times faster 
  - Dry storage 
  - Pre-cooked for consistent taste, texture and appearance

- Our trademark Golden Grill® potatoes are made from 100% potatoes sourced from U.S. farmers according to long held quality specifications
- Golden Grill® sliced and diced potatoes are speed scratch products to make potato recipes quick and easy

POTATO CASSEROLES


- Classic Casserole® potato casseroles are complete kits with sauce for consistent preparation
- Each kit can be prepared in one-pan convenience –just add hot water, butter and bake
QUALIFYING PRODUCTS

Each point equals 10¢. Refer to Value Plus Claim Form Booklet for detailed product descriptions and point values.

DESCRIPTON | PACK SIZE | POINTS
--- | --- | ---
MASHED POTATOES | | |
PREMIUM | | |
Potato Pearls® Premium Nature’s Own Mashed Potatoes | 10/29.3 oz. | 5
Potato Pearls® Premium Redskin Mashed Potatoes | 8/32.6 oz. | 5
Potato Pearls® Premium Gold Mashed Potatoes | 8/31.9 oz. | 5
EXCEL® | | |
Potato Pearls® EXCEL® Original Recipe Mashed Potatoes | 12/28 oz. | 3
Potato Pearls® EXCEL® Original Recipe Mashed Potatoes | 1/40 lb. | 3
Potato Pearls® EXCEL® Creamy Butter w/Skins Mashed Potatoes | 12/28.2 oz. | 3
Potato Pearls® EXCEL® Sweet Potato Mashed | 10/20.21 oz. | 3
SMART SERVINGS™ – LOW SODIUM | | |
Potato Pearls® Smart Servings™ - Low Sodium Mashed Potatoes w/ Vit C | 12/26.5 oz. | 5
Potato Pearls® Smart Servings™ - Low Sodium Mashed Potatoes w/ Vit C | 1/40 lb. | 5
NATURAL – LOW SODIUM | | |
Potato Pearls® Natural Mashed Potatoes - Low Sodium | 12/12.59 oz. | 5
Potato Pearls® Natural Mashed Potatoes - Low Sodium | 1/40 lb. | 5
CLASSIC | | |
Potato Pearls® Country Style Mashed Potatoes | 12/30.7 oz. | 2
Potato Pearls® Golden Extra Rich Mashed Potatoes | 12/29.6 oz. | 2
Potato Pearls® Golden Extra Rich Mashed Potatoes | 6/3.7 lb. | 2
Potato Pearls® Golden Extra Rich Mashed Potatoes | 1/50 lb. | 2
Potato Pearls® Extra Rich Mashed Potatoes - No Salt Added | 6/3.55 lb. | 2
Potato Pearls® Vitamin C Mashed Potatoes | 8/5 lb. | 2
Potato Pearls® Seasoned Mashed Potatoes | 8/5 lb. | 2
VALUE – LOW SODIUM | | |
WHIPP® Instant Mashed Potatoes Complete w/Vit C | 6/5.31 lb. | 1
WHIPP® Instant Mashed Potatoes w/Vit C | 6/5.75 lb. | 1
WHIPP® Instant Mashed Potatoes Complete w/Vit C | 10/49 oz. | 1
WHIPP® Instant Mashed Potatoes w/Vit C | 10/48 oz. | 1
HASHBROWNS & CUT POTATOES | | |
PREMIUM | | |
Golden Grill® Premium Hashbrown Potatoes | 6/40.5 oz. | 5
DESCRIPTON | PACK SIZE | POINTS
--- | --- | ---
CLASSIC HASHBROWNS | | |
Golden Grill® Hashbrown Potatoes – Low Sodium | 6/37.5 oz. | 2
Golden Grill® Redi-Shred® Hashbrown Potatoes – Low Sodium | 6/2.5 lb. | 2
Golden Grill® Redi-Shred® Hashbrown Potatoes – Low Sodium | 1/30 lb. | 2
Golden Grill® Potato Pancake Mix | 6/24.27 oz. | 2
CLASSIC CUT POTATOES – LOW SODIUM | | |
Golden Grill® Sliced Potatoes 1/8” | 4/5 lb. | 1
Golden Grill® Potato Slices 1/8” | 1/25 lb. | 1
Golden Grill® Diced Potatoes (7/16"x7/16"x5/32") | 6/2.5 lb. | 1
Golden Grill® Diced Potatoes (7/16"x7/16"x 5/32") | 1/25 lb. | 1
Golden Grill® Diced Potatoes (3/8"x3/8"x3/8") | 1/25 lb. | 1
POTATO CASSEROLES | | |
CLASSIC | | |
Classic Casserole® Au Gratin Potatoes | 6/2.25 lb. | 2
Classic Casserole® Scalloped Potatoes | 6/2.25 lb. | 2
Classic Casserole® Scalloped O’Brien Style Potatoes | 6/2.25 lb. | 2
Savory Series™ Redi-Shred® Potato Cheese Bake | 6/34 oz. | 2
BEANS | | |
EXCEL® | | |
Santiago® Excel® Refried Beans - Smooth | 6/29.77 oz. | 3
Santiago® Excel® Refried Beans - Smooth | 1/50 lb. | 3
SMART SERVINGS™ | | |
Santiago® Smart Servings™ Vegetarian Low Fat Refried Beans w/Whole Beans | 6/26.25 oz. | 5
CLASSIC | | |
Santiago® QUICK-START® Vegetarian Chili | 6/20.8 oz. | 2
Santiago® QUICK-START® Vegetarian Chili | 1/30 lb. | 2
Santiago® Seasoned Vegetarian Refried Beans w/Whole Beans | 6/28.1 oz. | 2
Santiago® Vegetarian Refried Beans w/Whole Beans | 6/27.09 oz. | 2
Santiago® Vegetarian Refried Beans w/Whole Beans | 1/50 lb. | 2
Santiago® Refried Beans w/Whole Beans | 6/29.77 oz. | 2
Santiago® Refried Beans w/Whole Beans | 1/50 lb. | 2
Santiago® Seasoned Vegetarian Black Beans | 6/26.9 oz. | 2

BAF.COM
Earn Points for Every Case of Qualifying Products You Purchase From

Basic American Foods

BAF.COM

Redeem Points for You and Your Staff!
Points are redeemable for travel (airfare, train, car rental), hotel and all registration fees to attend NACUFS Regional Conferences and the 2014 National Conference in Baltimore.

Here’s How it Works: Earn points for each case of product you purchase from the Value Plus Sponsor’s qualified products. Products must be purchased from July 1, 2013 through March 31, 2014.

Three Easy Ways to Report Your Purchases:

1. Return your claim forms with proof-of-purchase to:
   Value Plus Headquarters
   PO Box 2050
   Brownsdale, MN 55918-2050

2. valueplusprogram.com: Go to the Value Plus website to manage your account, check your progress, download claim forms, use the online claim form, and learn more about Sponsor’s products – anytime.

3. We can contact your distributor to submit claims on your behalf.

If you need any assistance in managing your invoices and point earnings – Contact us – we are here to make this program work for you

☎ 888.778.9944 or valueplusprogram.com

Earn POINTS toward FREE Travel + Registration to NACUFS Regional and National Conferences

Continental Region
February 23 – 26, 2014
Provo, Utah

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March 2 – 5, 2014
East Lansing, Michigan

Mid-Atlantic and Northeast Region
March 19 – 22, 2014
New Brunswick, New Jersey

Southern Region
March 23 – 29, 2014
Stillwater, Oklahoma

Pacific Region
April 3 – 6, 2014
Los Angeles, California

2014 NACUFS National Conference
July 9 – 12, 2014
Baltimore, Maryland

Hope to see you there!

The original and longest-running college & university rewards program. Value Plus offers members an easy way to earn FREE travel and registration to the National and Regional NACUFS Conferences.