

# BASIC AMERICAN FOODS

TM

Potato  
Pearls

Classic  
Casserole

Golden  
Grill

Santiago



EARN POINTS FOR EVERY CASE OF **QUALIFYING PRODUCTS**



BRINGING YOU VALUE. REWARDING YOUR LOYALTY.

# A Better Way With Potatoes and Beans.

**BASIC AMERICAN FOODS**

TM

## The Basic American Foods Difference

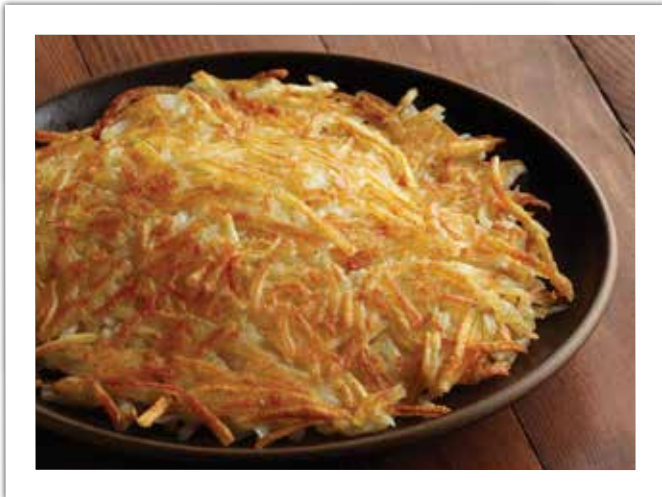
Family owned and operated since 1933, Basic American Foods is the industry leader with over 40 patents for shelf-stable innovations. Our products are made from fresh potatoes and beans that are cooked then dried using our proprietary processes to lock in flavor and texture for that "from scratch" taste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



## MASHED POTATOES

### Great Taste. Quick Prep. Zero Waste.

- 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

### Great Taste. Quick Prep. Zero Waste.

- 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

### Great Taste. Easy Prep. Zero Waste.

- 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





**BEANS**

**Speed Scratch. Great Taste. Nutrition Packed.**

- Authentic taste and texture of scratch made beans
- No preservatives, no artificial colors or flavors
- Prep is 3 easy steps – ready in just 5-25 minutes
- Space saving storage
- Lighter case (12 lbs vs. 44 lbs) vs. canned
- Less solid waste vs. canned
- No need for can opener



**QUALIFYING PRODUCTS**

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

DESCRIPTION	PACK SIZE	POINTS
<b>MASHED POTATOES</b>		
<b>PREMIUM</b>		
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
<b>EXCEL®</b>		
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
<b>SMART SERVINGS™ – LOW SODIUM</b>		
Potato Pearls® Smart Serving™ - 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
<b>NATURAL – LOW SODIUM</b>		
Potato Pearls® Natural Mashed Potatoes - Low Sodium	12/12.59 oz.	5
Potato Pearls® Natural Mashed Potatoes - Low Sodium	1/40 lb.	5
<b>CLASSIC</b>		
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
<b>VALUE – LOW SODIUM</b>		
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
<b>HASHBROWNS &amp; CUT POTATOES</b>		
<b>PREMIUM</b>		
Golden Grill® Premium Hashbrown Potatoes	6/40.5 oz.	5

DESCRIPTION	PACK SIZE	POINTS
<b>CLASSIC HASHBROWNS</b>		
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
<b>CLASSIC CUT POTATOES – LOW SODIUM</b>		
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"x 3/8"x 3/8")	1/25 lb.	1
<b>POTATO CASSEROLES</b>		
<b>CLASSIC</b>		
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
<b>BEANS</b>		
<b>EXCEL®</b>		
Santiago® Excel® Refried Beans - Smooth	6/29.77 oz.	3
Santiago® Excel® Refried Beans - Smooth	1/50 lb.	3
<b>SMART SERVINGS™</b>		
Santiago® Smart Servings™ Vegetarian Low Fat Refried Beans w/Whole Beans	6/26.25 oz.	5
<b>CLASSIC</b>		
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



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

**Southern Region**  
March 23 – 29, 2014  
Stillwater, Oklahoma

**Midwest Region**  
March 2 – 5, 2014  
East Lansing, Michigan

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

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

*Hope to see you there!*



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

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.



Only self-operated colleges and universities that are members of NACUFS qualify for the Value Plus Program. Contract-managed colleges and universities are not eligible. The Value Plus Program has no affiliation with The National Association of College & University Food Services (NACUFS). NACUFS does not recommend, sponsor or endorse any company's products or services. The Value Plus Program has been developed and is administered solely by The Ryan Group/IBI Data.

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