

Craving Comfort

Savory Mashed Potato Bowls



BASIC AMERICAN FOODS

Potato
Pearls®

Mediterranean Mashed Bowl

Mexicali Potato Bowl

Sweet chili infused mashed potatoes, carnitas, tomato salsa and sour cream.

1 c Sweet chili mashed potatoes • 4 oz Carnitas
2 oz Pico de Gallo or Tomato salsa • 2 oz Sour cream

Serving Size 1 bowl • Calories 580 • Total Fat 33 g
Saturated Fat 15 g • Cholesterol 125 mg • Sodium 1140 mg
Total Carbs 39 g



Cost Per Bowl	\$1.40
Suggested Menu Price	\$5.95
Profit	\$4.55

The ultimate comfort food!

Customers most associate potatoes with comfort food.

—Innovation on the Menu, Mintel 2012

Consumers crave familiar comfort foods, according to a recent consumer study conducted by Datassentials. Today's diners report that after quality and consistency, they seek out restaurants that offer comfort food most often. In fact, more than half of consumers reported wanting comfort food on their last restaurant trip. Nothing says comfort more than potatoes.

Boost sales and profits, without reinventing your menu with ***Savory Mashed Potato Bowls.***

Asian Fusion Bowl

Wasabi infused mashed potatoes topped with honey salmon and Bok Choy.

1 c Wasabi mashed potatoes
1 Salmon filet • 2 Bok Choy

Serving Size 1 bowl • Calories 530 • Total Fat 18 g
Saturated Fat 2.5 g • Cholesterol 60 mg
Sodium 1300 mg • Total Carbs 60 g

Cost Per Bowl	\$2.33
Suggested Menu Price	\$6.95
Profit	\$4.62

Sesame Chicken Bowl

Orange and ginger infused mashed potatoes with sesame chicken and green beans.

1 c Orange and ginger mashed potatoes
3 pcs Chicken thigh
1 ¼ c Green beans

Serving Size 1 bowl • Calories 330 • Total Fat 9 g
Saturated Fat 2 g • Cholesterol 95 mg
Sodium 300 mg • Total Carbs 36 g

Cost Per Bowl	\$1.52
Suggested Menu Price	\$5.95
Profit	\$4.43

Comfort foods are emotional food cravings
that stand apart from discussions of
diet and health.

—Innovation on the Menu, Mintel 2012



Sesame Chicken Bowl

Picnic Potato Salad Bowl

Lemon and garlic infused mashed potatoes topped with traditional potato salad ingredients.

1 c Lemon and garlic mashed potatoes • ¼ c Ham
½ Hard-boiled egg • 2 Tbsp Tomato
¼ c Corn • 1 Pickle spear
¼ c Sauerkraut • 1 Tbsp Sour Cream



Serving Size 1 bowl • Calories 340
Total Fat 11 g • Saturated Fat 4.5 g
Cholesterol 140 mg • Sodium 1100 mg
Total Carbs 43 g

Cost Per Bowl \$1.76

Suggested Menu Price \$5.95

Profit \$4.19

Cost Per Bowl \$2.14

Suggested Menu Price \$6.95

Profit \$4.81

Mediterranean Bowl

Basil infused mashed potatoes with Italian sausage, grilled tomato and mozzarella salad and drizzled with Balsamic vinegar.

1 c Basil buttermilk mashed potatoes • 5 ea Sausage slices
¾ c Grilled tomato and mozzarella salad
Drizzle with Balsamic vinegar

Serving Size 1 bowl • Calories 710 • Total Fat 48 g • Saturated Fat 16 g
Cholesterol 95 mg • Sodium 1660 mg • Total Carbs 39 g

Cost Per Bowl \$2.13

Suggested Menu Price \$6.95

Profit \$4.82

Bangers & Mashed Bowl

Redskin mashed potatoes topped with sausage, sweet onion gravy for a rich and filling meal.

1 c Potato Pearls® Premium Redskin Mashed
1 ea Sausage (4 quarters) • ¼ c Onion gravy

Serving Size 1 bowl • Calories 590 • Total Fat 38 g • Saturated Fat 12 g
Cholesterol 70 mg • Sodium 2040 mg • Total Carbs 45 g

Cost Per Bowl \$2.33

Suggested Menu Price \$6.95

Profit \$4.62

Savory Dill & Salmon Bowl

Savory dill infused mashed potatoes topped with salmon and green beans.

1 c Dill mashed potatoes • ¼ c Green beans
1 ea Salmon filet

Serving Size 1 bowl • Calories 390 • Total Fat 16 g • Saturated Fat 2 g
Cholesterol 60 mg • Sodium 250 mg • Total Carbs 36 g

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More Savory Mashed Bowl Concepts

Ginger Sesame Bowl Creamy mashed potatoes blended with fresh ginger and green onion, topped with savory sesame beef and fresh broccoli

Loaded Potato Bowl Mashed potatoes mixed with bacon crumbles, diced red onion, tomato, cheddar cheese, sour cream and chives and topped shredded BBQ chicken

Minted Lamb Bowl Mashed potatoes infused with fresh mint and lime, grilled lamb chops, parsley carrots and sprinkled with feta cheese

Tamarind Chicken Bowl Parsley potatoes topped with Tamarind chicken and sautéed vegetables

Potato Cake Breakfast Bowl Grilled mashed potato cakes topped with poached egg, hickory smoked bacon and drizzled with traditional Hollandaise sauce

Roasted Lamb & Garlic Bowl Savory garlic mashed potatoes with roasted lamb and a sweet mint glaze

Roasted Vegetable Pesto Bowl Mashed potatoes topped with grilled zucchini, peppers and onion and drizzled with creamy pesto sauce

Steak & Potato Bowl Garlic mashed potatoes loaded with chopped steak, mushrooms, grilled onion and brown gravy

Thanksgiving-in-a-Bowl Sweet, creamy sage mashed potatoes topped with roast turkey breast, stuffing and gravy

Vegetarian Pesto Mashed Bowl Savory pesto mashed potatoes topped with sautéed tofu, tomato, corn and toasted pine nuts

Winter Stew Potato Bowl Traditional beef stew topped with a thick layer of cream cheese mashed potatoes and scallions

More Savory Mashed Bowl Concepts

Blue Cheese & Corn Bowl Mashed potatoes mixed with sweet corn, blue cheese, bacon and topped with green onion

Cajun Bowl Cajon seasoned ground beef, onion, green peppers, carrots and celery beneath a thick layer of creamy mashed potatoes and cheddar cheese

Chicken Pot Pie Bowl Creamy mashed potatoes smothered with classic pot pie filling - rich gravy, roasted chicken and tender vegetables

Chili Cheese Potato Bowl Cheddar mashed potatoes smothered with Santiago® Quick-Start® Chili and topped with onions and cheddar cheese

Coconut Masala Sweet Potato Bowl Sweet potato mashed infused with garam masala, coconut milk and golden raisins, topped with roasted cauliflower

Corned Beef Bowl Mashed potatoes with traditional corned beef, braised leeks and gravy

Cranberry-Orange Sweet Potato Bowl Sweet potato mashed flavored with orange juice, grated ginger and cranberries topped with roasted turkey breast

Curry Mashed Bowl Creamy Gold mashed potatoes infused with yellow curry and Indian spices topped with grilled chicken and cauliflower

Ham & Sage Potato Bowl Sage infused mashed potatoes with diced honey ham, grilled asparagus and drizzled with cheese sauce

Game Day Bowl Blue cheese, garlic and green onion infused potatoes with spicy buffalo chicken topped with Blue cheese crumbles and celery



Customize It!

Customers love being able to customize their meals. utilize the “Build your own Savory Bowl” concept and allow customers to select ingredients and build fresh, made-to-order potato bowls.

“Bowls” up nearly 7% on menus from 2012 to 2013. —Technomic Menu Monitor, 2013

What’s Trending—

- *Mexican Bowls*
- *Comfort Food Bowls : potato, biscuit, mac-n-cheese*
- *Asian Bowls : noodles, curry, stir-fry, teriyaki*
- *Breakfast Bowls • Salad Bowls*

Layer It!

1. Grab a bowl and spoon signature mashed potatoes in the bottom.
2. Add the protein and veggies.
3. Top with cheese, gravy, sauce or even nuts.

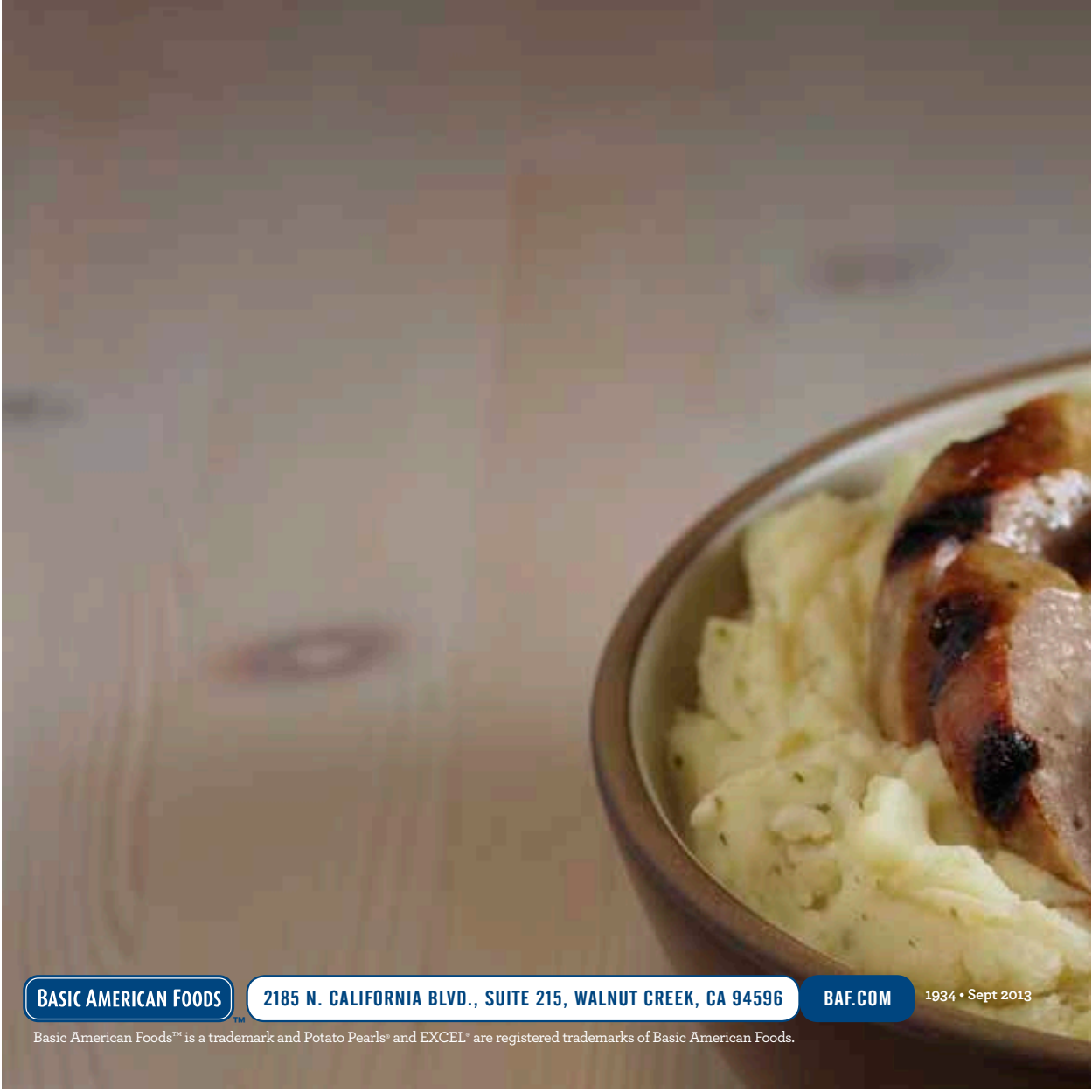
Infuse It!

Potato Pearls® are easy to customize. Simply add Potato Pearls® and a few of your favorite ingredients to a steamtable pan, add hot water, stir and set. Create hundred of flavors for Signature bowl specials.

ORANGE GINGER MASHED

- 1 pkg Potato Pearls® EXCEL® Mashed Potatoes
- 2 Tbsp Orange zest, grated
- 2 Tbsp Ground ginger
- 1 gal Hot water

Add hot water, orange zest and ginger to a 6-inch deep, half-steamtable pan. Quickly add Potato Pearls® and stir rapidly with a slotted spoon for 15-20 sec, making sure to hit all 4 corners.



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