

Arugula Mashed

SEASONAL SPECIALS
Fall / Winter
YEAR ROUND PROFITS



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Seasonal Sells!

Consumers say seeing “seasonal” on the menu enhances their opinion of flavor before they ever try the dish.¹ Add freshness to your menu this season with sensational seasonal recipes from Basic American Foods. These easy-to-execute menu additions need only a few, simple mix-in ingredients and no additional labor. Add value and variety to your menu, season after season.

Sides Matter!

According to consumers, sides influence menu selection and value perception.

- 68% are willing to pay a premium for signature sides²
- 36% OFTEN choose entrées based on the accompanying side²
- 46% are less likely to order an entrée if it comes with a side they do not enjoy²

Make your sides work harder with these seasonal side recipes.

¹ Datassential IFMA: Consumers Planning Program 2013

² Technomic, Sides 2013



Arugula Mashed

Prep 10 min. • Cook 5 min.

Yield 40, half-cup servings

1 pch	Potato Pearls® EXCEL® Original Recipe Mashed Potatoes,*
	prepared
1/4 cup	Olive oil
1 each	Shallot, finely minced
1 lb	Baby arugula, roughly chopped
1 tsp	Coarse ground black pepper

1. Prepare **Potato Pearls® EXCEL® Original Recipe Mashed Potatoes** according to package directions. Hold hot.
2. Meanwhile, heat oil over medium-high heat in a large straight-sided sauté pan; add shallots and cook, stirring frequently, until soft and translucent, about 5 min.
3. Stir in chopped arugula and cook, stirring constantly, until just wilted, about 2 min; season with black pepper.
4. Fold sautéed arugula mixture into mashed potatoes. Serve.

* Can use any Potato Pearls® Mashed.

Sug. Menu Price \$2.99
Approx. Cost \$0.13
PROFIT \$2.86



67% Arugula menu penetration has increased over the past 4 years.

—Datassential MenuTrends, 2014

Black Bean & Huitlacoche Empanadas

Prep 30 min. • Cook 15 min. • Yield 25, single-servings

1 pch	Santiago® Seasoned Vegetarian Black Beans, prepared
1 lb	Cheddar cheese, shredded
1 qt	Tomato, small diced
1 qt	Huitlacoche (or sub. Hominy)
1 qt	Pasilla peppers, roasted, small diced
25 each	Empanada shells

1. Prepare Santiago® Seasoned Vegetarian Black Beans according to package directions.
2. Add remaining filling ingredients and stir to combine.
3. Spoon $\frac{1}{3}$ -cup filling into each empanada shell, fold and crease.
4. Bake in the oven for 15 min. until golden brown. Serve.

Sug. Menu Price \$4.99

Approx. Cost \$0.90

PROFIT \$4.09



25% of all chain
and independent
menus include
beans and menu frequency is
growing by double digits.

—Datassential MenuTrends, 2014

Roasted Butternut Squash & Sage Hash

Prep 20 min. • Cook 15 min.

Yield 16, half-cup servings

2 qt	Golden Grill® Premium Russet Hashbrown Potatoes, refreshed
1 qt	Roasted butternut squash, diced
6 leaves	Sage, chiffonade
1/4 lb	Unsalted butter, room temperature

1. Refresh Golden Grill® Premium Russet Hashbrown Potatoes according to package directions, measure out 2 quarts.
2. Combine Golden Grill® Hashbrowns, roasted squash and sage. Toss until evenly coated. Place hashbrown mixture into a container, cover and refrigerate for service.
3. Drop half-cup hashbrown mixture onto a heavily greased flat top griddle. Cook 3-4 min. Add 1 Tbsp. butter to the griddle to the side of the hash. As soon as it melts flip and cook the other side in the melted browning butter. Cook an additional 3-4 min. Serve.

Roasted Butternut Hash



Sug. Menu Price \$3.49
Approx. Cost \$0.64
PROFIT \$2.85

Creamy Pumpkin Soup

Prep 30 min. • Cook 45 min.

Yield 52, one-cup servings

1/2 crtn	Potato Pearls® Extra Rich Mashed Potatoes		
1/2 lb	Butter	2 tsp	Cumin
5 cup	Onion, chopped	1 tsp	White pepper
5 1/2 qt	Water, hot (170°-190° F)	1/2 tsp	Nutmeg
3/4 cup	Vegetable base	3 qt	Pumpkin purée
1 gal	Milk	2 cup	Sour cream
		2 cup	Parsley

1. Melt butter in a large soup pot over medium heat, add onions and cook, stirring frequently, until soft, about 20 min. Stir in water and soup base, blend with an immersion blender until smooth.
2. Whisk in Potato Pearls® Extra Rich Mashed Potatoes and milk. Bring to a boil, stirring frequently.
2. Whisk in cumin, pepper, nutmeg and pumpkin purée. Blend with an immersion blender until smooth. Heat soup without boiling, stirring frequently, until heated through. Garnish with sour cream and parsley. Serve.

Sug. Menu Price \$3.49
Approx. Cost \$0.53
PROFIT \$2.96



Roasted Parsnip & Salsify Casserole

Prep 10 min. • Cook 45 min. • Yield 43, half-cup servings

1 crtn	Classic Casserole® Scalloped Potatoes
5 qt	Water, boiling (190°-212° F)
4 oz	Butter
2 qt	Parsnips, roll cut, roasted
1 qt	Salsify, peeled, roll cut, roasted
1 cup	Parsley, minced

1. In a full-size, steamtable pan, add half of the **Classic Casserole® Scalloped Potatoes** slices. Top slices with roasted vegetables and parsley and then add the remaining half of the potato slices.
2. In a large mixing bowl, add water, two sauce packets and butter. Stir well to combine. Carefully pour liquid over casserole mixture.
3. Bake 45 min. covered at 300°F, let cool for 10 min. Serve.

Sug. Menu Price \$2.99
Approx. Cost \$0.45
PROFIT \$2.54



68% of consumers
say that LTOs
featuring
seasonal ingredients are
of interest.

—Datassential/IFMA:
Consumer Planning Program, 2013

Cranberry-Orange Ginger Mashed

Prep 5 min. • Cook 30 min. • Yield 21, half-cup servings

1 pch	Potato Pearls® EXCEL® Sweet Potato Mashed
5 Tbsp	Butter, cut into cubes
1 cup	Dried, sweetened cranberries (like Craisins®)
1 Tbsp	Ginger, fresh, grated
2 qt	Water, hot (170°-190° F)
2 Tbsp	Sugar
2 Tbsp	Water
¾ cup	Orange juice concentrate, thawed
3 cup	Whole fresh cranberries

1. Heat oven to 400°F.
2. Place Potato Pearls® EXCEL® Sweet Potatoes, butter, dried cranberries and ginger into a 2½-inch deep, half-steamtable pan.
3. Combine hot water and orange juice concentrate. Pour over sweet potatoes stirring from corner to corner in a figure 8 motion. Let rest for 5 min. in steamtable.
4. Stir cranberries, sugar and water in a small bowl until sugar has dissolved and cranberries are evenly coated. Spread cranberry-sugar mixture evenly on top of sweet potatoes.
5. Bake, covered, until cranberries have popped, about 30 min. Place on steamtable until ready to serve.

Sug. Menu Price \$3.49

Approx. Cost \$0.49

PROFIT \$3.00

Cranberries are considered a “super food” due to their high antioxidant levels and consumers typically equate cranberries with winter.

Red-Eye Bean Gravy



Sug. Menu Price \$2.99

Approx. Cost \$0.09

PROFIT \$2.90

Red-Eye Bean Gravy

Prep 10 min. • Cook 40 min.

Yield 160, half-cup servings

1 pch	Santiago® Refried Beans
2 bnchs	Green onions, very thinly sliced
1 1/2 lb	Bacon, diced
2 qt	Coffee, decaffeinated
1 1/2 qt	Water, boiling (190°-212°F)
2 cup	Ketchup

1. In a large stock pot, cook bacon until crisp.
2. Stir in coffee, water and ketchup.
3. Stir in **Santiago® Refried Beans**, return to a boil, stirring frequently. Lower heat to simmer and cook, stirring occasionally until mixture is thickened, about 20 min. Garnish with green onions.
4. Serve with biscuits, over mashed potatoes or hashbrowns.

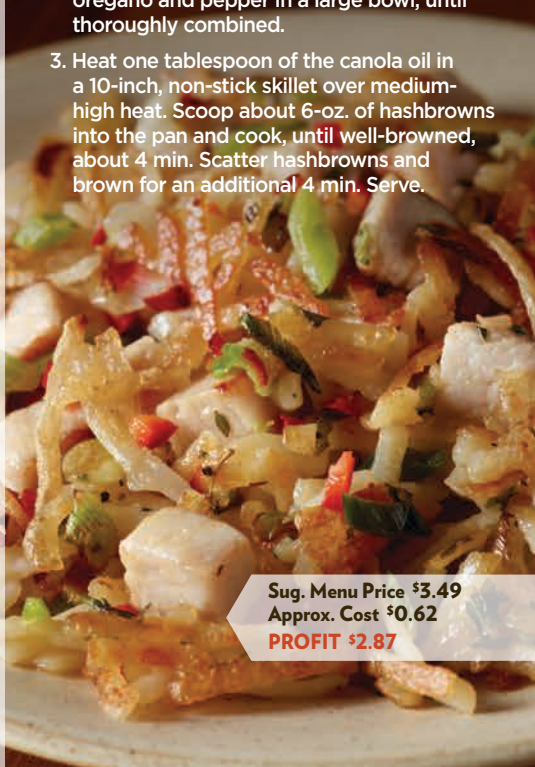
Hashbrown Turkey Hash

Prep 15 min. • Cook 5 min.

Yield 38, half-cup servings

2 qt	Golden Grill® Redi-Shred® Hashbrown Potatoes, refreshed
4 lb	Turkey breast, low-sodium, cooked, diced
2 cup	Scallions, thinly sliced
1 Tbsp	Thyme, fresh, minced
1 Tbsp	Red jalapeño, minced
2 tsp	Rosemary, fresh, minced
2 tsp	Oregano, fresh, minced
1 1/2 tsp	Black pepper, ground
	Canola oil

1. Refresh **Golden Grill® Redi-Shred® Hashbrown Potatoes** according to package directions.
2. Toss **Golden Grill® Potatoes**, turkey breast, scallions, thyme, jalapeño, rosemary, oregano and pepper in a large bowl, until thoroughly combined.
3. Heat one tablespoon of the canola oil in a 10-inch, non-stick skillet over medium-high heat. Scoop about 6-oz. of hashbrowns into the pan and cook, until well-browned, about 4 min. Scatter hashbrowns and brown for an additional 4 min. Serve.



Sug. Menu Price \$3.49

Approx. Cost \$0.62

PROFIT \$2.87

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