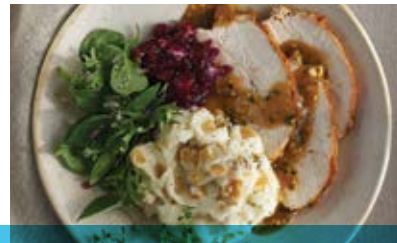
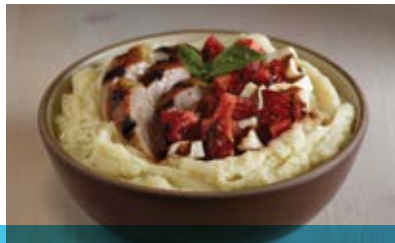
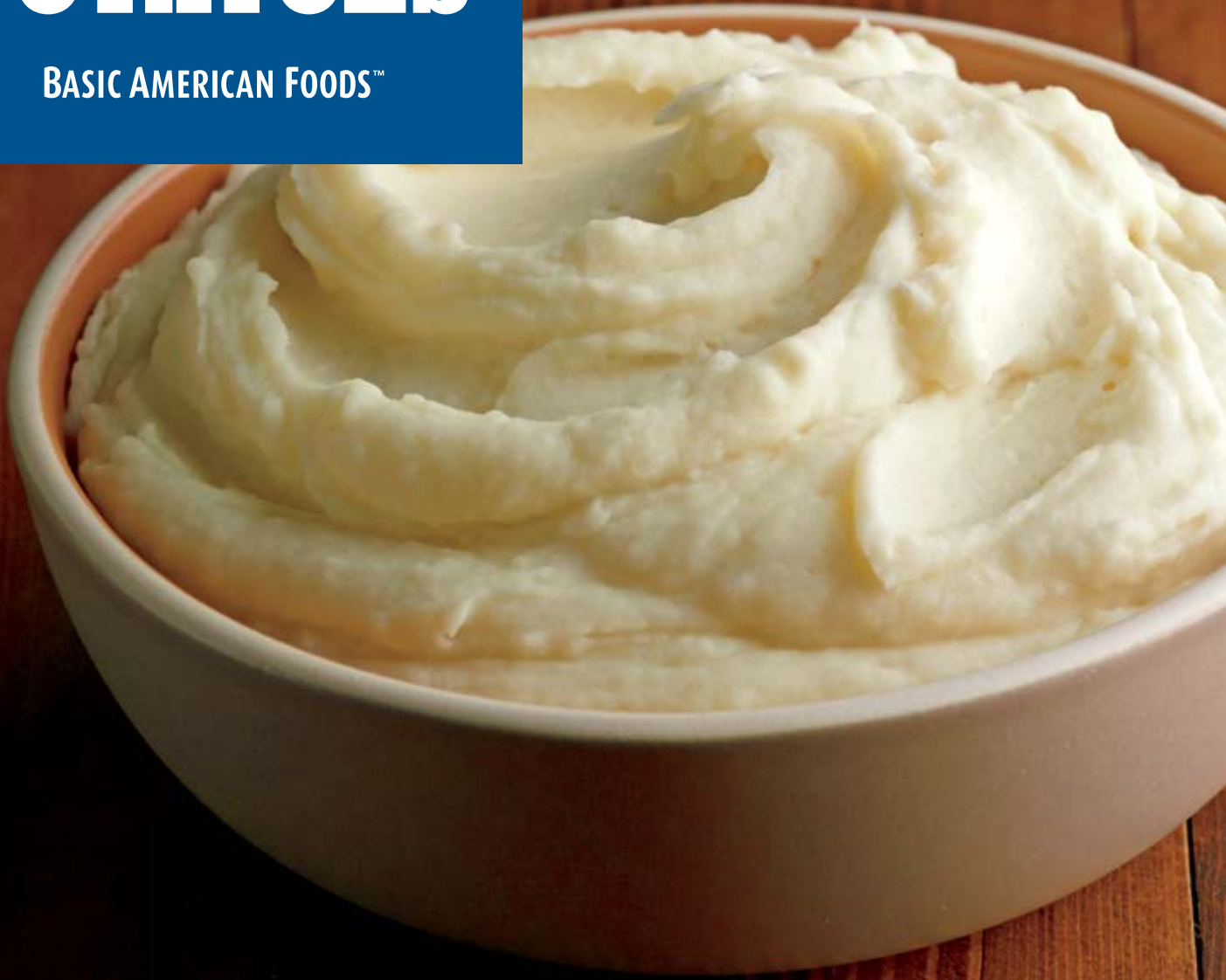


"seconds, please"

MASHED POTATOES

BASIC AMERICAN FOODS™



Craveable Comfort / Easy Prep / Extra Value

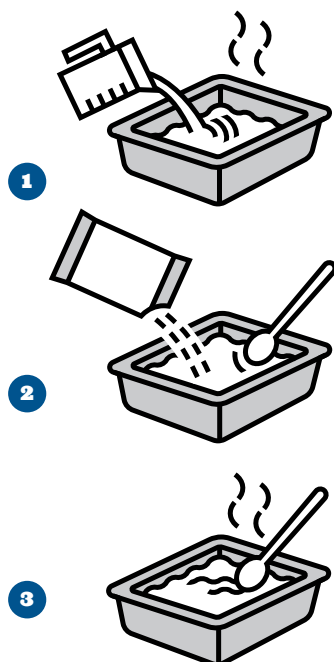
THE SECRETS BEHIND THE MASHED POTATOES

CUSTOMERS CRAVE, AND FOOD HEROES LIKE YOU LOVE TO SERVE

Our mashed potatoes are more than just fast and easy to prepare. Most importantly, they're **delicious real potatoes** that make it possible for you to serve consistently great tasting sides with fewer steps, **in a lot less time.**



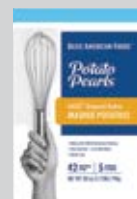
SCRATCH-QUALITY WITHOUT THE SCRATCH PREP



MORE VALUE IN EVERY CASE

ZERO WASTE

- No loss from peeling
- No potatoes left stuck in package
- Superior hold time



**100%
YIELD**

MOST SERVINGS PER CASE

- Less storage needed
- More happy customers



**504
4OZ SERVINGS**

LOWER COST

- More servings per dollar



**7-14¢*
PER 4OZ
SERVING**

THE BEST CHOICE BY ANY MEASURE

Most servings, longest hold time, easiest prep & lowest cost

CASE COMPARISON	POTATO PEARLS® EXCEL®	POTATO GRANULE COMPLETE	WHOLE RAW POTATO	REFRIGERATED DICED POTATO	REFRIGERATED/ FROZEN MASH	THE BAF ADVANTAGE
WEIGHT	22 lbs	35 lbs	50 lbs	20 lbs	24 lbs	Best Storage Efficiency
WASTE	0%	0%	20%	0%	8%	Zero Waste
PREPARED POTATO	125 lbs	176 lbs	40 lbs	20 lbs	22 lbs	Most Servings Per Case
MINUTES TO SERVE	5	12	80	25	20	Quickest Prep
PREPARED HOLD TIME	up to 4 hrs	up to 4 hrs	up to 1 hr	up to 1 hr	up to 1 hr	Holds 4X Longer
COST COMPARISON*	\$.49/ lb	\$.29/ lb	\$.89/ lb	\$1.20/ lb	\$1.29/ lb	Lowest Cost

*Potato costs based on average distributor pricing. Actual prices may vary.

THE PERFECT MASH FOR EVERY EATER, EVERY MENU, AND EVERY OPERATION

SCRATCH-QUALITY POTATO BASE

- Maximum recipe versatility
- Performs exactly like a riced potato
- Dairy free. No BHA/BHT or artificial colors or flavors

FULLY FLAVORED

- Craveable flavor in a flash
- No additional ingredients required, just add water

LOWER SODIUM

- Sodium ranges to meet every menu requirement
- No additional ingredients required, just add water

VALUE

- Lowest serving cost solution
- Highest servings per case



OUR DELICIOUS MASH



DESCRIPTION	SKU	PACK	NET WT (LB)	PREPARED YIELD		4-OZ SERVINGS		KOSHER	ALLERG.	GLUTEN FREE	BASED ON 4-OZ SERVING, PREPARED (PACKAGE DIRECTIONS)							
				LBS/PKG	LBS/CASE	PKG	CASE				TOTAL CAL.	FAT (G)	SAT. FAT (MG)	SODIUM (MG)	CARB (G)	FIBER (G)	PROTEIN (G)	
BRILLIANT BEGINNINGS® (Scratch quality potato base)				4 oz. prepared														
Mashed Potatoes	10630	6/26 oz	9.75	7.6	45	30	180	PAREVE OU	None	Y	90	0	0	150	19	2	2	
Mashed Potatoes (Canada)	10762	6/736 g	9.75	7.6	45	30	180	PAREVE OU	None	Y	80	0	0	150	18	2	2	
POTATO PEARLS® FULLY FLAVORED				4 oz. prepared														
EXCEL® Original Butter Mashed	76468	12/28 oz	21	10.4	125	42	504	OU-D	Milk	Y	70	1	0	300	14	1	2	
	10056	1/40 lb	40	237	-	949	-	OU-D	Milk	Y	70	1	0	300	14	1	2	
EXCEL® Creamy Butter Mashed w/Skins	10040	12/27.16 oz	20.37	9.8	118	39	468	OU-D	Milk	Y	70	1	0	430	14	1	2	
EXCEL® Redskin Mashed	10349	8/32.5 oz	16.25	10.6	85	42	336	OU-D	Milk	Y	80	1	0	350	16	1	2	
EXCEL® Gold Mashed	10379	8/31.9 oz	15.95	10.6	85	42	336	OU-D	Milk	Y	80	1	0	350	16	1	2	
Nature's Own Mashed	10169	10/29.3 oz	18.31	10	100	40	400	OU-D	Milk	Y	-	-	-	-	-	-	-	
Country Style Mashed	81056	12/30.7 oz	23.03	9.9	119	40	480	OU-D	Milk	Y	80	1	0	300	16	1	2	
Golden Extra Rich Mashed	53498	12/29.6 oz	22.2	9.8	118	39	468	OU-D	Milk	Y	70	0	0	350	16	1	2	
	14110	6/3.7 lb	22.2	19.6	118	79	474	OU-D	Milk	Y	70	0	0	350	16	1	2	
	70659	1/50 lb	50	266	-	1064	-	OU-D	Milk	Y	70	0	0	350	16	1	2	
NEW! Mashed Sweet Potatoes	10861	10/26.7 oz	16.7	5.8	58	23	230	OU-D	Milk	Y	130	2.5	1	190	27	3	2	
NEW! Mashed Potatoes w/Cauliflower	10894	10/22 oz	13.7	7.5	75	30	300	OU-D	Milk	Y	80	1.5	1	230	15	1	2	
EXCEL® Harvest Classic Mashed Potatoes (Canada)	10077	12/819 g	21.67	9.5	114	42	504	OU-D	Milk	Y	70	0	0	360	15	1	2	
POTATO PEARLS® LOWER SODIUM				4 oz. prepared														
EXCEL® Original Butter Mashed – Reduced Sodium	10799	12/28 oz	21	10.4	125	42	504	OU-D	Milk	Y	70	1	0	170	14	1	2	
Smart Servings™ Mashed w/Vit C – Low Sodium	10426	12/26.5 oz	19.88	10.3	124	41	492	OU-D	Milk	Y	70	0.5	0	95	14	1	2	
	10513	1/40 lb	40	249	-	995	-	OU-D	Milk	Y	70	0.5	0	95	14	1	2	
Extra Rich Mashed – Low Sodium	81837	6/3.55 lb	21.3	19.5	117	78	468	OU-D	Milk	Y	70	0	0	20	16	1	2	
Extra Rich Complete Mashed – Low Sodium (Canada)	32307	6/1.61 kg	21.3	19.5	117	78	468	OU-D	Milk	Y	70	0	0	15	16	1	2	
VALUE (High-volume preparation in a mixer)				17g dry														
Mashed Potatoes Complete w/ Vit C – Low Sodium	10215	6/5.31 lb	31.86	29.3	176	142	852	PAREVE OU	None	Y	90	0	0	20	19	2	2	
Mashed Potatoes w/ Vit C – Low Sodium	10217	6/5.75 lb	34.5	33	198	154	924	PAREVE OU	None	Y	80	0.5	0	15	18	2	2	
Mashed Potatoes Complete w/ Vit C – Low Sodium (Canada)	10216	6/2.41 kg	31.86	29.3	176	142	852	PAREVE OU	None	Y	90	0	0	20	19	2	2	
Mashed Potatoes w/ Vit C – Low Sodium (Canada)	10218	6/2.61 kg	34.5	33	198	154	924	PAREVE OU	None	Y	80	0.5	0	15	18	2	2	

YOU'LL NEVER STOP CREATING THE FOOD PEOPLE CRAVE, AND NEITHER WILL WE

At Basic American Foods, we believe there's nothing better than a really great meal. And we know that what makes these meals so great are people like you who create them — in foodservice kitchens and dining rooms everywhere. That's why we work hard to give you everything you need to cook up even more amazing meals. Tell us how we can help make your job easier, and your food even better. Contact us anytime. baffoodservice.com



LOT CODE INTERPRETATION

For all Potato Pearls® and Value Mashed Potatoes; located on cases & cartons

0216 6 B 1530

Month/Day of Packaging

Year of Packaging

Manufacturing Plant & Line: Blackfoot, Shelley, Rexburg, Moses Lake

Military Time

- Always Naturally Gluten Free
- Proudly Produced in the USA
- Produced in a Nut-Free Environment