**FOR IMMEDIATE RELEASE**

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**Brilliant Beginnings**™ **From Basic American Foods Takes Recipe-Ready Mashed Potatoes to the Next Level**

For delicious, consistent results that you can rely on, your perfect potato dish starts with Brilliant Beginnings™ Recipe-Ready Mashed Potatoes, the latest innovative product from Basic American Foods (BAF), the industry leader in shelf-stable potato and bean products for foodservice providers. With Brilliant Beginnings,™ BAF has taken a new approach that refines and redefines what step-saving ingredients can be, resulting in a superior product with the authentic taste and smooth texture of freshly boiled potatoes.

Brilliant Beginnings™ Recipe-Ready Mashed Potatoes save you time and money without compromising quality. Using our easy three-step preparation process, you can create a creamy mashed potato base in minutes. Simply add your own signature touches and flavorful ingredients to create savory custom side dishes. The culinary possibilities are limited only by your imagination.

Starting with fresh, whole USA-grown potatoes, we take care of the prep work: washing, peeling, boiling, and ricing. Our proprietary Kern-Dried™ process locks in the fresh potato flavor and texture for an authentic “from-scratch” taste. Brilliant Beginnings™ Recipe-Ready Mashed Potatoes contain no BHA/BHT and no artificial flavors or colors – just 100% Idaho Russet potatoes. Our wholesome recipe-ready potatoes are the ideal base for a variety of signature side dishes.

Discover the culinary possibilities of Brilliant Beginnings™ Recipe-Ready Mashed Potatoes. Visit our website at [baf.com](http://www.baf.com/recipes.cfm?ga=20119&srch=cat) for original recipe ideas and menu suggestions.

*Family owned and operated since 1933, Basic American Foods is a global leader in providing value-added, branded dry potato and bean products to foodservice. Its principal brands delivering preparation convenience with scratch-like taste include Potato Pearls®, Golden Grill®, Classic Casserole® and Santiago®.*

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