**FOR IMMEDIATE RELEASE**

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**Brilliant Beginnings™ Recipe-Ready Mashed Potatoes:**

**Basic American Foods’ Innovative Kern-Dried**™ **Process Preserves the Flavor and Texture of Fresh Potatoes**

Basic American Foods, the industry leader in dried potato and bean products for foodservice providers, has introduced Brilliant Beginnings™ Recipe-Ready Mashed Potatoes: a premium-quality, recipe-ready potato product made using our advanced Kern-Dried™ dehydration method, an innovative technique that maintains the integrity and flavor of fresh potatoes.

Our proprietary Kern-Dried™ process was developed and perfected by Kern Cooper, a valued member of our Basic American Foods family for more than 30 years. Kern Cooper was single-minded in his determination to develop a drying method that would retain the authentic from-scratch taste and smooth texture of freshly boiled potatoes.

The Kern-Dried™ process is a slow, gentle method of drying potatoes that preserves their natural goodness. We start with 100% Idaho Russet potatoes that are grown in the U.S. and harvested once they have reached their peak flavor. The fresh potatoes are handled with care as they are washed, peeled, cooked and riced. They are then slowly dried at low temperatures, resulting in high-quality, recipe-ready mashed potatoes that rival scratch, without adding artificial flavors, colors or BHA/BHT.

Kern Cooper was inspired by his passion to create the very best mashed potatoes, and he spent years perfecting his Kern-Dried™ process. His perseverance paid off when he tasted the final result of his hard work. His potatoes were virtually indistinguishable from scratch-made, and he knew at that moment that he had finally achieved his dream.

*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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