**FOR IMMEDIATE RELEASE**

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**Versatile and Convenient: Brilliant Beginnings™ Recipe-Ready Mashed Potatoes Offer Made-From-Scratch Quality and Flavor**

Nutritious and satisfying, potatoes can be used as a base in an almost endless variety of dishes – from classic mashed to soup, pasta and even bread. With Basic American Foods’ Brilliant Beginnings™ Recipe-Ready Mashed Potatoes, your favorite potato dishes are now easier than ever to prepare. Our recipe-ready potatoes offer the authentic flavor and smooth texture of freshly boiled potatoes without the time-consuming prep.

We start with fresh whole Idaho Russet potatoes that are carefully washed, peeled, cooked and riced. They are then slowly dried to preserve the true flavor and texture of fresh potatoes. We never use BHA/BHT, artificial flavors or colors – only 100% USA-grown potatoes.

Our easy three-step preparation process increases profits by saving you time and labor. We’ve taken care of the washing, peeling, boiling and ricing. You just add water and your favorite flavorful ingredients to create signature side dishes with minimal prep time.

Brilliant Beginnings™ Recipe-Ready Mashed Potatoes are the perfect start for your favorite potato dish. Simply add your own ingredients and flavorings to create a variety of original menu offerings, such as:

[**Loaded Mashed Potatoes**](http://www.baf.com/recipe_details.cfm?id=10772&dsp=&ga=20119) – Fluffy mashed potatoes mixed with bacon, cheddar cheese, sour cream and fresh chives. An ideal accompaniment for roasted chicken.

[**Potato Rolls**](http://www.baf.com/recipe_details.cfm?id=10774&dsp=&ga=20119) – Soft, yeast-raised rolls made with mashed potatoes and sweetened with honey. These buttery rolls are perfect served with dinner or used to make mini sandwiches.

For more recipe ideas using Brilliant Beginnings™ Recipe-Ready Mashed Potatoes, visit the Basic American Foods website at [baf.com](http://www.baf.com/recipes.cfm?ga=20119&srch=cat).

*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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