

the

Winter 2008

rave

review

A quarterly newsletter for the foodservice pro

Margarita Mashed
Idaho® Potatoes



Famous



Potatoes

www.idahopotato.com

Fresh Thinking:

Putting Heat In The Kitchen

Latin food is one of the largest growing trends in America right now. What began as highly Americanized "Mexican" has transformed into versatile and flavorful recipes that are more authentic and closer to their cultural heritage. Latin food, with all its sauces and marinades, is steeped in tradition, pride and family legacy. Latin cooking is also very personal, as each chef has their own family secrets or regional flare. Characteristic flavors found in most dishes, however, include citrus, chilies, fresh fruits and vegetables and spices like cinnamon and saffron. A great way to draw out these flavors is to use a base starch, such as the Idaho potato, that will complement instead of mask them.

Chef Scott Neuman at Obal! in Portland, Oregon, has found that using small-diced Idaho potatoes in his enchiladas actually helps keep them from getting overly soft, creating a firmer texture for the consumer without cutting back on his famous cilantro crema sauce. Chef Todd Downs uses mashed Idaho potato meat to make the masa cups that serve as the foundation of his Cazuelitas. The potato base puts the focus on the fresh salsas and toppings he chooses to fill them.

For more information on Chef Scott Neuman and Obal!, please visit obarestaurant.com. For his recipe, visit idahopotato.com/recipe_search_detail.php?id=374.

For more information on Chef Todd Downs, please visit idahopotato.com/todddowns. For his recipe, visit idahopotato.com/recipe_search_detail.php?id=63.



Idaho® Potato Cazuelitas
Chef Todd Downs,
Food Sense, Inc.



Idaho® Potato Enchiladas
Chef Scott Neuman, Obal!



**Chef
Todd Downs**

Chef Spotlight: Todd Downs, President, Food Sense, Inc., Fort Wayne, IN

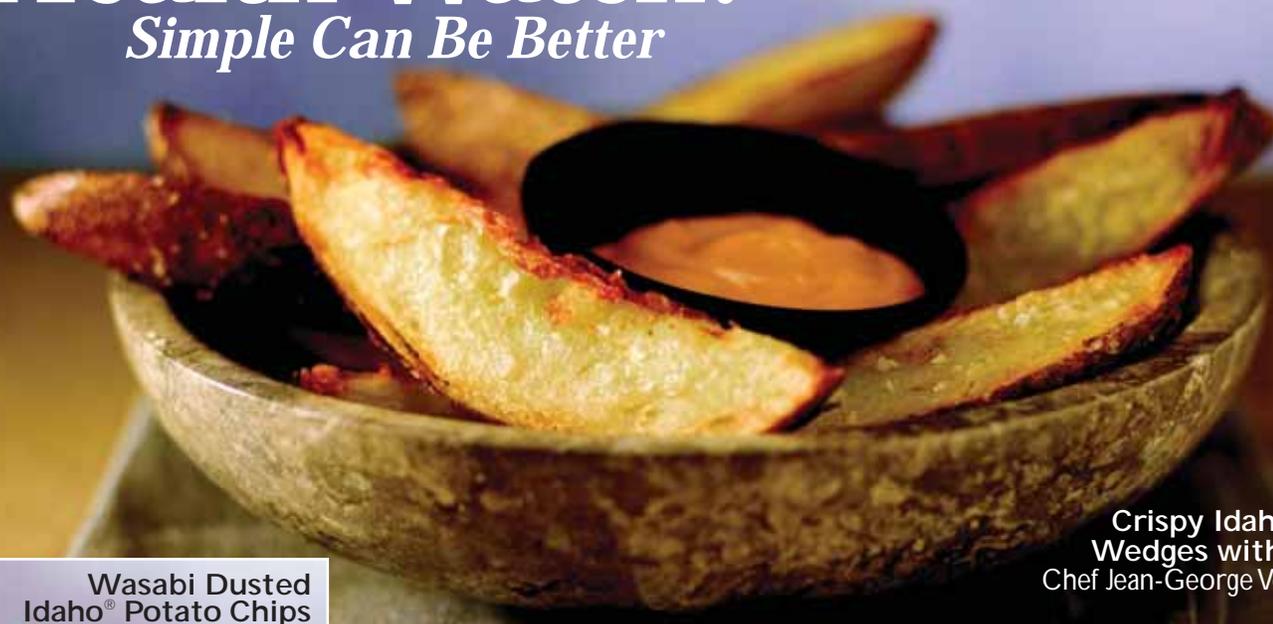
Career Highlights "Winning a Gold Medal at 2000 Culinary Olympics. Being offered the opportunity to work with David Burke as Executive Chef at Park Avenue Cafe in Chicago. Cooking at the Beard House in NYC."

Culinary Inspiration "Farm fresh food of all kinds. Chef David Burke. Seasonal foods at the start of their season. Pristine seafood. Peruvian cuisine."

Working with Idaho® Potatoes "The product is without a doubt the most versatile and consistent product out there, as well as exciting in the respect of the many new varieties that Idaho potato farmers are growing with more and more frequency. Of course the Idaho Potato Commission staff is incredible to be involved with. It's a real joy to be part of the team."

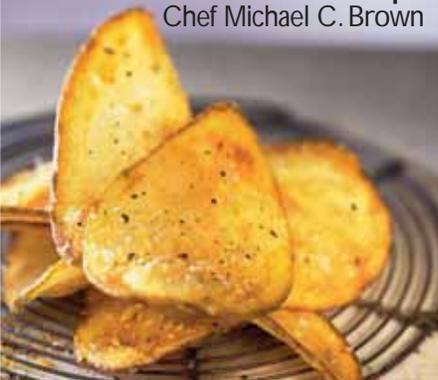
Health Watch:

Simple Can Be Better



Crispy Idaho® Potato Wedges with Sriracha
Chef Jean-George Vongerichten

Wasabi Dusted Idaho® Potato Chips
Chef Michael C. Brown



Many consumers have discovered that elimination diets can be much too restrictive and stressful to maintain, making dining out difficult. As an alternative, numerous health-conscious diners are starting to embrace the concept of smaller portion sizes. And with appetizers at least, less can certainly be more. The appetizer should serve to create anticipation for the main course; it should be flavorful but small enough simply to whet the appetite. It can be an opportunity to indulge without major guilt.

Chef Jean-George, of Jean-George's Management in New York, employed this tactic in developing Crispy Idaho Potato Wedges with Sriracha Sauce. A small portion of crispy-crunchy potato wedges is shared by several guests, so everyone can give in to the

allure of the fry. Just a taste to get the juices going, but nothing to spoil the appetite (or the waistline). Chef Michael C. Brown in Tucson, Arizona, created Wasabi-dusted Idaho Potato Chips. Brown simply peels a potato and heats the chips in batches until golden brown, then adds a fresh, zesty seasoning to the finished product.

For more information on Chef Jean-George, visit jean-georges.com. For his recipe, visit idahopotato.com/recipe_search_detail.php?id=542. For more information on Chef Michael, visit, metrorestaurants.com/chefs.htm. For his recipe, visit idahopotato.com/recipe_search_detail.php?id=278.

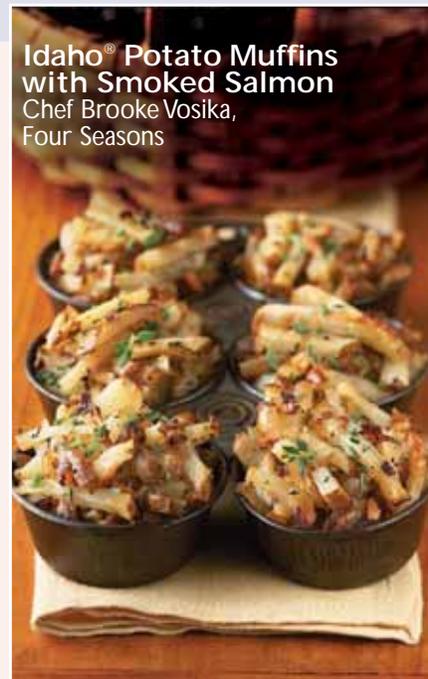
Menu Planning 101: Brunch Munch

The popularity of brunch has risen dramatically over the past few years as busy, working adults have become too time-restricted to savor a well-balanced restaurant breakfast during the week. Instead, they opt for a hurried breakfast at home, or even a meal-replacement bar. A casual weekend brunch can serve as an attractive replacement to the rushed in-home or on-the-move breakfasts consumed during the work week. Brunch services can also be an extremely profitable way to boost your bottom line. With the demand already out there, brunch service can impress old customers and attract new ones. Chef Brooke Vosika serves his customers dishes like delicious, nutrient-rich Idaho Potato Muffins with smoked salmon, chives, and sour cream. Now there's a dish worth going to brunch for!

For Chef Brooke's recipe, visit idahopotato.com/recipe_search_detail.php?id=311.

For more information on Chef Brooke, visit www.bostonchefs.com/clients/Bristol/chef_page/_1/index.html.

Idaho® Potato Muffins with Smoked Salmon
Chef Brooke Vosika,
Four Seasons



News Brief: Seeding Variety in Idaho



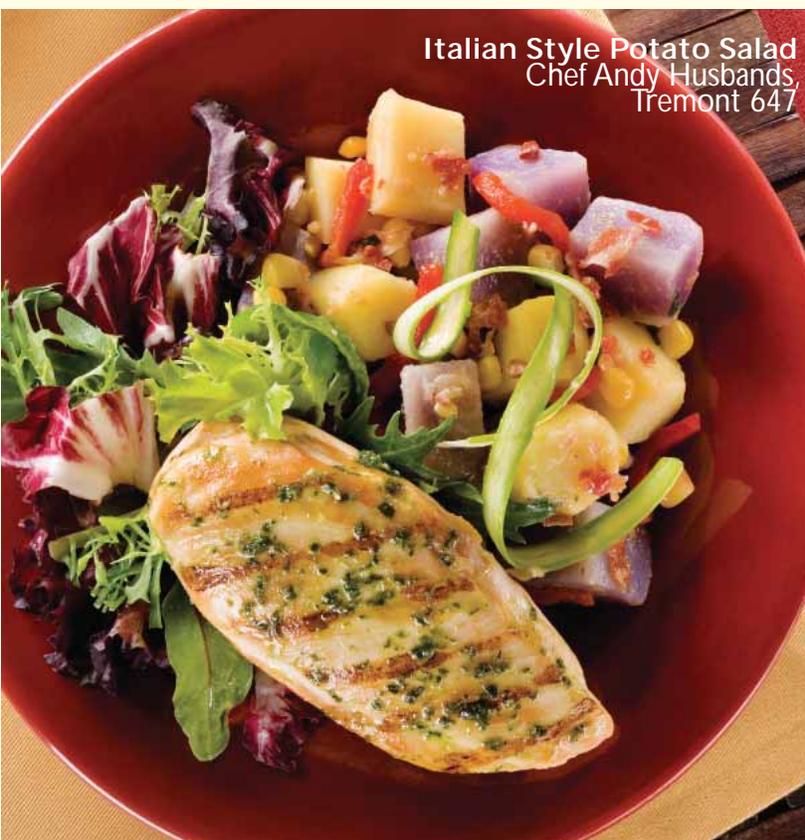
Idaho is famous for growing Russets that are consistently tops in both quality and flavor. But last August, our famous bakers were joined by some new members of the Idaho potato family. "We want Idaho to be seen as a one-stop shop for quality potatoes," said Don Odiorne, Vice President of Foodservice for the Idaho Potato Commission. "We now grow Idaho Yukon Golds, Fingerlings such as Russian Banana, Purple Peruvians and Reds. In total, Idaho now grows and offers more than 27 different varieties of potatoes."

To find out more about the varieties that Idaho now offers, or information on where to source them, visit idahopotato.com/directory/dir_variety_index.php.

And Speaking of Idaho Potato Varieties ...

Chef Andy Husbands, a.k.a. The Fearless Chef, serves up a new style of cuisine at his Boston restaurant, Tremont 647. Author of *The Fearless Chef: Innovative Recipes From the Edge of American Cuisine*, Husbands enjoys experimenting with food and is passionate about encouraging others to do so as well.

Most recently, Husbands has been experimenting with Idaho Potato varieties, creating this unique Italian Style Potato Salad. For more information on Chef Andy, please visit andyhusbands.com.



Andy's Italian Style Potato Salad

Serves 4-6 as a side

Salad

- 1 lb. Idaho Fingerling varieties, peeled and blanched until tender, ½ inch diced*
- 1/8 lb. Pancetta, thin sliced and pan roasted until crispy, minced*
- 1/4 C Fresh Corn Kernels*
- 5 Fresh Basil Leaves, washed and minced*
- 5 Nicoise Olives, pitted and minced*
- 1/4 C Roasted Red Peppers, julienned*

Dressing

- 1 Clove Garlic, minced*
- 1 T Dijon mustard*
- 1/4 C Aged Red Wine Vinegar*
- 3/4 C Extra Virgin Olive Oil*
- Salt and Pepper*

Garnish

- 4 Asparagus, raw*

In a mixing bowl combine all of the salad ingredients and refrigerate until ready to use. In a separate bowl combine the dressing ingredients and refrigerate until ready to serve. To serve, combine the dressing and salad. For the garnish use a potato peeler and place peeled thin strips of the asparagus on the top.