

THE 3 Ps OF

IDAHO® POTATOES IN FOODSERVICE

1. PREPARATION

RESTAURANTS REFOCUS

and get back-to-the-basics with reduced menus. Be innovative to set yourself apart, driving traffic and sales.

OFFER A MEAL KIT

as a way to expand your brand. Consumers save money and have fun creating and cooking their favorite foods from their favorite restaurants.



BE FLEXIBLE

Look for ways to be more flexible with ingredients as a way to simplify menus. Use high-quality, good-value products to develop money-making menu items.

COMFORT FOOD

Load the menu with comfort food to meet customer's cravings.

2. PROFITABILITY



ADD SOME OOMPH

to your menu with cost-effective IDAHO® POTATOES

COLLABORATE

with Idaho® potato field reps for cost-savings ideas, recipes, and fresh innovation.



SIMPLIFY

Reduce less-popular menu items to simplify purchasing, receiving, storage, and cut waste.



DO THE MATH

Use our cost-per-serving online tool.

3. PORTABILITY

Potatoes are a versatile and valuable resource for menu offerings for take-out and meal kits

IDAHO® POTATOES

are a perfect ingredient for the comfort foods that are in high demand.

REMOVE GUESSWORK

of finding delicious options that are take-out ready with our recipe collection.



CREATE FAMILY MEALS

bundles out of popular menu items to make it easy to order for more than one person.

CURBSIDE PICK-UP AND DELIVERY

of two-to-three course meals help fine dining and polished casual grab a share of the growing take-out market.



Please visit idahopotato.com for more potato tips and 1,500+ delicious Idaho® potato recipes.



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