

SIMPLY POTATOES[®]



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EVERYTHING YOU NEED.[™]

MICHAEL
FOODS^{INC.}



83%

of consumers
believe refrigerated
potatoes are fresh.*

93%

of consumers
rate freshness
of food as
important
when selecting
a restaurant.*

FRESH MADE FAST.

Simply Potatoes® refrigerated potatoes are all about offering you scratch-quality, never frozen, menu options that will impress guests while cutting out the labor-intensive peeling, slicing, mixing and mashing that typically accompanies homestyle taste. Elevate your menu with the fresh flavor, consistent quality, and trusted goodness of *Simply Potatoes* products.

100% REAL POTATOES

Always made from fresh potatoes, never frozen or dehydrated.

CONSISTENT QUALITY

The great taste of scratch, with the consistent quality and reliable performance of the *Simply Potatoes* brand.

A STEP AHEAD OF SCRATCH

Already cleaned, peeled and sliced, mixed or mashed for you. Simply cook and serve.

BRAND INTEGRITY

Simply Potatoes is a known and trusted grocery retail brand, with loyal consumers across the U.S.

PROFIT MADE PERFECT.

With *Simply Potatoes*, you're supported by quality products, unmatched labor savings, and a commitment to bringing you innovative menu solutions. We're as dedicated to offering you high-margin menu solutions as we are passionate about our potatoes. The success of *Simply Potatoes*' business-building programs has helped operators do more, earn more, and sweat less.



Switch
to
Simply™

SWITCH TO SIMPLY™

If you're not using our refrigerated potatoes, you could be sacrificing quality, convenience, time and profits. Use our online tools to calculate how much you can save by switching to *Simply Potatoes*.

[LEARN MORE](#)

CENTER
YOUR
SIDES™

CENTER YOUR SIDES™

Discover how *Simply Potatoes* can help you drive traffic and increase profits by adding dozens of unique, memorable potato recipes to complement your traditional menu favorites.

[LEARN MORE](#)

*Datassential February 2014 Omnibus



REAL MILK. REAL BUTTER. REAL FLAVOR.

As the second most popular side dish,* mashed potatoes are a key component of your menu. Serve up unbeatable taste, texture and freshness with the unmatched quality and convenience of Simply Potatoes®.

- Made from fresh potatoes, and real milk and butter, for scratch-quality taste.
- A smooth and creamy texture that will please even the toughest critics.
- Already prepared, just heat and serve.
- Multiple varieties provide a perfect option for every menu.

MASHED

CODE	DESCRIPTION	PACK SIZE (LBS.)	SHELF LIFE (DOM)	VARIETY	DETAILS
20169-15010	Traditional Mashed	4/6	50		Made with peeled Russet potatoes, skim milk and salt
20169-15080	Seasoned Mashed	4/6	50		Made with peeled Russet potatoes, skim milk, butter, salt and white pepper
20169-15750	Homestyle Mashed	4/6	50		Made with peeled Russet potatoes, milk, butter, salt and black pepper
20169-15770	Deluxe Mashed	4/6	50		Made with peeled Russet potatoes, milk, butter, natural sour cream flavor, salt and black pepper
20169-15190	Red Skin Mashed	4/6	42		Made with skin-on Red potatoes, skim milk, butter, natural sour cream flavor, salt and white pepper
20169-15880	Red Skin Roasted Garlic Mashed	4/6	42		Made with skin-on Red potatoes, skim milk, butter, salt, roasted garlic and white pepper
20169-18750	Northern Gold™ Mashed	4/6	50		Made with peeled Yellow potatoes, milk, butter, and salt
20169-17700	Sweet Potato Mashed	4/6	50		Made with peeled Sweet potatoes, skim milk, brown sugar, margarine and cinnamon

All Mashed Products are Certified Kosher, Gluten-Free, Sulfite-Free, and contain 0 grams trans fat per serving.
*NPD, CREST (YE Dec '15): Top Potato Side Dishes by Servings



FRESH. CRISPY. GOLDEN.

As the number one breakfast side dish,* hash browns are essential for your morning menu. Make sure to serve your customers nothing but the best. The scratch quality of Simply Potatoes® Hash Browns delivers fresh taste, crispy texture, and golden-brown color. Every single time.

- Always shredded from fresh potatoes, never frozen.
- Our proprietary IntegraChill™ Freshness Assurance process protects the natural taste, texture and integrity of the potato shreds.
- Deliver consistent performance and convenience with versatile hash browns that go straight from cooler to grill.

HASH BROWNS

CODE	DESCRIPTION	PACK SIZE (LBS.)	SHELF LIFE (DOM)	VARIETY	DETAILS
20169-15100	Shredded Hash Browns, 3/16" wide	2/10	35		Classic Shred 1/8" x 3/16," peeled Russet potatoes
20169-15105	Shredded Hash Browns, 3/16" wide	1/10	35		Classic Shred 1/8" x 3/16," peeled Russet potatoes
20169-30001	Special Cut Hash Browns, 3/8" wide	2/10	31		Special Shred 1/8" x 3/8," skin-on Russet potatoes

All Hash Browns Products are Certified Kosher, Gluten-Free, Sulfite-Free, and contain 0 grams trans fat per serving.

* NPD, CREST (YE Dec '15): Top Breakfast Side Dishes by Servings (Hash Browns/Home Fries)



SIMPLY VERSATILE. SIMPLY DONE.

From home fries at breakfast—to classic potato favorites at lunch—to signature roasted potatoes at dinner. Simply Potatoes® Diced Potatoes deliver unmatched quality, convenience and versatility to help carry your menu from morning to night.

- Eliminate time spent cleaning, peeling and dicing.
- Always made from fresh potatoes, never frozen.
- A wide range of dice sizes and varieties, offering every operator a perfect fit.
- Ideal for home fries, potato salads, soups and other on-trend diced applications.

DICED

CODE	DESCRIPTION	PACK SIZE (LBS.)	SHELF LIFE (DOM)	VARIETY	DETAILS
20169-15110	5/8" Southern Style Diced	2/10	35		Diced 5/8" x 5/8" x 3/4," peeled Russet potatoes
20169-15115	5/8" Southern Style Diced	1/10	35		Diced 5/8" x 5/8" x 3/4," peeled Russet potatoes
20169-15150	3/4" Large Diced	2/10	35		Diced 5/8" x 3/4" x 7/8," peeled Russet potatoes
20169-15140	7/8" Extra Large Diced	2/10	35		Diced 7/8" x 7/8" x 3/4," peeled Russet potatoes
20169-15170	5/8" Red Skin Diced	2/10	31		Diced 5/8" x 5/8" x 3/4," skin-on Red potatoes
20169-15300	3/4" Large Red Skin Diced	2/10	31		Diced 5/8" x 3/4" x 7/8," skin-on Red potatoes
20169-32001	1-1/2" Extra Large Red Skin Diced	2/10	31		Diced 1/2" x 1-1/2" x 3/4," skin-on Red potatoes

All Diced Products are Certified Kosher, Gluten-Free, Sulfite-Free, and contain 0 grams trans fat per serving.






SAVORY. SATISFYING. SIMPLE.

Simply Potatoes® Sliced Potatoes arrive prepared and ready to cook, saving you both time and labor. Give your customers the brand that delivers fresh, scratch-made taste and flavor with every bite.

- Consistently-sized slices in multiple varieties.
- Made from fresh potatoes, never frozen.
- From scalloped potatoes to pizzas, chips, stratas and more, serve your customers fresh, flavorful, real potatoes.

SLICED

CODE	DESCRIPTION	PACK SIZE (LBS.)	SHELF LIFE (DOM)	VARIETY	DETAILS
20169-15120	American Home Fries Sliced, 1/8"	2/10	35		Sliced 1/8" thick, peeled Russet potatoes
20169-15125	American Home Fries Sliced, 1/8"	1/10	35		Sliced 1/8" thick, peeled Russet potatoes
20169-15270	Hearty Cut Sliced, 3/4"	2/10	35		Sliced 5/8" to 3/4" thick, peeled Russet potatoes

All Sliced Products are Certified Kosher, Gluten-Free, Sulfite-Free, and contain 0 grams trans fat per serving.



SIMPLY SMART. DELICIOUSLY DONE.

Convenient and versatile, Simply Potatoes® Wedges & Whole Peeled Potatoes are cleaned and partially cooked for optimal performance. In a fraction of the time, you can whip up scratch-quality potato dishes that your customers will be sure to enjoy.

- Always made from fresh potatoes, never frozen.
- Red Skin Wedges provide an upscale appearance, adding color and superior quality to any plate, from a roasted potato dish to traditional potato salad.
- Whole Potatoes are a great starting point for virtually any potato menu item. Shred, slice, dice or mash for complete versatility.

WEDGES & WHOLE

CODE	DESCRIPTION	PACK SIZE (LBS.)	SHELF LIFE (DOM)	VARIETY	DETAILS
20169-12587	Small Red Skin Wedges, 8-cut	2/10	31		8-cut wedges from B-sized, skin-on Red potatoes
20169-15870	Red Skin Wedges, 8-cut	2/10	31		8-cut wedges from A-sized, skin-on Red potatoes
20169-12590	Quartered Red Skin Wedges	2/10	31		4-cut wedges from B-sized, skin-on Red potatoes
20169-15340	Whole B Potato, Peeled	2/10	35		Whole peeled, B-sized Russet potatoes

All Wedges & Whole Products are Certified Kosher, Gluten-Free, Sulfite-Free, and contain 0 grams trans fat per serving.




A CUT ABOVE.

Farm Fresh™ refrigerated potatoes feature skin-on cuts for a homestyle appearance, fresh taste and dependable quality. Available to customers in Western Distribution, these potatoes are available in a wide range of convenient, ready-to-cook products.

- No cleaning or cutting—already prepared and ready to cook.
- Always made from fresh potatoes, never frozen.
- Varieties include sliced, diced and hash browns.

FARM FRESH™

CODE	DESCRIPTION	PACK SIZE (LBS.)	SHELF LIFE (DOM)	VARIETY	DETAILS
20169-30210	Skin-on Shredded Hash Browns, 3/16"	2/10	35		Classic Shred 3/16" wide, skin-on Russet potatoes
20169-83210	Shredded Hash Browns, 3/16"	2/10	35		Classic Shred 3/16" wide, partially peeled Russet potatoes
20169-33210	Skin-on Special Cut Hash Browns, 3/8"	2/10	35		Special Shred 3/8" wide, skin-on Russet potatoes
20169-83230	Special Cut Hash Browns, 3/8"	2/10	35		Special Shred 3/8" wide, partially peeled Russet potatoes
20169-80220	1/2" Diced	2/10	35		Diced 1/2" x 1/2" x 3/4," partially peeled Russet potatoes
20169-90210	1/2" Skin-on Diced	2/10	35		Diced 1/2" x 1/2" x 3/4," skin-on Russet potatoes
20169-91210	3/4" Skin-on Diced	2/10	35		Diced 3/4" x 3/4" x 1," skin-on Russet potatoes
20169-71210	3/4" Red Skin Diced	2/10	35		Diced 1/2" x 3/4" x 1," skin-on Red potatoes
20169-74210	3/4" Large Red Skin Diced	2/10	35		Diced 1-1/2" x 3/4" x 1/2," skin-on Red potatoes
20169-40230	Skin-on Cottage Fries Sliced, 1/8"	2/10	35		Sliced 1/8" thick, skin-on Russet potatoes
20169-20210	Skin-on Sliced, 1/4"	2/10	35		Sliced 1/4" thick, skin-on Russet potatoes
20169-84210	Sliced, 1/4"	2/10	35		Sliced 1/4" thick, partially peeled Russet potatoes

All Farm Fresh™ Products are Certified Kosher, Gluten-Free, Sulfite-Free, and contain 0 grams trans fat per serving. Farm Fresh™ Potatoes are available for Western Distribution only: AZ, CA, ID, MT, NM, NV, OR, UT, WA



PRODUCT DETAILS






MASHED

CODE	DESCRIPTION	PACK SIZE (LBS.)	SHELF LIFE (DOM)	NET WT (LBS.)	GROSS WT (LBS.)	CASE CUBE	VARIETY	DETAILS
20169-15010	Traditional Mashed	4/6	50	24	25.22	0.51		Made with peeled Russet potatoes, skim milk and salt
20169-15080	Seasoned Mashed	4/6	50	24	25.22	0.51		Made with peeled Russet potatoes, skim milk, butter, salt and white pepper
20169-15750	Homestyle Mashed	4/6	50	24	25.22	0.51		Made with peeled Russet potatoes, milk, butter, salt and black pepper
20169-15770	Deluxe Mashed	4/6	50	24	25.22	0.51		Made with peeled Russet potatoes, milk, butter, natural sour cream flavor, salt and black pepper
20169-15190	Red Skin Mashed	4/6	42	24	25.22	0.51		Made with skin-on Red potatoes, skim milk, butter, natural sour cream flavor, salt and white pepper
20169-15880	Red Skin Roasted Garlic Mashed	4/6	42	24	25.22	0.51		Made with skin-on Red potatoes, skim milk, butter, salt, roasted garlic and white pepper
20169-18750	Northern Gold™ Mashed	4/6	50	24	25.22	0.51		Made with peeled Yellow potatoes, milk, butter, and salt
20169-17700	Sweet Potato Mashed	4/6	50	24	25.22	0.51		Made with peeled Sweet potatoes, skim milk, brown, sugar, margarine and cinnamon



HASH BROWNS

CODE	DESCRIPTION	PACK SIZE (LBS.)	SHELF LIFE (DOM)	NET WT (LBS.)	GROSS WT (LBS.)	CASE CUBE	VARIETY	DETAILS
20169-15100	Shredded Hash Browns, 3/16" wide	2/10	35	20	21.87	0.57		Classic Shred 1/8" x 3/16," peeled Russet potatoes
20169-15105	Shredded Hash Browns, 3/16" wide	1/10	35	10	11.80	0.35		Classic Shred 1/8" x 3/16," peeled Russet potatoes
20169-30001	Special Cut Hash Browns, 3/8" wide	2/10	31	20	21.87	0.57		Special Shred 1/8" x 3/8," skin-on Russet potatoes






DICED

CODE	DESCRIPTION	PACK SIZE (LBS.)	SHELF LIFE (DOM)	NET WT (LBS.)	GROSS WT (LBS.)	CASE CUBE	VARIETY	DETAILS
20169-15110	5/8" Southern Style Diced	2/10	35	20	21.87	0.57		Diced 5/8" x 5/8" x 3/4," peeled Russet potatoes
20169-15115	5/8" Southern Style Diced	1/10	35	10	11.80	0.35		Diced 5/8" x 5/8" x 3/4," peeled Russet potatoes
20169-15150	3/4" Large Diced	2/10	35	20	21.87	0.57		Diced 5/8" x 3/4" x 7/8," peeled Russet potatoes
20169-15140	7/8" Extra Large Diced	2/10	35	20	21.87	0.57		Diced 7/8" x 7/8" x 3/4," peeled Russet potatoes
20169-15170	5/8" Red Skin Diced	2/10	31	20	21.87	0.57		Diced 5/8" x 5/8" x 3/4," skin-on Red potatoes
20169-15300	3/4" Large Red Skin Diced	2/10	31	20	21.87	0.57		Diced 5/8" x 3/4" x 7/8," skin-on Red potatoes
20169-32001	1-1/2" Extra Large Red Skin Diced	2/10	31	20	21.87	0.57		Diced 1/2" x 1-1/2" x 3/4," skin-on Red potatoes







SLICED

CODE	DESCRIPTION	PACK SIZE (LBS.)	SHELF LIFE (DOM)	NET WT (LBS.)	GROSS WT (LBS.)	CASE CUBE	VARIETY	DETAILS
20169-15120	American Home Fries Sliced, 1/8"	2/10	35	20	21.87	0.57		Sliced 1/8" thick, peeled Russet potatoes
20169-15125	American Home Fries Sliced, 1/8"	1/10	35	10	11.80	0.35		Sliced 1/8" thick, peeled Russet potatoes
20169-15270	Hearty Cut Sliced, 3/4"	2/10	35	20	21.87	0.57		Sliced 5/8" to 3/4" thick, peeled Russet potatoes



WEDGES & WHOLE

CODE	DESCRIPTION	PACK SIZE (LBS.)	SHELF LIFE (DOM)	NET WT (LBS.)	GROSS WT (LBS.)	CASE CUBE	VARIETY	DETAILS
20169-12587	Small Red Skin Wedges, 8-cut	2/10	31	20	21.87	0.57		8-cut wedges from B-sized, skin-on Red potatoes
20169-15870	Red Skin Wedges, 8-cut	2/10	31	20	21.87	0.57		8-cut wedges from A-sized, skin-on Red potatoes
20169-12590	Quartered Red Skin Wedges	2/10	31	20	21.87	0.57		4-cut wedges from B-sized, skin-on Red potatoes
20169-15340	Whole B Potato, Peeled	2/10	35	20	21.87	0.61		Whole peeled, B-sized Russet potatoes



FARM FRESH™

CODE	DESCRIPTION	PACK SIZE (LBS.)	SHELF LIFE (DOM)	NET WT (LBS.)	GROSS WT (LBS.)	CASE CUBE	VARIETY	DETAILS
20169-30210	Skin-on Shredded Hash Browns, 3/16"	2/10	35	20	21.87	0.57		Classic Shred 3/16" wide, skin-on Russet potatoes
20169-83210	Shredded Hash Browns, 3/16"	2/10	35	20	21.87	0.57		Classic Shred 3/16" wide, partially peeled Russet potatoes
20169-33210	Skin-on Special Cut Hash Browns, 3/8"	2/10	35	20	21.87	0.49		Special Shred 3/8" wide, skin-on Russet potatoes
20169-83230	Special Cut Hash Browns, 3/8"	2/10	35	20	21.87	0.49		Special Shred 3/8" wide, partially peeled Russet potatoes
20169-80220	1/2" Diced	2/10	35	20	21.87	0.49		Diced 1/2" x 1/2" x 3/4," partially peeled Russet potatoes
20169-90210	1/2" Skin-on Diced	2/10	35	20	21.87	0.49		Diced 1/2" x 1/2" x 3/4," skin-on Russet potatoes
20169-91210	3/4" Skin-on Diced	2/10	35	20	21.87	0.49		Diced 3/4" x 3/4" x 1," skin-on Russet potatoes
20169-71210	3/4" Red Skin Diced	2/10	35	20	21.87	0.49		Diced 1/2" x 3/4" x 1," skin-on Red potatoes
20169-74210	3/4" Large Red Skin Diced	2/10	35	20	21.87	0.49		Diced 1-1/2" x 3/4" x 1/2," skin-on Red potatoes
20169-40230	Skin-on Cottage Fries Sliced, 1/8"	2/10	35	20	21.87	0.49		Sliced 1/8" thick, skin-on Russet potatoes
20169-20210	Skin-on Sliced, 1/4"	2/10	35	20	21.87	0.49		Sliced 1/4" thick, skin-on Russet potatoes
20169-84210	Sliced, 1/4"	2/10	35	20	21.87	0.49		Sliced 1/4" thick, partially peeled Russet potatoes