

RUSTIC MASHED POTATOES

with Butter & Sea Salt



BETTER FOR YOU, MADE EASY

Rich and hearty, with lumps and peels.







INGREDIENTS: IDAHO® POTATOES WITH PEEL, BUTTER, SEA SALT, ACACIA, NATURAL FLAVOR.

ALLERGENS: MILK



SHELF LIFE is approximately 12 months from date of packaging code (imprinted on the package)



BETTER FOOD FOR A BETTER WORLD

Feel good about serving Honest Earth with:

LESS WASTE

BETTER RESOURCE MANAGEMENT

SUPPORT OF FARMERS

66%

66% of consumers are attracted by specific approaches to promote sustainability.¹



The plant-based category is expected to outperform 100% of all other foods, beverages, and ingredients over the next four years.²

64%

64% of consumers report eating foodservice potatoes (not fries) at least once a month.³

Hot Water Preparation

- **1. Measure** 1 gallon of hot (180°-190°F) water into a 6" half-size steam table pan.
- 2. Add 1 pouch of potatoes, mix well. Let stand 10 minutes.
- 3. Mix well before serving.

Oven Preparation

- 1. Measure 1 gallon tap water into full steam table pan.
- 2. Add 1 pouch of potatoes, mix well.
- 3. Cover with foil, bake at 325°F for 35-40 minutes.
- 4. Mix well before serving.

Description	GTIN	DOT Code	Net Wt.	Ship Wt.	Pack Size	Case Cube	Tie/High (40 x 48 Pallet)	Finished (lbs./Case)
Honest Earth® Rustic Mashed Potatoes with Butter & Sea Salt	1 00 29700 00766 6	742108	13 lbs.	14.55 lbs.	8/26 oz.	0.92	11 x 5	79

SUSTAINABILITY REPORT 2020, DATASSENTIAL

²THE SNAP FOOD PROFILE 2021, PLANT-BASED, MENU PENETRATION, DATASSENTIAL

³FY20 CONSUMER AAU, FOODSERVICE DIVE, POTATOES USA



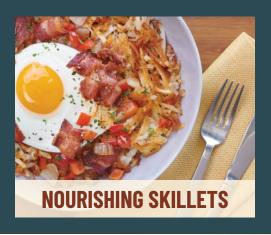
HASH BROWN SHREDDED POTATOES

with a hint of Sea Salt & Pepper



BETTER FOR YOU, MADE EASY

Perfectly crispy, sensational shreds.







HONESTLY DELICIOUS



MENU HERO

- Plant-Based
- Labor-Saving
- · Shelf-Stable
- Easy Prep
- Takeout & Delivery Friendly
- Versatile



Nutrition Facts

About 31 servings per container Serving size 1/3 cup dry (18g) 70g prepared

109 propurou						
Amount per serving Calories	70					
	% Daily Value*					
Total Fat 0g	0%					
Saturated Fat 0g	0%					
Trans Fat 0g						
Cholesterol 0mg	0%					
Sodium 150mg	7%					
Total Carbohydrat	e 15g 5%					
Dietary Fiber 2g	7%					
Total Sugars 0g						
Includes 0g Add	ded Sugars 0%					
Protein 1g						
Vitamin D 0mcg	0%					
Calcium 11mg	0%					
Iron 0mg	0%					
Potassium 181mg	4%					
	s you how much a nutrient in se to a daily diet. 2,000 calories strition advice.					

INGREDIENTS: IDAHO® POTATOES, SEA SALT, ACACIA, NATURAL FLAVOR, BLACK PEPPER.

ALLERGENS: NONE GLUTEN-FREE



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BETTER RESOURCE MANAGEMENT

SUPPORT OF FARMERS

83%

83% of consumers like or love hash browns.¹ 43%

43% of consumers are willing to pay between 50 cents to \$1 more per menu item for sustainable options.² 84%

Potatoes have 84% penetration across all dayparts.³

Overnight Preparation

- 1. Fill carton to fill line with hot tap water at 150° 160°F.
- 2. Reclose and refrigerate overnight, placing cartons about 1" apart.

10-Minute Refresh ("Immediate")

- 1. Fill carton to fill line with water from hot water dispenser at 180° 190°F.
- 2. Reclose and let stand at room temperature for 10 minutes.

Description	GTIN	DOT Code	Net Wt.	Ship Wt.	Pack Size	Case Cube	Tie/High (40 x 48 Pallet)	Finished (lbs./Case)
Honest Earth® Hash Brown Shredded Potatoes with a Hint of Sea Salt & Pepper	1 00 29700 00718 8	742110	10 lbs.	11.80 lbs.	8/1.25 lb.	1.08	12 x 3	40

SOURCE: THE SNAP FOOD PROFILE 2020, DATASSENTIAL

²SOURCE: SUSTAINABILITY REPORT 2020, DATASSENTIAL

3SOURCE: POTATO MENU TRENDS 2020, POTATOES USA, DATASSENTIAL