

HONEST
EARTH®
by IDAHOAN FOODSERVICE

RUSTIC MASHED POTATOES

with Butter & Sea Salt



BETTER FOR YOU, MADE EASY

Rich and hearty, with lumps and peels.

Clean Label • Honest Ingredients • Scratch-Like Taste • Convenient & Consistent



WHOLESOME BOWLS



TEMPTING SIDES

HONESTLY DELICIOUS



MENU HERO

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



Nutrition Facts

32 servings per container
Serving size 1/4 cup dry (23g)
140g prepared

Amount per serving
Calories 80

% Daily Value*

Total Fat 0.5mg	1%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 200mg	9%
Total Carbohydrate 17g	6%
Dietary Fiber 2g	7%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 2g	
Vitamin D 0mcg	0%
Calcium 10mg	0%
Iron 0.4mg	2%
Potassium 270mg	6%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

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

ALLERGENS: MILK

GLUTEN-FREE



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



by IDAHOAN FOODSERVICE

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

¹SUSTAINABILITY REPORT 2020, DATASSENTIAL

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

³FY20 CONSUMER AAU, FOODSERVICE DIVE, POTATOES USA

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HÖNEST
EARTH®
by IDAHOAN FOODSERVICE

HASH BROWN SHREDDED POTATOES

with a
hint of Sea Salt & Pepper



BETTER FOR YOU, MADE EASY
Perfectly crispy, sensational shreds.

Clean Label • Honest Ingredients • Scratch-Like Taste • Convenient & Consistent



NOURISHING SKILLETS



WHOLESOME HASHES



INTERESTING APPETIZERS

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

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 Carbohydrate 15g	5%
Dietary Fiber 2g	7%
Total Sugars 0g	
Includes 0g Added Sugars	0%
Protein 1g	
Vitamin D 0mcg	0%
Calcium 11mg	0%
Iron 0mg	0%
Potassium 181mg	4%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

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

ALLERGENS: NONE

GLUTEN-FREE



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BETTER FOOD FOR A BETTER WORLD

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LESS WASTE

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

¹SOURCE: THE SNAP FOOD PROFILE 2020, DATASSENTIAL

²SOURCE: SUSTAINABILITY REPORT 2020, DATASSENTIAL

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

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