



HÖNEST EARTH[®]

FULL LINE GUIDE

Wholesome, delicious clean label sides,
straight from the Earth.



Clean-label potato sides crafted for operational excellence

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Visit honestearthfoodservice.com or call 888-552-2515 to learn more.

CONSISTENTLY DELICIOUS. OPERATIONALLY SMART.

Honest Earth® by Idahoan® helps operators deliver clean-label, better-for-you sides with the scratch-quality taste guests love—and the speed, consistency, and versatility kitchens rely on.



Honest Ingredients, Straight from the Earth

We only use ingredients that are found in nature — it's just that simple!

WITH HONEST EARTH, YOU CAN

say goodbye to:

- ✗ Artificial Additives
- ✗ Preservatives
- ✗ Complicated Prep
- ✗ Compromising Taste

say hello to:

- ✓ Clean-Label Confidence
- ✓ Reduced Sodium
- ✓ Scratch-Quality Flavor
- ✓ Reliable Back-of-House Performance



Better Food for a Better World

Honest Earth is committed to sustainable farming and business practices. With less waste, better resource management, and support of farmers, we're aligned with the values of today's modern operators and patrons.

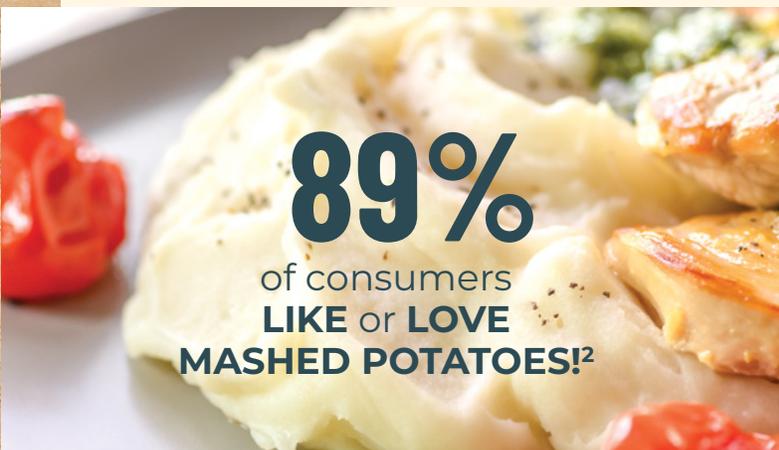
Learn more at idahoanfoodservice.com/sustainability



WHY HONEST EARTH?

Trusted Quality. Inspired Innovation.

Honest Earth® by Idahoan® continuously evolves to meet emerging flavor and menu trends, delivering clean-label product innovations that resonate with today's consumers. Supported by Idahoan's legacy of reliability and exceptional customer service, Honest Earth empowers operators to confidently serve sides that uphold the highest standards of quality, taste, and operational consistency- all made with the cleanest ingredients.



89%
of consumers
LIKE or LOVE
MASHED POTATOES!²



82%
of consumers believe
clean label is important and
many are **willing to pay more**²

*DATASSENTIAL OMNIBUS SURVEY, 2024



CREAMY CLASSIC
MASHED POTATOES
with a hint of Butter & Sea Salt



CREAMY BUTTERY
HOMESTYLE®
MASHED POTATOES
with extra Butter & Milk



SHREDS HEARTY CUT
HASH BROWNS
with a hint of Sea Salt & Pepper

BETTER-FOR-YOU SIDES, BUILT FOR FOODSERVICE

Honest Earth® by Idahoan® brings together simple, wholesome ingredients and the speed-scratch performance foodservice operators need. With no artificial additives and products crafted for clean-label menus, Honest Earth delivers consistent, scratch-quality sides that are easy to prepare, customizable across cuisines, and backed by Idahoan's trusted legacy of quality and sustainability.

MASHED POTATOES

Description	GTIN	US DOT Code	Canada DOT Code	Net Wt.	Ship Wt.	Pack Size	Case Cube	Tie/High (40 x 48 Pallet)	Finished (lbs./Case)
Idahoan® Honest Earth® CREAMY Classic Mashed Potatoes with a hint of Butter & Sea Salt NEW!	1 00 29700 00715 4	798575	799064	19.50 lbs.	21.42 lbs.	12/26 oz.	1.17	10x4	119
Idahoan® Honest Earth® CREAMY Buttery Homestyle® Mashed Potatoes with extra Butter & Milk NEW!	1 00 29700 00741 3	798573	798914	22.13 lbs.	24.05 lbs.	12/29.5 oz.	1.17	10x4	133

HASH BROWNS

Idahoan® Honest Earth® SHREDS Hearty Cut Hash Brown with a hint of Sea Salt & Pepper NEW!	1 00 29700 00719 2	798574	799062	13.50 lbs.	15.75 lbs.	6/2.25 lbs.	0.98	8x5	51
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ORDER HONEST EARTH TODAY

Delicious, better-for-you sides for every palate and every daypart!

Contact us at **888-552-2515** or find us online at **honestearthfoodservice.com**.

