



POTATO *Asian Cuisine*

FOODSERVICE INSPIRATION

Potatoes[®]
USA

WE'RE POTATOES USA.®

Potatoes USA is the national marketing and promotion board representing U.S. growers and importers. Potatoes USA, the largest vegetable commodity board, was established in 1971 by potato farmers to promote the benefits of eating potatoes. For more information on Potatoes USA's mission to "Strengthen Demand for Potatoes," visit PotatoesUSA.com.

Potatoes are as versatile as they are loved. Or maybe they're loved because they're so versatile. What other vegetable can be rendered in texture and flavor to suit any mood, any time of day? From crispy breakfast, crunchy snacks, spicy lunch, or creamy dinner, potatoes lend themselves to endless culinary creations. They rise to any occasion and find a home on every menu. And because they're nutritionally dense, economically profitable, low on labor, big on flavor, gluten-free, and (of course) plant-based, potatoes are perfectly on-trend—now more than ever.*

* <https://bestlifeonline.com/news-most-popular-food/>

FAR-FETCHED IN THE

FAR EAST?

You'd be surprised!



Potatoes might not immediately come to mind for most people when they think about Far Eastern cuisines, but the truth is, they've been cultivated there for over four centuries.* In fact, because they're economical to grow, available year-round, and easy to prepare, potatoes are a household staple in many regions of China and Japan, and a popular snack in Korea and Vietnam. The bottom line: in East Asian dishes, potatoes are an authentic, exciting way to reinterpret classic dishes.

* <https://www.worldscientific.com/worldscibooks/10.1142/6940#t=aboutBook>



LOADED POTATO SPRING ROLLS

WHY ASIAN FARE WITH POTATOES

and why now?

LOW ON LABOR

Potatoes are easy to work with, helping to mitigate required expertise and labor challenges. And because they're available in a variety of formats—from fresh to frozen to dehydrated—they can suit a variety of operations and kitchen skills.

BIG ON FLAVOR

Boiled, baked, mashed, or caked, potatoes have a subtle, flexible flavor that complements any cuisine, and a texture that can be rendered to satisfy every craving—from creamy and rich to crispy and light.

RELIABLY PROFITABLE

Because potatoes are economical, they help any operator's food costs. But they're so beloved and craveable, they do more than help operators save money. Studies show that, regardless of restaurant type, the majority of patrons are willing to pay more for a dish that includes potatoes than one without—boosting your bottom line even more.**

DELICIOUS NUTRITIOUS

One medium potato (5.3 oz, skin on) has about 100 calories, 897 mg of potassium, and is more energy-packed than any other popular vegetable. In other words, potatoes don't just taste great, they're also a nutritional and versatile base for dishes of all types and flavors.

DIET ADAPTABLE

Because potatoes are naturally vegan, vegetarian, low-calorie, and gluten-free, they're right on-trend with the popular plant-based movement.

FORMAT FLEXIBLE

Hot, cold, fresh, frozen, or dehydrated, potatoes always keep their flavor and texture front and center. Their naturally sturdy shape and flexible form are structurally perfect for any type of Asian dish.

OH SO SATISFYING

Despite their low calorie count, potatoes are incredibly filling, helping ensure that everyone leaves their meal feeling satisfied.

Tubers in the

TOP 10

AMERICA'S FAVORITE FOODS

In a recent America's Favorite Foods poll,* potatoes took four spots in the top ten (hash browns, baked, fries, and mashed at #1!). In fact, the majority of patrons are willing to pay an average of \$5.20 more for a meal with potatoes.** So yes, your customers love them. But there are other big ways this hero vegetable is the perfect base for Asian-inspired cuisine.

* <https://bestlifeonline.com/news-most-popular-food/>

** 2022 Potatoes USA Patron Study_Slide 28

FORMATS



FRESH

Available in over 200 varieties, seven types, and four colors, fresh potatoes come in a wide range of shapes and sizes, from A (large russets) to C (tiny new). Unlike most fresh produce, whole uncooked potatoes keep for up to two months when stored in a cool, dark place.



FROZEN

Only the highest-quality potatoes are selected for frozen products, which are pre-sliced, ready-to-use, and available in a variety of shapes and forms. This saves labor, helps boost your bottom line, and ensures food quality and consistency. From frozen hash browns to mashed potatoes, there's a varietal and style for any operator's needs.



DEHYDRATED

Shelf-stable and space-saving, dehydrated potatoes are deliciously convenient and conveniently delicious. They don't need peeling, washing, slicing, or mashing—just add water. Flakes and granules in varying sizes are perfect for everything from mashers and bowls to gluten-free breading. Slices, dices, and shreds, after a quick, rehydrating simmer, are perfect for hash browns, soups, or any other dish you dream up.

Delicious.

Speaking of delicious dishes... On the following pages, you can find a few favorite recipes that celebrate potatoes in both traditional and reinvented East Asian styles.



Sesame Roasted POTATOES

WITH STIR-FRY SALAD

DISH
Salad

PREP TIME
25 Mins

COOK TIME
20 Mins

SERVING
Serves 4



Tender pieces of roasted fingerling potatoes are scented with fragrant sesame oil, arranged on a bed of chilled stir-fried vegetables, and served with a ginger miso dressing.

Preparation

- 1 Preheat the oven to 400°F.
- 2 To roast the potatoes, cut the potatoes and drizzle with sesame oil and toss. Season the potatoes with the salt and white pepper then toss again to combine. Place the potatoes on a baking sheet lined with aluminum foil. Roast the potatoes for 18–22 minutes or until they are golden and crispy. Allow the potatoes to cool until ready to use.
- 3 To make the dressing, combine all dressing ingredients except the peanut oil and sesame seeds in a blender. Run the blender until everything is smooth; with the blender running slowly, drizzle in the peanut oil until the dressing is well combined. Pour the dressing into a container and stir in the sesame seeds. The dressing can be made up to 2–3 days in advance.
- 4 To make the stir-fry salad, heat a large frying pan or a wok over high heat. Add the oil; once it's slightly smoking, add the bok choy and carrots. Cook over high heat for 1–2 minutes. Add the bell peppers and continue to cook for 30 seconds. Immediately transfer the vegetables to a baking sheet or large platter to help cool the vegetables down quickly, so they retain their color. Once the vegetables are cool, arrange them on serving plates along with the potatoes and water chestnuts.
- 5 Sprinkle the salads with the green onions and the black sesame seeds (if using) and serve with the ginger miso dressing.

INGREDIENTS

ROASTED FINGERLING POTATOES:

1 lb fingerling potatoes
1 tbsp sesame oil
1 tsp salt
1/2 tsp ground white pepper

GINGER MISO DRESSING:

1/3 cup rice wine vinegar
1/4 cup ginger, peeled and roughly chopped
1/2 tbsp garlic, chopped
1 tsp honey
3 tbsp miso (preferably yellow or white)
1 tsp sesame oil
1/2 tsp salt
1/4 cup carrots, peeled and roughly chopped
1/2 cup peanut oil (vegetable oil can be subbed)
1 tbsp sesame seeds

SALAD:

1 1/2 tbsp peanut oil (vegetable oil can be subbed)
6 cups bok choy, washed, cut into quarters
1 cup fresh carrots, peeled and sliced thin
1/2 cup red bell peppers, cut into 1/4" strips
8 oz canned sliced water chestnuts, drained
1/2 cup green onions, sliced
1/3 cup ginger miso dressing
1 tbsp black sesame seeds (optional)

EAST MEETS WEST

POTATO

Lettuce Wraps

DISH
Appetizer,
Main

PREP TIME
30 Mins

COOK TIME
30 Mins

SERVING
Serves 8



Honey, ginger, and soy sauce-marinated ground turkey and diced yellow potatoes, sweet thinly sliced carrots, and crispy, juicy bean sprouts are sprinkled with sesame seeds, wrapped in fresh Bibb lettuce, and served with a sweet chili dipping sauce.

Preparation

- 1 Mince garlic, mince ginger, chop birds eye chili. Place in a bowl together and set aside.
- 2 Chop green onions, slice carrot into thin sticks and set aside.
- 3 Gently peel off large leaves of lettuce and set aside.
- 4 Small dice the yellow potatoes and parcook by adding them to a pot of cold water and salt. Bring them to a boil over medium-high heat, then reduce heat and simmer until just about fork tender (about 15–17 minutes).
- 5 In a skillet over medium heat, add vegetable oil and sauté ginger, garlic, and birds eye chili until aromatic (about 20 seconds). Mix in the ground turkey, parcooked diced potatoes, soy sauce, rice vinegar, honey, sesame oil, and black pepper. Cook meat until done at 165°F. Place in a medium bowl, add green onions and sesame seeds, and mix. Set aside.
- 6 To serve the meal family style: on a platter, stack large leaves of lettuce, thinly sliced carrots, and bean sprouts, place a bowl with the cooked ground turkey mixture next to the platter, and serve the sweet chili sauce on the side for dipping.
- 7 To assemble, take a large lettuce leaf, add 1–2 tbsp of cooked meat, top with a pinch each of thinly sliced carrots and bean sprouts, roll into a wrap, dip the wrap in the sauce, and enjoy immediately.

INGREDIENTS

3 tbsp garlic, fresh
3 tbsp ginger, fresh
1 tbsp birds eye chili
1/4 cup green onion
1 large carrot
1 head green leaf lettuce
2 yellow potatoes
2 tbsp salt
2 tbsp vegetable oil
1/2 lb ground turkey
2 tbsp low sodium soy sauce
2 tbsp rice vinegar
3 tbsp honey
3 tbsp sesame oil
1 tbsp ground black pepper
1/8 cup sesame seeds
1 cup bean sprouts
1 cup sweet chili sauce

SHRIMP PAD THAI

Loaded CURLY FRIES

DISH
Appetizer,
Main

PREP TIME
20 Mins

COOK TIME
30 Mins

SERVING
Serves 12



Crispy curly fries are a savory, indulgent bed for shrimp and tangy tamarind sauce in this inventive marriage of pad Thai and loaded fries.

Preparation

- 1 Begin by making the pad Thai sauce. Stir together the tamarind paste, brown sugar, fish sauce, and oyster sauce.
- 2 To make the pad Thai shrimp, peel and devein the shrimp. In a large sauté pan or a wok heat the peanut oil over high heat. Add the shrimp and cook for 3–5 minutes or until they are opaque and pink. Remove the shrimp and set aside. Add the onions to the pan and cook for 3–5 minutes or until they are lightly browned. Add the bean sprouts, green onions, and carrots. Stir-fry the vegetables for 3–4 minutes or until they are just tender. Add the pad Thai sauce and the peanuts and stir until combined and slightly thick.
- 3 To make the nam pla prik, combine the fish sauce, lime juice, sugar, chilis, and garlic. Set aside to use as a condiment for the fries.
- 4 To make the fries, preheat a fryer to 375°F, then lower the curly fries into the oil for 4–6 minutes or until they are golden and crisp. Drain well and place into a bowl, then season with salt and toss to combine. Mound the fries on serving plates and top with the pad Thai shrimp. Place a fried egg on top of each, then garnish with coriander and lime halves. Serve immediately.

INGREDIENTS

PAD THAI SAUCE:

1/3 cup tamarind paste
2/3 cup brown sugar
1/4 cup fish sauce
1/3 cup oyster sauce

PAD THAI SHRIMP:

2.2 lbs shrimp
1 tbsp peanut oil (vegetable oil can be subbed)
1 1/2 cups yellow onions, sliced
2 cups bean sprouts
1 cup green onions, cut into 2" pieces
1 cup carrots, cut into julienne strips
1/2 cup chopped peanuts

NAM PLA PRIK (FISH SAUCE VINAIGRETTE):

4 cups fish sauce
1/3 cup lime juice
2 tbsp granulated sugar
3 Thai chilis, thinly sliced
3 garlic cloves, sliced

CURLY FRIES:

As needed vegetable oil for frying
2.2 lbs frozen curly fries

TO PLATE:

12 large eggs, fried sunny side up
1/2 cup coriander (cilantro) leaves, picked
6 limes, cut in half

MASHED POTATO

Maki Rolls

DISH
Appetizer,
Side, Snack

PREP TIME
45 Mins

COOK TIME
30 Mins

SERVING
Serves 24



Mashed potatoes provide unexpectedly creamy contrast to rich, briny crab, pickled daikon, and fresh hothouse cucumbers.

Preparation

- 1 Make the sushi vinegar seasoning. In a saucepot over medium heat, add rice vinegar, mirin, kosher salt, and sugar. Bring to a simmer to melt sugar and salt. Remove from heat and cool to slightly above room temperature (85–95°F).
- 2 Make the mashed potatoes. Boil the water with kosher salt, add in the instant mashed potato flakes and sushi vinegar seasoning. Combine and mix until potatoes are set. They should be soft and spreadable.
- 3 While the potato mix cools slightly, prepare the Maki Roll filling. Peel and cut the hothouse cucumbers into wedges, removing the small seed core if desired. Trim the prepared daikon radishes and cut into the same size pieces. Remove the imitation crab from the plastic sleeve wrappers (if present) and cut each in half lengthwise to be about the same size as the cucumbers and daikon.
- 4 Prepare the breading station. Place whisked eggs for egg wash and potato flakes in separate, flat bowls.
- 5 Make the sauce by mixing the Kewpie mayo with lime juice and adobo sauce.
- 6 Trim the nori to appropriate size, cutting off 2 inches of top to reduce size. Use a very sharp knife, trimming a few sheets at a time.
- 7 Assemble the Maki Rolls. Prepare a small bowl with 1 part rice vinegar and 1 part water for sealing and for wiping the knife. Place a sheet of nori on a cutting board. Using hands, spread the potato mix thinly across the nori, leaving 3/8 inch at top edge clean for sealing roll. Place two crab strips end to end about 1 inch from bottom of nori sheet, then place cucumber and daikon the same way. Roll everything up, then lightly dampen the clean edge and press tightly to seal. Set roll on parchment, seam down, for a few minutes while you make the rest.
- 8 Flash fry the Maki Rolls. Immerse a sealed roll in the egg wash, remove and add to potato flakes, rolling to cover completely. Rest a minute or two. Place the roll carefully into a fryer at 350°F and flash fry for 10–25 seconds until just crisp and the potato flake crust is lightly browned. Remove to sheet pan with rack and let cool a minute or two.
- 9 With a very sharp thin knife, cut the roll in two equal lengths, place them side by side, and slice into six pieces. Smear a bit of sauce on the plate and place the Maki Rolls on top. Garnish with pickled ginger, soy, and wasabi if you like.

INGREDIENTS

“SUSHI” MASHED POTATOES:

1/2 cup rice vinegar
1/2 cup mirin
1/2 cup kosher salt
3 cups sugar, granulated
6 cups water, boiling
1 tsp kosher salt
8 cups potato flakes or instant mashed, use purple potato flakes for a splash of color

MAKI ROLL FILLING:

4 hothouse cucumbers, peeled and cut into 1/4” x 4” wedges
4 daikon, pickled yellow, cut into 1/4” x 4” wedges
24 crab, imitation, frozen, thawed, cut into 1/4” wedges

BREADING:

8 eggs, room temp, whisked
8 cups instant potato flakes

SAUCE:

2 cups mayo (Kewpie preferably)
1/8 cup lime juice, fresh
3 tbsp chipotle en adobo sauce

WRAPPERS:

24 nori sheets, pre-toasted, trimmed 2” (best quality preferably)

Chinese POTATO PANCAKE

DISH
Breakfast/Brunch,
Side, Main, Snack

PREP TIME
20 Mins

COOK TIME
10 Mins

SERVING
Serves 4



Dehydrated hash browns make this refined, dense, crispy pancake, dressed with or dipped into a delicious tangy and spicy soy, sesame oil, and fermented chili paste sauce.

Preparation

Rehydrating Potato Shreds:

- 1 Put 4 cups of dehydrated potato shreds in a bowl, and pour in 4 cups of boiling water. Let the potatoes rehydrate for about 30 minutes.
- 2 After 30 minutes, drain out the water.

Dipping Sauce:

- 1 Combine pickled chili sauce, light soy sauce, water, and sesame oil into a small bowl. Set aside.

Potato Pancakes:

- 1 To the bowl of potatoes, add salt, black pepper, Chinese Five Spice, and potato starch. Mix well and set aside for about 5 minutes.
- 2 Pour the canola oil into a frying pan and add 4 ounces of the pancake mixture to the pan, flattening it out slightly.
- 3 Cook for about 3–5 minutes on one side until it is golden brown, then flip it over and finish crisping until it is golden brown on the other side.
- 4 Transfer to a plate and serve with the dipping sauce.

INGREDIENTS

4 cups dehydrated hash browns/
potato shreds
4 cups water, boiling
1/2 tsp salt
1/2 tsp freshly ground black pepper
1 tsp Chinese Five Spice
1 cup potato starch
1/2 tbsp canola oil

DIPPING SAUCE:

1 tbsp pickled chili sauce
1 tsp light soy sauce
1 tbsp water
1/2 tsp sesame oil

LOADED POTATO Spring Rolls

DISH
Main

PREP TIME
25 Mins

COOK TIME
5 Mins

SERVING
Serves 4



Creamy, mashed russet potatoes mixed with crispy bacon, cheddar cheese, sour cream, and green onion bring all the comforting flavors of loaded potatoes into a crispy, handheld spring roll.

Preparation

- 1 Place peeled, chopped potatoes into a medium sauce pan. Cover the potatoes with water, bring to a boil, and cook until fork tender, about 15–20 minutes.
- 2 Meanwhile, cook the bacon until crispy. Drain and chop the bacon. Set aside.
- 3 Drain the potatoes and mash with butter, milk, and sour cream.
- 4 Stir in the bacon, cheese, and green onion, and season with salt and pepper.
- 5 Lay out the wrappers and spoon 1/4 cup of the potato mixture towards the middle. Wrap the front of the wrapper over the potatoes then bring each side over. Roll up and seal with a bit of water.
- 6 Heat up the vegetable oil in a Dutch oven or similar heavy-bottomed pot until it has reached 350°F. Place the rolls in the oil and cook until golden brown. Flip and continue cooking another 1–2 minutes.
- 7 Drain the rolls on paper towel and serve.

INGREDIENTS

3 large russet potatoes
4 slices thick cut bacon
1 tbsp butter
2 tbsp milk
2 tbsp sour cream
1/2 cup shredded cheddar cheese
2 tbsp chopped green onion
Salt and pepper to taste
8 refrigerated spring roll wrappers
Vegetable oil for frying

HOW POTATOES USA CAN SUPPORT YOU.

At Potatoes USA, we're always at the ready with fresh ideas about all things potato. From in-person innovation sessions, up-to-date consumer and industry trends, BOH training tools, and culinary demos, we're here to offer the information, insight, and support you need to boost your bottom line. (All free of charge, of course!)

Visit Spuds4Chefs.com to learn more.

