



POTATO
*All-Day
Breakfast*

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/>

BREAKFAST *Is Back*

For many operators, the first meal of the day used to be little more than a second thought; a daypart enjoyed primarily by hungry retirees and third-shift workers. Not anymore. Thanks to growing competition, a rise in the breakfast specialty segment, and the increased demand driven by a remote workforce, all-day breakfast is back in a big way—and your customers are here for it.

Guess which classic a.m. ingredient appears on more than 75% of all breakfast and all-day menus across the country?* That's right: potatoes! From traditional eggs and hash browns to innovative smoothie bowls, potatoes are ready to make your breakfast menu rise and shine.

* MenuTrends YE JUN'22, PENETRATION: Of restaurants serving apps, entrées, or sides, % that offer all forms of potatoes (excluding sweet potatoes).



ROASTED POTATO BOWL

WHY ALL-DAY BREAKFAST 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

Baked, caked, mashed, or hashed, potatoes have a subtle, flexible flavor that complements any cuisine, and a texture that can be rendered to satisfy every craving.

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 a great way to highlight better-for-you dishes and offer a nutrient-dense alternative to grains.

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 perfect for any breakfast dish.

OH SO SATISFYING

Despite their low calorie count, potatoes are incredibly filling, helping ensure that everyone starts their day 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 all-day all-star for your breakfast menu.

* <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 mashed sides and smoothie bowls to gluten-free alternatives to granola and breading. Slices, dices, and shreds (after a quick, rehydrating simmer) can be used in any recipe that calls for rendered potatoes—soups, salads, hash browns, au gratin casseroles, and breakfast bowls.

Potato Frittata

SANDWICH

DISH
Breakfast/Brunch,
Main

PREP TIME
15 Mins

COOK TIME
25 Mins

SERVING
Serves 8



Layers of tender russet potatoes and eggs, sandwiched on focaccia, along with pickled chilis, baby arugula, and a tangy lemon aioli—a West Coast favorite.

Preparation

- 1 Slice the russet potatoes 1/4 inch thick. In a large pot of lightly salted water, bring the potatoes to a boil and allow them to cook for 7–10 minutes or until they are just tender but not falling apart.
- 2 While the potatoes are blanching, whisk the eggs in a large bowl and add the cheese. Drain the potatoes and allow them to cool for about 10–15 minutes on a baking sheet. When the potatoes are cool, add them to the egg mixture along with the sea salt, and gently fold everything to combine.
- 3 Heat a nonstick skillet with the olive oil over medium-high heat and add the frittata mixture, making sure to evenly distribute the potatoes and eggs across the pan.
- 4 Cover the pan with a lid and cook for 5–6 minutes, gently shaking the pan occasionally. When the frittata lightly browns on the edges and pulls away from the side of the pan, it is ready to be flipped. Use a plate to invert the frittata (it should be noted that the top of the frittata should be set by now and there should be little to no runny egg before flipping). Flip the frittata onto the plate and then slide what was the top of the frittata into the bottom of the pan.
- 5 Cook on the other side for 3–5 minutes without the lid this time.
- 6 When the frittata is fully cooked, slide it onto a plate to cool slightly. When the frittata is at room temp, it can be sliced. Slice a portion of the frittata large enough to fit on your focaccia.
- 7 While the frittata is cooling, make the lemon aioli by combining the mayonnaise, garlic, lemon juice, and lemon zest together in a small bowl.
- 8 When ready to assemble the sandwich, heat the olive oil in a pan or on a flat top, slice the focaccia into a top slice and bottom slice, and toast in the olive oil.
- 9 Remove the focaccia and top with a generous slice of the potato frittata. Top with a few arugula leaves and some of the pickled chilis. At this stage you can really add whatever you'd like to the sandwich (e.g., marinated artichoke hearts, sweet marinated peppers, olives, marinated anchovies, grilled onions). Drizzle with the lemon aioli or simply spread the aioli on the underside of the top piece of focaccia. Place the top half of the bread on the sandwich and serve.

INGREDIENTS

POTATO FRITTATA:

1 lb russet potatoes
2 tbsp sea salt
6 eggs, large
3/4 cup parmesan, grated
2 tsp sea salt
3 tbsp extra virgin olive oil

LEMON AIOLI:

3/4 cup mayonnaise
3 cloves garlic, finely chopped
2 tbsp lemon juice, freshly squeezed
2 tsp lemon zest

SANDWICH:

1 tbsp olive oil
18 oz sun-dried tomato focaccia
(any focaccia can be subbed)
2 oz arugula
1/4 cup pickled chilis



BLOODY MARY SPICED

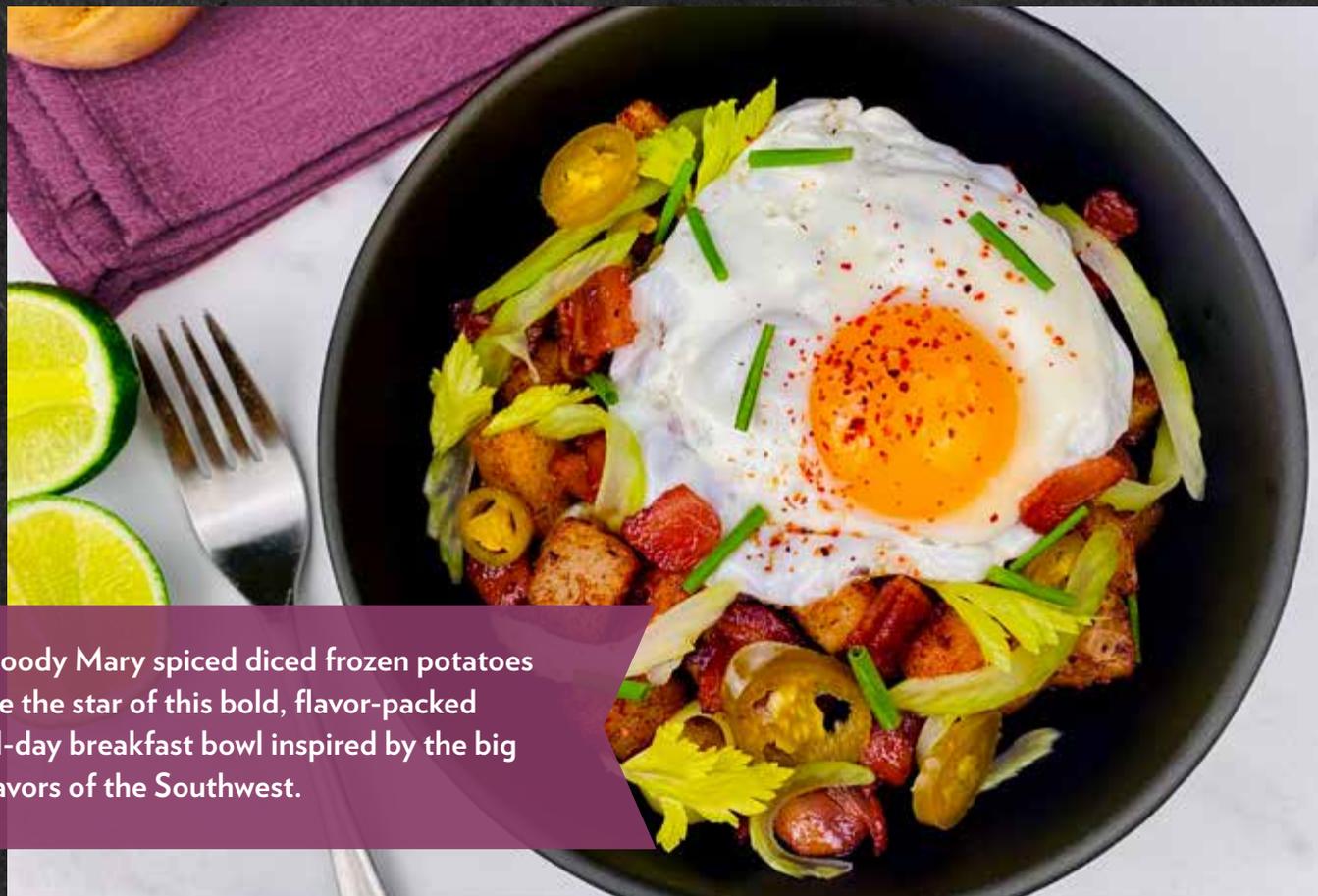
Roasted POTATO BOWL

DISH
Breakfast/Brunch,
Main

PREP TIME
30 Mins

COOK TIME
30 Mins

SERVING
Serves 6



Bloody Mary spiced diced frozen potatoes are the star of this bold, flavor-packed all-day breakfast bowl inspired by the big flavors of the Southwest.

Preparation

Bloody Mary Spiced Potatoes:

- 1 Fry potatoes in a 375°F fryer according to the manufacturer's specifications or bake on a foil-lined sheet pan for 25–30 minutes or until crispy.
- 2 While the potatoes are cooking, make the spice mix by combining the salt, onion powder, granulated garlic, dill, celery seed, chili powder, cayenne, coriander, black pepper, wasabi, and citric acid (if using) together in a medium bowl.
- 3 When the potatoes are done, place them in a large bowl, drizzle them with the rendered duck fat (if using), and season them with the spice blend. Keep the potatoes warm until ready to use.

Quick Pickled Celery:

- 1 The celery can be made up to a day in advance. It comes together quickly, and part of its deliciousness is the crunchy texture. To make, combine the celery in a medium bowl with the salt and sugar; allow it to sit for about 10 minutes.
- 2 Gently rinse the celery off with cold water and allow it to drain. Place it back in the bowl and add the vinegar. Toss to combine and let sit for about 10 minutes in the cooler before using.

Maple Candied Bacon:

- 1 Arrange the bacon on a sheet pan lined with aluminum foil.
- 2 Brush the bacon generously with the maple syrup and place it into a 375°F oven for 20–25 minutes, or until the bacon is rendered and the maple sugar has caramelized.
- 3 Allow the bacon to cool slightly before dicing it into 1/2 inch pieces.

Fried Eggs:

- 1 Heat the butter in a pan or on a griddle. Cook the eggs over medium-low heat or until the whites are firm and the yolk is still runny (about 4–5 minutes).

To Plate:

- 1 Arrange a base of the crispy potatoes in a serving bowl, top the potatoes with some of the maple candied bacon, and top the dish with the fried egg and garnish with the pickled celery, jalapeños, celery leaves, chives, and an extra sprinkling of the spice mix.



INGREDIENTS

BLOODY MARY SPICED POTATOES:

2.25 lbs diced frozen potatoes (fresh potatoes can be subbed)

2 tbsp sea salt

1/2 tbsp onion powder

1/2 tbsp granulated garlic

2 tsp dried dill

2 tsp celery seed

1 tbsp chili powder

2 tsp cayenne pepper

2 tsp ground coriander

1/2 tbsp black pepper

2 tsp powdered wasabi

2 tsp citric acid (chili lime salt can be subbed such as Tajin) (optional)

2 tbsp rendered duck fat (optional)

QUICK PICKLED CELERY:

12 oz celery, thinly sliced on a bias

1 tbsp sea salt

1 tbsp sugar

3 tbsp rice wine vinegar

MAPLE CANDIED BACON:

10 oz bacon

3 tbsp maple syrup

EGGS:

1 tbsp unsalted butter

6 eggs, large

GARNISHES:

1/2 cup canned jalapeños, drained

1/4 cup celery leaves, picked

1/4 cup chives, cut into 1/2" pieces

POTATO-STUFFED

French Toast FLORENTINE

DISH
Breakfast/Brunch,
Main

PREP TIME
60 Mins

COOK TIME
10 Mins

SERVING
Serves 24



Potato-Stuffed French Toast Florentine is dripping with warm Gruyère cheese and a silky hollandaise sauce that makes this one very unique East Coast-inspired menu item.

Preparation

- 1 In a sauce pan, mix hot mashed potatoes and Gruyère cheese until cheese has melted. Set aside, hold hot.
- 2 In a sauté pan on medium-high heat, wilt baby spinach. Set aside.
- 3 Make French toast batter by whisking heavy cream and 12 eggs in a mixing bowl.
- 4 Dip each slice of brioche bread in egg mixture until fully submerged, then coat each slice with dehydrated potato flakes.
- 5 Oil the griddle with 1 1/2 tablespoon of oil and brown crusted brioche bread on both sides until golden. Continue to add oil as necessary browning the remaining brioche bread.
- 6 Poach the 24 remaining eggs and keep hot.
- 7 Assemble each stuffed French toast in the following order:
 1. 1 slice French toast
 2. 1/2 cup Gruyère mashed potatoes (make a well in the middle of the mash)
 3. 1 poached egg, placed in the mashed potato well
 4. 1/2 cup wilted baby spinach
 5. 1 slice French toast
 6. 1/4 cup hollandaise sauce drizzle
 7. 1 crispy prosciutto nest
 8. 1/4 teaspoon smoked paprika dusting
- 8 Serve immediately.



INGREDIENTS

12 cups mashed potatoes
6 cups Gruyère cheese, coarsely grated
24 cups baby spinach, raw
12 cups heavy cream
36 eggs, large
1 1/2 cup of oil
48 slices brioche bread
12 cups potato flakes, dehydrated
6 cups hollandaise sauce
24 each prosciutto nests, made from slices, baked until crispy
2 tbsp smoked paprika

Everything Bagel POTATO BOWL

WITH SMOKED SALMON

DISH
Breakfast/Brunch,
Main

PREP TIME
10 Mins

COOK TIME
10 Mins

SERVING
Serves 6



Tater drums hold the base of this Everything Bagel Potato Bowl with Smoked Salmon, making it one of the most original ways to jump on the everything bagel seasoning trend with a quick homage to the Pacific Northwest.

Preparation

- 1 To prepare the tater drums, fry them from frozen at 375°F for 5–7 minutes or until golden and crisp. Drain them well and season with the everything bagel seasoning and sea salt.
- 2 Arrange the tater drums in a serving bowl and adorn the top of the crispy potatoes with the smoked salmon. Place dollops of crème fraîche on top along with a small amount of mixed greens, and garnish with green onions and fresh dill.



INGREDIENTS

CRISPY EVERYTHING BAGEL HASH BROWN BITES:

2.2 lbs frozen tater drums
3 tbsp everything bagel seasoning
1 tbsp sea salt

GARNISHES:

14 oz smoked salmon
3/4 cup crème fraîche
1 3/4 cups mixed greens
1/2 cup green onions, sliced
As needed fresh dill

POTATO Chilaquiles

DISH
Breakfast/Brunch,
Main

PREP TIME
40 Mins

COOK TIME
10 Mins

SERVING
Serves 24



Frozen sliced potatoes are the perfect crunchy element for this unique take on Chilaquiles. Fried and tossed in Salsa Roja and topped with the usual cotija cheese, cilantro, fried egg, and more, this Tex-Mex recipe is an all-day winner.

Preparation

Green Chile:

- 1 Preheat oven to 350°F.
- 2 Remove husks from tomatillos and rinse well under cold running water. Cut in half and place on a lined sheet tray. Do the same for the white onion and garlic cloves. Roast the vegetables until blistered, approximately for 20–25 minutes.
- 3 Add roasted vegetables and remaining ingredients to a high-powered blender or food processor and pulse until chunky but not smooth. Adjust seasoning as needed.
- 4 Hold cold for no more than 5 days.

Red Chile:

- 1 Toast chilis on a flat top or skillet until fragrant and slightly toasted but not burnt. Place in a heat-proof container and cover with hot water. Soak for 20 minutes.
- 2 Peel and cut onions in half. Roast with the garlic cloves on a lined sheet tray in a 350°F oven until blistered. Adjust seasoning as needed.
- 3 Place all ingredients in a high-powered blender or food processor and process until smooth.
- 4 Hold cold for up to 5 days.

Potato Chorizo:

- 1 In a 350°F oven, bake frozen tater drums until crispy, approximately 25 minutes. Avoid over-crowding sheet pan to prevent soggy drums. Once cooled, shred tater drums by hand and reserve.
- 2 Add chile arbol, cloves, and oregano to spice grinder and process until fine. Combine with the remaining spices, salt, and pepper. Reserve.
- 3 To make chorizo, toss a generous amount of the spice blend with the shredded tater drums and a drizzle of canola oil. Massage the spices well into the crumbly potato.
- 4 Return the “potato chorizo” to a sheet tray and bake one more time until crispy, for about 11–12 minutes.
- 5 Add more seasoning to the chorizo as needed.

Final Build:

- 1 Fry frozen sliced potatoes in 350°F oil for 4–5 minutes or until very crispy. Fry in batches, if necessary, to avoid soggy potatoes. Hold uncovered for no more than 2 days to retain crispness.
- 2 In a large skillet, heat the chile (green or red) until bubbly then add the sliced potatoes and cook for 5 minutes or until all chile has warmed through and the chips are fully coated.
- 3 Cook eggs via preferred method (scramble or over easy) and season with salt.
- 4 Build plate by layering as follows:
 1. 2 cups potatoes in chile
 2. 1/4 cup cotija cheese
 3. 2 eggs over easy or 1 cup scrambled eggs
 4. Garnish with cilantro, radishes, 3 slices of avocado, Mexican crema, and Potato Chorizo



INGREDIENTS

9 qts frozen, sliced potatoes, skin-on
24 cups Green or Red Chile (ingredients below)
48 eggs
3/4 lb butter, unsalted (for cooking eggs)
2 oz kosher salt
6 cups cotija cheese (crumbled fine)
24 oz cilantro, fresh, chopped
4 cups radishes, sliced (sliced on mandoline)
5 each avocado, fresh, sliced (to be fanned on top)
24 oz Mexican crema
6 cups Potato Chorizo (ingredients below)

GREEN CHILE:

10 lbs tomatillos, fresh
5 lbs white onion, fresh
12 garlic cloves
6 cups packed cilantro, fresh
8 each jalapeño, seeded
4 each serrano chilis, seeded
2 oz kosher salt
12 cups chicken stock

RED CHILE:

34 oz guajillo chilis, de-seeded and soaked
3 cups water, for soaking
14 oz white onion
12 garlic cloves
3 qts canned diced tomatoes
1 1/2 oz kosher salt
5 cups chicken stock

POTATO CHORIZO:

8 cups (2 lbs) frozen tater drums
4 each chile arbol, dried
6 whole cloves
1 tsp Mexican oregano
1 1/2 tbsp cumin
1 1/2 tsp coriander
1 tsp cinnamon
2 tbsp vinegar powder
2 tbsp granulated garlic
1 tbsp paprika
1 tbsp sea salt
1 tsp black pepper
1/2 cup canola oil

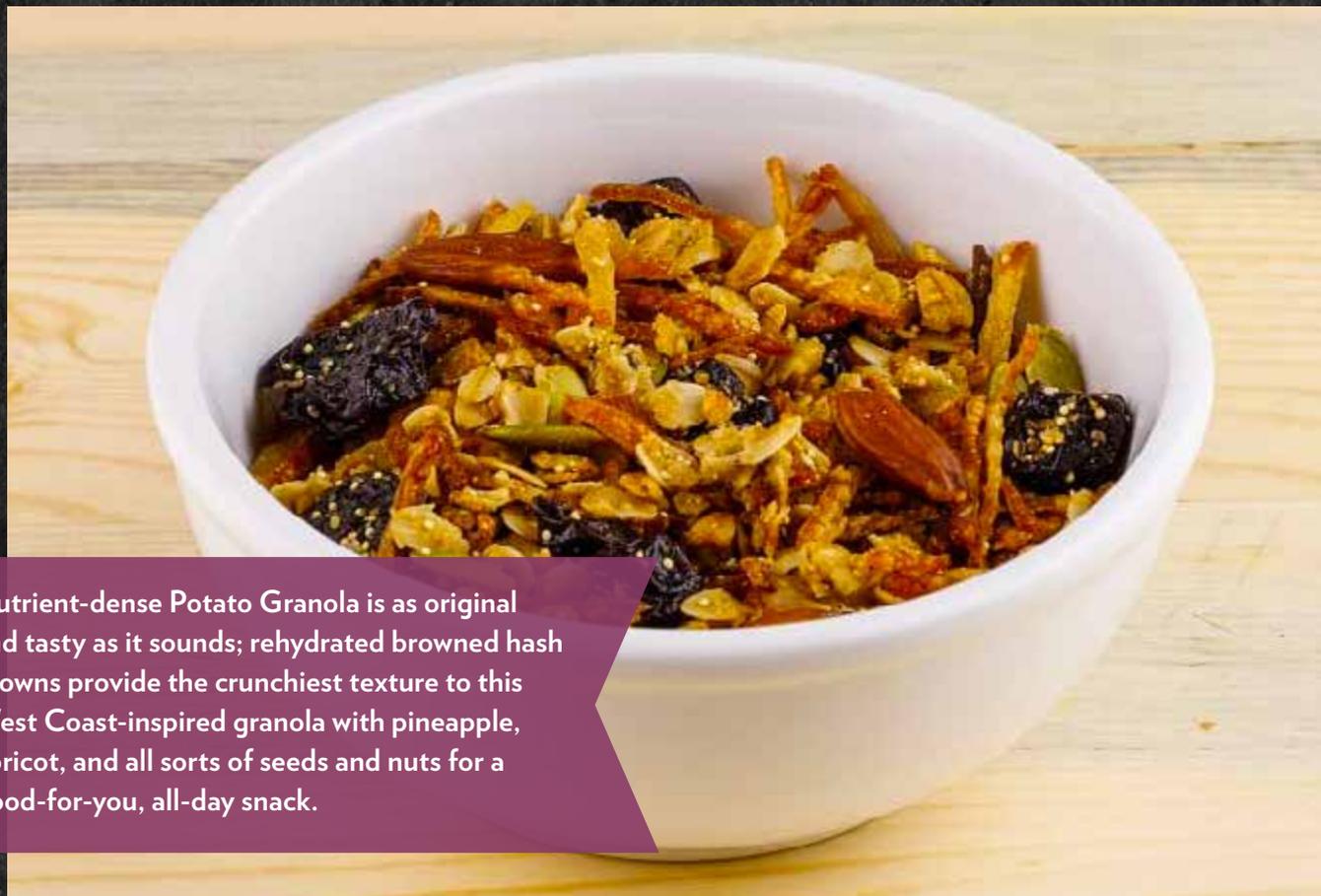
POTATO Granola

DISH
Breakfast/Brunch,
Main

PREP TIME
30 Mins

COOK TIME
40 Mins

SERVING
Serves 10



Nutrient-dense Potato Granola is as original and tasty as it sounds; rehydrated browned hash browns provide the crunchiest texture to this West Coast-inspired granola with pineapple, apricot, and all sorts of seeds and nuts for a good-for-you, all-day snack.

Preparation

- 1 Preheat oven to 300°F.
- 2 Blend all ingredients except dried pineapple and dried apricot and spread out over two half sheet pans.
- 3 Place in oven, turning every 10 minutes for 40 minutes total.
- 4 Blend dried fruit into warm granola. Allow to cool at ambient temperature. Serve immediately or store in an airtight container.

Chef notes: Can substitute rehydrated hash browns with 4 cups potato sticks (store bought).



INGREDIENTS

- 3 cups rehydrated hash browns, browned
- 3 cups rolled oats (optional: gluten-free rolled oats)
- 1/2 cup raw almonds
- 1/2 cup raw pumpkin seeds
- 1/2 cup brown sugar
- 1/2 cup extra virgin olive oil
- 2 tbsp chia seeds
- 2 tbsp amaranth
- 2 tbsp hemp seeds
- 1/2 tsp ground cinnamon
- 1 cup dried pineapple, chopped
- 1 cup dried apricot, chopped

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!)

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