



# POTATO *Bowls*

FOODSERVICE INSPIRATION

Potatoes<sup>®</sup>  
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](https://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/>



# THINK *Outside* THE PLATE



Maybe bowls were once seen as a fleeting fad, but their steady (and increasing!) popularity makes it clear that they're here to stay. According to a recent Datassential Menu Trends report, bowls are currently on 35% of all U.S. menus and have shown 9% growth over the past four years.\*

And it's easy to see why. Customers love them because they're simple, nourishing, and satisfying. Chefs love them because they offer fresh new ways to create signature dishes. Depending on the ingredients, bowls can be everything from virtuous to indulgent. From breakfast acai bowls to power lunch bowls to spicy poke bowls for dinner, they work for every meal and every mood.



\* Datassential Menu Trends



# WHY BOWLS 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 tailored 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 change up your bowls and offer a nutrient-dense alternative to grains or pasta.

### 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 form are structurally perfect for any bowl's bottom layer.

### 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 bowls.

\* <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. Shreds, slices, and dices (after a quick rehydration) are perfect for hash browns, soups, casseroles, or a creamy, risotto-like bowl base.



## A top-down view of various potato dishes and ingredients arranged on a dark, textured surface. The items include: a black plate with shredded potatoes, small colorful potatoes, and a sprig of rosemary; a small bowl of crushed potatoes; a white bowl of golden-brown potato nuggets; a black skillet filled with thick-cut potato wedges; a small glass jar of spices; several whole and sliced potatoes of different colors (red, purple, yellow); a white bowl of mashed potatoes topped with butter; a green bowl of finely diced potatoes; a large black skillet filled with cubed potatoes; a red bowl of grated cheese; a small bowl of pink salt; a metal scoop with powder; and a small bunch of thyme.

**Speaking of delicious combinations... On the following pages, you can find a few fan-favorite bowl recipes with just the right mix of familiarity and creativity to celebrate our country's diverse culinary heritage.**



# Potato POKE BOWL

## WITH SALMON

**DISH**  
Main

**PREP TIME**  
25 Mins

**COOK TIME**  
20 Mins

**SERVING**  
Serves 6



## Preparation

- 1 Preheat an oven to 425°F (218°C).
- 2 In a large bowl add the potatoes, vegetable oil, and salt. Toss to combine and spread evenly on a nonstick baking sheet. Roast the potatoes in the oven for 20–25 minutes or until they are golden and crispy. Turn the potatoes over halfway through the cooking process to ensure they cook evenly. As soon as they come out of the oven, season them with the furikake seasoning and drizzle with the sesame oil.
- 3 While the potatoes are roasting, prepare the miso mayo and salmon. To make the miso mayo, combine the mayonnaise with the miso and stir well. Set aside until ready to use.
- 4 To prepare the salmon, gently combine the salmon, double fermented soy, sesame seeds, and green onions. If you cannot find double fermented soy, simmer regular soy in a saucepan until it is reduced by 33%. Allow the soy to cool completely before using. It's not exactly the same, but the flavor will be more concentrated.
- 5 To plate up the dish, begin by placing the crispy potatoes in the bottom of a bowl. Drizzle the miso mayo over the top of the potatoes and simply garnish with the toppings: marinated salmon, edamame, cucumber, avocado slices, and nori. Serve while the salmon is cold and the potatoes are hot for delicious results.

### INGREDIENTS

#### CRISPY ROASTED RED POTATOES:

2.2 lbs red potatoes, diced 1/2"  
2 tbsp vegetable oil  
2 tsp sea salt  
2 tbsp furikake seasoning  
2 tsp roasted sesame oil

#### MISO MAYO:

3/4 cup Japanese mayonnaise  
(regular mayonnaise can be subbed)  
2 tbsp white or yellow miso

#### SHOYU-MARINATED SALMON BELLY:

1 1/2 lbs fresh salmon belly,  
skin removed and diced 1/2" cubes  
3 tbsp double fermented soy sauce  
(see step 4)  
1 tbsp black sesame seeds  
1 tbsp toasted white sesame seeds  
1/4 cup green onions, chopped

#### GARNISHES/TOPPINGS:

1 1/2 cups frozen shelled  
edamame, thawed  
2 cups English cucumbers,  
thinly sliced  
2 each avocados, sliced  
1/2 cup nori, cut into thin strips





# SOUTHWEST POTATO Power Bowl

**DISH**  
Main

**PREP TIME**  
20 Mins

**COOK TIME**  
60 Mins

**SERVING**  
Serves 8



The perfect partner for the bold flavors of the Southwest: baked, diced russets and steamed quinoa create a creamy, nourishing base in this spicy, satisfying bowl.

## Preparation

- 1 Preheat an oven to 400°F (204°C). Line a baking sheet with parchment paper. Wash the potatoes well and dry them. Cut them into 1/2 inch chunks into a large bowl. Add the olive oil, salt, garlic, paprika, and black pepper, and toss well until all the potatoes are well coated. Transfer the potatoes to the lined baking sheet, making sure you also pour on any oil and liquid remaining at the bottom of the bowl. Bake for 30 minutes or until the potatoes are tender. Set aside.
- 2 In a bowl, pour pumpkin seeds, oil, and chili powder and mix until coated evenly. Place in parchment-lined baking sheet and roast pumpkin seeds at 400°F (204°C) for 5–6 minutes. Remove tray and cool.
- 3 Rinse and strain quinoa with a strainer and shake excess water. In a pot, add fresh water and quinoa. Bring to boil then cover, reduce heat, and simmer for 25 minutes. Fluff with fork.
- 4 Rinse black beans and drain using a strainer. Set aside.
- 5 To make dressing, in a bowl, whisk together olive oil, lime juice, and chili lime seasoning until emulsified.
- 6 To assemble, in a bowl, scoop roasted potatoes, quinoa, corn, black beans, pico de gallo, red onions, chopped kale, roasted pumpkin seeds, and avocado side by side, drizzle vinaigrette over, garnish with cilantro leaves, and serve.



### INGREDIENTS

#### SOUTHWEST POTATO POWER BOWL:

2 each russet potato (5.3oz), chopped  
1 tbsp olive oil  
2 tsp salt  
2 tbsp garlic, chopped  
1 tbsp paprika, ground  
1 tsp black pepper  
1/2 cup pumpkin seeds  
1 tbsp oil  
1 tbsp chili powder  
2/3 cup quinoa  
1 1/3 cup water  
1/2 cup black beans, cooked  
1 cup yellow corn  
1 cup pico de gallo  
1/2 cup red onion, sliced  
1 cup kale, chopped  
2 each avocado, chopped  
1/2 cup cilantro

#### CHILI LIME VINAIGRETTE:

1/2 cup olive oil  
1/2 cup lime juice  
1 tbsp chili lime seasoning



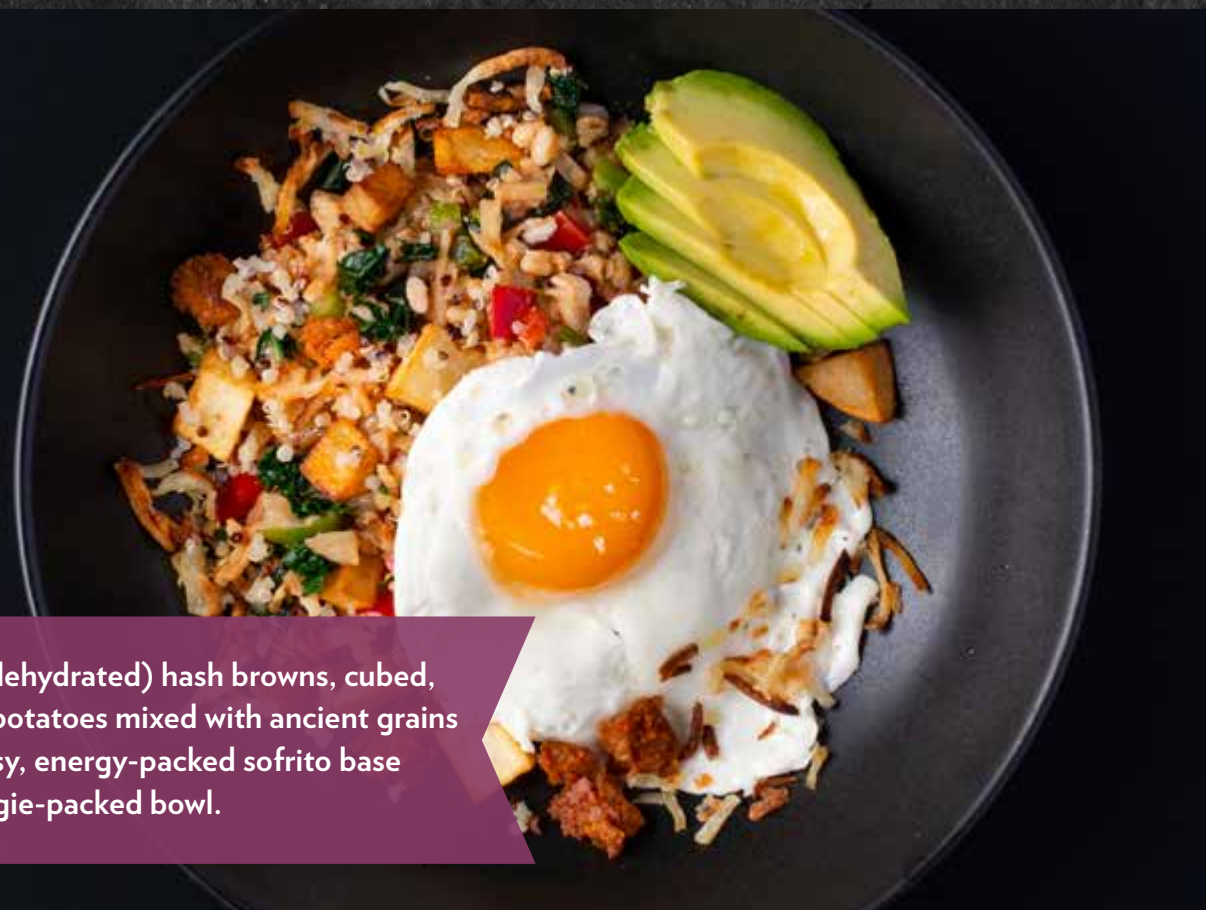
# Potato POWER BOWL

**DISH**  
Breakfast/Brunch,  
Main

**PREP TIME**  
20 Mins

**COOK TIME**  
30 Mins

**SERVING**  
Serves 24



Frozen (or dehydrated) hash browns, cubed, and flaked potatoes mixed with ancient grains make an easy, energy-packed sofrito base for this veggie-packed bowl.

## Preparation

- 1 For the sofrito-style base, sauté onions in olive oil 4–5 minutes until softened. Add garlic and sauté 1 more minute.
- 2 Add bell peppers and sauté 10 or more minutes until all are softened and beginning to color.
- 3 Add cleaned and roughly chopped kale and cook additional 15–20 minutes until kale is tender.
- 4 Once kale is tender, combine sofrito base with cooked grains, roasted tomatoes, browned potato shreds, browned diced or cubed potatoes, dehydrated potato flakes, and cooked (plant-based) meat (if using) in a bowl and mix well. Add salt and pepper to taste.
- 5 Top with optional toppings, such as avocado, fresh herbs, or a fried egg, and serve.

*Chef notes: Can be served warm or cold. For cold, let rest refrigerated for at least 60 minutes and up to 2 days.*

*Alternative: Shape mixture into 6 oz patties, either by hand or by using a portion scoop, pack into ring molds, and cook either on a flat top or in a pan, browning well on both sides.*



### INGREDIENTS

#### POTATO & ANCIENT GRAIN HASH MIXTURE:

6 fl oz olive oil  
6 cups onion, yellow, diced, 3/8" dice  
6 tbsp garlic, chopped  
6 cups bell pepper, red, diced, 3/8" dice  
6 cups bell pepper, green, diced, 3/8" dice  
12 cups kale, lacinato, stemmed, cleaned and torn, chopped  
1 1/2 cups faro, (fresh or frozen IQF), cooked  
3/4 cup roasted tomatoes, drained well and chopped  
6 cups hash brown potato shreds (frozen or dehy), cooked and well browned  
6 cups diced or cubed potatoes (frozen or dehy), cooked and well browned  
6 tbsp dehydrated potato flakes  
Salt and pepper to taste  
Optional: plant-based meat, chorizo (4 lbs), or sausage (24 each links), cooked

#### OPTIONAL TOPPINGS:

sliced avocado  
diced tomatoes  
grilled salmon  
fried egg  
fresh herbs



# POTATO PITAYA

## Smoothie Bowl

**DISH**  
Breakfast/Brunch,  
Snack

**PREP TIME**  
30 Mins

**COOK TIME**  
40 Mins

**SERVING**  
Serves 24



Dehydrated potato flakes add creamy body to a tangy dragon fruit base, and rehydrated crispy hash browns make a nutritive crunchy granola topping for a trendy and delicious twist on a classic breakfast bowl.

## Preparation

### Potato Pitaya Smoothie:

- 1 Put all ingredients in a blender and purée until smooth. Mixture should be thick enough to be eaten with a spoon.
- 2 Top with Potato Granola, in-season fruit/berries of your choice, and serve.

*Chef notes: Can be served with nut butter in the smoothie bowl as well—add to taste. Can also sub nut milk or any juice for coconut milk.*

### Potato Granola:

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

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



### INGREDIENTS

#### POTATO PITAYA SMOOTHIE:

24 frozen dragon fruit (pitaya) pulp packets (200g)  
12 bananas, frozen  
3 qts coconut milk  
8 cups dehydrated potato flakes  
12 oz lemon juice  
1 1/2 cups honey

#### POTATO GRANOLA:

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



# Jersey DISCO FRIES

**DISH**  
Appetizer,  
Main

**PREP TIME**  
10 Mins

**COOK TIME**  
30 Mins

**SERVING**  
Serves 8



Frozen steak-cut french fries topped with a rich, savory gravy—the Jersey version of Canada’s poutine—make these fries an easy, indulgent, crowd-pleasing favorite everywhere.

## Preparation

- 1 To prepare the gravy, melt the butter in a large saucepan. Add the shallot and garlic and sauté for 2–3 minutes. Season with salt and pepper. Add the flour and stir to combine. Slowly whisk in the beef stock and add in the Worcestershire sauce. Bring the sauce to a boil and allow it to simmer for 8–10 minutes. Remove from the heat and keep warm until ready to use.
- 2 To prepare the fries, heat the oil to 375°F (190°C). Drop the fries into the oil and cook for 4–6 minutes or until golden brown and crispy. Drain the fries, transfer them to a bowl, and season with salt. Arrange the fries in an ovenproof bowl or soup crock.
- 3 Cover the fries in the gravy and top with the shredded cheese. Place the fries under a broiler until the cheese is melted and just beginning to get brown in spots. Remove from the oven and garnish with the chopped herbs. Serve immediately.



### INGREDIENTS

#### BROWN GRAVY:

1/2 cup unsalted butter  
1/4 cup shallots, chopped  
2 each garlic, chopped  
2 tsp sea salt  
1/3 tbsp freshly ground black pepper  
1/2 cup all-purpose flour  
6 cups beef stock  
1 tbsp Worcestershire sauce

#### STEAK-CUT FRIES:

2.2 lbs frozen steak-cut fries  
As needed vegetable oil for frying  
2 tsp sea salt

#### TO PLATE:

8 oz shredded part skim mozzarella  
2 tbsp Italian parsley, chopped  
1/2 tsp fresh thyme, chopped



# Pub Style FRIES

**DISH**  
Appetizer,  
Main

**PREP TIME**  
30 Mins

**COOK TIME**  
60 Mins

**SERVING**  
Serves 12



Frozen wedge-cut fries covered with caramelized onions, beer cheese, and grilled brats are the “total comfort” Midwest version of nachos in these Pub Style Fries.

## Preparation

- 1 To prepare the caramelized onions, melt the butter in a heavy-bottomed shallow pan over medium heat. Add the onions and season with salt. Continue to cook the onions, stirring regularly, until the onions are deep brown and caramelized. Remove from the heat and set aside until ready to use.
- 2 To make the cheese sauce, melt the butter in a medium saucepan. Add the flour and stir until a wet paste is formed. Cook the mixture for 2–3 minutes to remove the raw flour taste. Whisk in the beer and cook until it is slightly thickened. Add the chicken stock and stir until well combined. Bring the sauce to a simmer and cook for 8–10 minutes. Add the dry mustard, heavy cream, Worcestershire sauce, and cayenne. Remove the sauce from the heat and stir in the cheese. Set aside until ready to use.
- 3 Grill the brats over a medium-high grill until fully cooked and internal temperature reaches 165°F. Allow the sausages to rest for 5–6 minutes before slicing.
- 4 To fry the fries, drop the fries into preheated 375°F (190°C) oil. Cook the fries until they are crispy and golden brown. Drain the fries and transfer them to a large bowl, then season with salt. Arrange the fries in a bowl.
- 5 Slice the brats and arrange them on the fries. Follow the brats with the caramelized onions, sauerkraut, and cheese sauce. Add a few dollops of whole grain mustard around the bowl and garnish with the chopped rosemary. Serve immediately.



### INGREDIENTS

#### CARAMELIZED ONIONS:

2.2 lbs yellow onions, sliced thin  
2 tbsp unsalted butter  
2 tsp sea salt

#### BEER CHEESE SAUCE:

2 tbsp unsalted butter  
2 tbsp all-purpose flour  
12 fl oz mild lager or IPA beer  
1 cup chicken stock  
1 tsp dry mustard  
1/4 cup heavy cream  
2 tsp Worcestershire sauce  
1/4 tsp cayenne pepper  
1 cup shredded cheddar cheese

#### GRILLED BRATS:

2.2 lbs bratwurst sausage

#### WEDGE-CUT FRIES:

2.2 lbs frozen wedge-cut fries  
As needed vegetable oil for frying  
2 tsp sea salt

#### TO PLATE:

8 oz sauerkraut  
1/2 cup stoneground mustard  
2 tbsp fresh rosemary, 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!)

Visit [Spuds4Chefs.com](https://Spuds4Chefs.com) to learn more.

